## LOOCE PLAN TO

 CUT FRE ARMSStanfield to Make


## The Commercial Romance of 1921

THE human race took a long step forward when this country made it respectable for a man to earn his own living.
Today, if Americans couldn't talk business at lunch, most of us would prefer to go off and eat by ourselves. Even at social gatherings, men man-
age to drift together for some touch-and-go businessgossipto finish the day.

Probably your own boy, long before he is able to vote, feels the national instinct to start something.

American characteristics that may explain in part the peculiar public interest in the New Improved Gillette.

All the circumstances surrounding the New Improved Gillette stir a man's feeling for commerce.
The radical new invention. An improvement so basic that nothing in the Patent Office contained even a hint of its slightest detail.
The courage to put this new invention on the market-risking the twenty-year old Gillette preso tige on faith in the public under standing and ap preciation.
The immediate response of
the Gillette public. 600,000 New Improved Gillettes in America. Nearly 400,000 to England,France,Holland, Belgium, Denmark and Italy. And thence to the remotest parts of the earth.
Night-shift production in the Gillette Factory, meeting the demand as it doubled, and doubled again.

You may often hear it said that "The way this New Gil lette is going over reads like a romarice."

Times may fluctuate.
Human beings do not
The reward is still to the pioneer.

Pioneering in the field of enlarged service to men in their restless human ambition to go forward.

Important about the शew Improved Gillette-CA word about the Blades
Most men prefer to screw the razor up tight to get the most satisfactory shave.
Gillette deems it proper to ask the public to use Gillette Blades only in genuine Gillette Razors.
The Gillette Blade and Gillette Razor are developed to work together. No Gillette Blade can deliver its full shaving quality unless used in a genuine Gillette Razor - built by Gillette, in the Gillette way and up to Gillette standards.


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 Columbia River 0 Stock to Be Sold



 Confessed Slayer Sentenced to Chair



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The New Improved Gnlette Safety Razor Uee the sum fine Gillettor

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 $\$ 5$ to \$75


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