

# Pears

1789  
TO  
1901

*Humanity's friend for more than a century*

Below is a photographic reproduction of an advertisement first issued on the twenty-first birthday of Pears' Soap, ninety-one years ago.



TEN

*Best in England* — 1810

*Propose to pay to Delicate Beauty or Order,  
Ten N<sup>o</sup> 55, when it can be proved to me that my  
Transparent Soap, is not the best refined, desirable article,  
ever offered to the Public; payable when due, at my  
Manufactory, 55, Wells Street, Bedford Street, London.*

*L. Cer*  
*Wholesale & Retail*

*For the Inventor  
and Proprietor.*

*And<sup>ry</sup> Pears.*

Old wine to drink,  
Old friends to trust, and  
Pears' Soap for the toilet.

*Pears' soap makes a new friend every minute—it keeps them all for  
a lifetime. Sold all over the world.*