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NOW! LIE DETECTOR

CHARTS EMOTIONAL EFFECTS OF SHAVING!

HOW EMOTIONAL REACTIONS TO SHAVING REVEAL DIFFERENCE IN RAZOR-BLADE QUALITY



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 comparison 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 Blade. You'll agree that they are much safer—far more uniform—and well worth the few cents extra you pay for them!

ATTENTION! CONSUMER ORGANIZATIONS AND NEWSPAPERS

Dr. William Marston Marston's scientific shaving tests are being conducted to reveal the truth about razor blade quality. Gillette carries consumer experiments and holds tests at objective and participants in these tests. Address your requests to Gillette before razor companies, Boston, Mass.

DO YOU FOOL YOURSELF ABOUT RAZOR-BLADE QUALITY?

Some Men Do, Says Dr. Marston

"Some men have used dull or wide 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 irritations . . . 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 after the shave. I cannot too strongly emphasize the importance of using the best blades obtainable. My study enables me to state that the Gillette Blades are far superior in every respect to competitive blades tested."

Now Famous Lie Detector Checks Shaving Results in Exhaustive Research

Trapped in 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 shown—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 use of the camera reveals. Above left: in shaving a section of a man's face shaved with a Gillette Blade as a Gillette Blade, 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) better whips, (2) spreads the skin, (3) never dries, (4) speeds shaving and (5) never clogs razor or throat. Try it like Gillette Brushes. Big tube, 25¢.



Gillette Blades

PRECISION-MADE TO FIT YOUR GILLETTE RAZOR EXACTLY

[The Lie Detector](#)



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