

## **Graphology ... : for the users of Sunlight soap / [Lever Brothers Ltd.].**

### **Contributors**

Lever Brothers Ltd.

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# GRAPHOLOGY.

*Jenny Lind*  
**LOVE.**

Brightens the home.  
So does SUNLIGHT SOAP.

*Fred Egan*  
**ARTISTIC TASTE.**

Adds beauty to the home. SUNLIGHT SOAP adds beauty to art. Decoration, however beautiful, is valueless unless accompanied by cleanliness.

*Bonapartes*  
**AMBITION.**

Is the stepping stone to great achievements, SUNLIGHT SOAP is the stepping stone to happy homes and life-long comfort.

*Arthur Sullivan*  
**MUSIC.**

Civilises the world. There is no music without harmony. A sure way to obtain harmony in the home is to use SUNLIGHT SOAP.

*Henry Stanley*  
**WILL.**

Guards one from many a pitfall. It firmly resists attempts to palm off worthless imitations for SUNLIGHT SOAP.

*A. S. Hadstone*  
**THE POWER OF REASONING.**

Is born to some, but can also be acquired. If several millions of people of all races, creeds and all classes, persistently use SUNLIGHT SOAP, it stands to reason it must possess superiority over others.

*Beaconsfield*  
**PERSEVERANCE.**

Everything can be overcome by perseverance. The largest wash can be overcome by SUNLIGHT SOAP.

*Latham*  
**JUDGMENT.**

It is judgment which decides between good and bad. The Royal Appointment, twelve Gold Medals and the largest sale throughout the world, are proofs of the favourable judgment universally passed on SUNLIGHT SOAP.

*S. Rogers*  
**ECONOMY.**

To use SUNLIGHT SOAP is the truest economy. It saves time, health and money.

*Florence Nightingale*  
**KINDNESS.**

A kind action brings happiness. To introduce SUNLIGHT SOAP to ones friends is a kindness to them and should make them ever grateful.

*Quigley*  
**PRIDE.**

Oft brings misery and sorrow. One should not be too proud to learn. One trial of SUNLIGHT SOAP is enough to demonstrate its superiority over all other soaps.

FOR THE USERS OF  
**SUNLIGHT SOAP**



**GRAPHOLOGY** is the science which seeks to discern the character of a man from his handwriting. It is governed by rules, and can be acquired by practice and observation.

A **SIGN** is a visible characteristic.

A **RESULT** is a combination of two or more signs.

Handwriting shows two kinds of signs: those which are called general signs, and those which are called individual signs.

The following table will show the more simple of these signs and their signification.

It will be found both curious and amusing to test by these signs the handwriting of a person whose character is already well known.

**CLASS A.—GENERAL SIGNS.**

Sign.		Signifies.
Harmonic.	<i>Prince Albert</i>	Intelligence.
Ascending.	<i>Horatio Nelson</i>	Ardour, success, ambition.
Descending.	<i>Marie Antoinette</i>	Want of confidence in one's self, melancholy.
Straight.	<i>David Livingstone</i>	Firmness of nature, honesty.
Undulating or Wavy.	<i>Talleyrand</i>	Subtleness of nature, finesse, falsehood.
Round.	<i>Oliver Wendell Holmes.</i>	Sweetness, kindness.

**CLASS B.—INDIVIDUAL SIGNS.**

Capitals.	Small. <i>squeezed</i>	Dissimulation and hypocrisy.
"	Large. <i>Chas Smith</i>	Boasting, imagination, frankness.
Capital M.	The first stroke larger than the second. <i>Mrs</i>	Good breeding, aristocratic tendency.
Small S.	Larger than the other letters. <i>artist</i>	Imagination.
Letter D.	Small d made with curve from right to left. <i>and</i>	Cultivated intelligence.
Finale.	Long. <i>July</i>	Prodigality.
"	Short. <i>have you</i>	Economy, reserve, critical mind.
Letter T	Finely crossed. <i>Foots</i>	Want of energy, weak will.
"	Heavily crossed. <i>letter</i>	Obstinate will.
Punctuation.	With great care, particularly the dots to the 'i' and 'j.' <i>judicious</i>	Minutiae, prudence, order.
Signatures.	A single name. <i>Fibynoodle</i>	Pride and also insignificance.
"	Underlined. <i>Dombey</i>	Pride of Name.
Flourishes.	Made with a dash from right to left. <i>H. Thompson</i>	Defensiveness.
"	Made with a dash from left to right. <i>Arthur Brown</i>	Aggressiveness.

**SUNLIGHT SOAP**

Appointed by  
Special Royal Warrant



Soap Makers to  
Her Majesty the Queen.