

Powder by day as often as you like— but do let your skin breathe by night!

A GOOD face powder, wisely used, both adds to a woman's charm and furnishes a very welcome protection to her skin.

So, make your powder box your constant companion every day if you wish, use it as often as you like, but—

—don't, if you care for the looks of your skin, if you really want to have and keep the charm of "a skin you love to touch"—don't go to bed a single night with the tiny powder flakes still lodged in the delicate pores.

Every time you powder, hundreds of those tiny flakes get into the pores of the skin. Unless you rid your skin of these particles at night, they will work their way down into the pores, clog these wee breathing spaces of the skin and cause them to grow coarse and large.

Avoid these useless cleansing methods

It is useless to try to remove these powder particles by a dry rubbing or grease cleansing. These methods merely serve to force the flakes of powder, mingled with dirt and oil, deeper into the pores. Blackheads and blemishes are often due to no other cause than this in oily skins. And dry skins are made to look scaly and even sallow this same way.

What your skin needs after each day spent with your powder box or bag is the following special Woodbury treatment. It is the most effective method you can use to thoroughly cleanse your skin, tiny pores and all, and keep in good condition the new delicate skin that is constantly forming.

Spend five minutes this way tonight

Dip a cloth in warm water and hold it to the face until the skin is softened and damp. Now take a cake of Woodbury's Facial Soap and go over your face with the cake itself just as a man does with a shaving stick.

Then dip your hands in warm water and with the tips of your fingers work up a lather from the soap left on your face. Rub this cleansing, antiseptic lather thoroughly but gently into the pores of your skin, always with an upward and outward motion.

Rinse with warm water, then with cold. If possible, rub your face for a few minutes with a piece of ice.

If your skin is thin or rather sensitive, substitute a dash of ice water for the application of the ice itself.

Take just five minutes for this treatment every night before you retire. It frees your skin of the tiny particles of powder that have accumulated there during the day. It cleanses the pores, brings the blood to the surface, stimulates the small muscular fibres and leaves your skin ready to rest and rebuild—so that it can greet you with the loveliness you want to see when you take your morning peep into your mirror.

Use this treatment regularly and you will soon see what a wonderful difference it will make in the looks of your skin—your complexion cannot help taking on step by step that permanent clearness, freshness and

charm which the steady use of Woodbury's always brings. Woodbury's Facial Soap is the work of a skin specialist. A 25c cake is sufficient for a month or six weeks of this treatment. Get your cake today and begin tonight to let your skin really breathe

Write today for samples

For 4c we will send you a cake of Woodbury's Facial Soap large enough for a week of this treatment. For 10c the cake of Woodbury's Facial Soap and samples of Woodbury's Facial Cream and Powder. Write today! Address The Andrew Jergens Co., Ltd., 674 Sherbrooke Street, Perth, Ontario.

Woodbury's Facial Powder. The first time you use it you will like this powder prepared from the formula of a skin specialist. So pure it will not harm the most sensitive skin! So finely pulverized and so soft that it is invisible when applied—yet it stays on! Comes in four tints: flesh, white, pink and brunette. Has a delicate refined fragrance. Put up in a special two-part box. Won't you try it? See sample offer.

For sale by Canadian
Druggists from Coast
to Coast.

Tear out this cake and put it in your purse as a reminder to ask for Woodbury's today

