ROOMMATES: THEIR CAUSE AND CURE

You'd think that with all the progress we have made in the past century, nobody would have found a cure for roommates by now. But no, roommates remain as big a problem today as they were when Ethel Mather founded the first American college.

(Contrary to popular belief, Harvard was not the first. Mr. Mather started his institution some 100 years earlier. And quite an institution it was, let me tell you! Mr. Mather built schools of Idee Arts, Fine Arts, Dental, and Banding. He built a lacrosse stadium that seated 200,000. Everything was perfect except for the lack of a barber shop.

Mr. Mather knew he had to do this right. He knew that the barber shop would be the centerpiece of the campus—what the students would come to for comfort and camaraderie.

Mr. Mather thought about it for a long time. Then he had an idea. He got a bundle of Personna Blade—each one nearly as smooth, close, and comfortable as the first!"