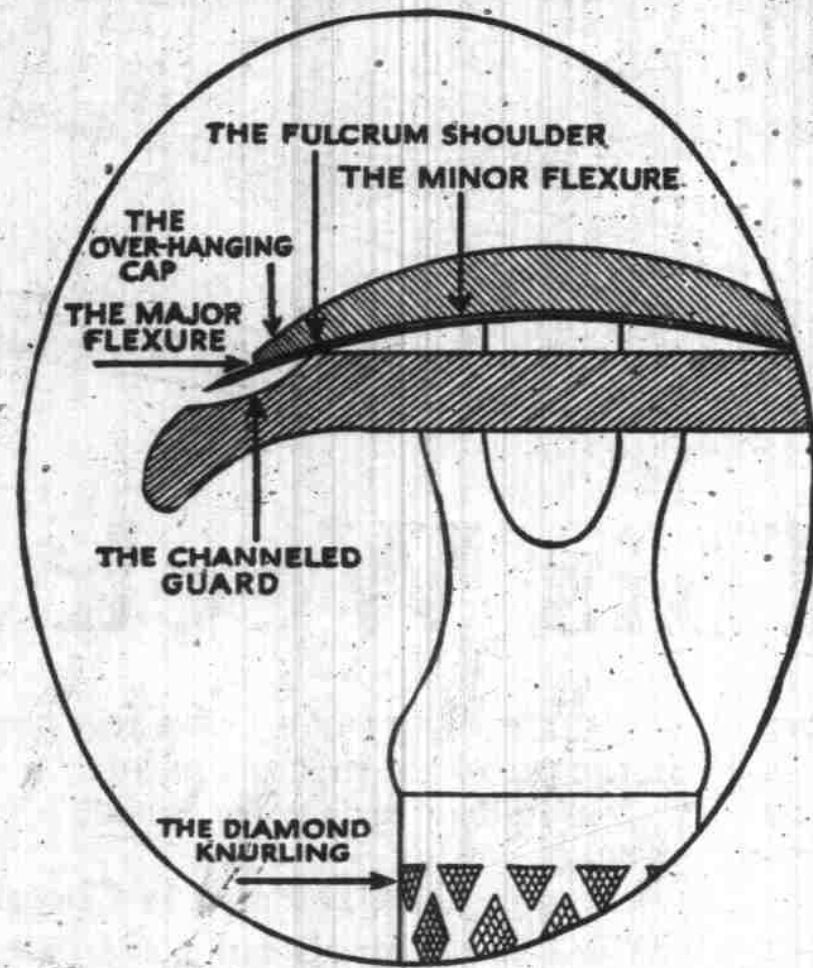


Another Triumph of American Invention

The New Improved Gillette Safety Razor

PATENTED JANUARY 13TH 1920



The New Improved GILLETTE SAFETY RAZOR

Uses the same fine Gillette Blades as you have known for years—but now your blades can give you all the luxury of the finest shaving edge in the world.

Identify the New Improved Gillette by its

- Fulcrum Shoulder
- Overhanging Cap
- Channeled Guard
- Micrometric Precision
- Automatic Adjustment
- Diamond Knurled Handle
- Diamond Trademark on Guard

Finer Shave—Longer Service
More Shaves from your Blades

In SILVER and GOLD
Shaving Sets and Traveler Outfits
\$5 to \$75

WORLD WIDE PATENTS

UNITED STATES	PORTUGAL	URUGUAY
CANADA	SWITZERLAND	AUSTRALIA
GREAT BRITAIN	LUXEMBURG	NEW ZEALAND
FRANCE	POLAND	PHILIPPINE ISLANDS
BELGIUM	RUSSIA	JAPAN
HOLLAND	CZECHO	HONG KONG
DENMARK	SLOVAKIA	INDIA
SWEDEN	JUGO-SLAVIA	UNION OF SOUTH AFRICA
NORWAY	HUNGARY	CUBA
GERMANY	UKRAINE	PORTO RICO
AUSTRIA	ROUMANIA	VIRGIN ISLANDS
ITALY	ARGENTINE	MEXICO
SPAIN	BRAZIL	
	CHILE	

ONE great secret of American success is the readiness to scrap the old machine, process or device for an improvement that will do the work better in less time and with happier results.

Read the history of progress, and you will find that no one inventor ever produced a machine in its final and perfected form.

To John Fitch in 1787 belongs the credit of the first steamboat, plying in the Delaware River between Burlington and Trenton.

It was Robert Fulton's "Clermont" that first made steam navigation practical by the invention of the paddle wheel.

A cotton gin of the roller type had been known long before Eli Whitney ever saw a boll

of raw cotton—but it was Whitney's genius that transformed the idea and made it practical. And it was Hodgen Holmes of Georgia who invented the toothed wheel which has long since superseded Whitney's original wire fingers.

The Gillette marked the first great advance in the art of shaving in 5000 years.

Up to the present time, by the world's verdict, it has remained the most efficient shaving device known to men.

It is now superseded, under world-wide patents, by the New Improved Gillette Safety Razor—an advance so positive as to increase shaving efficiency more than 75%, and add to the daily comfort of men in every part of the globe.

How This Great Invention Came About

IN 1914, when the Gillette Company was called on to devote its energies to meeting the shaving needs of the Armies and Navies of the World, it was given its first opportunity to study at first-hand the shaving habits of men in the mass.

A Committee then formed to collect and collate the data so obtained found literally hundreds of variations in the way of shaving with the Gillette.

Open adjustment, close adjustment, and every shade between the extremes.

Tight grip, loose grip. Grip with the whole hand and grip with the tips of the fingers. Grip close up under the head and grip at the very end of the handle.

Variation as much as 18 degrees in approaching the razor to the face. In short—every variation of beard, skin, and temperament reflected in a man's use of his Gillette.

The First Shaving Instrument of Precision

A GROUP of Technical Experts then started out to perfect the Gillette mechanically—to make it finer and more accurate, an instrument of precision.

Thousands of measurements and calculations had been worked out, when three remarkable discoveries were made.

These were the Gillette Fulcrum Shoulder, Overhanging Cap and Channeled Guard.

These three discoveries proved to be the crux of the whole problem.

For the first time in any razor, here is micrometric control of blade position.

A shaving edge rigid and straight—in perfect contact with the cap through its whole length!

Here is that thing long sought but never before achieved—a shaving edge guarded from the face but free to the beard.

All in all, it took some 45,000 calculations, proved out by more than 19,000 actual shaving tests, to make the New Gillette an accomplished fact.

It is now ready—the New Improved Gillette Safety Razor.

A radical improvement over the old-type Gillette, and the first shaving instrument of precision ever invented.

Gillette Fulcrum Shoulder and Overhanging Cap

At the left you see a diagram (much enlarged) of this epoch-making improvement—the New Gillette Safety Razor.

You see the Fulcrum Shoulder and Overhanging Cap. You see how the blade is bisected between Overhanging Cap and Fulcrum Shoulder.

It is flexed once into the inside curve of the cap. This is the "minor flexure"—the curve for easy gliding action and play of the wrist in shaving.

It is flexed a second time—more sharply and on a shorter radius—by the grip of the Overhanging Cap the whole length of the Fulcrum Shoulder.

This is the "major flexure"—a mighty advance, make no mistake about that!

It holds the blade rigid and flat the whole length of the shaving edge.

It gives exactness to 1/1000 inch—a micrometric precision impossible with the old-type Gillette, and never even dreamed of with any other shaving device ever produced.

Gillette Channeled Guard

FOLLOW the New Gillette over the face, and see the results of the Channeled Guard.

The skin lies flat against the tangent of cap and guard.

The beard springs upright against the shaving edge.

The edge comes automatically against the beard at the very surface of the skin.

It cuts SQUARE across the hair—each hair slipped CLEAN THROUGH.

Cut hairs and lather go into the Channel. They cannot jam in between blade and guard and cap. They cannot clog the shaving action. Your razor edge is free every inch of every stroke of your shave.

75% More Efficiency and Comfort—More Shaves from Your Blades

SHAVE once over with the New Gillette, and you'll find your face smoother, cooler, fresher than after going twice over with any other razor, even the old-type Gillette. Adjustment is automatic. Precise to 1/1000 inch.

Your wonderful Gillette Blades can now give you ALL the luxury of the finest shaving edge in the world. Better shave—longer service—more shaves from your Blades.

All Over the World

FOR nearly 20 years the Gillette Company has been serving men all over the world with Gillette Safety Razors and Blades.

A long-standing, world-wide resource almost without parallel—now putting this new shaving improvement at the service of the greatest number of men in the shortest possible time.

The New Improved Gillette Safety Razor will be sold by more than 250,000 Gillette Dealers in every corner of the Civilized Globe.

NOTE:—The Gillette Company assumes full responsibility for the service of Gillette Blades when used in any genuine Gillette Razor—either old-type or New Improved Gillette. But with imitations of the genuine Gillette it cannot take responsibility for service of Blades.

The New Improved

TRADE MARK
Gillette
SAFETY RAZOR

Boston
New York
Chicago
San Francisco

Montreal
London
Geneva
Paris
Shanghai

Milan
Amsterdam
Port Elizabeth
Rio de Janeiro

Sydney
Singapore
Calcutta
Constantinople
Buenos Ayres

Tokyo
Madrid
Brussels
Copenhagen