



The fair skin
of a Child
is the
foundation
of
Womanly
Beauty



A Word to Mothers

The beauty and freshness of a child largely depends upon the condition of its skin, which is so tender and sensitive that only constant and unremitting care can keep it free from irritation.

The first necessity and safeguard in these matters is a soap that will act like balm upon the dainty skin, that soothes while it cleanses, is kind to the skin, and of a gentle emollient daintiness. No soap answers to this description so completely as

Pears' Soap

No soap is so comforting, so pure or so perfect in its hygienic influence. Bad soaps injure the skin and worry the child. Pears softens, preserves and beautifies.

The skin of a child is kept sweet, wholesome and healthy, and retains its softness and beauty to later years by the regular use of Pears,

The Great English Complexion Soap