



The perfect bloom of a skin so soft, so fine in texture that it seems the outward sign of an exquisite personal fineness—Read below how by proper treatment you can gain this most appealing of all charms

The Magic of a fine, soft skin

**ONLY BY THE PROPER CARE
CAN YOU GAIN THIS CHARM**

IT DOES not "just happen" that some girls retain the loveliness of a fine, soft complexion. Only by really caring, by finding out and faithfully using the right treatment for the skin have the famous beauties kept this charm.

It is exposure to cold winds and, most of all, to dust and dirt that makes the skin coarsen. By proper treatment you can offset these harmful influences; you can bring new life to your skin.

Your skin is changing every day. As old skin dies, new forms to take its place. You can make this new skin what you will.

Examine your skin closely. Its pores should be hardly noticeable. If they already begin to show conspicuously, it is a sign that you have not been giving your skin the proper care for its needs.

Begin tonight this treatment for reducing enlarged pores and making the skin fine in texture. Use it persistently. Remember, only by faithfully taking care of your skin can you correct a con-

dition which is the result of years of neglect.

To make your skin fine in texture

Dip your wash cloth in very warm water and hold it to your face. Now take a cake of Woodbury's Facial Soap, dip it in water and rub the cake itself over your skin. Leave the slight coating of soap on for a few minutes until the skin feels drawn and dry. Then dampen the skin and rub the soap in gently with an upward and outward motion. Rinse the face thoroughly, first in tepid water, then in cold. Whenever possible, finish by rubbing the face with a piece of ice. Always dry carefully.

You can feel the difference the very first time you use this treatment. Within ten days your skin will show a marked improvement—a promise of that greater smoothness that the steady use of Woodbury's always brings.

For a month or six weeks of any Woodbury Facial treatment, and for general cleansing use for that time, a 25c cake is sufficient. Woodbury's is on sale at drug stores and toilet goods counters throughout the United States and Canada.

Send for sample cake of soap [with booklet of special treatments and sample of Woodbury's Facial Powder

Send 6c for a trial-size cake (enough for a week or ten days of any Woodbury treatment) together with the booklet of famous treatments, "A Skin You Love to Touch." Or for 12c

we will send you the treatment booklet and samples of Woodbury's Facial Soap and Facial Powder. Address The Andrew Jergens Co., Limited, 201 Sherbrooke Street, Perth, Ontario.



For pale, sallow skins

Do you lack the exquisite color that comes and goes? Write us for directions for the new steam treatment for pale, sallow skins. It will bring to your skin the fresh, glowing color for which you have longed

Conspicuous nose pores

You need not let the attractiveness of your face be marred by conspicuous nose pores. If this is your trouble, start at once the special treatment for it given in the booklet wrapped around each cake of Woodbury's Facial Soap