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"A Skin You Love to Touch"

By Henry Hutt



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The Woodbury Book

Cincinnati

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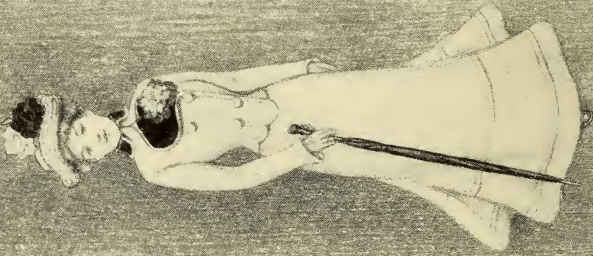
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1911



For over a third of a century Woodbury's Facial Soap has been the skin soap

The Skin



AFTER years of experience, we appreciate how few people realize the importance of the skin and the great factor it plays in the general health of the individual.

An unhealthy skin is a positive sign of improper care, poor health, or improper living.

It is only necessary for us to gaze around many public places or in the street car to see how extremely common imperfect complexions really are.

We all admit that a perfect skin is the exception rather than the rule.

There must be some reason for this almost universal condition of affairs, since, with very few exceptions, we are all born with a perfect and healthy skin.

The reason why—and how to have what we all prefer—is the purpose of this book.

What the Skin is Supposed to Do

The skin has *five* distinct and separate duties to perform.

The Skin Protects—It acts as a protection to the deeper and important tissues of the human body. The

careful way in which Nature protects the deeper structure, including the delicate nerves and blood vessels, is shown by the thickness of the outer layer of skin on the palms of the hands. This thickness is *directly proportioned* to the friction, pressure and other sources of injury to which the parts are exposed.

Moreover, the thickened epidermis prevents a too rapid evaporation of the fluids of the skin on the most exposed parts, as the hands. If this were not the case, our hands would be continually rough and dry.

The Skin is an Organ of Sensation

The ends of the delicate nerves of touch are situated in the skin, thus we are able to distinguish between hot and cold. If the hands are rough and broken open, this delicate sense of touch is much impaired. Take the surgeon's hands for example. It is very important to every surgeon to have his hands in a perfect condition as, often during the most delicate part of an operation, he relies alone on his sense of touch.

For this reason it is a common practice among surgeons, who operate extensively, to apply every night some soothing oily application to take the place of the oil that has been scrubbed out each day as a result of constant washing of the hands.

In the tips of the fingers are special nerve endings where the sense of touch is most acute. Here the skin always remains soft and pliable, even though the rest of the skin of the hand is hard and thickened.

The Skin Secretes and Excretes

The skin is kept soft and pliable by the oil secreted by the oil glands.

THE SKIN

Through the sweat glands, the skin excretes from $1\frac{1}{2}$ to 2 pounds of waste matter every day.

Now unless these pores are properly performing their work, this waste matter stays in the skin and impedes every function of the skin. The importance of this duty of the skin can be seen by the serious result that follows complete suspension of this action. This is shown by the sad experience of Leonardo de Vinci, when he gilded a beautifully formed boy to add to the glory of a Florentine pageant. The boy died in a few hours.

In the same way, burns that involve one-half the surface of the body are generally fatal.

A very important relation exists between the skin, alimentary canal and kidneys.

When the kidneys are unable to do their work, the skin, by its pores that excrete, takes up the work to a certain extent of the defective organ.

This relation between the kidneys and skin is shown by the swelling that occurs about the eyes and in the ankles as soon as the kidneys become diseased and are unable to perform their work.

This swelling is due to the fluids under the skin, the skin sometimes being lanced in order to give free vent to the fluid.

A similar relation exists between the liver and the skin. The yellowish discoloration of the skin that follows liver trouble is an example of this relation. The intense itching of the skin in this condition is supposed to be due to the irritation caused by the bile salts passing out through the skin.

If you keep your skin in perfect health, it will be better able to take up part of the work of the vital organs when they are diseased, as the lungs and kid-

neys. Its work is much increased when these organs are affected.

The Skin Absorbs

Certain drugs and substances are absorbed through the skin.

It is a well-known fact that metallic preparations when rubbed into the skin have the same action when given internally, only in a less degree. Mercury is a common example and, if an overdose is rubbed into the skin, salivation is the result. The absorption takes place through the openings of the glands, the fine particles being conveyed there by the *rubbing*. When simply left in contact with the skin, substances, unless in a fluid state, are seldom absorbed. This is why Woodbury's Facial Cream must be rubbed in.

If for any reason a person cannot swallow, a bath of warm water will relieve the thirst to a certain extent. Sailors, when destitute of fresh water, find their urgent thirst allayed by soaking their clothes in salt water.

The Skin Regulates the Temperature of the Body

This is done through the sweat glands.

The skin is the most important organ for regulating the temperature of the blood—over 90% of the total loss of heat from the body is through the skin: Thus a cold sponge bath reduces the temperature when fever is present. The rest is lost in heating the food, drink, inspired air and in evaporation.

The reason why the skin is such an important organ

THE SKIN

in regulating the temperature of the body is—because

- a. It offers a large surface for radiation, conduction and evaporation.
- b. It contains a large amount of blood, which is readily affected by atmospheric conditions.
- c. It contains many blood vessels that relax in warm atmosphere—the skin thus becoming full blooded, sweating results and much heat is lost.

In cold atmosphere, the opposite happens, the vessels contract and little heat is given off.

This explains why the human body adjusts itself, why it is able to stand such extreme degrees of temperature without an ill effect and with little discomfort.

If for any reason the evaporation from the skin is interfered with, this power is lost.

For example we have an authentic case of a man staying in a *dry* temperature of 260 degrees F. eight minutes. But should the air be *moist*, thus interfering with the evaporation from the body, this would be impossible. In moist air, a temperature of half of 260 degrees would be unbearable.

The rapid evaporation from the skin is what keeps the body cool. Electric fans, by aiding evaporation, keep the body cool.

From this, you can see how the proper care of the skin helps the body. From what you have just read, you can realize the necessity to beauty, health and even life itself of keeping the skin in good working order, as any defect in its activity leads to serious troubles.

A Constant Temptation to Succumb

The present strain that the skin is under, the dust, soot and dirt, the foul air in public places, with the stress and wasted energy combined with the deleterious effects of eating and drinking too much, of high living, all tend to make the skin unequal to its work. There is a constant temptation for it to succumb under the extra work it has to do.

Ordinary soap doesn't supply what the skin needs. The fine little pores need what Woodbury has supplied in his formula for soap. Realizing the necessity for such a soap, he worked for years on a formula the result of which is the now famous Woodbury's Facial Soap. It thoroughly cleanses and purifies the pores, contains properties that stimulate and are an excellent tonic for the skin, causing it to become more active and thereby assist Nature to throw off the foreign matter and discharged impurities.

It resupplies just what is exhausted from the skin by the conditions we now live under.

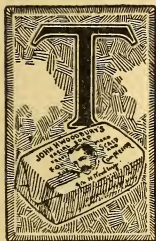
This valuable property is the reason for its wonderful success.

*Life has given nothing to
mortals without great labor*
Horace



Unclean car straps are but one chance of infection

SOAP



To keep an active skin, you should depend almost entirely on soap and water. The whole tendency in medicine to-day is toward fewer and fewer drugs—all toward intelligent care and preventive measures.

With proper soap used intelligently and regularly to stimulate the skin, the right cream to heal the skin on special occasions and the correct powder for a protection, there should be practically no need for anything else.

What You Can Expect of a Soap

The composition of a soap is a combination of any fatty acid with an alkali.

Their action on the skin is both chemical and mechanical.

In order to prevent any irritation to the skin by the alkali in the soaps one should use a perfectly neutral soap, which contains no free alkali.

Besides this quality, a good soap should form an easy quick lather on the addition of a certain amount of water.

It should have a wholesome scent and should present a pleasing and uniform color.

The soap should cleanse and aid the skin.

The formula for Woodbury's Facial Soap was prepared by John H. Woodbury, a man with thirty years practical experience treating thousands of obstinate skin diseases.

Woodbury's Facial Soap is so absolutely pure that the medical profession for years has recommended it unhesitatingly for the skin, bathing infants, for the scalp, and particularly for the many annoying skin diseases.

It has beautifying and antiseptic properties found in no other soap. It contains the best antiseptic known to medical science. It thoroughly cleanses and purifies the skin and stimulates the circulation of the blood which enables the skin to resist infections.

Because of its medicinal properties, it soothes and allays irritations, chafing, itching, and like affections. It contains no coloring matter, and is guaranteed to be free from all poisonous or irritating effects even on the tenderest skin.

Five Ways of Using Soap

1st.—The mildest action in using Woodbury's Facial Soap is produced by washing in the usual way—the soap remaining on the skin for only a very short time before it is washed off.

2nd.—A stronger effect is produced by rubbing its lather into the skin, leaving it for a few minutes and then wiping it off with a dry towel.

SOAP

3rd.—A still stronger effect is produced by rubbing its lather into the skin and leaving it on all night.

4th.—The strongest effect results from rubbing its lather into the skin and then, while it is still damp, covering it with rubber tissue, oil skin or other water-proof material.

5th.—A very marked effect is produced if its soapy lather is first rubbed on and then massaged into the skin. The lather is finally removed with a dry towel. This is what men do in working up a lather when shaving and in a great measure is the secret of the clearer better skin men have. The more healthy skin men have is also due in a great extent to the fact that men pay 25 cents for a shaving stick and get a soap fit for the face.

The Importance of an Antiseptic Soap and Why it Should Contain the Best Antiseptic

There are many reasons why a soap should be antiseptic and why it should contain the *best* antiseptic.

1st.—Its use will prevent an abrasion or cut from becoming infected or poisoned.

2nd.—It helps Nature in the healing of cuts, contusions and abrasions, by keeping them free from germs and poisonous matter.

3rd.—It does not act as a germ carrier—since it destroys them when it comes in contact with them. Many skin diseases can be acquired from a bar of soap in a public place, just as they often follow the use of a public towel.

It prevents, to a certain extent, the taking of infectious or contagious diseases. It is a well-known fact that many a physician has caught typhoid fever from

neglecting to wash his hands properly after examining a case of it. The germs remain on the hands or under the finger nails and are conveyed to the mouth as soon as we partake of food.

An eminent physician of America, who has made typhoid fever a special study, was stricken himself with the disease a few years ago. He distinctly traced his infection to the day he neglected to wash his hands after examining a large number of typhoid fever cases in one of the wards of a charity hospital. It was his rule to visit the hospital just before his noon day luncheon and it was probably at this meal that he became infected.

A soap should contain the *best* of antiseptics because—

1st.—For all the above reasons, since an antiseptic soap is so important.

2nd.—Because it is used so freely on all classes both old and young. For this reason, it should be a *non-irritating* antiseptic.

*If eyes were made for seeing—
Then beauty is its own excuse for being
Emerson*

The Tools ^{you} Need



ON'T try to get along without the tools you need.

Most women are horribly hampered by lack of them.

As an aid to you in selecting the right ones, we have photographed the best.

Below we give you a list and prices.

We are giving the highest prevailing prices in each instance—in most cases, your druggist will no doubt be much lower.

A bath brush with a long, strong handle. This enables you to reach your back, which should be scrubbed with a stiff brush, not only for cleansing purposes, but so that the friction can stimulate the nerves and the circulation of the blood. Price, \$1.75.

A bath brush with a strap to slip the hand through. This keeps the brush from slipping—allows a firm hold. Price, \$1.00.

A package of absorbent cotton—10-cent size. Keep a supply of cotton always on hand. Use it to powder

with, to apply the cream, to wipe dirt off the face—to rouge with.

We show the two kinds of wash cloths—the rough Turkish for the bath, five-cent size, and a smooth knitted one for the face, 10-cent size.

Use a hair brush with a ventilated back so that the dirt can't possibly accumulate. Have the bristles *moderately* stiff, as very stiff bristles break the hair. This brush in white costs \$1.95.

Use a white comb so that you can *see* that it is clean. Never allow a comb with *fine* teeth to touch your hair. Price, 45 cents.

The face brush has camel's hair bristles—is splendid for cleansing the face and stimulating circulation. Price, \$1.00.

The rubber tissue face mask is invaluable in the treatments where it is prescribed and costs only \$1.25.

These sleeping gloves are loose, so that they will not impede circulation. They are also washable—an important feature. Price, 75 cents.

What Woodbury's Facial Cream Does for the Skin

Woodbury's Facial Cream gives the skin both a healthy color and a smooth surface.

It cleanses the skin by penetrating and removing the superficial layer.

It makes a dry rough skin soft and pliant.

Woodbury's Facial Cream, on account of its selective ingredients and action, constitutes a waterproof covering, thus lessening the evaporation from the skin and guarding it from external injury in bad weather.

Furthermore, it dissolves the sebaceous matter on the skin, *keeps the pores active*.



Every good workman realizes the value of good tools. Don't try to do without them—they are of so much assistance

THE TOOLS YOU NEED

The fatty acid of the sweat, when brought into contact with the fat of Woodbury's Facial Cream, form a soap. This is the reason why Woodbury's Facial Cream is so cleansing.

Woodbury's Facial Cream is best applied at bedtime after the face is washed and dried.

A small amount should be rubbed into the skin with the fingers or a fine towel. Rub lightly for some time.

Don't rub hard or knead it. Kneading is what makes the skin flabby and causes large unsightly pores. Many of the massage creams on the market that have to be rubbed in so hard finally do more harm than good to the complexion. Woodbury's Facial Cream has been used for over a third of a century. It is safe. There are no after effects that make their appearance later in life.

It is not oily or sticky like vaseline or "cold creams," but is quickly and entirely absorbed by the skin, leaving it perfectly clear and fresh.

It contains nothing that will produce down on the skin. Price 25 cents in U. S. A.

The Benefits of Woodbury's Facial Powder

One of the best points about Woodbury's Facial Powder is that it is finely pulverized, is softer than the softest of flour. It should be used as a protection before going out into the wind and sun.

There can be no harm in using Woodbury's Facial Powder provided you do not overdo it and *it is applied on a clean surface.*

If you have large open pores on the face and nose, do not use it until these are cured.

The use of Woodbury's Facial Cream on the face

before applying the powder is a good plan in many instances, especially on raw days.

In applying the Cream before using the powder, it should be applied sparingly and it should be removed as soon as the face becomes dirty.

Notice the Special Double Box

You will have no trouble with powder scattered over your dresser table if you use the Woodbury package.

Woodbury's Facial Powder comes in a double box, so that only a small portion of the powder is disturbed at a time. This way the greater part of the powder remains untouched, protected from dust. A little is kept in the top and applied with a fine soft chamois, which is furnished free in the upper part of the box.

Woodbury's Facial Powder is entirely invisible when applied. It is supplied in four shades: flesh, white, pink and brunette (cream). It becomes inconspicuous on any skin.

Only the purest ingredients are used. It will not harm the most sensitive skin. Its fragrance is delicate and refined. Price 25 cents in U. S. A.

Woodbury's Other Preparations

Woodbury's Dental Cream or Woodbury's Tooth Powder, whichever form you like best, either 25 cents. They prevent decay, whiten enamel, keep the gums in a healthy condition and sweeten the breath.

Jergen's Talcum Powder, 25 cents. An unsurpassed talcum powder skillfully prepared from the most effective ingredients. Its delicacy and fragrance will delight you. It is made with violet or rose perfume. You may take your choice.



Three-fourths of the bad complexions are due to the hasty,
careless cleansing

The Face and its Blemishes



THE solution of three-fourths of the bad complexions seen is in hasty, careless washing. Wash your face with care and take plenty of time to do it.

Hot water should never be used on the skin, except to relax it, when it feels tight and drawn.

Warm water may be used once a day, on retiring.

Cold water should be used at all other times.

Use a soft camel's hair brush, followed by a wash-cloth. Never rub hard, never irritate the skin, but rub Woodbury's Facial Soap in gently for some time until the skin is softened and the pores open and the face feels like it has been cleansed. Then rinse in cooler water, then apply cold water for a full minute. The cold water closes the pores, brings the blood to the surface, and does more than any other one thing to give you color. Never neglect the cold water rinsing of the face.

Then dry your face carefully and thoroughly with a soft towel. Use the softest towels you can get and

pat your face dry. Again don't rub it. It destroys the velvety texture of your skin and irritates what slight eruptions you may have. A good facial powder—not a talcum—if applied lightly, is a splendid protection from the wind, sun, etc.

At night apply a little of Woodbury's Facial Cream—carefully and very lightly, for the skin should never be dragged nor drawn by any manipulation. Dragging and drawing the skin makes the wrinkles which we try to banish. It is not necessary to rub it in hard—it is quickly absorbed by the skin and becomes invisible. See the directions for this cream on page 12. Its formula contains ingredients that nourish, soothe and whiten the skin, and keep it smooth and soft.

Note.—Get a flesh brush to-day. A good one costs \$1. At first the use of it will seem a nuisance but after you get the habit of using it and see the effect you will never regret the patience it required to become accustomed to using it.

Oily Skin and Shiny Nose

An oily skin is a functional disease of fat producing glands. It is characterized by an excess or over-secretion of the fatty matter causing the skin to appear oily.

The condition is most common on the face, especially around the nose, the scalp also being very often affected.

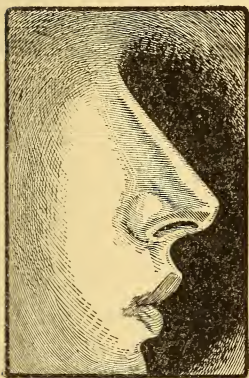
The malady is most frequent between the ages of 15 and 30 when the glandular structures are usually most active. Those of dark hair and complexion are more often affected. The contributory, if not the causative, factors are general debility, anemia, dyspepsia and other like causes. It may also follow any

THE FACE AND ITS BLEMISHES

serious illness. Scrofulosis may be the cause. The worst form of this condition is believed by some to be parasitic and contagious.

Conspicuous Nose Pores

Complexions, otherwise flawless, are often ruined by conspicuous nose pores. The blood supply in the nose is comparatively poor and therefore does not keep the pores contracted as they should be. Instead they are relaxed and open, they readily collect dirt and become enlarged. Open pores are due to a loss of tone in the glands and the small muscular fibers of the skin. This may result from improper massaging of the face. Too frequent or the incorrect way of steaming the face is often the cause of open pores.



Conspicuous nose pores are the most prevalent blemish there is

Another important cause is, not washing the face thoroughly and neglecting to use plenty

of cold water after using hot water.

In treating both of these conditions try if possible to discover the cause. After the cause has been removed, improvement under local treatment occurs more readily.

How to Reduce Them

The local treatments consist in washing the face thoroughly with Woodbury's Facial Soap, and warm

water. After rinsing the face in warm water, again lather it with Woodbury's Facial Soap using a fairly stiff brush. Woodbury's Facial Soap cleanses the pores and acts as a stimulant.

This is to be continued for about five minutes. Now remove all the soap by bathing in hot water. The next step is very important. Bathe the face for at least ten minutes with cold water. The colder the better. Now dry and go over the face once or twice with a little alcohol. A half of a lemon can be used instead of the alcohol.

This treatment should be done once or twice a day for about a month when considerable improvement will be noticed.

If the face becomes rough, use Woodbury's Facial Cream for several nights at the same time discontinuing this treatment.

Face powders should not be used until the pores are reduced, since they fill up, the powder thus causing blackheads.

Notice.—The pores of the face in nine people out of ten have been very badly neglected, and this treatment should be used for a sufficient length of time to counteract the effects of neglect. It takes but a few minutes each morning and the result is well worth waiting for. Don't get discouraged. Simply form a habit of washing the face this way and the change will come and be permanent.

The Prevalence of Blackheads

A blackhead is a collection of oily matter in the duct of the gland, the opening of the duct being closed by a pin-head sized plug.

THE FACE AND ITS BLEMISHES

The entire plug or flesh worm is composed of epidermis cells (dead flakes of skin), debris, oily matter, dust and dirt.

The black point of the flesh worm which you see more plainly on removal is due to the accumulation of dirt or in a few cases to a pigment derived from the secretion of oil.

The condition is most common in those between 13 and 20 years of age—more frequent in girls and women than in boys and men.

Causes of blackheads are many and are due to external and internal disturbances.

External Cause—In some cases, blackheads are due to an abnormal firm and increased thickening of the outer layer of the skin which prevents the natural escape of oil by the growing of the epidermis over the mouth of the duct of the gland.

This thickening of the skin is often due to lack of soap, improper use of soap, improper kind of soap that contains irritating substances or that contains tar or its derivatives. Working in a dirty and dusty atmosphere and coming in contact with tar oils and petroleum products are at times the cause of blackheads.

Another cause is a relaxed condition of the muscular fibers of the skin which, instead of expressing the oil in the usual way, permits it to collect and harden. Here again the use of the improper soap plays an important role in the cause of blackheads.

Internal Causes—Constipation—digestive disturbances—*anemia* and general debility are often the cause.

An Unusually Thorough Treatment

Remove the cause if possible. For instance, avoid dust as much as possible. Do not allow it to remain on the face for a long time.

Do not use soaps containing tar or other irritating substances.

Do not pick or scratch the face.

Do not remove the blackheads unless the face has been first prepared for the procedure. Great care should be used in attempting to press out blackheads or you may leave permanent scars.

The Best Local Treatment for Blackheads

1—Thoroughly cleanse the face with Woodbury's Facial Soap and hot water, using a firm face brush.

To get the skin perfectly soft and pliable, it may be necessary to scrub the skin for five minutes. Since Woodbury's Facial Soap is an antiseptic, this puts the skin in an aseptic condition, that is, free from harmful germs.

2—Rinse the face in plenty of clear hot water.

3—Steam the face by means of a washcloth dipped in hot water and lather the face with Woodbury's Facial Soap. Leave lather on for several minutes. Repeat this procedure three or four times until the face becomes just a little sensitive.

4—Now dry the face and with a watch-key, black-head-remover or by lateral pressure of the fingers covered with a soft cloth remove the blackheads.

5—Again wash and lather the face to prevent any sore developing from any abrasure you might have caused.

THE FACE AND ITS BLEMISHES

6—Now rinse the face in cold water—for five minutes. Ten minutes is still better. The water should be cold—the colder the better. This causes the pores to contract, thus becoming smaller and less apt to again form blackheads. The cold water also stimulates the fine muscular fibers of the skin causing it to become firm and at the same time improves its color.

7—Now it is well to massage some of Woodbury's Facial Cream into the skin in order to prevent its being red and rough in the morning. The following is the way to massage the face:

a.—Thoroughly scrub the hands with Woodbury's Facial Soap.

b.—Dip the tips of the fingers in Woodbury's Facial Cream as pressure should be exerted by them.

c.—Begin on the forehead by striking the skin with some force from the middle line out and over the temples.

The nose should be stroked from the bridge outward and downward.

The skin of the cheeks should be pinched up and rolled between the fingers and thumb.

These movements help to empty the oil ducts, stimulate and give tone to the skin.

The above treatment should be performed every evening until some result is noticed.

Where blackheads are the only condition present, a marked improvement should be noticed after ten days or two weeks.

A few blackheads will return, but if the treatment is performed regularly these will grow gradually less and less.

The way to prevent blackheads is by absolute cleanliness of the skin. When you come in from a walk, put Woodbury's Facial Cream on the face. Leave it on long enough to collect the dust that your skin has gathered up on the walk, then remove both the dust and cream with absorbent cotton.

Be careful when you have been out to a theatre or dance, or to an evening party, to remove every particle of powder from the face in the same way.

Blackheads do not collect in clean, naturally working pores.

What Brings Pimples or Acne?

Pimples or acne is an inflammatory disease of the oil glands and hair follicles.

It is almost always a chronic disease.

It appears as an eruption of papules and pustules, both usually being present at the same time.

Papules are solid elevations of skin and pustules are the same except that they have gone a step further and contain pus. The size of the papules and pustules range anywhere from the size of a pinhead to a pea.

When the disease is more marked, the papules take the form of purplish lumps, at times being as large as a pea or bean and are hard to the touch.

Sometimes these lumps are more readily perceived by touch than by sight, being located under the skin.

Between the papules and pustules are usually found an abundance of blackheads. The nose and forehead look shiny and feel greasy.

In some cases, the skin appears red and full of blood, but more frequently we find it pale and of a pasty appearance.

THE FACE AND ITS BLEMISHES

If the disease has been severe, the skin shows considerable scarring. This also comes from wrong treatment and especially from picking the face.

The most common place for acne is the face—at times it involves also the back, back of neck and chest.

Causes—The causes of acne are many and may be due to either external or internal causes or to both.

Some believe that it is due to a distinct parasite. The predisposing causes, internal or external, however play an important part in producing the proper soil upon which the parasite will grow, if this is the real cause of the disease.

Youth is a predisposing cause. At this time the oil glands are more active, as it is the time when the individual is developing most. It usually occurs in those from 13 to 30 years. More common in girls and in persons of light complexion.

External Causes—Working in a dusty or dirty atmosphere, lack of cleanliness, infrequent or total abstention from the use of soap for the face.

Any substance that tends to block up the gland outlet, as tar or petroleum products, may cause the condition.

Irritating soap or soaps containing tar.

Improper treatment of blackheads, picking the face or the application of salves containing tar.

Internal Causes—Constipation, digestive disturbances, anemia, circulatory disturbances as evident by cold feet and hands, general debility or the leading of a sedentary life.

Night and day indulgence in indigestible foods.

Excessive tea or coffee drinking and over indulgence in alcoholic liquors or smoking.

Pastries—candy—especially chocolates—pork—veal

—sauces—rich gravies—cheese—pickles—ice drinks—ice cream and soda water—hot bread—hot biscuits.

Internal use of some drugs causes a marked outbreak of pimples.

The so-called bromo headache cures, on account of their containing bromides, cause the condition.

The so-called "blood purifiers" to be used in the spring also cause acne on account of the fact that most of them contain potassium iodide.

The External or Local Treatment for Acne

This treatment is very important, and to obtain results it must be done regularly and persistently. The local remedy should be an antiseptic, as Woodbury's Facial Soap, which contains one of the best antiseptics known to medical science.

The following treatment should be followed night and morning or, if the face is in a very bad condition, three or four times a day. To begin with, thoroughly cleanse the face with hot water and Woodbury's Facial Soap. Dash plenty of cold water on the face after all the soap has been removed by rinsing in hot water.

A face brush should not be used, especially when the pimples are painful and contain matter or pus.

Dry the face gently with a soft towel, never use a Turkish towel or rub the face when the pimples are large and painful.

The next step is to make a thick lather of Woodbury's Facial Soap and a little hot water.

Paint each pimple with the soap lather and let it dry, using a camel's hair brush or the finger to apply it. (If a camel's hair brush is used it must be thoroughly

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sterilized by washing it in boiling water after each treatment.)

This procedure can be repeated several times, the pimples or papules being treated on one side of the face while the soap lather is drying on the other side. If the face is very bad, this treatment can be followed three or four times a day. The soap lather is to be left on the face over night. Whenever possible, wear a covering of oil skin or rubber tissue as illustrated in chapter three—and the cure will be much quicker.

If some of the pimples are large and painful, the application of a face cloth which has been dipped in very hot water is beneficial. Do not pick or open the pimples before they become ripe. The time for opening is when you notice a yellowish spot in the center of the pimple. They are to be opened with a bright needle, that has been sterilized by boiling or by holding it in a gas or alcoholic lamp flame or that has been washed with alcohol.

After you have opened the pimple, gently squeeze it to press the matter or pus out of it. Always protect the fingers and face by using a clean soft cloth or an old handkerchief. Do not allow the pus to run over the rest of the face as this will cause new pimples to form.

Do not try to remove the entire quantity of pus and the so-called core at the first treatment, but keep the pimple open by bathing it in hot water several times a day and the core will gradually work itself out. If the face becomes rough and scaly from the above treatment, apply Woodbury's Facial Cream to the entire face for one or two nights instead of the soap lather.

Woodbury's Facial Cream rubbed on lightly in the morning is entirely absorbed, softens the angry places, and allows you to omit powdering, which irritates acne.

The above treatment should be continued for weeks and even months in some cases. After the pimples are cured, the face can be massaged with Woodbury's Facial Cream, following the directions "Massage of Face" given under blackheads. The massaging of the face helps remove the spots and the scars that result from picking or squeezing the pimples before they are ripe.

Acne is what is termed a chronic disease—it lingers and hangs on for years. This treatment should be kept up steadily—even after the places have disappeared, continue it to help the new skin form in perfect condition.

If after two or three weeks no improvement whatever is noticed, the trouble is probably the result of some internal condition. In this case, the external treatment should be combined with some internal treatment. In a case like this it is best to consult a physician who makes this work a specialty, or, if that is impossible, go to your family physician.

Stray Pimples

The solitary pimple that occasionally appears on the face, after an overindulgence in the many good things that are to be had nowadays at every turn, can be treated by bathing the pimple in very hot water and then applying a lather of Woodbury's Facial Soap for about five minutes. This is to be repeated several times a day and on retiring.

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When the pimple becomes ripe, open it as directed above.

A good cathartic will also help these solitary pimples to disappear more rapidly.

A Few of the Most Common Skin Diseases

Eczema is by far the most common skin affection. It forms more than one-third of all skin diseases. Pimples or acne is the next most common skin disease. It forms about one-fifth of all the skin diseases.

Psoriasis is the third most common skin disease. It is characterized by the formation of white scales on the elbows and below the knees or over all parts of the body, which was mistaken for leprosy in the olden times. It is neither infectious or contagious.

Baldness is the next most prevalent skin disease.

Hives. This is much more common than statistics show since but very few seek medical aid for it.

Itch or Scabies is a contagious skin disease and appears all over the body. It is due to an animal parasite called the *acarus scabiei*.

Shingles or Zoster first appears as small blisters filled with a clear fluid on the chest, back, or forehead.

Eczema

Eczema—also known as Saltrheum—Tetter—Scall.

Eczema, the most common of all skin diseases and at times the most distressing, affects both sexes, the old as well as the young, and may involve every part of the human body. It is a non-contagious inflammatory disease of the skin, characterized by redness, itching or crusting of the skin.

Eczema may be an acute disease but is more often sub-acute or chronic. In the acute disease the redness, itching and burning sensations are very evident. Small blisters may be present. The moist variety, in which the surface of the skin becomes covered with a thin fluid which, on drying, leaves crusts and scales, is often found in infants.

Sometimes the blisters contain matter or pus and then we have a pustular eczema. In the sub-acute eczema there is less inflammation, the redness being less marked, while the skin is somewhat thickened and more scaly. The itching is more severe than the burning sensation. Chronic eczema is of long duration, the thickening or infiltration of the skin being marked, often intense itching and the redness of a dull color.

Where there is motion, there is a tendency to the development of cracks which are very painful.

Cause of Eczema

Although eczema cannot be said to be hereditary, yet in many patients there is an inherited tendency to the disease. Some individuals are born with an irritable and easily excited skin that is readily susceptible to the cause of the disease. Blondes and florid persons are apt to have a dry and thin skin, and are more prone to eczema than those of dark hair and complexion.

The disease is also much more common in those of an active nervous temperament than in those of rather sluggish or phlegmatic habits.

The local causes of eczema are external irritants, as strong soaps, water, acids, alkalies and heat. Cold

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and winter winds are prone to cause a recurrence of the disease in some individuals each winter. Eczema is quite common on the hands of washerwomen and in those whose occupation require them to have their hands continually in water.

The internal causes are digestive or internal disturbances. Derangements of the liver or kidneys predispose to eczema. Rheumatic or gouty persons are very often sufferers of eczema.

People who are very nervous or who have suffered some nervous shock are likely to develop the condition. General debility from whatever cause is sometimes the cause. This debility may be due to overwork, physical or mental, particularly when resulting from the latter.

The trade eczema is due to the irritating substances, as sugar, flour, tobacco, pastes, polishing materials, etc.

Although eczema in a large number of cases is very hard to cure, yet in almost all cases if the cause is discovered and the proper treatment given, a cure is obtained. This does not always mean permanent freedom from future attacks.

The treatment of eczema, like other skin diseases, is both local and internal.

The Local Treatment consists of first removing any local factor that might be the cause of the condition. For example if one finds that the hands become red,—inflamed and begin to crack as soon as winter comes, they should always be protected by soft gloves and a little cream rubbed in each night to keep them soft and pliable.

In the acute form, very little water and soap is to be used. Sometimes it is best to use only sweet oil to

cleanse the part. After this apply plenty of Woodbury's Facial Cream and protect with a covering of soft lint. The dressing should be changed night and morning.

In the sub-acute and chronic form, the parts affected should be washed thoroughly with hot water and Woodbury's Facial Soap and then apply plenty of Woodbury's Facial Cream. If the eczema is of long duration, apply a lather of Woodbury's Facial Soap till the skin shows signs of reacting—that is, becoming red and beginning to burn. Then the Woodbury's Facial Cream is to be applied.

The Internal Treatment consists of diet, hygiene and, in many cases, the proper internal medication is necessary to bring about a cure.

Sweets and starches must be avoided, especially in children who have a so-called candy eczema—which appears on the cheeks. If the person is debilitated or pale, the general health must be improved before we can expect to better or cure the eczema.

The nervous man or woman must receive the proper treatment for this condition before we can cure the so-called neurotic eczema.

Thus it is that the common disease eczema often requires the most careful consideration as to its cause—and the most persistent and painstaking treatment to effect a cure.

Never use powder until the eczema has entirely disappeared. Never use cold water while you have eczema. Never expose your skin to raw, cold winds; protect it with Woodbury's Facial Cream before going out. Never scratch, rub or irritate in any way a beginning eczema.



Whatever you prefer for your hair, add Woodbury's
Facial Soap for its benefit to your scalp

The HAIR



THINGS that benefit the hair are always of interest to women. Half the inquiries that come to a specialist are about the hair. It is falling—it is dull—it is split at the ends—it is turning prematurely gray—it is fading.

First of all, know *this* fact about your hair—the health, the gloss and sheen of your hair depends on the health of your *scalp*. From a healthy scalp only healthy and beautiful hair can grow. Then all that is needed is the brushing to distribute the oil and remove the dust so that the hair catches the light and glistens.

Whatever you use for your *hair*, add Woodbury's Facial Soap for its benefit to your *scalp*.

How Often Shall I Wash My Hair?

A question that is being continually asked and one that every one has his or her answer for is, how often shall I wash my hair? For the ordinary man, washing the head once a week is sufficient. In the woman, the interval should be somewhat greater—once in two or three weeks being sufficient.

The comb should not be too narrow or fine. Stiff combs and brushes with steel bristles are to be

avoided. The hair brush should have a moderately soft bristle.

The main object of brushing the hair is to distribute the oil evenly and uniformly throughout its whole length. A second and less important object is to remove any dust that may have accumulated on the hair. The luster of the hair depends on the amount of light reflected from each particular fiber—this in turn depends on the amount of oil covering the hair.

The oil comes in contact with the hair at the point where it emerges from the skin. When this natural oil is removed by too frequent washing, the hair becomes dry and lusterless.

This extreme dryness of the hair and scalp may also follow the use of a soap containing a free alkali.

How to Use Woodbury's Facial Soap for the Scalp

The object of washing the hair is not only to clean it, but to remove the dead skin and cells.

Before washing the hair, rub your scalp fully five minutes to loosen the dead skin. Then apply a hot lather of Woodbury's Facial Soap and rub it in thoroughly. It softens the scalp, gently removes the crust, stimulates the pores, but does not leave the hair dry and brittle like cheaper soaps do.

If the hair is heavy, wash it twice with Woodbury's Facial Soap, then rinse in gradually cooler water. Be sure to have the final water cold.

It is most important to rinse every particle of soap out of the hair. When this is not done, the scalp becomes oily and the hair very untidy.

If your hair needs a tonic, we recommend Woodbury's Hair Tonic, rubbed in every other night. It is

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composed of ingredients which quickly improve the appearance of the hair, give it a brilliancy and luster that is very attractive.

How to Make a Paste of Woodbury's Facial Soap

Note.—By using a *paste* of Woodbury's Facial Soap, it is much easier to get it entirely out of the hair. To a pint of boiling water, add a half cake of Woodbury's Facial Soap, shaved fine. Boil five minutes after the soap has dissolved. Pour the mixture into a glass and allow to cool. For ten cents, you can make a paste that will last for months and be of great assistance in shampooing, as it works up a lather quickly and can be *easily* rinsed.

Dandruff—the Bugbear of the Age

Dandruff is an unnatural condition of your scalp. The little pores at the base of each hair become clogged and Nature, in an effort to clean them, excretes too much oil. This oil gathers dust and dirt. Drying, it cakes and scales off in the form of dandruff.

In some cases, considerable itching is complained of, especially when the scales have not been washed out for some time.

The cause of the condition is believed by some to be due to a parasite.

General disturbances, as indigestion, anemia, constipation and general debility, are factors in the cause of the condition.

The local causes are probably of greater importance.

Lack of care of the scalp and want of cleanliness may be the cause.

The *infrequent* and improper use of soap is an important factor.

Unclean barber shops, hairdressing establishments, brushes and combs may be the starting point, as the disease is to a certain extent *communicable*.

Too much indoor work with improper ventilation or the continual wearing of a stiff hat with poor ventilation of the hair or a hat that fits too tight, thus shutting off the blood to the scalp, also are factors in the cause of dandruff.

The disease improves readily under treatment, but the disease is very apt to recur unless the treatment is continued for some time.

Dandruff, when untreated, is *certain* to cause the hair to fall out in a large proportion of cases. The loss of hair is due to the fine scales accumulated about each hair follicle, thus shutting off the nutrition of the hair shaft.

How to Cure It

The scalp should be washed every four or five days with Woodbury's Facial Soap, being careful to rinse out all of the soap. Woodbury's Facial Soap cleanses the pores, restores them to their natural healthy action. The oil, instead of being thrown off, goes into the hair where it belongs. The dandruff and accompanying itching disappear. The hair takes on the gloss and glint so much sought for. Then apply Woodbury's Hair Tonic. As the disease improves, the hair should be washed only once instead of twice a week.

A Sensible Clear Explanation of Baldness

The causes for premature loss of hair and baldness are various and many.

THE HAIR

Heredity plays an important role in the early loss of hair. Just why this is so we are unable to explain satisfactorily. One explanation is that it is due to the transmittance of the shape of the skull, causing the scalp to fit very tight. *Any tightness of the scalp diminishes the nourishment and blood to it.*

It has been proven experimentally that the growth of hair is increased in an area well supplied with blood, while in an anemic or poorly supplied spot the hair is diminished.

Dandruff is another cause for early loss of hair. The accumulation of fine scales around each hair follicle gradually shuts out the blood and nourishment to the hair, thus causing it to deteriorate and die.

The general health of the person may be at fault. This must always be looked after. The poor health may be due to anemia, poor digestion, lack of exercise, etc. Fever may be the cause, typhoid fever in particular. Overwork, worry, nervous exhaustion and prostration are other causes.

Shampoos less often than once a month or more frequent than once or twice a week.

Improper treatment of the scalp, as rough usage of brushes and combs.

Use of drugs—dyes and too drying alkaline soaps on a healthy scalp.

Too frequent sousing of the head in cold or salt water is also a factor.

Over-treatment of the scalp by barbers and hair-dressers.

Some believe that premature loss of hair is due to a specific germ plus some general debility. For this reason it is very important that every one use her own comb and brush. These articles should be kept per-

fectly clean and should be sterilized a couple of times a week by placing them in the sun for a few hours.

Men who are hopelessly bald find that their eyebrows are heavy and thick. The friction of the towel when they wash their faces removes all scurf from the eyebrows and the motion of the eyebrows in talking gives them exercise and stimulates growth. What the eyebrows get naturally should be given the hair.

Rub the scalp with the tips of the fingers for a few minutes every morning and thoroughly brush out the loosened dead skin. This is the best thing you can do.

A Splendid Shampoo for Men

Always rub the scalp for fully five minutes before washing the head. A thorough shampoo once a week with Woodbury's Facial Soap and hot water will usually be found sufficient. Men having occupations or offices where much dirt gets into the hair will have to shampoo two or three times a week. Dry the hair with the hands and then apply Woodbury's Hair Tonic and you have the best treatment known to preserve a healthy scalp, relieve dandruff, scurf, scales and all itching and irritation. This complete treatment with the soap and hair tonic prevents the hair from falling out, stimulates its growth and restores its luster. The tonic should be used several times a week for lifeless and falling hair. It prevents early baldness.

*Fair tresses man's imperial race insnare—
And beauty draws us with a single hair
Pope*



In summer, our feet are the cause of more suffering than anything else. Follow the Woodbury treatment and entirely prevent all this

Spring and Summer



MARCH brings many trials to a complexion. The sudden changes in the raw winds play havoc with an unguarded, unwatched skin.

March precautions are well worth taking. Wear a veil this month if at no other time. Use Woodbury's Facial Cream plentifully all this month—apply it always before going out and rub a little powder over it. March winds wither the skin. This protects it, and keeps it soft and elastic.

March is the month of colds and colds cause fevered conditions of the face and *scalp*, which is a great evil for the hair. Avoid colds as you would a pestilence.

Keep your feet warm. Damp, cold feet cause stagnant circulation.

Fruit may be eaten to great advantage this month.

Chilblains

Strangely true is the fact that chilblains are more troublesome in March than in any other month. A

chiroprapist, who was asked to explain this phenomenon, answered dryly that chilblains are like bears. They hibernate in the winter and awake in the spring. Be more than ever careful to keep your feet dry and warm at this season.

Frostbites are the result of cold upon the skin and are usually found on places directly exposed to cold and further in those parts where the circulation is deficient, as the ears, nose, feet and hands.

Persons having a poor circulation, and at the same time exposed to the frequent variations in temperature, are the worst sufferers. At first, the frostbite appears as a slightly red spot which later becomes a dark red discoloration, with some swelling accompanied by a tingling sensation.

When the red patch becomes a thick reddish blue infiltration, we have what is known as a chilblain. Considerable smarting and burning is present which becomes aggravated under the influence of warmth.

The best way to avoid chilblains is to wear warm gloves and woolen stockings. Kid gloves, tight gloves and shoes must be avoided. Ladies should wear a veil, put on loosely so as to avoid circulatory disturbances of face and throat.

People that are subject to chilblains should avoid as much as possible sudden changes in temperature. On coming into a warm room from the cold, avoid the fire and rub the hands, ears and if possible feet, to prevent injury to the blood vessels. Real cold water or snow is generally used to bathe the parts in, but some advise the use of water as hot as it can be borne.

Before bathing, rub your feet well with a towel to work up a circulation. Use Woodbury's Facial Soap for its stimulative effect on the pores and because it

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restores the skin to its normal natural action. Remove all callous, dry hard places with a pumice stone so that the blood circulates in the skin.

Two or three times a week, you should give this special foot bath, soaking your feet in a lather of hot water and Woodbury's Facial Soap, to be followed with cooler or cold water, then scrubbing them with a stiff brush; then rub them with a towel.

The Effects of Motor Trips

Motor trips produce wind and sunburn. In the spring, the motoring starts and if care is not taken the skin can be completely ruined. Before starting on a trip massage Woodbury's Facial Cream into your skin, then dust with Woodbury's Facial Powder. It is a splendid protection. Light weight, light colored veils are good, many people wearing two of them. Should you come in with red sore skin, don't wash it with water. Use a great deal of Woodbury's Facial Cream and allow it to remain on the face until the Cream cools and soothes the skin.

To Protect the Skin in Summer

Two baths are not too many for a healthy robust person. A cool morning bath will tone the skin up for the day. At night the tepid bath, with a brisk scrub down with brush and soap, will remove the invisible scales left by the drying perspiration.

Be sure to get comfortable shoes for summer. The heat makes your feet larger and you should wear one half size larger summer model than winter.

If your shoes hurt, you will shrink from walking

and then the lack of exercise produces a long train of evils.

In the summer time, the feet become excessively tender. To correct this tendency, the feet should be bathed twice a day in the summer, in the morning and evening. The evening bath should be tepid and Woodbury's Facial Soap used. Allow your feet to remain in the soapy water for some time to soothe them.

The morning bath for the feet should be cooler, absolutely cold if possible. Rub Woodbury's Facial Soap well into them to stimulate them and you will spend a much more comfortable summer without using foot powders.

The Havoc of Sunburn

Sunburn is the effect of the sun's heat on the skin. The severity of the burn depends both on the parts exposed and on the intensity and duration of the exposure to the sun.

The burn may appear only as a slight redness or it may be more severe, the skin being hot and swollen and small blisters may form.

The Modern Treatment for Relieving Sunburn

The best treatment for sunburn is to prevent it since that saves us all the unpleasantness that accompanies it. This can be done by applying a little of Woodbury's Facial Cream spread lightly over the face, which acts as a protection for the skin to the wind and sun. Woodbury's Facial Cream is especially adapted for this purpose, then dust Woodbury's Facial Powder over the cream. The Cream should be removed as soon as you return, when after gently washing the

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face with Woodbury's Facial Soap, you can again apply it.

A veil also acts as a protection from the sun and wind and does not harm your skin unless it interferes with the sight.

After one has been exposed to the sun for some time and the face and arms feel hot and begin to burn, the best treatment is to bathe the face very gently with Woodbury's Facial Soap. And then apply plenty of Woodbury's Facial Cream immediately—sometimes bathing in a solution of borax, a teaspoonful to a glass of cold water, gives temporary relief.

Woodbury's Facial Cream, by replacing the oil that has been removed by the sun, prevents the blisters from forming and keeps the face smooth and soft.

Deep sunburn is dangerous and should never be risked.

What Freckles Are

Freckles vary in size from a pinhead to that of a pea. The most common locality is the face, neck and hands. In some cases, they are found on the arms, shoulders or any part of the body which has been exposed to the sun.

Freckles are most common in those of light complexions, especially those of red hair. They do occur but less frequently in brunettes.

They are most common in the summer, the sun often being the only recognizable cause. This does not explain why we sometimes find them in covered parts. Heat of any kind is supposed to have an influence on the cause.

They usually do not appear before eight years of

age—being more common between the ages of ten and twenty.

Freckles are nothing more than an excess of coloring in the skin.

They may appear very rapidly after long exposure to the sun or they may come quite gradually. Beyond the disfigurement, they give rise to no serious trouble but should be removed as they are conspicuous blemishes.

A New Way to Make the Greater Number of Them Disappear in Two or Three Weeks

The preventive treatment is important.

1—Protect the skin from the action of the sunlight by wearing veils and light gloves.

2—If veils are objectionable, use a cream. Woodbury's Facial Cream is very useful for this purpose. Powder helps to a certain extent.

Freckles cannot be removed until the outer layer of skin itself comes off.

The following method is successful if continued for several weeks:

1st—Wash the face thoroughly with Woodbury's Facial Soap and warm water.

2nd—After thoroughly rinsing in warm water, apply a lather of Woodbury's Facial Soap for five minutes. As soon as your face begins to smart, remove all soap with warm water, followed by an abundance of cold water. Repeat this procedure night and morning, or oftener, until the face shows signs of peeling.

When this occurs, rub it thoroughly with Woodbury's Facial Cream.

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After the redness has passed away, begin the treatment again.

In two or three weeks, the greater number of freckles will have disappeared.

Rubbing the face two or three times a day with a half of lemon or a teaspoonful of borax in a cup of water, also is of use.

In some obstinate cases it is necessary to use the electric needle or a strong caustic. This treatment can be satisfactorily performed only by a physician.

An Exact Definition of Hives

Hives is an inflammatory disease of the skin which appears as small lumps or bumps on the skin. These spots are pinkish or reddish in color, and in some cases are as large as a bean.

Subjective symptoms of burning or itching are quite marked, causing the person to rub or scratch the skin *which causes a new outbreak*.

The elevations usually appear on the lower trunk, chest and the inside surface of the arms, although they may be found on any part of the body. The wheals may last from several minutes to one or two hours. The disease usually lasts several days but may persist for weeks.

The disease usually occurs between early childhood and middle adult life. The condition is due to a stomach or bowel disturbance. A coated tongue and at times headache and fever are present.

The Foods That Cause Them

The direct cause is often due to the eating of oysters, clams, crabs, lobsters, fish, pork and particularly

sausage. Veal, nuts, mushrooms, strawberries, cucumbers in certain individuals may also be the cause.

Some people find that on taking certain drugs they have an outbreak of hives. In children, hives are usually due to overloading the stomach or to the eating of too much of one article, early in the season before the stomach has become accustomed to the change.

The External Treatment consists of a tepid bath, using plenty of Woodbury's Facial Soap as it tends to relieve itching. After this, take a tablespoonful of borax or baking soda to a quart of cold water. This should be dabbed on the parts that itch.

The Internal Treatment consists in taking a light diet for a few days, preferably a milk diet. At the beginning a good cathartic should be taken as this removes the poison that is causing the condition.

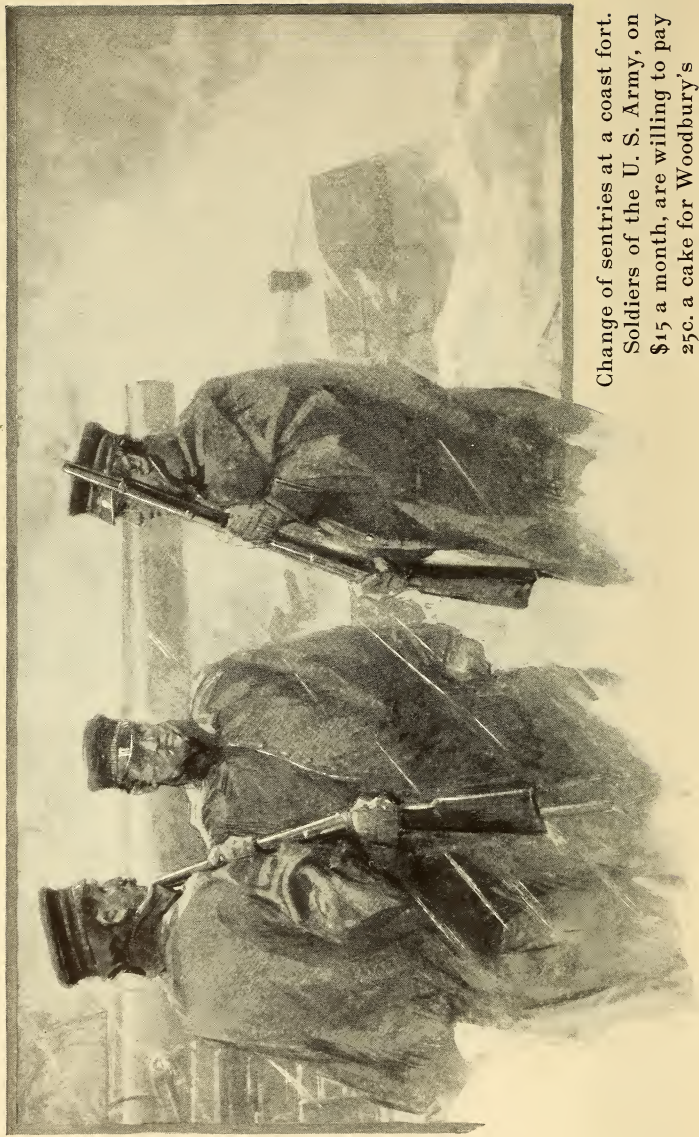
Perspiring Feet

The excessive perspiration of the feet together with the macerated epidermis causes a disagreeable odor and a state of affairs that is always very annoying.

Scrupulous cleanliness must be observed in the treatment of perspiring feet. This cleanliness does not concern the feet only but extends to the stockings and shoes. The fact that the feet should be bathed morning and evening, and in some cases during the day, cannot be emphasized too much.

Wash the feet just as you do the hands in lukewarm water and Woodbury's Facial Soap.

Dust a little of Jergen's Talcum Powder on the feet and into the shoes before putting them on. The rubbing in of Woodbury's Facial Cream at night will prevent cracks from forming between the toes.



Change of sentries at a coast fort. Soldiers of the U. S. Army, on \$15 a month, are willing to pay 25c. a cake for Woodbury's

Fall and Winter



ALL always suggests the necessity of a general "going over."

The effects of the summer are only too plainly visible. First of all, it will be necessary to whiten the skin.

How to Whiten the Skin

Just before retiring, wash the face and neck with plenty of Woodbury's Facial Soap and hot water. If the skin is tanned or dark, use a flesh brush, scrubbing it for about five minutes until it feels somewhat sensitive. After this, rinse well in warm water. Now bathe for five minutes in very cold water.

The above procedure brings the blood to the face, stimulates the muscular fibers and softens the skin.

Now dip the fingers in Woodbury's Facial Cream, rubbing it lightly into the skin for about five minutes. The excess can then be removed with a soft cloth.

This procedure if continued every night for a week

or ten days should show considerable improvement in the appearance of the face, neck and arms.

The True Value of Massage

In preparing the face, hands and neck for the fall and winter season, massage is excellent. We do not advise constant massage nor the use of it for all the purposes that many booklets on massage creams do. It should be used with judgment.

It is needed when the skin and flesh are flabby, that is when the facial and neck muscles are weak.

When the parts contain adipose tissue, in other words when there is present an abundance of fat.

When the face has a withered or shrunken appearance.

When wrinkles are present either from relaxed condition of the muscles or from too much fat or from frowning.

When properly done, it has the following effect upon the skin:

1st—The functions of the skin are improved.

2nd—The flow of blood and lymph is quickened, bringing about a better color.

3rd—The blood is attracted to the surface from the internal parts.

4th—Nerves are stimulated or soothed as the case may be.

5th—Effete or waste matter is removed as dead skin.

6th—Adhesions of the soft parts are lessened and in some cases removed.

7th—Swellings and thickening of the parts are reduced.

8th—Nutrition is increased.

Concise Directions for the Best Movements

Massage is usually performed by the thumb and the four fingers held together closely. All lines should be smoothed out in the opposite direction to their formation.

In giving massage, the face is first bathed in soap and warm water and carefully patted dry with a soft towel.

Next anoint the fingers with Woodbury's Facial Cream.

For the forehead, use the tips of the fingers held close together. Beginning at the middle line, the skin over the forehead should be deeply stroked out and over the temples. Firm pressure should be used at all times (sometimes a rotary motion is used), the stroke over the temples should always be backward.

When the muscles of the eyelids are relaxed, the movement is made with the third finger only of either hand, the stroking being from within outward.

The nose is stroked from the middle line outward and downward, using the tips of the fingers.

The skin of the cheeks should be pinched up and rolled between the first finger and thumb. This movement is performed by keeping the thumb steady and rolling the cheek back on it with the forefinger or vice versa.

Generally speaking all facial massage movements are upward and outward.

The chin is stroked from the middle line upward and outward.

The neck is stroked backward from the middle line in front, the person doing the massaging using the

tips of both hands at the same time. A downward movement beginning at the jaw is also used in treating the neck.

Exercise your neck by rolling your head around ten times. Then dropping it forward on your chest and then back as far as you can. Do it slowly and the muscles of your throat will be strengthened and your chin kept firm.

Chapped Skin

Chapped hands are very common in the fall and winter. It is a condition in which the skin becomes reddened, rough and dry. If severe, the skin cracks and bleeds. In some cases, if neglected, the chapping may turn into an eczema.

Chapping of the hands is due to exposure to the wind and cold, especially during the damp weather or right after washing. The frequent immersing of the hands in water—especially hot water—which causes them to become very tender and readily chap when exposed to wind and cold.

Neglecting to dry the hands thoroughly after they have been in water is often the direct cause of chapping of the hands.

Chapping of the lips is due to exposure to the dust, wind and cold, particularly in damp raw weather.

Preventive Treatment—If your skin chaps readily, follow these rules:

1st—Do not expose the hands or face to sudden changes of temperature, as running out into the yard immediately after working over a hot fire in cold weather.

2nd—Always dry the hands thoroughly.

FALL AND WINTER

3rd—Do not leave them in water any more than is necessary.

4th—Persons thus disposed should wear gloves out of doors. The gloves should be comfortable, not too tight. Silk or thin suede gloves are the best. Woolen gloves as a rule ought to be avoided because of their tendency to make the hands rough.

5th—Immediately after washing, if a little of Woodbury's Facial Cream is rubbed in the skin, it will prevent them from chapping.

6th—If the lips readily chap, apply a little of Woodbury's Facial Cream before going out into the cold. Re-apply as soon as you return.

Treatment—When the face and lips become very rough, the latter cracking and bleeding, keep the cream on all of the time, re-applying it three or four times a day and only rubbing off the excess when it is necessary to go out. Apply a very thick layer just before retiring. Do not wash the face more often than is absolutely necessary—the cream will remove the dirt when removed.

When the hands begin to show signs of chapping, just before retiring, wash them carefully with Woodbury's Facial Soap and hot water. Rinse them thoroughly in cold water. Cold water should always follow the hot water when washing the hands or face. Now dry carefully. Apply plenty of Woodbury's Facial Cream well rubbed into the cracks and rough places. If the hands are in a very bad condition, apply the Cream several times a day and very thick at night.

The cracks that cause so much pain and bleed so readily can be covered with a little zinc oxide, adhesive plaster till they become healed.

THE WOODBURY BOOK

The bed linen may be protected from the Cream by wearing old kid gloves. When the hands are smooth, begin to use a *stiff* brush which keeps the circulation good.

The Use of Woodbury's Soap by the U. S. Army

On \$15 a month, men in the U. S. Army are willing to pay 25 cents a cake for Woodbury's Facial Soap. It is used for relief after exposure, by the soldiers forced to stand the raw winds at our forts along the coast.

U. S. Battleships carry between 7,000 to 8,000 cakes of Woodbury's a year.

The Essentials in the Care of the Finger Nails

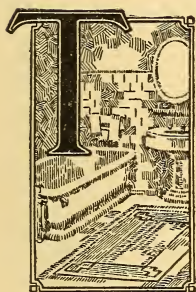
In winter, many people are troubled with finger nails that split. The nails should never be trimmed except when just taken from hot water. Soak the fingers for five minutes in a hot lather of Woodbury's Facial Soap. This softens the cuticle and hard skin around the nails. Then ~rinse in warm water. The nails can then be trimmed and will not split and it will be easy to push back the cuticle at the base of the nail with the towel. This obviates the use of any steel which causes white spots by injury to its base.

*Woman should have two great aims in life: trying
to be beautiful and succeeding in being pleasant*
Max O'Rell



Woodbury's Facial Soap contains the greatest antiseptic known to medical science. Its constant protection from infectious diseases should be another inducement to use it in your bath

The Bath



HE scrupulously well-kept skin is usually associated with the possession of a cultivated taste, an appreciation of fine and delicate things, a degree of self-respect which is more than skin deep.

In her opening address to the students of Bryn Mawr College last Fall, President Thomas brought out this point effectively. "In our generation," she said, "a great gulf is fixed that no democracy or socialistic theories can bridge over between men and women that take a bath every day and men and women that do not."

And she went on: "It is the difference of which bathing is a symbol that makes marriage between people of different social habits so disastrous. A man's bath habits point to his ideals of life, to his standards of culture."

The Effect of the Daily Bath on the Complexion

The frequent use of plenty of soap and water is the best cosmetic that we have.

The daily bath gives a clean, wholesome feeling to the skin that nothing else can give. The benefit is due to the water, the cleansing and stimulative properties of Woodbury's Facial Soap and also to the stimulation produced by hand and towel. The combination strengthens and invigorates the whole frame. A fresh, clear complexion can be obtained by a daily tubbing more quickly than any other way.

What Can Be Expected of Different Baths

There are various kinds of baths.

The Hot or Tepid Bath is taken to cleanse the skin. It is usually taken just before retiring which is the best time, because at this time one is less apt to take cold.

The Warm Bath draws the blood to the surface from the deeper parts, so that these parts are rested. A warm bath gives one a good night's rest as it has a soothing influence on the tired muscles and fagged brain. In fact, it is often used for insomnia with good results. The next time you are unable to sleep, try it and find how really beneficial it is for this annoying complaint. If the warm bath is taken during the day, it should be followed by a moderate cold one or by dashing cold water over the body, to prevent one from taking cold.

Plenty of soap is to be used with the hot bath.

Important—Warm baths should only be taken two or three times a week on account of their relaxing effect on the skin and for the reason that they are weakening for those who are not strong.

The occupation and the surroundings of each individual necessarily regulate to some extent how often he or she will take a warm bath.

THE BATH

The Time for a Real Cleansing Bath is whenever you have the time—when you don't have to rush. Don't be afraid to use a good stiff bath brush and plenty of Woodbury's Facial Soap for its stimulative and tonic effect on the skin. The greater immunity from infectious diseases afforded by Woodbury's should be another inducement to use it in the bath.

The friction of a good brush arouses the circulation and should be especially used as you get older when your blood moves more and more slowly.

After the bath, apply Woodbury's Facial Cream to any part of the body that has a tendency to itching or irritation and you can keep the skin on your whole body *in perfect condition*.

The Cold Bath is a great help to keeping one in first class health.

It should be taken, if possible, immediately upon arising, and should not last over five minutes as a rule. It can be taken as a cold shower, as a spray, a sponge or plunge.

The cold plunge gives the greatest amount of shock to the nervous system and for this reason should be taken only by those in robust health.

The momentary shock which the water gives to the system is accompanied by a feeling of cold. The skin and lips become blue as the blood is driven to the deeper parts of the body.

The rush of blood to the brain and heart acts as a stimulant. This causes the brain to respond more quickly, the heart to beat more vigorously. This is the reason why the stupid feeling on arising is so readily dispelled by the cold bath.

The cold bath should be followed by a brisk rub down with a bath towel.

Cold baths harden the skin against chills and when regularly taken protect one to a considerable extent from taking cold. They improve the general tone of the skin, at the same time giving it a ruddy, healthy color.

All persons cannot stand a cold bath. Some can take them when the chill of the water has been reduced. If the bath is not followed by a feeling of well being, and an agreeable sensation, but instead there is a feeling of discomfort and chill after dressing, then the cold bath should be dispensed with until warm weather or until the person is in better health.

A person suffering from heart trouble should not take a real hot or a real cold bath as the shock may prove fatal.

Sponge Baths can be taken at any time and are followed by a feeling of ease and comfort. They are also given to those who are confined in bed during sickness, or persons who are delicate and find that a hot bath exhausts them, will prefer the sponge bath for this reason.

A sponge bath is the one to take after exercise.

Give Yourself This Turkish Bath Once a Month

Stay fifteen minutes in a bathroom hot as you can make it with dry heat. Then, if possible, have some way of getting steam into the room and rest in this steam ten minutes. During this time, drink as many glasses of water as possible as it aids perspiration which cleanses the pores. After the steaming, get into the tub and rub your whole body with a brush with thick rubber teeth to work the dirt out of the pores

THE BATH

which have been opened by the intense heat. Then wash off this dirt with a stiff bristle brush, lathered with Woodbury's Facial Soap. Then lather the body with a sponge and rub the soap well into the pores. Rinse and follow with a salt rub. While the salt is on the body, pat the skin all over from head to feet. Then finish with a needle spray of warm water, gradually cooled until absolutely cold.

The difference between a Turkish and a Russian bath is that in the Russian you omit the dry heat, as it does not always agree with people, and shortens the bath.

Professional bath houses ridicule a cleansing bath with only a wash cloth.

An Alcoholic Rub can be taken after any kind of a bath. It usually follows the warm or Turkish since it contracts the pores of the skin, tones up the fine muscular fibers, hardens the skin and helps to prevent one from catching cold.

A Home-Made Vapor Bath can be taken by using a spirit lamp with a small kettle placed in a bucket.

The kettle partly filled with boiling water is placed over the lamp while the person sits on a wooden bottom chair. The bather is wrapped in one or more blankets, the head being left out.

The spirit lamp keeps the kettle boiling and in a short time the bather is in a copious perspiration. A similar result can be obtained with a bucket half full of boiling water into which hot bricks are dropped from time to time.

Medicated Baths are used for softening the skin, for a sensitive skin and for slight cases of hives, prickly heat and itching skin.

An oatmeal bath is taken by allowing about two

pounds of oatmeal to soak for one hour in boiling water. This is the amount required for a full length bath.

Soda or borax are used to soften the water and have a soothing effect on the skin, at the same time relieving the itching. A tablespoonful is sufficient for a full length bath.

For a sensitive skin that becomes chapped easily, bran baths are serviceable. Two tablespoonfuls, cooked for a half hour, to the full length bath is the amount to use for a bran bath.

A teaspoonful or two of ammonia added to the bath gives it a pleasant scent for most people.

The Best Treatment in the World for the Feet

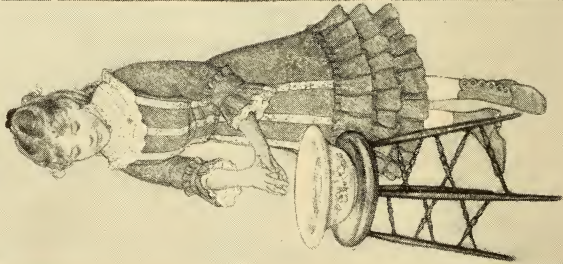
To be healthy, the feet must be kept scrupulously clean. They should be bathed every night in a foot-tub containing warm water.

When the feet are sore from long walking or standing, and are swollen, aching and burning, a warm foot bath with Woodbury's Facial Soap soothes as nothing else will. Its refreshing and invigorating effect is due to the stimulative and tonic properties of one of the ingredients of the Woodbury formula.

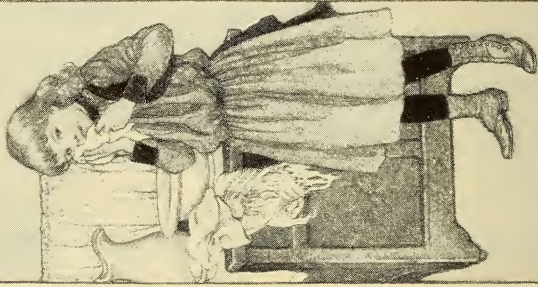
Whenever you have been on your feet much, or if you have been out in damp weather, or on hot pavements, use Woodbury's Facial Soap in a warm foot bath. The relief is immediate, the effect delightful.

In the morning, dust Jergen's Talcum Powder in your stocking. The Japanese Army owes a great measure of its success to the care that was taken of the soldiers' feet. The soldiers were compelled to take hot foot baths, and before marching, dust a powder furnished by the government into their shoes.

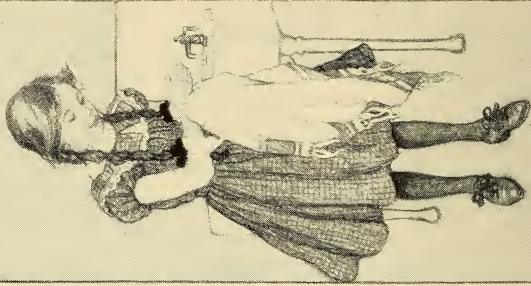
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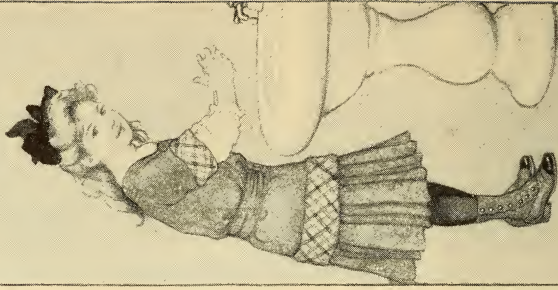
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Preserve the exquisite skin of the child. Think what it will mean to her in the years to come when more than anything else in the world she will want a beautiful complexion

The Baby and the Young Child



THE skin of a baby is quite different from that of the adult.

It is delicate, softer and much more readily injured.

To preserve its fine exterior, its smoothness, gloss and color, it must be cared for carefully early in life.

Naturally the rough usage and strong soap that have very little effect on the comparative coarse skin of the adult would cause serious trouble in the child.

The Little Soap Used and the Importance of Having the Right One

In caring for a baby, Woodbury's Facial Soap is of the greatest assistance. It has been recommended for years by physicians because of its soothing and healing properties and because it prevents skin troubles from becoming serious.

Use it regularly. Use nothing but Woodbury's Facial Soap in the morning bath.

THE WOODBURY BOOK

So little soap is used the first two or three years on a baby that there is no excuse for not having the best.

The chapping that occurs in the young child or baby should be treated early, just as soon as it is noticed.

The skin which appears red and raw should first be gently washed with Woodbury's Facial Soap and warm water. The washing should be just sufficient to remove any dirt, not enough to irritate the already inflamed skin.

Do not use powder where the skin is raw and broken.

Jergen's Talcum Powder can be applied during the day when it has improved somewhat. A baby should be bathed just as little as possible when its skin is much inflamed.

For Restless Babies

For restless babies, sponge quickly with a warm lather of Woodbury's Facial Soap, rinse quickly, apply Woodbury's Facial Cream to all the little creases in arms and legs where the skin chafes, and put instantly to bed. It soothes the baby, keeps it from being restless and irritable, and induces a quick sleep.

During the long heated season, Woodbury's Facial Soap is especially grateful, and will prove wonderfully valuable in keeping the skin free from itching, burning and smarting.

The Crime Against the Child of Five

A child's skin at two, three, four and five is exquisite to touch, charming to look at, fairly radiant.

About five, mothers begin to think any soap will do until gradually the texture, the coloring, the rare quality of the skin is ruined.





Woodbury's Facial Soap has been recommended for babies by physicians for years because of its soothing and healing properties and because it prevents skin troubles from becoming serious

THE BABY AND THE YOUNG CHILD

Especially after all the diseases of childhood, Woodbury's Facial Soap should be used, both for the face and in the bath, to restore the skin to its normal condition and to neutralize the effect the diseases may have had on the skin.

Any bruise, sore or scratch should be treated with Woodbury's Facial Soap and Woodbury's Facial Cream in connection with anything else you may use, so that it will heal well and the new skin form without leaving a scar.

See the directions for prickly heat, rashes, etc., on the following pages and be careful to see that Woodbury's Facial Soap is used in those instances which are usually ruinous to a child's skin.

Woodbury's Facial Soap costs 25 cents a cake. For what you pay for one of her dresses, you can get a supply that will last a year. You will never regret it if you will accustom your child to Woodbury's. Think what it will mean to her in the years to come when more than anything else she will want a beautiful complexion.

Remember that—The right soap for babies is of the utmost importance, because

1. They are and have to be washed so often.
2. Their skin is so soft and delicate that it is liable to suffer from the least irritation.
3. A complexion spoiled in early life may last forever.

The Torture of Prickly Heat

This is a breaking out of the skin that comes on in warm weather and is characterized by intense itching and tickling of the skin. Sometimes the feeling is one of burning or prickling.

It comes out suddenly as small red spots or very small pin head blisters, generally set close together.

The eruption may be localized to one part of the body or may develop over the entire body.

Prickly heat is a disease of the sweat glands due to excessive perspiration and also due to overeating and drinking—especially during a sudden spell of hot weather. Sometimes rough clothing is the cause.

Free use of beer and alcohol is a factor in adults.

Working in an overheated room or a vapor bath may be the cause.

In babies it is due to too much clothing—rough underclothing—or to overfeeding. Anything that upsets the stomach and bowels may be the cause. Babies that are very fat are prone to the condition on account of the perspiration accumulating in the hollows of the skin, thus irritating the skin, and because they perspire more freely than other babies.

What to Do for It

Removal of the cause, as excessive eating or drinking, should be seen to with the taking of a light diet.

The local treatment to relieve the itching consists of a tepid bath with Woodbury's Facial Soap to be followed with a cold one.

Woodbury's Facial Soap cleanses the pores, restores them to their normal action. The blood circulates freely and keeps the skin nourished and in good condition. Don't use a powder, but apply Woodbury's Facial Cream instead. It doesn't clog the pores and contains just the ingredients the irritated skin needs.



Age shows first in the hands. Follow the Woodbury treatment and keep the skin on your hands active and youthful

HINTS



DON'T forget that many diseases of the skin are dependent upon disturbances in the general health of the patient.

Don't expect the local treatment to cure the condition unless you follow out the orders to the letter.

Don't expect to be cured after one or two treatments.

Don't allow a fine-tooth comb to be used on the head because it scratches and irritates the scalp.

Don't advise or encourage the use of pomades on a healthy scalp because they become rancid and inflame the scalp.

Don't forget that dandruff is the most frequent cause of premature baldness.

Don't fail to treat every case of dandruff.

Don't think that every red nose is due to drink.

Don't think you can be too careful in the use of a public drinking cup, towels or soap, for anyone of

them may be the carrier of a contagious or infectious skin disease.

Don't for this reason drink out of the glasses passed in the theatres.

Don't neglect to thoroughly rinse all the soap out of the hair with moderately cold water. Otherwise the scalp becomes oily and the hair unmanageable.

Don't expect to get rid of pimples as long as you are constipated or as long as you eat pie, cake, candies and other pastries.

Hygienic Living

The hygienic care of the skin is most important if we desire to have a healthy skin with a beautiful texture. Such a skin is characterized by its color, its gloss and its smooth surface.

The color must be pure, delicate and fresh—the gloss transparent and lifelike—the surface white, elastic and velvety.

A fresh clean, healthy appearing skin depends on many conditions.

Persons that are too fat and too heavy should exclude all fat-forming substances from their diet.

Those who are pale and under weight should partake liberally of nourishing foods.

Those who are compelled to work indoors will find that a short time spent each day in walking, skating, swimming, riding or in the gymnasium of great help.

Breathing exercises will do us all good no matter what kind of occupation we follow. Exercise sends the blood to all parts of the body, and after it we feel better—think better—look better—and sleep better.

The proper regulation of the bowels is the most im-

HINTS

portant factor in the care of the skin and in the health of every individual. If we establish early in life a certain time of the day for this duty, the best time being either before or after breakfast, you will have little or no trouble with this very common complaint.

A cup of hot water taken on arising is very beneficial, as it stimulates both liver and bowels. Fruit before breakfast and at any time is good.

Moles

Some are just a light brown or a black smooth spot and scarcely, if at all, elevated. Others are round and elevated, smooth or with a rough irregular surface. They may have a warty appearance while others are soft and loose in texture.

Moles are usually present at birth, sometimes being small and insignificant early, but later becoming larger and being covered with an abundance of hair.

Superficial moles can be removed satisfactorily by mild caustics such as glanal ascetic, but unless they are carefully treated, are likely to leave scars. For this reason, especially when they are on the face, it is better to have them removed by a physician with the electric needle.

To Cure Sallow Complexions

A Stimulant for Sluggish Skins

A sallow complexion indicates lifeless skin and poor circulation. A clogged condition is often evident first in the face. It tells you that your whole skin surface is not active.

Woodbury's Facial Soap exactly counteracts this

effect. It really takes off the dirt, softens and removes the cuticle, antisepticizes and then by re-supplying the elements that have been exhausted, gives the skin *the aid it must have*.

Wash the skin slowly and carefully with a very hot lather of Woodbury's Facial Soap. Do this several times, until it feels like it has been stimulated. Then dash cold water, very cold water, on it which aids circulation and closes the pores.

This treatment, night and morning, wakes the skin up, gives you an active glowing skin—a skin that shows the delicacy and coloring of a child's.

Note.—An internal remedy which quickens the relief from sallowness is a cup of hot water each morning. Squeeze the juice of half a lemon into it and drink it fifteen minutes before breakfast.

To Whiten the Neck and Throat

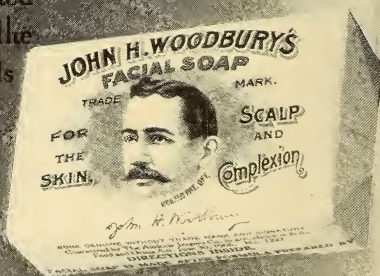
Use a flesh brush on your throat and shoulders. Scrub them hard in hot water and Woodbury's Facial Soap which brings the blood to the surface.

Then, when quite warm and glowing, rub in a little of Woodbury's Facial Cream. This nourishes the skin, whitens it, gives you a radiant skin.

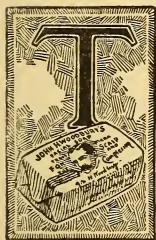
The steady use of Woodbury's Facial Cream nourishes your flesh, makes your neck plumper and fatter. Don't rub it hard—gently. Just enough for the skin to absorb the cream. You can powder over it.



Woodbury devoted
his entire life to the
skin and its needs



A Personal Talk



THE best way is not to attempt to carry out all of the suggestions in this book at once.

Make out a practical program so that you can secure its greatest benefits.

Follow this program faithfully and the results will pile up in a very short time—they will be noticeable enough to encourage you to attempt *perfection*.

It requires will power and self-control—there is nothing that requires more of them than an unvarying, systematic attention to one's personal appearance, but you will find the results so well worth while.

Avoid Fatigue

Don't drive your body. Much more will be gained if a short rest will be taken at intervals and then the work taken up with renewed vigor.

It has been easily demonstrated time and again by physicians that fatigue slows down the circulation, dulls the nerves, decreases the powers of digestion and *makes the body peculiarly liable to disease*. It is impossible to estimate how deeply the effects of fatigue sink in.

It is useless to massage if the strain of your every-

day life is gradually becoming unbearable and if the expressions constantly in your face immediately counteract the effects of massage.

The Right Sort of Stimulant

Dr. Luther Gulick regards a *bath* as a splendid stimulant. In one of his latest books, he says: "A dash of cold water in the face will often knock out a congestion in the brain accompanied by dull headaches and make it possible for a man to think clearly again.

"But after all, the most practical value of the bath as an institution is the psychological one. When a man is fagged out, a good bath will bring back his energy and change his state of mind. The improving of the circulation, the clearing of the brain, the stimulus to the countless nerve terminals in the skin—all these effects have a distinct bearing on those general feelings of health and well-being which make joyful and efficient living possible.

"People who are down with the 'blues' have often gotten over them by taking the right kinds of baths. Much pessimism has been put out of business by this rather unpicturesque means."

Use Sleep Intelligently

Sleep is the time for physical growth—the time when Nature rebuilds. For this reason, the best results in the treatments given in this book are gained by taking them before retiring, unless some other time is specified. If you will be careful to sleep intelligently, you will get the best from them. The greatest physicians of to-day will advise you to make it a habit

A PERSONAL TALK

to make sure that your last thoughts before sleeping are thoughts of joy, of success, of accomplishments.

The distinctly modern attitude toward disease is to prevent. Sound sleep in cold fresh air, after intelligent treatments, will do more to ward off evidences of age and more toward keeping you in vigorous health than anything you can do.

Last of All, Don't Worry

Worry makes a woman older and makes her look older. Darwin has called attention to the fact that the frequent repetition of any facial expression causes *permanent* alterations in the expression. A woman who worries will soon acquire "a worried look."

The muscles of the face tend to lose the "tone" which is characteristic of healthy muscles and the lips, cheeks and lower jaw sink downward with their own weight.

As Dr. Saleeby has expressed it, one might as well attempt to cure a cancer with a sticking plaster as to expect to erase or remedy the evidences of age with any cosmetic if the habit of worrying is constantly kept up.

The thoughts in one's mind *will* come out in one's face.

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