"Shave Yourself"

I have already convinced over a million men that a daily home shave with my razor is a habit that every self-respecting man should acquire. I have taught them that the "Gillette" way is the only way to save time and money, to maintain an unruined disposition and to be sure of perfect shaving conditions.

Men are losing popularity every day, because it is absolutely dependable—it is always ready for use and never breaks—no flimsy—which gives a light or as close a cut as you wish, without danger of cutting or scratching.

I am proving more conclusively every day, that when you use the right razor for opposition as to what shaving accessories one should use, there is no doubt about the razor. There is but one perfect razor—for all men—because it must meet all conditions—and that is my razor—the "Gillette." When you buy a safety razor get the best—the "Gillette." It will last you the rest of your life—it is not a toy—it will always give you complete satisfaction.

The double-edged, flexible blades are so inexpensive that when they become dull you throw them away as you would an old pen.

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