



The Right Way to Shampoo

How this treatment helps your hair



Let your children keep their heritage of soft, lustrous hair. Train them early in the habit of shampooing their hair with the soap that keeps the scalp healthy and vigorous.



DO you think your hair grows from the head like a plant? No, indeed. There is a fundamental difference.

For your hair does not breathe as does a plant. No vital fluid circulates through it as does the sap in the plant. Except at the very tips of its roots, hair has no more life than a silken thread.

The whole beauty and lustre of your hair depends on your scalp. Here the hair forms. Here a network of blood vessels feed and nourish the roots. Here lie the color-supply pigment cells. Here thousands of tiny fat glands supply oil to give your hair its glossy, life-like appearance. This is why caring for the hair is, in reality, exactly the same as caring for your skin.

To keep your hair lovely and abundant you must, by the proper treatment, keep your scalp healthy and vigorous, on the same principle as you give your skin the proper care and treatment in order to have a lovely complexion.

Which of these is your hair trouble?

Is your hair dull and lifeless? It can be made rich and lustrous.

Is it greasy, oily? or dry and brittle? You can correct the condition which prevents the tiny oil glands from emitting just the right amount of oil to keep your hair soft and silky.

Is it constantly powdered with dandruff? Or does it come out in combs? Begin at once to keep the pores of the scalp as free and clear as you keep the pores of your face.

To keep your scalp healthy and vigorous as it should be, begin at once to use persistently Woodbury's Facial Soap, formulated after years of study by John H. Woodbury, the famous skin specialist.

Try this famous shampoo

Before shampooing, rub the scalp thoroughly with the tips of the fingers (not the finger nails). Do not let the fingers slip along the scalp, but make the scalp itself move in little circles. This not only stimulates

the blood that feeds the roots of the hair, but loosens the dead cells and particles of dust and dandruff that clog up the pores.

the blood that feeds the roots of the hair, but loosens the dead cells and particles of dust and dandruff that clog up the pores.

Now dip the hair in warm water, separate it into small parts and scrub the scalp with a stiff tooth-brush lathered with Woodbury's Facial Soap. Rub the lather in well and then rinse it out thoroughly.

Next apply a thick, hot lather of Woodbury's Facial Soap, and leave it on for two or three minutes. Clear off with fresh, warm water. Wash all the soap out carefully and finish by rinsing in cold water. Dry very thoroughly. To make the hair fluff out prettily around the face, dry it hanging over the face instead of down the back.

Use this as a regular shampoo. You will enjoy the healthy, active feeling it gives your scalp. You will soon see the improvement in your hair—how much richer and softer it is.

For five or six shampoos, or for a month or six weeks of any of the famous facial treatments, and for general use for that time, you will find the 25c cake of Woodbury's Facial Soap sufficient. Around it is wrapped the booklet of famous Woodbury skin and scalp treatments. Get a cake today. Woodbury's is for sale at drug stores and toilet goods counters throughout the United States and Canada—wherever toilet goods are sold.

Send for sample cake of soap with booklet of famous treatments and samples of Woodbury's Facial Cream and Facial Powder

Send us 5 cents for a sample cake (enough for a shampoo or for a week of any Woodbury Facial treatment) together with the booklet of treatments "A Skin You Love to Touch." Or for 12c we will send you, in addition to these, samples of Woodbury's Facial Cream and Facial Powder. Address The Andrew Jergens Co., Limited, 2404 Sherbrooke Street, Perth, Ontario.

