



# Woman's Natural Charm



## Naturalness

—that should be every woman's aim. The further she gets away from that standard, the less attractive she becomes. It is the true test of manners, apparel, and personal charm. Indeed, it is the very key-note of beauty. Naturalness of skin and complexion is therefore beauty's most essential element. This being so,

## Pears' Soap

which is entirely composed of natural cleansing, beautifying ingredients, forms the best promoter and preservative of skin-beauty that money can buy or science produce. PEARS has been woman's natural beauty soap for 120 years.

PEARS makes the skin as fine as silk and as soft as velvet and is

### Matchless for the Complexion

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

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