

(gentle music)

Narrator: Now the most important advance in lighters in 40 years. The amazing new Schick Butane Lighter. This dramatically new kind of lighter lights for months without a refill. It works on a totally new and different principle made possible by the replaceable butane fuel tank, automatic valve and adjustable flame. To refill, throw away the old tank, drop a new tank into the case, and slide the head on. That's all you do, it's that simple. No more messy fluid, no cotton, no wick, no screws, no odor. There's never been anything like the new Schick. The finest precision lighter made. Brought to you by the makers of the famous Schick Electric Shavers. There are 14 handsome designs priced from 10.95 up.