



## Face Charm

The outline of the features does not in itself constitute the chief charm of a face. It is the 'something more' that is made up of expression, grace, color and complexion, that gives the true distinctive note.

The tone of the face is almost exclusively a matter of the complexion; and it is in the cult of the complexion that

## Pears' Soap

holds the position of pre-eminence in every part of the world. It has done more for the spread of face charm than any other known agent.

The most celebrated beauties of the last hundred and twenty years have testified to its matchless power in preserving and improving the complexion, and the skin specialists have said the same.

The charm of a beautiful complexion is the natural result of the use of Pears which surpasses all other soaps in skin-beautifying properties and economy.

*The Great English Complexion Soap*

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OF ALL SCENTED SOAPS PEARS' OTTO OF ROSE IS THE BEST