



## Woman's Fascination

This is a matter of the possession of many natural qualities, foremost among which may be counted the radiant beauty of a natural complexion, such as is assured by the regular daily use of

# Pears' Soap

Nature dowers almost every woman with a more or less beautiful complexion. To begin with it is soft and smooth, and fair to look upon, but, perhaps by the use of ordinary, impure toilet soaps, or other neglect, the skin gradually loses its natural beauty and becomes colorless and inanimate.

To guard against a disaster like this, the skin should always be washed with Pears' Soap, which by its complete purity and its unique emollient qualities,

*preserves the skin in its natural condition from infancy to old age, keeping it soft, smooth and beautiful.*

