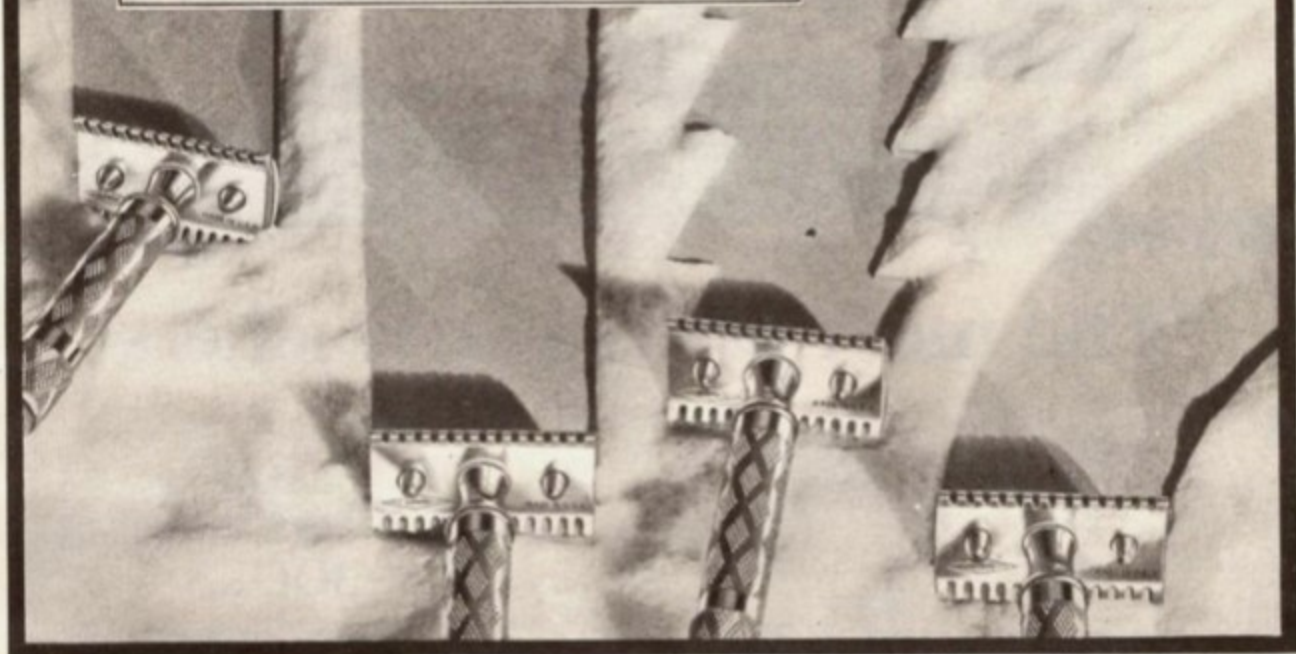


A smooth shave  
*depends upon the correct stroke*  
 Which do you use . . ?



EIGHT out of ten American men shave with a Gillette Razor, and probably not more than half of them use the correct diagonal stroke shown at the extreme left.

But they all judge a shave on its face value, and they find the value *there*, in every Gillette Blade, no matter what stroke they happen to use. Gillette has put it there — designed the blade to meet all possible changing conditions.

In the past ten years the Gillette plant has invested \$12,000,000 in blade improvements alone. Today the work is done by amazingly skilful machines—adjusted to one ten-

thousandth of an inch. And the product of these machines is tested and re-tested by a long line of inspectors who get a bonus for every blade they discard.

Tomorrow morning slip a fresh Gillette Blade into its holder. Lather well and use the correct diagonal stroke. Let the world's best blade in the world's best razor give you the best of all possible shaves. Gillette Safety Razor Co., Boston, U. S. A.

*King C. Gillette*



THE only individual in history, ancient or modern, whose picture and signature are found in every city and town, in every country in the world, is King C. Gillette.

This picture and signature are universal sign-language for a perfect shave.

Gillette

**Gillette**

