

The
**biggest Christmas public
 in the world always wants
 the best and newest ~**

MORE than a million New Improved Gillettes
 have been sold since last May.

How many more millions of men hope
 for a New Improved Gillette for Christmas is
beyond estimate.

The New Improved Gillette has proved the most *legitimate*
sensation of any shaving device in the history of the world.

More men want it than have ever wanted any one gift in
 all the Christmas Days of the past.

And especially that great national multitude of *old-type*
 Gillette users who can't get the New Improved Gillette
any too soon.

This Christmas preferred!

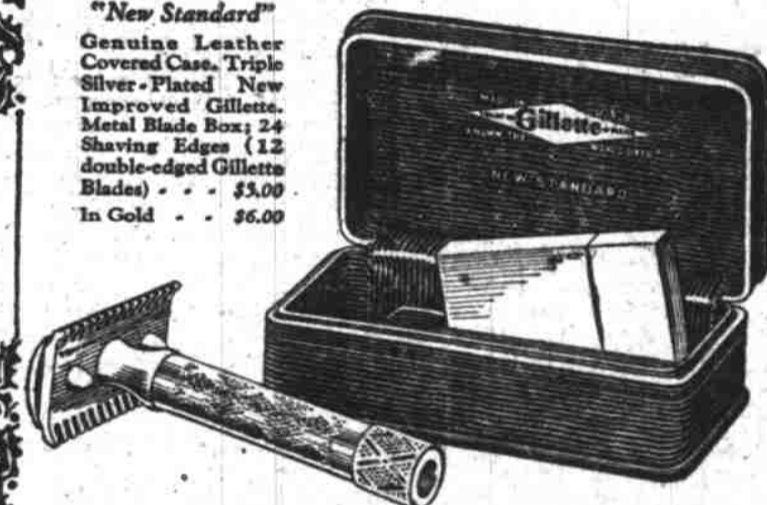
"Traveler"

A complete shaving outfit.
 Triple Silver-Plated New Improved
 Gillette. Shaving
 Brush and Stick Gillette
 Shaving Soap in metal con-
 tainers; 24 Shaving Edges (12
 double-edged Gillette Blades)
 in metal Blade Box - \$7.50
 In Gold (with indestructible
 Metal Mirror) . . . \$10.00



"New Standard"

Genuine Leather
 Covered Case. Triple
 Silver-Plated New
 Improved Gillette.
 Metal Blade Box; 24
 Shaving Edges (12
 double-edged Gillette
 Blades) . . . \$5.00
 In Gold . . . \$6.00



GILLETTE SAFETY RAZOR CO.
 BOSTON, U. S. A.

The New
 Improved

MADE IN U. S. A. KNOWN THE WORLD OVER

TRADE MARK
Gillette SAFETY RAZOR
 Patented January 13th 1920

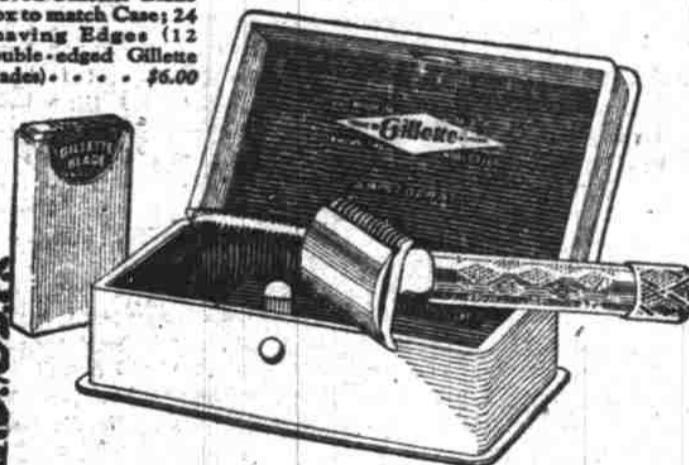
"Milady Decollete"

The appropriate set for
 ladies. To keep the
 under-arm smooth.
 Set consists of special
 Gold-Plated Gillette Ra-
 zor and Gold-Plated
 Blade Box containing
 24 Shaving Edges (12
 double-edged Gillette
 Blades) . . . \$6.00



"Aristocrat"

Imitation Ivory Case.
 Gold-Plated New Im-
 proved Gillette. Blade
 Box to match Case; 24
 Shaving Edges (12
 double-edged Gillette
 Blades) . . . \$6.00



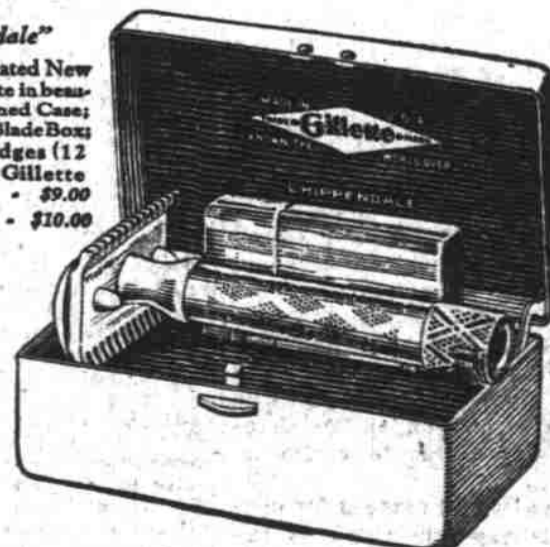
"Chesterfield"

A small compact set.
 Triple Silver-Plated New
 Improved Gillette. Hand-
 some engine-turned Case
 and Blade Box; 24 Shav-
 ing Edges (12 double-
 edged Gillette Blades)
 \$9.00
 In Gold . . . \$10.00



"Chippendale"

Triple Silver-Plated New
 Improved Gillette in beau-
 tiful engine-turned Case;
 engine-turned Blade Box;
 24 Shaving Edges (12
 double-edged Gillette
 Blades) . . . \$9.00
 In Gold . . . \$10.00



"Big Fellow"

Selected Natural Finish
 Gumwood Case. Triple
 Silver-Plated New Im-
 proved Gillette with
 larger and heavier han-
 dle. Metal Blade Box;
 24 Shaving Edges (12
 double-edged Gillette
 Blades) . . . \$5.00
 In Gold . . . \$6.00



"Tuckaway"

A small compact set.
 Triple Silver-Plated
 New Improved Gil-
 lette. Triple Silver-
 Plated Case; metal
 blade box; 24 Shaving
 Edges (12 double-
 edged Gillette Blades)
 \$5.00
 In Gold . . . \$6.00



The New Improved
 GILLETTE SAFETY RAZOR
 Uses the same fine Gil-
 lette 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.
 A shaving edge guarded
 from the face, but free to
 the beard.



Identify the New Improved
 Gillette by its
 Patented Shoulder
 Overhanging Cap
 Channelled Guard
 Micrometric Protrusion
 Automatic Adjustment
 Diamond Keenled Handle
 Diamond Trademark on Guard
 Finer Shave—Longer Service
 More Shaves from your Blades
 In SILVER and GOLD
 Shaving Sets and Traveler Outfits
 \$5.00 to \$75