



Old
Times

and
New

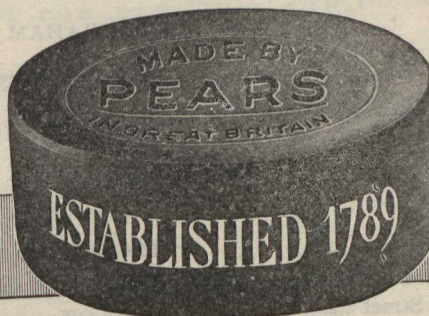
In old times, a soft skin and a fine complexion were accounted among the leading essentials of beauty; and so they are today. They knew in old times that the kind of beauty that is natural is a thousand times more admired than beauty that is artificial; and they know it today also.

The great difference between old times and now in this matter of beauty is this: in old times—that is, before 1789—they had no

Pears' Soap

to afford natural aid to natural beauty, whereas today PEARS is here, making the preservation and improvement of complexion, and of skin health and skin beauty generally, an easy daily habit—just the habit of the daily use of PEARS, that is all. This is one great reason why there are so many more beautiful women to be seen today than ever there were.

The best beautifying forces of both old times and new are united in Pears



bringing out the natural loveliness of complexion which is woman's chief charm.

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