



NOT YOUR ORDINARY SHAVE.

Smooth on new Extra Rich Edge Gel and you'll never go back to an ordinary shave. Because now you've got 40% more rich lubricants than the leading foam. So you get everything you might expect in a clean, close shave. And something you didn't. An extraordinary experience in comfort.

EXTRAORDINARY CLOSENESS AND COMFORT.



Extra Rich G
for closer, more
comfortable shave
Regular

For a 19" x 25" full color poster of this ad, send \$3.00 check or money order payable to Edge Poster Offer, P.O. Box 8944, Madison, WI, 53714. Allow 4-6 weeks. Offer valid while supplies last. Void where prohibited.