

Dance and motor all you please— Pears' will see you through

YOU know that feeling of triumph—when you've been the most-popular-girl-at-the-dance!

You know your face would crown you with success—your complexion, soft, mysteriously lovely, colorfully vibrant!

The whole secret of a beautiful skin lies in using a soap that agrees with your skin. Some soaps which we may like very well really don't agree. It is chiefly because they haven't been put through a Heat-Toning or mellowing process. They are half-raw.

The damage done by half-raw soaps

If the soap you use doesn't agree with your skin—that is, if it doesn't improve a lifeless complexion—then you know something must be wrong. You cannot have full confidence in it.

You can never hope to have your complexion grow soft and colorful so long as you use a half-raw soap. The delicate, underneath life of the skin is injured day by day so that it cannot work for your skin beauty.

What Heat-Toning does for you
Heat-Toning is the great discovery which that

master soap-maker, Andrew Pears, made in 1789: Like all real creators, he had high ideals. He wanted his soap to be in harmony with the sensitive skins of women and children.

One day he took some of his "finished" soap and putting it in clean closed retorts, he used a quick heating liquid and under great heat, he treated that soap again.

Heat-Toning mellows Pears—ripens it. Just as fine fruit ripens in the heat of the sun. It changes even the color, for when really finished, it isn't the ordinary soap color, but the rich wine tone which we know is Pears'.

Besides, Heat-Toning breaks the soap particles into even smaller molecules. It changes Pears' lather, makes it soft and creamy, unlike the lather which penetrates too strongly into the inner life of the skin.

This is why Pears' soothes the skin. Why it agrees with every tiny part. You can use it with absolute safety because it works naturally for your skin-beauty. Pears' is awaiting you at your favorite druggist's, department store or fancy grocery.

A Great WOMAN EDITOR—

who receives thousands of letters from women asking how to improve their complexions and their hands, gives this simple prescription as the "great secret"—

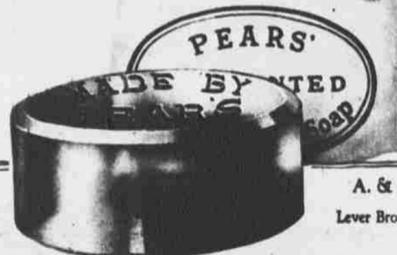
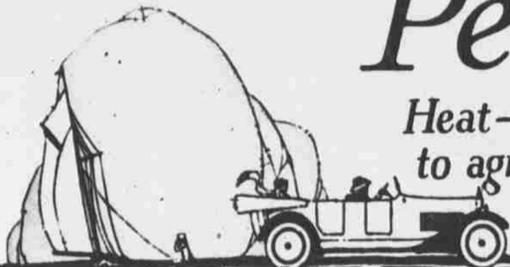
"Find the soap that agrees with your skin."



It wasn't your frock of importance that won—not its sash that matched the starry blueness of your eyes. It wasn't even those little curls at your forehead which flirted so impudently with your admirers! Above all these, it was your lovely skin.

Pears

Heat-Toned
to agree with the skin



A. & F. PEARS, Ltd., London, England
Lever Brothers Company, United States Agents, New York

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F. B. F., Huntington, Pa. NOTE: Many letters like the above show why the demand for Basy Bread is increasing daily.

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