

The most famous skin treatment ever formulated

First the lather, then the ice, then gradually but surely the charm of "a skin you love to touch"

IS there some condition of your skin that is keeping it from being the attractive one that you want it to be?

Is it sallow, colorless, coarse-textured or excessively oily?

Perhaps your complexion is being marred by that disfiguring trouble—conspicuous nose pores.

Whatever the condition that is keeping your skin from being beautiful

—it can be changed!

The Woodbury treatment described here was first formulated and published five years ago. Since that time it has brought to thousands of people the lovelier complexions they have longed to possess.

They have read it, tried it, felt such a difference the first time they used it, that they have adopted it as their daily method of cleansing. Here it is:

First the lather—then the ice

Use this treatment once a day—preferably just before retiring. Lather your washcloth well with warm water and Woodbury's Facial Soap. 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. Then—finish by rubbing your face for a few minutes with a piece of ice. Always be particular to dry the skin well.

This is what happens

Your skin, like the rest of your body, is continually and rapidly changing. As the old skin dies, new forms. This is just the opportunity this treatment wants.

Every day it frees your skin of those tiny old, dead particles. Then, it cleanses the pores, brings the blood to the surface and stimulates the small muscular fibres. This keeps your skin so active that the new delicate skin

which forms every day cannot help taking on that greater loveliness for which you have longed.

The first time you use this treatment you will begin to realize the change it is going to make in your skin. You will feel the difference at once!

Use persistently—you can't keep the charm away

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.

A 25c. cake of Woodbury's Facial Soap is sufficient for a month or six weeks of this famous skin treatment. Tear out the illustration of the cake shown here and put it in your purse as a reminder to stop at your

druggist's or toilet counter and get a cake today. Remember, for every day you fail to start this treatment you put off for another day the satisfying of that longing that is bound to come to you again and again.

Write today for a week's-size cake

For 4c. we will send you a cake of Woodbury's Facial Soap large enough for a week of this famous skin treatment. For 10c. the week's-size cake of Woodbury's Facial Soap and samples of Woodbury's Facial Cream and Facial Powder. For 50c. copy of the Woodbury Book, "A Skin You love to Touch," and samples of the Woodbury preparations. Write today and begin at once to get the benefits of this famous skin treatment for your skin. Address The Andrew Jergens Co., Ltd., 872 Sherbrooke Street, Perth, Ontario.

First, rub the cleansing antiseptic lather in—then finish with a brisk ice rub.



Tear out this cake as a reminder to ask for Woodbury's today at your druggist's.

For sale by Canadian Druggists from coast to coast