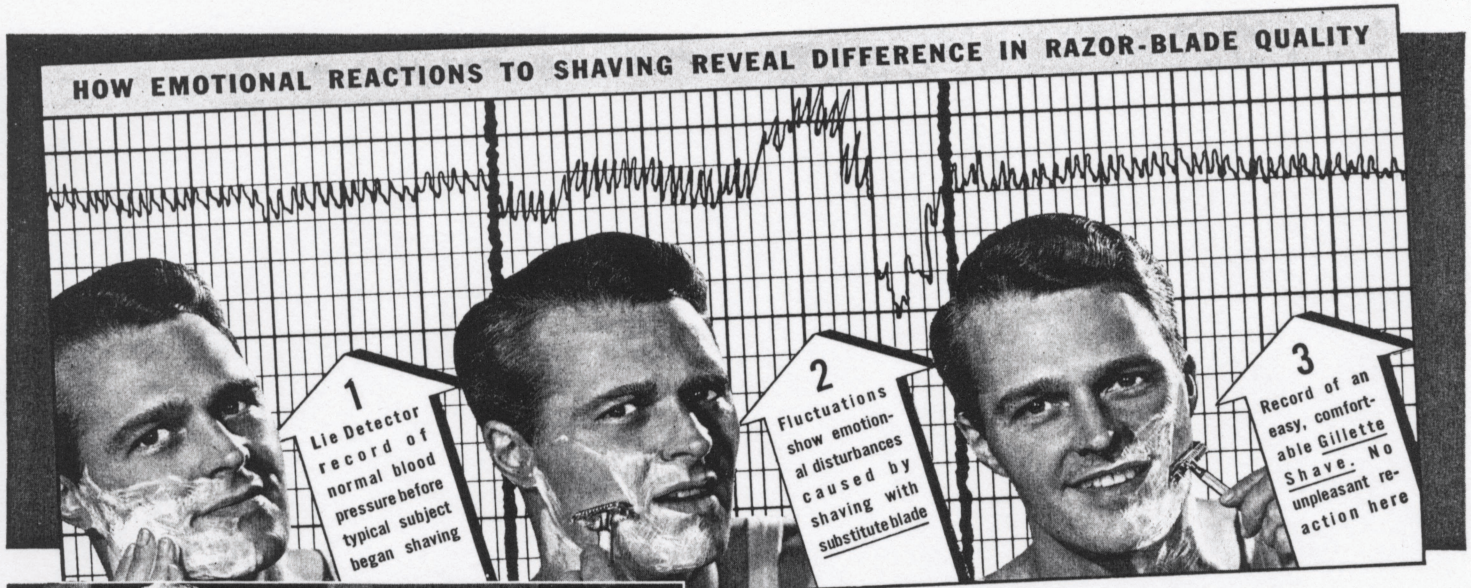
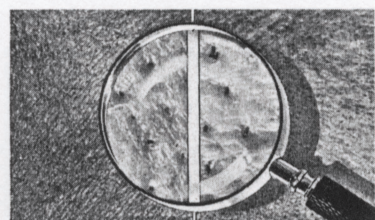


NOW! LIE DETECTOR

CHARTS EMOTIONAL EFFECTS OF SHAVING!



HOW FAMOUS LIE DETECTOR CHECKS SHAVING RESULTS IN EXHAUSTIVE RESEARCH. Strapped to Lie Detectors, men shave one side of the face with a Gillette Blade . . . the other side with a blade of different manufacture . . . not knowing which is which. Comparative blade quality, as revealed by their involuntary reactions, is accurately recorded on charts like the one above—leaving no doubt as to which blade is best. Finally, each shaver is asked which of the two blades he has used (No. 1 or No. 2) he considers best. In practically every instance the subject's expressed preference tallies exactly with the Lie Detector's findings.



NOW SEE FOR YOURSELF what the critical eye of the camera reveals. Above (left) is shown a section of a man's face shaved with a Gillette Blade in a Gillette Razor, (right) the same area shaved by another method, another day. Now decide which gives the clean, close, long-lasting shave you want.



GILLETTE'S NEW BRUSHLESS SHAVING CREAM is better in five ways! (1) Softens whiskers double quick, (2) soothes the skin, (3) stays moist, (4) speeds shaving and (5) never clogs razor or drains! You'll like Gillette Brushless. Big tube, 25c!

Outstanding Superiority of Gillette Blade Proved Beyond Shadow of Doubt in Astonishing Series of Scientific Tests

ONLY those who dare to know the truth willingly submit to Dr. William M. Marston's Lie Detector test . . . for the Lie Detector reveals the facts. That's why Gillette engaged this eminent psychologist to make a scientific investigation of razor-blade quality. Here are his findings:

- (1) Today's Gillette Blade gives more comfortable shaves than any other blade tested.
- (2) Far faster shaves . . . positive proof that it is easier on your face.
- (3) More refreshing shaves . . . free from emotional irritations that may start your day off wrong!

Hundreds of Men Take Test

By recording breathing and blood pressure, the Lie Detector charts the emotional reactions produced by shaving. Hundreds of men have taken part in Dr. Marston's research. Thus far, blades of 16 substitute brands have faced trial in competition to the Gillette Blade. In one case after another the shaver's

involuntary reactions, as automatically recorded by the Lie Detector, prove Gillette's outstanding superiority. And what's equally important and significant, the vast majority of subjects, not knowing which blade is which, choose Gillette as being by far the best-shaving blade.

Make Your Own Test

Enjoy the benefits of this scientific research yourself! Try today's Gillette Blades. You'll agree that they are much finer—far more uniform—and well worth the few cents extra you pay for them!

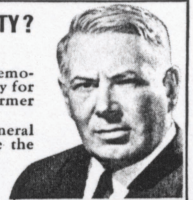
ATTENTION! CONSUMER ORGANIZATIONS AND MEN EVERYWHERE

Dr. William Moulton Marston's scientific shaving tests are being conducted to reveal the truth about razor-blade quality. Gillette invites consumer organizations and individuals to observe—and participate in—this research. Address your inquiries to Gillette Safety Razor Company, Boston, Mass.

DO YOU FOOL YOURSELF ABOUT RAZOR-BLADE QUALITY? Some Men Do, Says Dr. Marston

"Some men have used dull or misfit blades so long it has become an emotional habit. I have had such men shave with Gillette Blades every day for a week. At the end of that time they could no longer endure their former favorites . . . for their reactions had returned to normal.

"The quality of a man's shave has a marked effect on his mood and general attitude for hours. For this reason, I cannot too strongly emphasize the importance of using the best blades obtainable. My study enables me to state flatly that Gillette Blades are far superior in every respect to competitive blades tested."



Gillette Blades



PRECISION-MADE TO FIT YOUR GILLETTE RAZOR EXACTLY