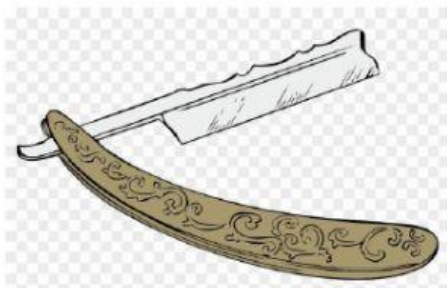




B- THINK OF A WORD WHICH BEST FITS EACH GAP AND COMPLETE THE TEXT. USE ONLY ONE WORD IN EACH GAP.

GILLETTE RAZOR



It was K.C. Gillette, a travelling hardware salesman in the USA, (1)..... invented the safety razor. Gillette was shaving (2)..... morning in 1895 when he suddenly realised that his traditional long-bladed razor was neither efficient (3)..... safe.

He noticed that only a short length of the opened blade was used, and realised just (4) dangerous the razor was — it could easily cut somebody. Also, (5) a busy man, Gillette disliked wasting the time it (6) him each day to sharpen his blade.

Why not, reasoned Gillette, create a razor blade that never (7) sharpening, was exactly the right size and was cheap (8) to be thrown away when it wore (9)? Gillette contacted an engineer, William Nickerson, and (10) two of them managed to perfect what they called the 'double-edged safety blade', (11)fitted into a specially designed holder with a handle. The steel blades were guaranteed to stay sharp for twenty shaves, and were sold in packs of twelve.



Gillette (12) up his Safety Razor Company in 1901 and the first razors went (13)..... the USA in 1904. The company carried out an advertising campaign in newspapers and gentlemen's magazines in the USA and Europe (14) that as many people as (15).....would be aware of his new invention. By 1906, ninety thousand razors and twelve million blades (16)..... been sold.