



"What can I do to gain the charm of a skin you love to touch?"

Do you know that it depends on *you*, almost on *you alone*, whether or not you have the charm of "a skin you love to touch"—the charm every girl wants and *can* have if she knows the skin secret told below?

Of course there's a certain pleasure in just *longing* for something we want badly. But too many of us spend our time longing and longing, when we might be spending the same time actually getting our desire. Are you doing this about your skin? Are you longing for the charm of "a skin you love to touch," when every night you might really be bringing this charm to your skin step by step? You can *do* this once you realize the miracle that is taking place in your skin every day, trying to *help* you do this very thing.

In spite of you, your skin changes every day

Whether you are sleeping or waking, your skin is constantly changing. And, like everything else, it always changes in one of two ways—for the worse or the better. Every day *old* skin dies, and *new* skin forms to take its place. *This is your opportunity.* This new, delicate skin will be just what you make it. If you neglect it as it forms every day, it gradually loses what attractiveness it has, grows less resistant, and you forfeit the greatest charm you can possess. But—by the proper daily treatment you can keep this new skin so strong and active that it cannot help taking on, gradually but surely, the charm of "a skin you love to touch."

Which will you do? Will you begin tonight to bring to your complexion that charm you have longed for? Then use the following treatment to-night and make it a daily habit thereafter.

Spend five minutes this way to-night

Just before retiring, 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*. If your skin happens to be rather thin and 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, 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

For sale by Canadian Druggists from Coast to Coast.

to have it. Use the 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.

A 25c cake of Woodbury's is sufficient for a month or 6 weeks of this "skin you love to touch" treatment. Get a cake to-day, and begin to-night to get its benefits.

Write now for week's-size cake

For 4c we will send a cake of Woodbury's Facial Soap large enough for a week of this treatment. For 10c, the week's-size cake of Woodbury's Facial Soap and samples of Woodbury's Facial Cream and Powder. For 50c, a copy of the Woodbury Book, "A Skin You Love to Touch" and samples of the Woodbury preparations. Write to-day! Address The Andrew Jergens Co., Ltd., 673 Sherbrooke St., Perth, Ontario.

Cut out this cake as a reminder to get Woodbury's to-day and begin at once to bring the charm to your skin.

