

Sears, Roebuck & Co.'s Razors

...OUR...
High Art
Razor...



EVERY RAZOR HAVING SEARS, ROEBUCK & CO.'S BRAND is fully warranted. The blades are made from the best steel that can be procured; ground and tempered by experts. The quality of steel and temper is exactly the same in all razors having our brand. The principal expense in making razors is in the grinding, which accounts for the difference in price. There is no reason why a thick razor should not shave as pleasantly as a thin one, if it is kept in as good an edge, but it requires more labor to keep a thick razor in condition. A full hollow ground razor is much easier to sharpen and keep in order.

REMEMBER That "a man well lathered is half shaved." To shave easily, first wash your face perfectly clean and leave it wet; then lather it well with a brush and rub the lather well into the beard so that the lather gets down on the face. Watch the barber who has the reputation of being an easy shaver, and you will find he spends a great deal of time lathering the beard. Lay the blade on your face as flat as you can. Never scrape your face, cut off the beard.

YOUR BEARD should guide you in selecting a razor. A heavy, wiry beard requires a wide, heavy razor. A man who shaves every day can use a lighter razor than he who shaves but once a week. If you have had trouble in finding a razor to "fit your beard," we can fit you. A razor with $\frac{5}{8}$ -inch

blade fits an ordinary beard. A razor with $\frac{3}{4}$ -inch blade fits the man with a light beard or one who shaves every day. It is also fine for shaving the second time over. A razor with a $\frac{5}{8}$ -inch blade fits the coarse, heavy beard.

SEARS, ROEBUCK & CO.'S RAZORS ARE THE BEST ON EARTH. NONE GENUINE UNLESS STAMPED ON TANG WITH OUR NAME.

Beware of inferior razors which may look the same or have the same etchings on blade. Look for our name on the tang. These razors are fully warranted, but a razor must be returned to us in good condition, showing no signs of abuse, or we will not exchange it for another. Sears, Roebuck & Co.'s High Art Razor. Ground on a $\frac{1}{2}$ -inch stone by an expert grinder. Has black rubber tang with fancy imitation onyx handle. Made from the highest grade steel and in the best possible manner, regardless of cost. Guaranteed to shave any beard or it may be returned and money will be refunded or a new razor given instead.

No. 28R3000 Sears, Roebuck & Co.'s High Art Razor, with $\frac{5}{8}$ -inch blade. Price, each.....	\$2.45	No. 28R3001 Sears, Roebuck & Co.'s High Art Razor, with $\frac{3}{4}$ -inch blade. Price, each.....	\$2.50	No. 28R3002 Sears, Roebuck & Co.'s High Art Razor, with $\frac{3}{4}$ -inch blade. Price, each.....	\$2.55
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