

Origin of a 'household word'^{*}



^{*} WRIGHT'S LIQUOR CARBONIS DETERGENS

By the preparation of Liquor Carbonis Detergens 80 years ago, the powerful antiseptic and antipruritic agents in Coal Tar were isolated for the first time from the residuary content of irritants and non-therapeutic substances. Publicly commended by an impressive succession of notable authorities, Liquor Carbonis Detergens soon provided the basis for a toilet soap that has been a household word for generations. Discouraging germs, Wright's Coal Tar Soap produces a generous lather, specially soothing and very thorough in its cleansing.

^{*} Wright's COAL TAR SOAP