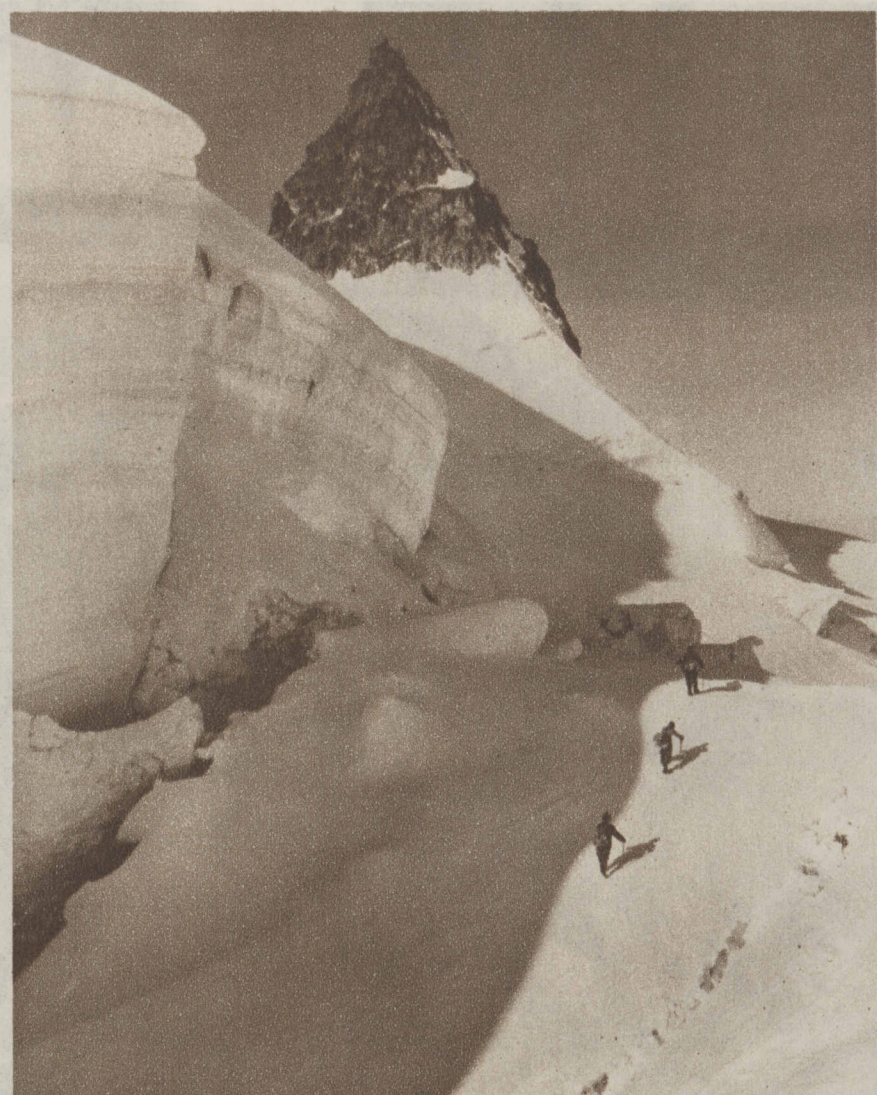
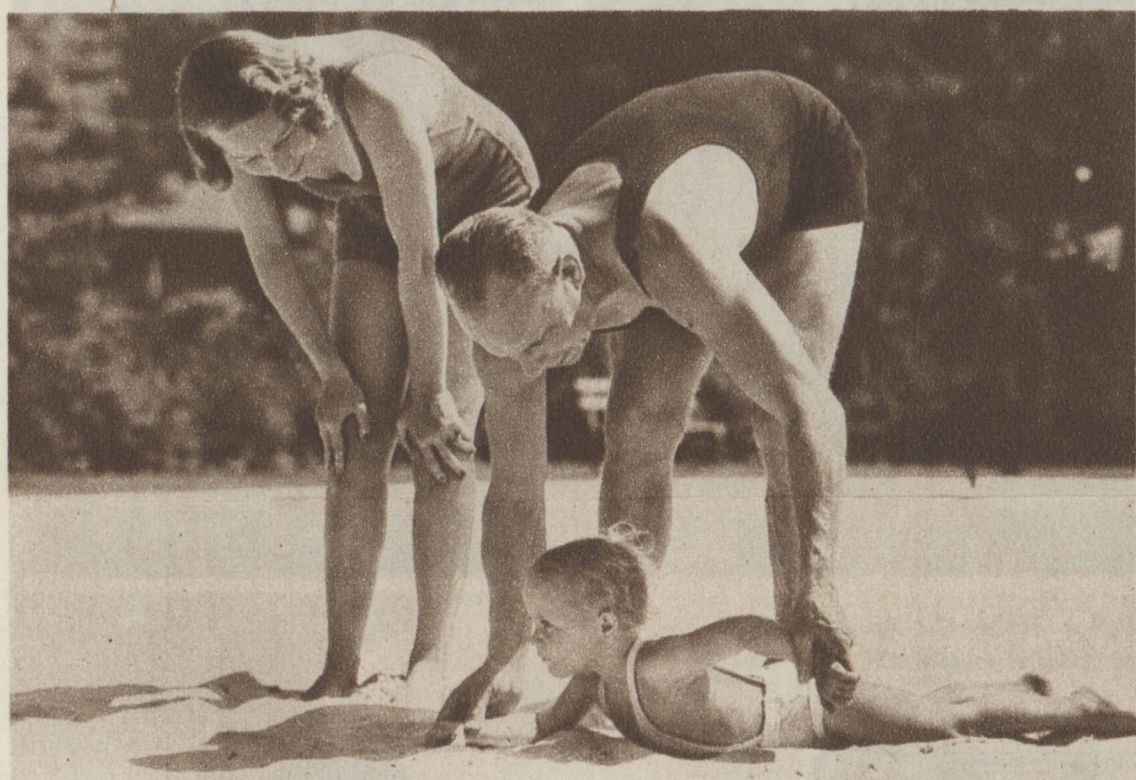




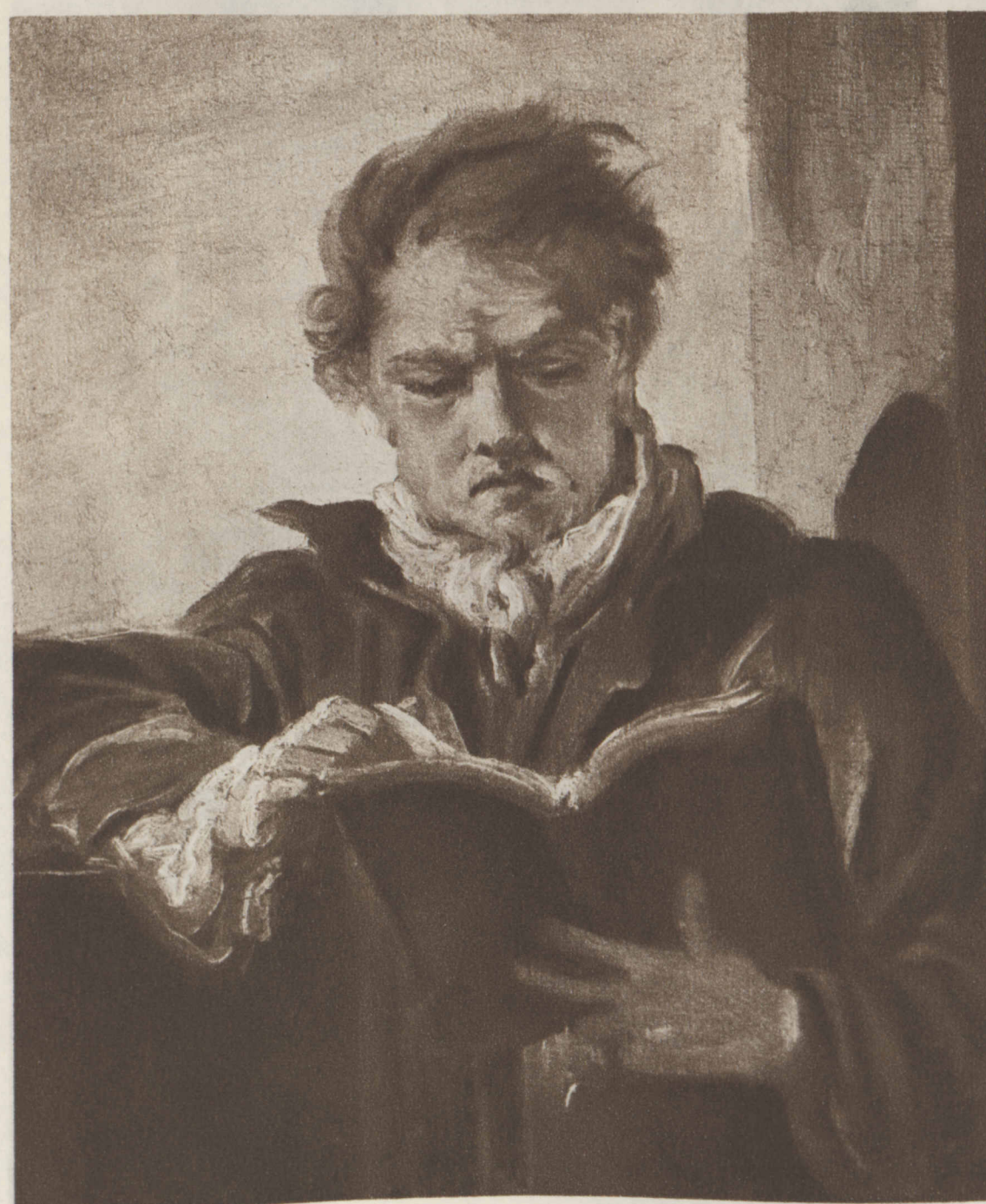
NIGHT VIEW OF PARIS as seen from the Eiffel tower.
(Acme photo.)



IN THE SWISS ALPS near St. Moritz. A summer view of a winter playground.
(Associated Press photo.)



DIANE, daughter of Mr. and Mrs. Joseph Wright Jr. (Mrs. Wright was Martha Norelius, holder of eight women's swimming championships), takes her first dog-paddle course under the tutelage of her mother and her grandfather, Charles Norelius.
(Associated Press photo.)



PORTRAIT OF HUBERT ROBERT, by J. H. Fragonard, loaned by Jacques Seligmann and Company of New York and Paris to A Century of Progress art exhibit at the Chicago Art Institute.

The art of CIVILIZED SHAVING in one swift easy lesson



STOP that rough stuff in the bathroom every morning. • • It's only natural to use the latest red, white and blue language in describing the razor (and the blade) that could possibly give a man such a slow, pully, painful shave. • • But you know how much good that does. And you know who is to blame for your using that so-and-so razor, don't you. The man in the mirror. After all, it's his own fault for not shaving with a New Enders Speed Razor. • • Speed doesn't fully describe it. The New Enders is fast because it's so simple in design, so smooth and business-like in action. It's the way to have a face that's civilized, and a disposition that's serene. A brand-new approach to shaving. A *re-invention* of the safety razor.

THE NEW ENDERS HAS WHAT OTHER RAZORS HAVEN'T

All there in one piece. Nothing to take apart, clamp or screw together.

Square handle. Made of colored bakelite, and curved to fit the grasp of the hand.

Light weight. One ounce, perfectly balanced. No scraping or false strokes to find the right shaving angle. Glides smoothly through the whiskers—with handle held lightly out from the face.

Blade clicks into place. Thumb flicks it out again when you've finished.

Rinses clean instantly. No corners, joints or crevices to clog up.

And the blades are KEEN. Rigid, tempered steel, ground and honed lengthwise to the grain. Cutlery-blade thickness to hold the edge with repeated use. No stropping necessary.

GIVE UP YOUR SAVAGE METHODS OF SHAVING—



Come clean from behind those pinwhiskers. Do it quick and easy. Wear a shining smile that's smooth from ear to ear. Start shaving the easy way. Get your New Enders today.

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or send the coupon with a dollar bill and we will mail your Enders to you

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Send me the works — a new Enders, complete with pack of 5 blades. Here's the dollar.

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