

The **Modern** Man

Meeting and selling to today's man

by Pamela Graves

Gentlemen Prefer Truefitt & Hill

For nearly two centuries, Truefitt & Hill has been providing discerning gentlemen with only the finest in grooming products and services. Established in 1805, Truefitt & Hill maintains the world's oldest barber-shop and are barbers and Royal Warrant holders to H.R.H., The Duke of Edinburgh. From Winston Churchill to Fred Astaire, notable men have used Truefitt & Hill. The products were salvaged from the Titanic and even got a mention in Charles Dickens' novels.

Today, the company provides modern men with sophisticated and practical personal care products. Truefitt & Hill's products are formulated with a blend of rare and sophisticated essences. The offering includes a full line of shaving, fragrance, hair, and bath products to provide a daily grooming solution for today's man.

This gift collection of classic men's grooming products includes shaving cream, a badger hair brush, and after-shave balm. Suggested retail: \$90-\$190. From Truefitt & Hill (600 W. Van Buren St., #1003, Chicago, IL 60607). Call 800/236-8089 or Circle No. 291

