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Sunlight can be kind or cruel

CAN you face the strong sunlight with confidence?

Is your skin so fine in texture, so soft and clear that you do not hesitate to be seen with your face bathed in sunshine? Scientists say strong sunlight is a thousand times stronger than ordinary electric light.

No matter what artifices you use—sunlight reveals the real condition of your skin. If you have blemishes, pimples, blackheads or enlarged nose pores, sunlight reveals them conspicuously. It shows up a rough, scaly skin, a shiny nose or a pallid, sallow complexion.

You can look well in daylight, too

There is no reason why your skin should *not* be clear and lovely, *always*. Do not dread to meet your friends in the daytime. Begin now to make your complexion as lovely from nine o'clock to six as it is from six to twelve.

The Woodbury treatments are based on this fundamental fact; every day a change takes place in your skin. The old skin dies, new forms. This new skin, when treated by the lather of Woodbury's facial soap, can be rendered delightfully clear, smooth and free from all blemishes.

Strong sunlight is the real proof of your skin's beauty. At night, under soft shaded lights, you may succeed in making your skin appear attractive, but how does it look by day?

The Woodbury treatments cleanse the tiny pores of the skin, bring the blood to the surface, and improve its circulation. They stimulate the small muscular fibres. As the new skin forms, you are surprised at its clearness, its smoothness, its glowing color!

Follow these directions carefully

If you want to know how beautiful your skin can be—not only at night—but in the daytime, too—just try the following treatment tonight.

Just before retiring, wash your face and neck with plenty of Woodbury's Facial Soap and warm water. Work up a good soapy lather in your hands and rub thoroughly into the pores, using an upward and outward motion. Do this until the skin feels somewhat sensitive. Rinse well in warm water, then in cold. If possible, rub your skin for five minutes with *a piece of ice* and dry carefully.

In ten days, or a week even!

This Woodbury treatment, used nightly, should produce a marked improvement in a week or ten days. If kept up regularly, it will soften and beautify the very texture of your skin—and give you a complexion you will be proud of!

You can secure Woodbury's Facial Soap at your druggist's, or at any counter where toilet preparations are sold. It "lasts" remarkably well, one 25c cake being sufficient for a month or six weeks.

Send for this booklet and sample cake

We have given only one treatment here. The many Woodbury treatments for the various troubles of the skin are all given in the booklet, "A skin you love to touch." This booklet is wrapped about every cake of Woodbury's Facial Soap. For 4c we will send you this booklet and a cake of Woodbury's Facial Soap large enough for a weekof any Woodbury treatment. Write today! Address **The Andrew Jergens Co., 5111 Spring Grove Ave., Cincinnati, Ohio.**

If you live in Canada, address The Andrew Jergens Co., Ltd., 5111 Sherbrooke Street, Perth, Ont.

For sale wherever toilet goods are sold.

How to make your skin lovely by daylight, too

First wash your face and neck with plenty of Woodbury's Facial Soap and warm water.

Next, work up a good, soapy lather in your hands with Woodbury's Facial Soap.

Rub the lather into the pores well, always with an upward and outward movement.

After rinsing with warm water and then cold, rub your face for a few minutes with a piece of ice.

Even the first treatment brings a ruddy glow, and leaves the skin smoother and clearer.