

Take up the White Man's burden—
Send forth the best ye breed—

Go, bind your sons to exile
To serve your captives' need;

To wait, in heavy harness,
On fluttered folk and wild—

Your new-caught sullen peoples,
Half devil and half child.

By Rudyard Kipling
McClure's Magazine 12 (Feb.1899).

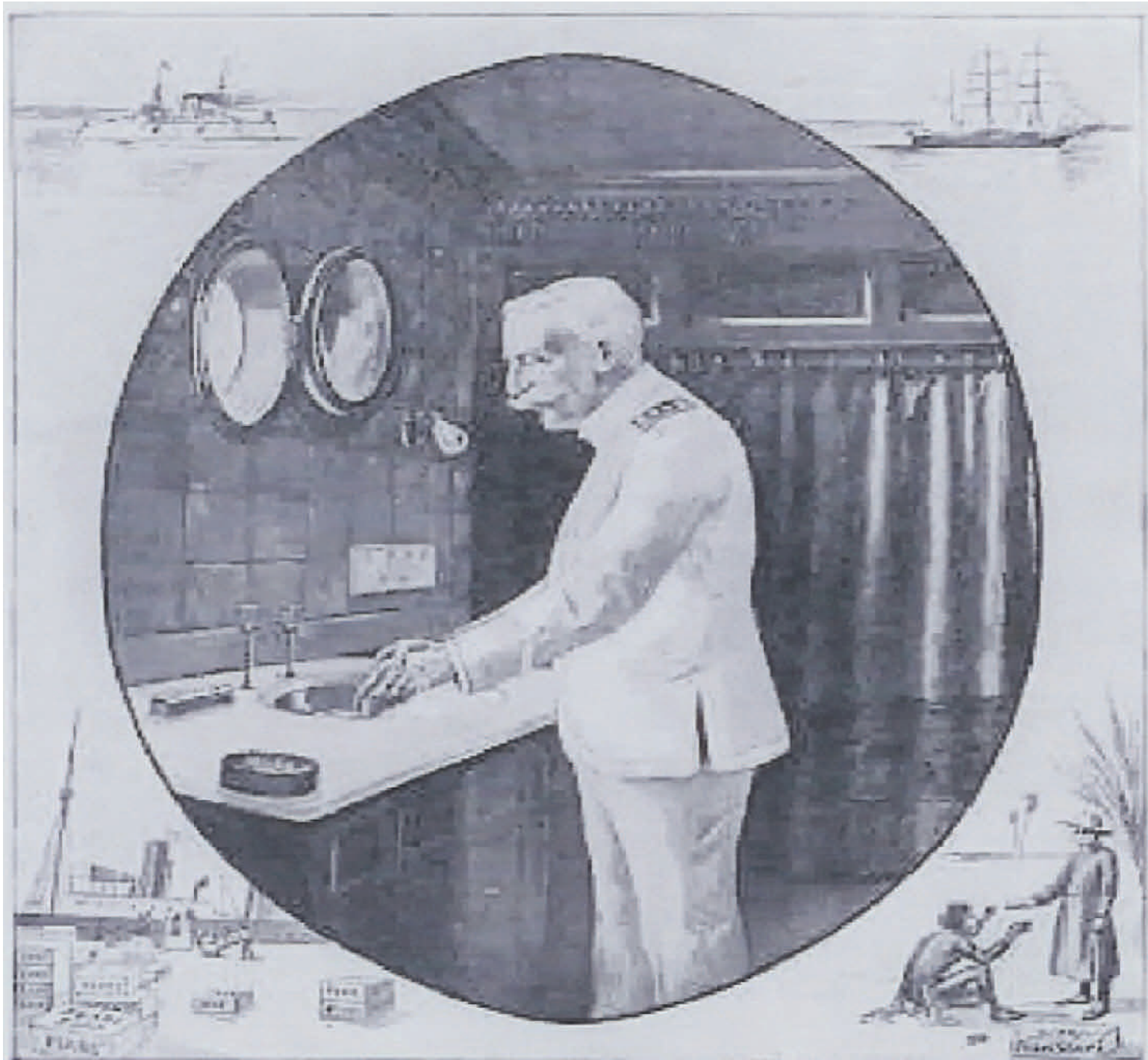
The caption beneath this picture read: →

"Pear's Soap is a potent factor in brightening the dark corners of the Earth as civilization advances, while amongst the cultured of all nations it holds the highest place—it is the ideal toilet soap"



This advertisement, showing Admiral George Dewey washing his hands with Pears' Soap, surrounded by illustrations symbolizing "progress and civilization," was published on the inside front cover of the October 1899 issue of *McClure's Magazine*. That issue also featured an illustrated tribute to Dewey on the cover and articles about him by Gov. Theodore Roosevelt and Joseph L. Stickney.

1. What do the words "brightening" and "lightening" mean in this ad?
2. This ad and the passage from a poem above refer to the "White Man's Burden". Briefly, state what that "burden" was thought to be?
3. Do you believe an ad like this could run in magazine today? Explain your answer.



The first step towards lightening

The White Man's Burden

is through teaching the virtues of cleanliness.

Pears' Soap