

GILLETTE ORDERS

Ferdinando Frega — Nando the Scribe

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ORDERS

“The First Gillette Copy Commission. Long before paper, long before ink.”

Every morning that damn neighbor had the same problem. He'd gotten grease on his hide while eating and had no way to clean it — the detergent people hadn't reached the market yet, and the stilt-house lived off whatever it had.

He had a courting appointment. The primitive girl from the second lot was waiting for him, along with her mother and her aunt, and he had to show up without a single flaw.

The problem remained. How to solve it?

A native trader from Canada showed up. He carried his first copy commission, written in the Cree language, and he saw right away that no one had ever solved this business of keeping your hide clean — and that a market had been born out of the gap.

That's when the idea came.

If you can't clean it, cut off the damaged part. Use a blade.

That's the moment the Gillette copy commission was born — the one that, many years later, would be used in the American market in the mid-1800s.

But the system never changed: if you can't clean it, better to cut it. And from that moment on, it never stopped.

Ferdinando

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