

# GILLETTE



## It Pays to Pay for Quality

Why are you willing to pay \$25 or \$30 for a suit of clothes when you can get one for \$6.99? Why select a pair of \$6.00 shoes when others are selling for \$1.85? Why choose an expensive white diamond when sparklers are offered for a song?

For the same reason that it pays to give \$5.00 for the **REAL**

## Gillette Safety Razor

even though imitations of the Gillette can be had for much less money.

Besides giving longer service in proportion to their extra cost, the good clothes and shoes give you a style and comfort which the cheap ones could never approach.

So the Gillette Safety Razor, besides giving longer service, shaves with a velvety smoothness and comfort which you cannot hope to enjoy with a cheap imitation. The Gillette is the last word in shaving refinement and luxury

You will never regret buying a Gillette, for it's more than worth the price. Standard Sets cost \$5.00—Pocket Editions \$5.00 to \$6.00—Combination Sets \$6.50 up. At your Hardware Dealer's, Druggist's or Jeweler's.

Gillette Safety Razor Co.  
of Canada, Limited  
MONTREAL

