

# Trade Tendencies Favor the GILLETTE Safety Razor

CANADA is wonderfully prosperous. The standard of living is steadily rising. Few indeed among your customers are limited in their buying to bare necessities.

These conditions have produced certain marked tendencies in retail selling.

The most observant and successful merchants today are making their bid for business on high quality of goods and service rather than on low or cut prices. They handle the best merchandise at fair profits.

Into their business policy the Gillette Safety Razor fits exactly. Unquestionably the best razor made, it always gives satisfaction to their customers. At its protected price it pays them a good profit, and each Gillette sold establishes a steady demand for blades.

GILLETTE SAFETY RAZOR CO. OF CANADA  
LIMITED

OFFICE AND FACTORY: THE NEW GILLETTE BUILDING

MONTREAL

