



They're Not MAPLE BUDS

Cowan Co., Limi

Unless They're COWAN'S

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Safety Razor.

Hold it lightly, as illustrated, and it falls naturally into the right shaving position, blade edge just touching the skin. Then draw it across the face, not hoe fashion, but with the Angle Stroke shown, and the keen GILLETTE blade will cut smoothly in any direction-with the grain, across it, or against it.

If you want a light shave, or if your skin is tender, screw the handle tight.

If you want a close shave, loosen the handle about a quarter turn. This allows the blade to spring away from the guard a little and take more hold. Buy a GILLETTE and forget your shaving troubles.

Standard Sets, \$5.00. Pocket Editions, \$5.00 to \$6.00. Combination Sets, \$6.50 up. At your Druggist's, Jeweler's or Hardware Dealer's.

## GILLETTE SAFETY RAZOR CO. OF CANADA, LIMITED,

Office and Factory-The New Gillette Bldg., ST. ALEXANDER STREET, MONTREAL