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A Skin you love to touch

can be yours when you understand the skin and its needs

So few people really understand the skin, that "a skin you love to touch" is rarely found.

Whatever the condition that is keeping your skin from being beautiful, it can be changed. Is your skin colorless, sallow, coarse textured or excessively oily? Are there little rough places in it that make it look scaly when you powder?

Whatever the trouble is, you can make your skin what you would love to have it. Like the rest of your body, your skin is continually being rebuilt. As old skin dies, new forms. Every day, in washing, you rub off dead skin. This gives you your opportunity.

In the books that noted skin specialists have written you will find this advice: The best way to make this new skin so strong and healthy that it will truly be "a skin you love to touch" is by proper cleansing with a soap carefully prepared to suit the nature of the skin.

It was to meet the need for such a soap that John H. Woodbury,

after thirty years' study and treatment of the skin, prepared the formula for his now famous Woodbury's Facial Soap.

Begin tonight to get its benefits

To make your skin "a skin you love to touch," begin this treatment tonight. Just before retiring, wash with Woodbury's in the following way: With warm water work up a heavy lather of Woodbury's in your hand. Then work this cleansing, antiseptic lather into your skin—always with an upward and outward motion. Rinse with warm water, then with cold. Then rub your face for several minutes with a lump of ice.

Use this treatment persistently, and in ten days or two weeks your skin should show a marked improvement. Use Woodbury's regularly thereafter, and before long your skin will take on that finer texture, that greater freshness and charm of "a skin you love to touch." A 25c cake of Woodbury's is sufficient for a month or six weeks of this treatment. Get a cake today and begin tonight to get its benefits.

Woodbury's Facial Soap is for sale by every dealer and druggist in Greater New York and, in fact, by dealers everywhere throughout the United States and Canada. Made by The Andrew Jergens Co., New York and Cincinnati.

Write for this picture!

This is Clarence Underwood's conception of "a skin you love to touch." Mail coupon below and we will send you a copy without advertising on it, reproduced in full colors by a new and beautiful process. Write or mail coupon today!

The Andrew Jergens Co.
1801 Spring Grove Avenue,
Cincinnati, Ohio

I enclose 10 cents for a full color reproduction of Clarence Underwood's new painting, "A Skin You Love to Touch," and a cake of Woodbury's Facial Soap, large enough for a week's treatment.

Name

City

State

In Canada address The Andrew Jergens Co., Ltd., Sherbrooke St., Perth, Ont.

Woodbury's Facial Soap

For sale by dealers everywhere throughout Greater New York.

