

What it is.

Pure soap is soap without grease or alkali.

Soap cleanses; but alkali cuts. Soap cleanses the skin and leaves it rosy and smooth and soft like a baby's. Alkali cleanses but sacrifices, leaves the skin rough and red.

The soaps that work these newspaper wonders are full of alkali. Let them alone. Pure soap dissolves the dead outside, disentangles it, leaves us the baby-skin underneath, brings it outside; it is kind to the living tissue.

We all have a baby-skin, unless it is eaten away by alkali. It may be well disguised; but soap will find it. PEARS SOAP will find it.

Insist upon having PEARS SOAP. Substitutes are sometimes recommended by druggists for the sole purpose of making more profit out of you.