

(bell dinging)

- Hello America. Heard about the new British process blade? Now, the new Personna Stainless Steel double-edged blade is in your stores. Men report each blade gives 10, 15, even more, incredibly comfortable shave.

- To help show us Americans, this gentleman's volunteered. Sir, shave a bit with each razor, please. In one razor, a Personna Stainless over half a dozen uses old. In the other a well-known blade, brand new. Now sir, which was more comfortable?

- That one, decidedly.

- Well, sir, you have chosen the Personna. Already used over a half a dozen shaves over this brand new blade. You will choose Personna too for that fresh blade feeling, shave after luxury shave. New Personna Stainless Steels, individually custom wrapped. Fits all double-edged razors. Choose new Personna.