



Whatever condition is keeping you from having this charm, it can be changed! Begin tonight the famous Woodbury treatment below.

A-SKIN-YOU-LOVE-TO-TOUCH

A radiant complexion, a soft, velvety skin—one you love to touch—can you imagine possessing a greater charm?

WHATEVER the condition is that is keeping your skin from being what you want it, it can be changed!

Your skin as it is now is not a lifetime possession by any means. If you have thought so, you have overlooked this big fact: Your skin, like the rest of your body, is changing every day. As old skin dies, new skin forms.

This is your opportunity. By the proper external treatment, you can make this new skin just what you would love to have it. Or by neglecting to give this new skin the proper care as it forms every day, you can keep your skin in its present condition and forfeit the charm of "a skin you love to touch." Which will you do? Will you begin at once to bring to your skin that charm you have longed for? Then use the following treatment tonight and make it a daily habit thereafter.

You will feel the difference the first time you use it!

Lather your washcloth well with Woodbury's Facial Soap and warm water. Apply it to your face and distribute the lather thoroughly. Now with the tips of your fingers work this cleansing, antiseptic lather into your skin, always with an upward and outward motion. Rinse with warm water, then with cold—the colder the better. Finish by rubbing your face for a few minutes with a *piece of ice*. Always be particular to dry the skin well.

If your skin happens to be thin or rather sensitive, substitute a dash of *ice water* for the application of the ice itself.

Every day this treatment frees your skin of the tiny, old dead particles. Then, it cleanses the pores, brings the blood to the surface and stimulates the small muscular fibres. It is very easy to use this treatment for a few days and then neglect it. But this will never make your skin what you would love to have it.

Use this treatment persistently and in ten days or two weeks your skin should show a marked improvement—a promise of that greater clearness, freshness and charm which the daily use of Woodbury's always brings.

Begin tonight to get its benefits

Woodbury's Facial Soap is the work of a skin specialist. For thirty years, John H. Woodbury made a constant study of the skin and its needs. He treated thousands of obstinate skin diseases, made countless skin tests, until he evolved the formula for Woodbury's Facial Soap. A 25c cake is sufficient for a month or six weeks of this "skin you love to touch" treatment. Get a cake today and begin tonight to get its benefits for your skin.

Woodbury's Facial Soap is for sale at every druggist's in St. John, and, in fact, by Canadian druggists from coast to coast.

Made in Canada by The Andrew Jergens Co., Ltd., Perth, Ontario.



Tear off this cake and put it in your pores as a reminder to get Woodbury's today and start this treatment.

