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# A skin soft, clear, delicate in coloring

*No other beauty speaks so instantly*



**A** LITTLE flash of envy, yes—but just as surely, just as instantly, every one of us has felt the attraction that a lovely complexion always exerts.

And, if your complexion is dull and lifeless—without charm—how little all other attractions count! If you are bothered with blackheads, if your skin is marred by little blemishes, even if the pores have become enlarged, how completely your appearance is spoiled.

When other girls have lovely skins, how hard it seems for you not to have this greatest of all charms—a skin that is clear and dazzling.

Do you know that there is nothing that so responds to the proper treatment as your skin? That if you commence this very day to give your skin the right treatment for its needs, you will begin in a few days to notice its improvement?

Your skin is the most changeable feature you have. No matter how much you may neglect it, every day it is being made over, even without your help. New skin is continually forming as old skin dies. It is this new skin that responds so quickly to the proper treatment. You can keep it free of the blemishes that marred the old skin. Its freshness need never again be spoiled by neglect.

Blackheads can be corrected. Conspicuous nose pores can be reduced. Pale, sallow skins can be stimulated to have lovely color.

For every kind of complexion trouble you can find out first the cause of the condition, then the remedy, based on the fundamental rules of skin hygiene.

### The cause of oily skin and shiny nose

Take one of the most common of skin troubles—an oily skin and a nose that will get shiny. Do you know what causes this condition?

A certain amount of oil in your skin is necessary to keep it smooth and supple. This oil is constantly being produced by the glands of the skin. When it is too abundant the result

is an oily skin and a shiny nose. You can relieve this embarrassing condition by using the following treatment for it as frequently as is necessary:—

With warm water work up a heavy lather of Woodbury's Facial Soap in your hands. Apply it to your face and rub it into the pores thoroughly—always with an upward and outward motion. Rinse with warm water, then with cold—the colder the better. If possible, rub your face for thirty seconds with a piece of ice.

Use this treatment as often as your skin requires it, nightly if necessary. The first time you try it, it will make your skin firmer and drier. Before long, you will notice a marked improvement.

### Why blackheads form

Think how constantly your face is exposed to dust and dirt. Unless the skin is thoroughly cleansed, tiny particles of foreign matter clog the pores and blackheads are the result.

Blackheads are a confession that you are using the wrong method of cleansing for your type of skin. By following the Woodbury treatment, you can keep your skin free from them.

Apply hot, wet cloths to the face until the skin is reddened. Then with a rough washcloth, work up a heavy lather of Woodbury's Facial Soap and rub it into the pores thoroughly—always with an upward and outward motion. Rinse with clear, hot water, then with cold. Dry the skin carefully.

Make this a daily habit and you will soon notice a marked improvement in the clearness of your skin.

To remove blackheads already formed substitute a flesh brush for the washcloth in the

treatment above. Then protect the fingers with a handkerchief and press out the blackheads.

### The new steam treatment for pale, sallow skins

Then, a pale sallow skin. Do you despair of ever rousing yours? Try the new steam treatment. See how just one treatment brings the color to your cheeks.

Steam penetrates the skin in a way water alone cannot do. It enables you to cleanse thoroughly the pores that have become clogged, to stimulate inactive blood vessels and give the skin new color.

To make your skin soft and colorful, one night a week fill your bowl full of hot water—almost boiling hot. Bend over the top of the bowl and cover your head and the bowl with a heavy bath towel, so that no steam can escape. Steam your face for thirty seconds.

Now lather a hot cloth with Woodbury's Facial Soap. With this wash your face thoroughly, rubbing the lather well into the skin in an upward and outward motion. Then rinse the skin well, first with warm water, then with cold, and finish by rubbing it for thirty seconds with a piece of ice.

The other nights of the week, cleanse your face thoroughly in the Woodbury way with Woodbury's Facial Soap and warm water, finishing with cold.

These are only three of the famous Woodbury treatments for the commoner skin troubles. Get the famous booklet of treatments and see for yourself how thoroughly the needs of the different types of skin have been studied. As you read the different treatments, you will feel that they must help your skin.

### The whole success depends on yourself

But the whole success of any Woodbury treatment depends on the regularity and persistence with which you keep it up. Remember that you cannot completely correct in a day or a week the results of years of neglect.

But you will notice in a few days the good a Woodbury treatment does your skin. The very first treatment will leave your skin with a slightly drawn, tight feeling. This only means

that your skin is responding to a more thorough and stimulating kind of cleansing than it has been accustomed to. After a few nights this drawn feeling will disappear, and your skin will emerge from its nightly treatment with such a soft, clean, healthful feeling that you will never again want to use any other method of cleansing your face.

You will find Woodbury's Facial Soap on sale at any drug store or toilet goods counter in the United States or Canada. The booklet containing the directions for the famous Woodbury treatments is wrapped around each cake.



Get a cake today and begin using it tonight. A 25 cent cake lasts a month or six weeks.

### Would you like to have a trial size cake?

You may have it either with the booklet of treatments, or with samples of the other Woodbury facial preparations in addition to the booklet.

For 6 cents we will send you a trial size cake (enough for a week of any Woodbury facial treatment) together with the booklet of treatments. Or for 15 cents we will send you the treatment booklet and samples of Woodbury's Facial Soap, Facial Powder, Facial Cream and Cold Cream. Address The Andrew Jergens Co., Limited, 9950 Sherbrooke Street, Perth, Ontario.

