



What *is* the matter with my Skin?

Take your mirror to the window and examine your skin closely. See just what is the matter with it. Then read how you can change it and why

IF YOUR SKIN is not as fresh, clear and radiant as you would like it to be, it can be changed. This is why.

Your skin, like the rest of your body, is constantly changing. As old skin dies, new forms. By the correct external treatment you can make this new skin just what you would love to have it. Or, by neglecting to give it proper care as it forms every day, you can keep it in its present condition and forfeit the charm of "A skin you love to touch."

Which will you do? Will you commence at once to bring to your skin the charm you have longed for? Then begin tonight the treatment suited to your needs, and make it a regular habit thereafter. Use it persistently and your complexion cannot help showing a marked improvement—a promise of that greater clearness, freshness and charm which the daily use of Woodbury's will bring.

Is your complexion marred by conspicuous nose pores? Complexions otherwise flawless are often ruined by conspicuous nose pores. These show that the small muscular fibres of the nose have become weakened and do not keep the pores closed as they should be. Such cases need the hot water and lather treatment described here.

Blackheads are a confession that you are using the wrong method of cleansing for your type of skin. The treatment given here will free you from this annoyance.

Perhaps your particular trouble is disfiguring blemishes. Skin specialists are tracing fewer and fewer such troubles to the blood—more to bacteria and parasites that are carried into the pores with dust, soot and grime. Skin blemishes will yield to the effective "soap cream" treatment.

To rouse a sluggish, colorless skin, you must apply the correct treatment. See what a

fresh clear color this "ice" treatment will bring to your skin.

Is your hair soft and lustrous? To make your hair lovely, you must keep your scalp as clean and clear as you keep the pores of your skin. See what an improvement this shampoo treatment will make the first time you use it.

Begin tonight to get the benefit of this specialist's soap for your skin and hair

Woodbury's Facial Soap is the work of a skin specialist. For thirty years, John H. Woodbury made a constant study of the skin and its needs. He treated thousands of obstinate skin diseases, made countless skin tests, until he evolved the formula for Woodbury's Facial Soap. You will find a 25c cake sufficient for a month or six weeks of any Woodbury treatment and for general cleansing use for that time. Woodbury's is for sale at drug stores and toilet goods counters throughout the United States and Canada—wherever toilet goods are sold.

Send 5c for trial size cake and complete treatment booklet

Send 5c today and we will send you a trial size cake of Woodbury's Facial Soap, large enough for a week's use, and a booklet containing Woodbury skin treatments for all ordinary skin troubles, together with many valuable facts about the care of the skin. Or for 12c, we will send you, in addition to these, samples of Woodbury's Facial Cream and Facial Powder. Send today. Address The Andrew Jergens Co., 6402 Spring Grove Avenue, Cincinnati, Ohio.

If you live in Canada, address The Andrew Jergens Co., Limited, 6402 Sherbrooke St., Perth, Ontario.



Conspicuous nose pores—how to reduce them

Dip a cloth in very hot water, lather it with Woodbury's Facial Soap, then hold it to your face. When heat has expanded the pores, rub in very gently a fresh lather of Woodbury's. Repeat this hot water and lather application several times, stopping at once if your nose feels sensitive. Then finish by rubbing the nose for thirty seconds with a lump of ice.

Notice the improvement the very first treatment makes—a promise of what its steady use will do. Use this treatment persistently. It will gradually reduce the enlarged pores until they are inconspicuous.



Skin blemishes—how to get rid of them

Just before retiring, wash in your usual way with warm water and Woodbury's Facial Soap, finishing with a dash of cold water. Then dip the tips of your fingers in warm water and rub them on the cake of Woodbury's until they are covered with a heavy, cream-like lather. Cover each blemish with a thick coat of this and leave it on for ten or fifteen minutes. Then rinse very carefully with clear, hot water, then with cold.

Use this treatment regularly. It will make your skin so strong and active that it will resist the frequent cause of blemishes and keep your complexion free from them.

How to keep your skin free from blackheads

Apply hot wet cloths to the face until the skin is reddened. Then with a rough wash cloth, 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—the colder the better. Finish by rubbing the face briskly with a piece of ice after the cold water rinsing. Always dry the skin carefully.

Make this treatment a daily habit and it will soon give you the clear, attractive skin that the steady use of Woodbury's always brings.

To rouse a sluggish, colorless skin

Dip your wash cloth in very warm water and hold it to your face. Now take the 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 the skin for ten minutes, 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. If possible, rub your face for thirty seconds with a lump of ice. Dry the skin carefully.

This treatment will make your skin fresher and clearer the first time you use it.



The right way to shampoo—how this treatment helps your hair

Before shampooing, rub the scalp thoroughly with the tips of the fingers (not the finger nails), making the scalp move in little circles. This loosens the dead cells and particles of dust and dandruff that clog up the pores. Now scrub the scalp with a stiff toothbrush lathered with Woodbury's Facial Soap. Rub the lather in well, then rinse it out. Then, apply a fresh hot lather of Woodbury's and leave it on for two minutes. Clear off with clear warm water, finishing with cold. Dry the hair very thoroughly.