

'Ever-Ready' Safety Razor

\$1 Complete

The new EVER-READY is improved beyond compare. Dollars added to the value—but not one cent to the price. The grandest shaving safety razor in all razordom. We will return your dollar if the EVER-READY does not give you the best shaves of your life. The new outfit is a sensational money's worth—one dollar complete. Sold by dealers everywhere.

**-with
12
Radio
Steel Blades**

The new EVER-READY Safety Razor is a mechanical marvel. It is almost inconceivable to realize that so wonderful a shaving instrument in a complete 12-bladed outfit, can be retailed for \$1.00.

Not alone is the new safety frame of the new EVER-READY made and guaranteed for no less than ten years' consecutive service, but it is the simplest, quickest adjustable razor possible to produce.

Made of heavy metal, triple-plated, rustproof and sanitary. The top plate, which smooths the face, preparing the beard for the blade contact, opens and closes with the lift of the fingers, automatically positions the blade and cannot get out of order. The frame permits handling of the blade without fear of cutting the fingers. This is important and well to remember.

There is nothing to learn but to lather—shaves all beards alike—needs no adjustments.

The handle is gracefully shaped and long enough for the biggest hand. Solid enough to last an eternity.

But look at the illustration. Then cast your eye upon the new outfit that makes your dollar as proud as a gold piece.



Note the new EVER-READY Safety Frame—with top plate lifted, showing "Radio" blade in position.



To the millions of regular EVER-READY users—to thousands of users of several makes of standard frames—the new "Radio Steel" blade is a shaving revelation.

Never was a safety blade so perfectly keen and keenly perfect. We have achieved a guaranteed uniformity to the shaving edge of the blade.

No more variance of blade quality—ten "Radio" blades in the package means ten of the finest—each one as good as the best of the twelve blades in the dollar outfit.

The keenness is so intense as to feel velvety in opposition to the strongest beard, and it's keenness that takes repeated shaves to dull. Each blade is individually wrapped and protected in a patented package.

The wrapper on each blade (note illustration) bears the trade mark face and the words "EVER-READY Radio Steel Blade"—remember to look for the face and the name.

Almost any Druggist—Hardware Store—Cutlery—Jeweler—or General Store in your town sells "EVER-READY Radio Steel Blades" and EVER-READY Safety Razors.

American Safety Razor Co., Inc.
Makers
Brooklyn, New York



New Ever-Ready Outfit

**Extra Blades
10 for 50¢**