



## Mother's Day

Is when she moulds the habits, health and beauty of her children. Beauty and softness of skin texture are the natural heritage of nearly all infants. Unfortunately, this birth boon is often undervalued and neglected, with the result that the beauty gradually disappears.

The use of common impure soaps is answerable for much of this skin deterioration, and for this there is no excuse, since the best and purest of all skin soaps

# Pears' Soap

is really more economical than ordinary soaps, because of the fact that it lasts twice as long. The pre-eminence of Pears' Soap all the world over is easily accounted for. It is composed entirely of natural beauty preserving ingredients. Its emollient action ensures the skin of a permanent softness and delicacy of color, and exercises a protective influence that keeps it in perfect condition.

Pears is all solid soap purity and goodness having no water mixed with it, and being unaffected by heat or cold. Since 1789 Pears has been the Mother's Soap of the world.

The general idea of Mother's Day is a simultaneous observance in every country of the love and reverence men, women and children owe to a good mother. The second Sunday in May is observed as Mother's Day throughout the United States. The Movement is not denominational—Every society and organization is asked to unite in making the observance universal. Do some distinct act of kindness to the sick or unfortunate, in loving remembrance of your mother. The White Carnation is the Mother's Day special flower.

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

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