

# The Gillette Blade

MARCH 1918



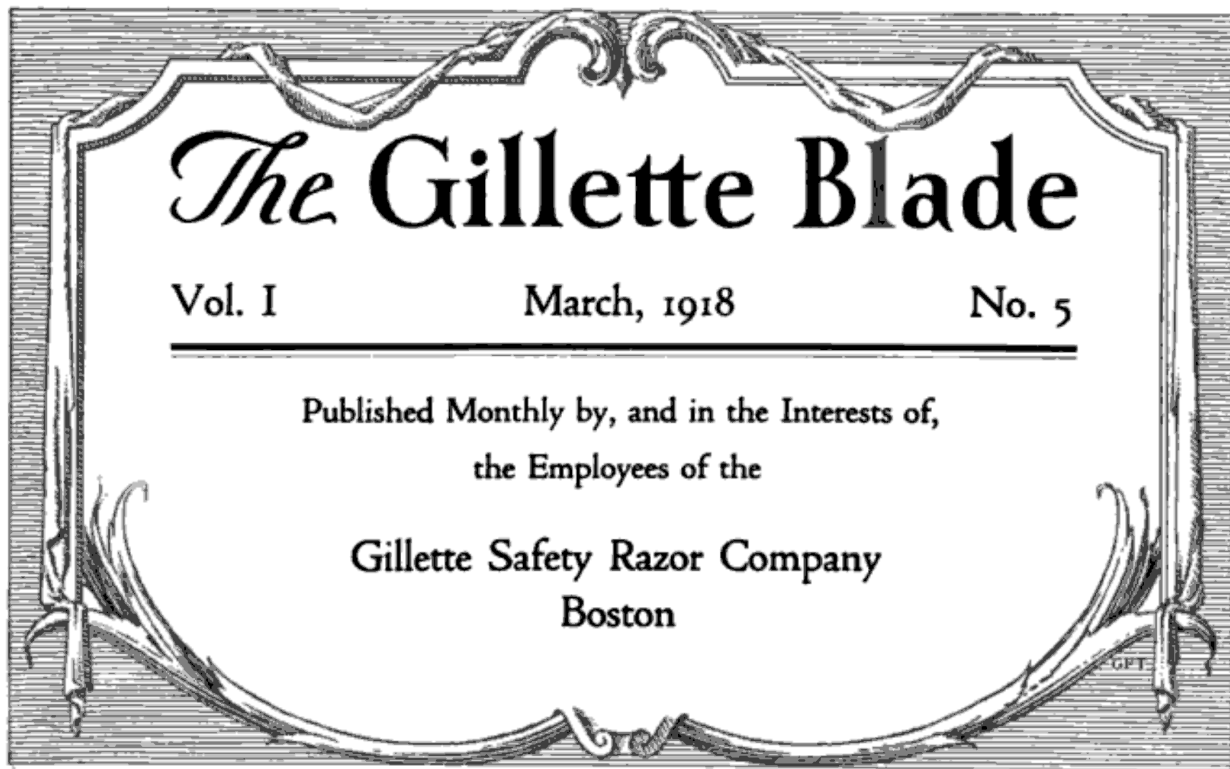
THE GILLETTE SERVICE PIN  
*Worn by Employees and Indicating Length of Service*



GIL

With malice toward none, with charity  
for all, with firmness in the right as God  
gives us to see the right.

— *Abraham Lincoln*



# The Gillette Blade

Vol. I

March, 1918

No. 5

Published Monthly by, and in the Interests of,  
the Employees of the

Gillette Safety Razor Company  
Boston

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## Random Thoughts for THE GILLETTE BLADE

BY MR. FRANK J. FAHEY, Vice-President

**W**E hope that all of our employees have read with keen interest the article begun in the February issue of THE BLADE by our President, Mr. King C. Gillette, and thereby get inspiration from his story of the Company's early trials. Other articles will follow from time to time to interest us all.

The story of the Gillette Razor is indeed one like the story of Aladdin's Wonderful Lamp, and besides Mr. Gillette, no one probably appreciates it more than our older employees and those of us in the management who have seen the Company grow from its small beginning to a corporation, which today in some respects is without parallel in the history of the world's development.

Prior to the inception of the Gil-

lette Razor, man had made shaving one of his laborious tasks, but the Gillette has transformed it into a pleasant duty, and the success of the Company is largely due to the comfort, ease and satisfaction which the razor gives to its users all over the world.

We are fast approaching, if we are not already up to, a self-shaving age,—an age where man must be up and doing. Neat appearance and economy of time are two of the days' essentials, and the time saved by the Gillette shave compared with the time lost by old-fashioned methods is in itself a big factor in economy,—added to which is the savings in one's yearly expenses.

Another factor in the Company's success, and one not to be overlooked, is that the Company has been fortu-

nate in having among its employees a steady, dependable, efficient set of workers—of long service and experience—whose best efforts have been devoted toward the Company's success.

These employees have contributed in no small measure to the combined results obtained, and we in the management feel that thanks are due in this regard.

The GILLETTE BLADE, fellow workers, is being developed along lines which we believe will be of benefit to us all.

A weakness apparent to us in the publication thus far has been in the absence of articles from our employees in the rank and file. Let those of you whom this message reaches consider this suggestion and remember that the columns are open to all of us, whether on the road or in the factory, for discussion of any thought which might help in the Company's general welfare.

Do not be afraid of your literary style, and be not bashful in writing your thoughts. They will be well received and carefully handled for publication.

Perhaps another suggestion may be of help in the general scheme of things.

Our Superintendent is particularly anxious that our factory should always present a clean, neat appearance to the officials and anyone else being escorted through the plant.

He can be greatly helped in this if we will all "do our bit" toward assisting in the general effort to keep our factory at a point where it will be referred to as a model for cleanliness. Brightening up the dark spots—

fewer blades on the floor—less oil, waste or strippings in evidence—the waste cans used and covered—will all help Mr. Thompson in this problem, and we bespeak for him your loyal cooperation.

This question of neatness in appearance need not be confined to our factory. Our employees in the offices may well keep in mind that the standing of their Company is sometimes gauged by the character of its billing and correspondence with its trade.

Correctness in detail, a careful presentation of the facts, and, above all, a proper use of English in the correspondence are essentials to the conveyance of a proper impression, and should never be overlooked.

The salesmen who are daily carrying the Company's message should never lack an opportunity to present their Company in the best possible light.

Through them perhaps more than any other way does the trade acquire its impression, and both the salesman and the Company's goods should be presented in the best possible way. Clean samples, clean shaves, clean linens and clear eyes will go far to place the Gillette in its proper place in the minds of the trade.

Another thought which comes to us is in the matter of the Company's stock which was offered to employees on the partial payment plan some months ago.

In some respects the response to this offer was quite surprising, but we feel there are still some of our employees who are missing a good opportunity to subscribe to the shares



and thereby become part-owners in the Company's business.

In 1917 the Company's business was the largest in its history.

We need not dwell upon the Company's current affairs, because any one in the organization can see what is being done.

We strongly advise those who have not already subscribed for shares to do so at once, and those who can afford to increase their holdings, let them do so to the extent of their resources.

We would like to feel that each employee in the Company was an owner of its shares, and thereby enjoying their proportion of its general prosperity.

Reports from our former fellow workers, now "over there," indicate they have been training hard for the

work that is to come, and their united promise is that "THE BEST THEY'VE GOT THEY'LL GIVE."

Another suggestion which comes to us is to remind our employees, heads of departments, etc., who handle some of their department business over the telephone, to be brief.

Besides the Company's inside telephone system, we have five trunk lines, and still find congestion in the service at times.

Always be courteous, either in person or over the telephone, but study brevity in your department, and it will save considerable time for everybody.

This also applies to interviewing salesmen and representatives of various Companies who call to see us on business from time to time.

#### OUR BOYS OVER THERE

J. H. FRENCH, *Machine Shop*

How dear to our memory  
Are the thoughts of the fellows,  
Who worked at the bench,  
Or the desk we've in mind.  
Who offered their lives  
For the Country that raised them,  
To fight for the freedom  
Of the ones left behind.

Their thoughts may have been  
Of change or adventure.  
But now that real danger  
Was put up to them,  
We should all live the Spirit  
By putting our shoulder,  
To overcome any obstacle  
In helping them Win.

They may be for months  
In battles and trenches,  
All striving to each day  
Make the world burdenless.

With hardship and suffering  
Unheard of, unbelievable,  
To help write on the scroll  
The great word Success.

Of the loved ones at home  
They surely are thinking,  
In their mind must be running  
The thought, freedom or death.  
But to those left at home,  
Are You doing Your duty  
To help drive our murderers  
From the face of the earth?

We must realize now,  
That some day comes a letter  
Marked, passed by the Censor,  
And addressed to anyone,  
That your boy, our friend,  
Was killed in a battle,  
When sorrows of that Country  
Are sent to our home.



ALFRED CHARLES RITCHIE

### A New Salesman with Gillette Safety Razor Co., of Canada, Ltd.

**W**E introduce to Gillette folks our new Canadian salesman, Alfred Charles Ritchie, who has won his present position by his progressive business record. He was born in Montreal, April 12, 1890, and when a boy first became connected with the Northern Electric and Manufacturing Company as a messenger. Shortly afterwards he was placed in charge of a staff of thirty messenger boys. It was while in this position he received instruction in different parts of the office routine, and was afterwards promoted to the position of order tracer in the plant.

Resigning in 1910, he accepted a position as Fire Ranger for the Laurentide Paper Company of Grand Mere. In this position his duties kept him one hundred and twenty-five miles from everywhere, he being obliged to do even his own cooking and washing.

One year later he decided he had had enough of the simple life, and secured a position as a retail salesman with Henry Birks & Sons, Limited, of Montreal, one of Canada's foremost jewelers.

Finding inside work too confining, he accepted a position with his first employers, the Northern Electric & Manufacturing Company, and was placed in charge of New Brunswick, Nova Scotia, Cape Breton and Prince Edward Island, as salesman of rural telephone and fire alarm systems.

In January, 1918, he entered the service of the Gillette Safety Razor Company of Canada, Limited, as a salesman.

No special territory has been assigned Mr. Ritchie. Canadian salesman are supposed to be—and are—ready to go anywhere at any time.

## Origin of the Gillette Razor

MR. KING CAMP GILLETTE

President of the Gillette Safety Razor Company

*(Continued from "The Gillette Blade," February 1918)*

**F**OLLOWING these preliminary steps, a regular form of agreement embodying the terms agreed upon was drawn up in the office of Brandeis, Dunbar & Nutter, and this trust agreement with the bonds that were issued was deposited with the Federal Trust Company. From that time on the Company has never again been in financial trouble, and the only outside money the Company ever received was the first \$5000 and the \$60,000 invested by Mr. Joyce. It has never borrowed a dollar, and the assets as they exist today and all the dividends that have been paid have been the accumulations of its own profits.

Soon after Mr. Joyce came into the Company they increased the capital stock of the Company from \$500,000 to \$650,000. This issue was made to compensate me for my foreign patents, which I had retained at the time the first company was formed; but I only received 3000 shares out of the 15,000 shares issued, the balance was absorbed by others—without cost to them.

When we came to the question of marketing the razor, Mr. Joyce and Mr. Holloway thought it would be best to turn over this branch of our business to others who had had experience,—we to receive a fixed price for our razors and blades, and confine our efforts to manufacturing. Pursuant to this plan an exclusive right was given to two young men,

named respectively Townsend and Hunt, who opened offices in Chicago under the name of Gillette Sales Company. They had only \$3000 capital which they borrowed, and they never required more, for out of their profits from sales they were able to take care of all advertising and expenses incident to marketing the razor; and, to make a long story short, the Company bought them out at a cost of \$300,000 within three years from date of signing contract with them.

In 1903 I was still with the Crown Cork & Seal Company, and they were urging me to go to England to establish a factory for them in London. I was receiving \$6000 per year, but I did not wish to go, and urged the Razor Company to make a salaried position for me, so I might devote my time to the razor. I was president of the Company, but those in control refused to meet my wishes, giving as a reason the need of every dollar for development of the business. I sailed for England January 27th, 1904, taking with me my family and all my household furniture. Before leaving I resigned as President, but was retained on the Board. It looked then as though I would be obliged to remain permanently abroad. In July of that year I learned that the Company was selling all the goods it could make and that it was about to enter into a contract to turn over all its foreign interests on a royalty basis. They were to receive no money,

but the parties who were to take over their rights had agreed to invest \$100,000 in the business abroad.

Immediately on learning the above facts I took passage for New York and arrived in Boston about ten days later. I protested against the proposed disposition of our foreign rights and won my point, and in view of the fact that the Company was making money rapidly I insisted on a salaried position, which was agreed to.

When these details were concluded I immediately went to Baltimore to resign my position with the Crown Cork & Seal Company. I had been with them thirteen years and my relations had been most agreeable. When I told them of my desire to leave, they wanted to know why, and I told them about the razor—and as I was full and overflowing with confidence in its future success, I suppose I impressed them with my enthusiasm. Anyway, they wished to buy some stock. They were all wealthy men and had been builders of the Crown business and knew the possibilities of little things. I had only 9000 shares at the time out of 65,000 and I told them I did not know its market value and did not wish to part with any that I had. They insisted and at first only wanted 2000 shares to divide between themselves, but as we continued to talk they raised the amount to 4000 shares. I demurred and told them the razor was a bigger thing than the Crown Cork and some day would make more money. This only increased their desire and I finally agreed to sell them 4000 shares at \$20.00 per share; they accepted, and then and there gave me a check for half the amount, \$40,000, and agreed

to give me the balance when stock was delivered.

I have said many times since that transaction that if the road between Baltimore and Boston had been paved with eggs and I had been obliged to walk the whole distance, I would not have broken an egg. It seemed as though I were walking on air, I was so rich and independent, for I was to have \$80,000 which was more money than I had ever had before. The first thing I did after arriving in Boston and had deposited my check was to make out a check for \$19,700 to give to Mr. Joyce for the money I owed on a business venture some years before. With the balance of the money I bought Gillette stock until my holdings were 14,000 shares.

For the first two years stock had no market value: any offer from 25 cents to \$1.00 would result in a transfer. Mr. Joyce increased his holding very greatly at prices ranging from 75 cents to \$2.50 per share, but when the price reached \$2.00 and the razor had become a success, the stock began to be sought after, and a great many who had formerly joked about Gillette's Razor, came to me and would ask, "Gillette, why didn't you give me a chance?" I knew there was no need to answer; they all knew perfectly well that they had overlooked their hand and lost an opportunity.

Before I went abroad the Company took a whole upper floor on Atlantic Avenue; later it took additional space, and on my return in the fall of 1904 we made our first purchase of a property for the Company, a building on First Street,





394 ATLANTIC AVENUE, BOSTON

It Was in One Small Room on the Top Floor of This Building That the Gillette Safety Razor Company Made Its Beginning



THE FIRST FACTORY BUILDING PURCHASED IN 1904

This Is the First Section of the Present Group of Buildings Comprising the Factory of the Gillette Safety Razor Co. on West First Street (South) Boston, Mass.

South Boston, for which we paid I believe \$90,000. It was 90 feet square and six stories. In 1905 we started our second building and paid Mr. Joyce \$100,000 for the bonds, and had the pleasure of cancelling that debt before the second building was completed. We were crowded to the doors and running two shifts night and day and could not keep up with the demand for our goods. Before the second building was finished and occupied in 1906 we had purchased additional land facing on Second Street and adjoining our first building, and began our plans for another building.

At this time we were obliged to bend all our energies to expanding our plant, for the magnitude of our business seemed only dependent on our ability to secure machinery and room with which to meet the constantly increasing demand, and this continued until we had four buildings full of machinery. In 1910 began the installation of new machinery which was to increase the capacity of the buildings to turn out our product fully one hundred percent, and this process of change in efficiency continued up to the present time, when we find ourselves again confronted with the need for more room. We have arrived at a point where we are able to produce with one thousand employees five times the output of product that we were able to produce in 1909 with 1800 employees; a condition of progress and efficiency which cannot be said of any other industry in the world. The magic power of Aladdin's Lamp, which met the desire and hopes of those who possessed it, has changed

in the twentieth century to the magic power of the human mind to give birth to ideas of greater efficiency and economy in ways and means of doing things, giving wealth without end to those who have the foresight to grasp the opportunities that such ideas must bring.

The Gillette Safety Razor Company is still in its infant stage. We cannot produce today the goods that are in demand, and there is no prospect of overcoming this condition no matter how much wealth the corporation may accumulate. We have not even approached a possible supply of the world's market, for in the United States alone there is an increase according to insurance statistics of two million five hundred thousand coming of shaving age each year, and out of a total of upwards of three hundred million who shave in the world, we have sold to less than ten million.

Every razor sold by the Gillette Company represents a saving of half an hour of time spent in a barber shop, without saying anything about the money paid for service and tips. With an approximate number of ten million customers this would represent a saving of ten million half hours per day, or a saving of five million hours which might be devoted to study or labor and which represents 500,000 working days, or the labor of 500,000 men constantly employed, which is nearly twice the number employed by the U. S. Steel Corporation, which at \$3.00 per day represents a saving of \$1,500,000 per day, or for a year of 300 days, a saving to the United States of labor equal to \$450,000,000.





**FIRST ADDITION TO 1904 FACTORY**

The Company's Growth Soon Required More Space, and in 1905 the Addition to the Left of the Original Building Was Started



**1909 ADDITION TO FACTORY GROUP**

Enforced Expansion Required the New Building Extending Through to West Second Street. It is the Third Unit in the Present Factory Group Shown Below



**THE PRESENT GILLETTE FACTORY 1918**

The Factory Group Shown Above Was Completed With the Fourth Section Added in 1917

The number of blades produced daily in our factory in Boston is 370,000 or over 30,000 dozen; this equals in sharpened edge 1,480,000 inches, or 123,333 feet, or approximately 22 miles of sharpened edge; every inch of which must be capable of giving a satisfactory shave. This is accomplished by skill transferred to machines entirely separate from skill of operators. We talk of thousandths of an inch in the fitting of parts for automobiles, but when we come to a shaving edge, we cannot even consider millionths of an inch. An edge must be drawn to a fineness that cannot be measured by any human instruments, yet the machines of the Gillette Company produce such edges; not in isolated instances but in the production of upwards of twenty miles of edge each day, and yet, as I said before, we are only on the edge of big business. Where we are producing over 30,000 dozen today we will be producing 100,000 before 1921. The razor blades we have made to date would belt the earth at the equator with a continuous steel band, and each year we are building a broader foundation of profit by sales to hundreds of thousands of new users.

Those who purchase the Gillette razor are willing victims of the Gillette habit, for they bind and tie themselves, and what is more, they are each and every one a salesman on our salary list, and are paid in coin of the realm by time and labor saved and in the comfort and pleasure they derive in accomplishing that necessary part in each man's daily life, that is so essential to cleanliness, health and appearance of prosperity

that accompanies a perfect shave.

Up to 1905 a small number of razors and blades had been shipped to England. The demand at that time increased to an extent that seemed to warrant opening an office in that country. Accordingly a representative of the Company was sent to London, and a branch was established there in February, 1905. In 1907 it was decided to build a factory in England. Land for this purpose was purchased at Leicester, and the factory was completed and in operation early in the year 1909. The English Company was formed in September, 1908, under the name Gillette Safety Razor, Ltd., their London office being located at 17 Holborn Viaduct.

In 1906 offices were opened in Germany and other countries in Europe, Asia, South Africa, Australia and South America. Also a factory was established in France to supply the demand there for the Gillette Safety Razor and Blades.

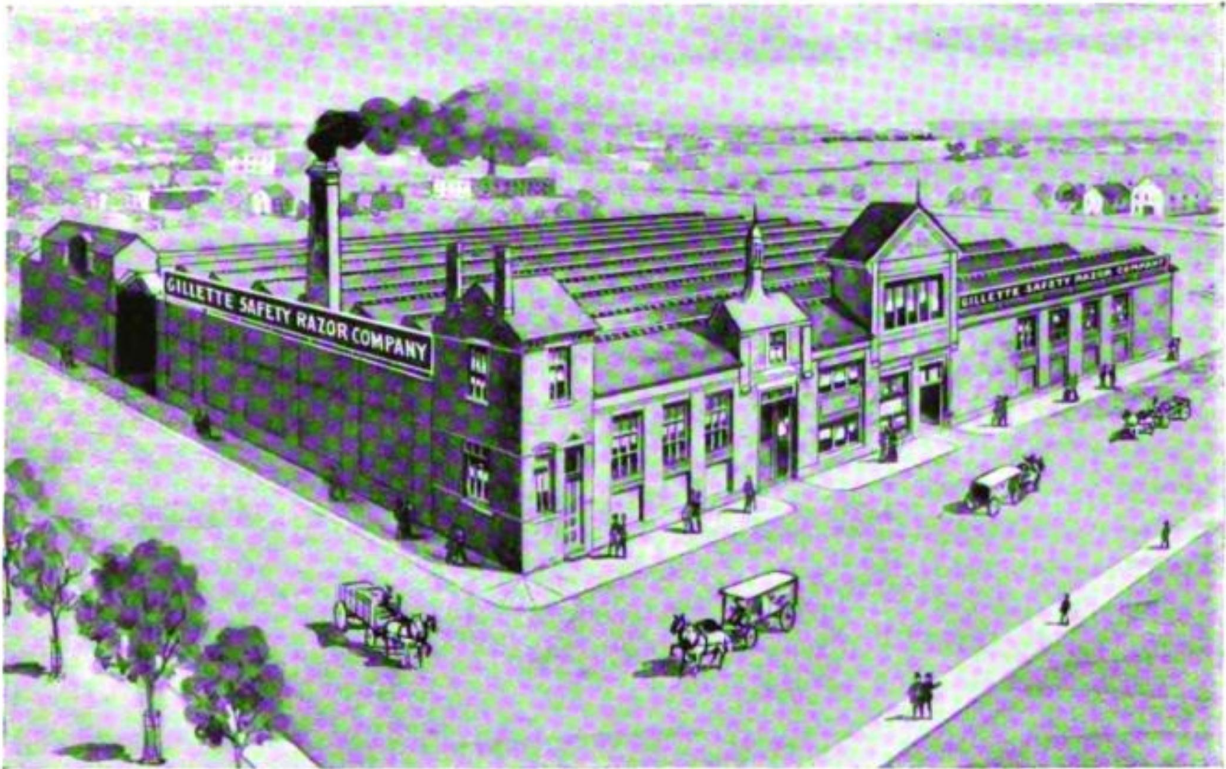
In 1906 a factory was established in Montreal to take care of the Canadian trade.

The volume of sales increased very rapidly and soon it became apparent its capacity would have to be enlarged. Accordingly a \$300,000 fire-proof building was constructed, same being completed in 1912. This is located in the heart of Montreal's manufacturing district, and is one of the most prosperous industries of that thriving city.

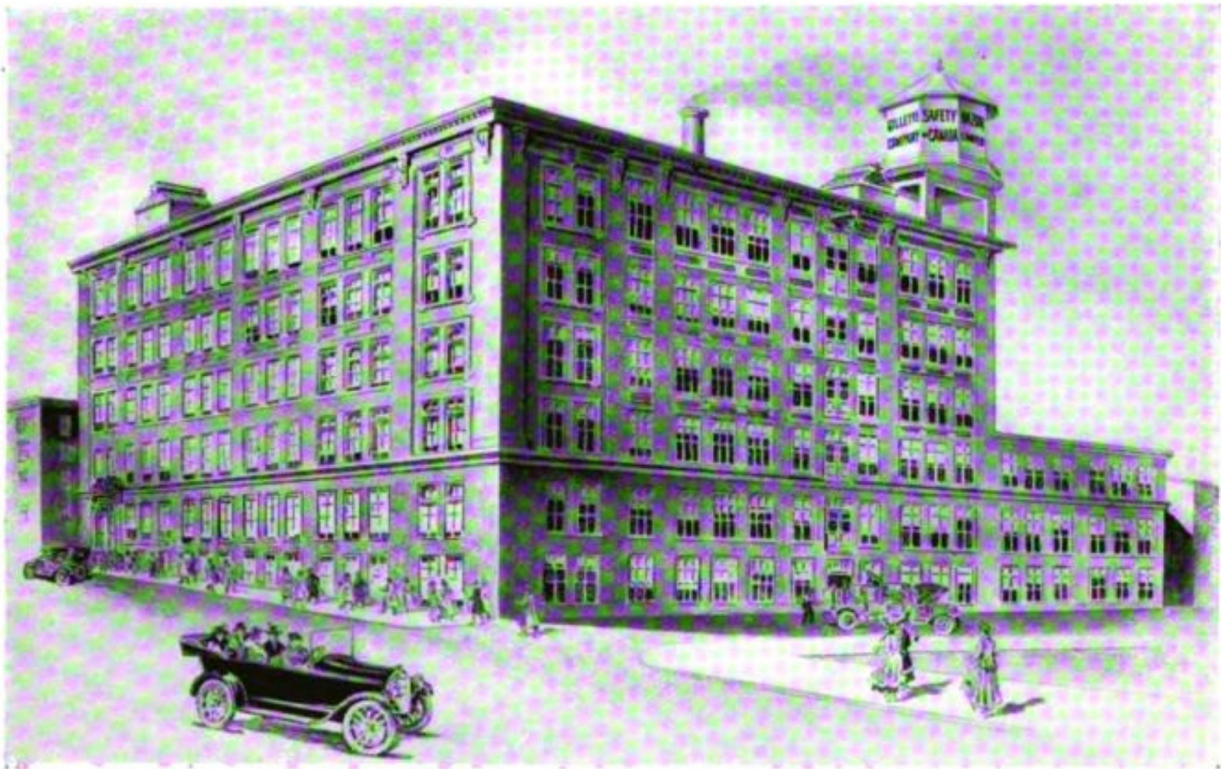
#### PROPHETIC VISION

What do we see in the future? The question is pertinent, for the future depends on those who have prophetic





FACTORY AT LEICESTER, ENGLAND  
of Gillette Safety Razor, Ltd., completed in 1909



FACTORY AT MONTREAL, CANADA  
of Gillette Safety Razor Co. of Canada, Ltd., completed in 1912

vision and who are able to anticipate and overcome difficulties which would retard the progress of those less gifted. Up to the present time the Gillette Safety Razor Company has adjusted itself to a growing business like the man who builds extensions on his house to meet the needs of an increasing family, but the time has come when the magnitude of the business and its rapid growth demands a building that will be an integral part of the mechanism of efficiency and economy, which will embody in its arrangement every facility for economic handling of the product in its process of manufacture and its movement from one department to another. This building should be a setting worthy in every respect to contain the jewel that it is to hold. It should be an industrial palace of light and beauty, for economy and efficiency is not alone in machines,

but can be found in contented workmen and the pleasure which is theirs in beautiful surroundings.

There is no limit to this business, except the limitations of those who manage it. Where we are making \$4,500,000 a year today, we can make \$20,000,000 a year in 1925, and this will be better understood if you appreciate the fact that we are adding each year 1,000,000 satisfied customers to our list, who become perpetual purchasers of blades. There is no such thing as competition, and never can be, so long as we maintain the quality of our goods. Ten million dollars in cash invested today in opposing the Gillette would be lost just as effectually as though you destroyed it by fire. Our goods are sold in more than three hundred thousand different places throughout the world—to duplicate such a distribution would cost many millions.

#### NO "NEXT" NEEDED

Why hang around a barber shop  
And wait until you're vexed?  
Get a Gillette, and cease to fret  
And listen for the "Next."

A foamy lather in the mug,  
A Turkish towel or two,  
A mirror and the Old Gillette,  
And presto, man, you're thru!

This is what workless days do to one in  
this country. Hope you will find space in  
THE GILLETTE BLADE for above outbreak.

VINCENT A. HEISER, *Sales Department.*

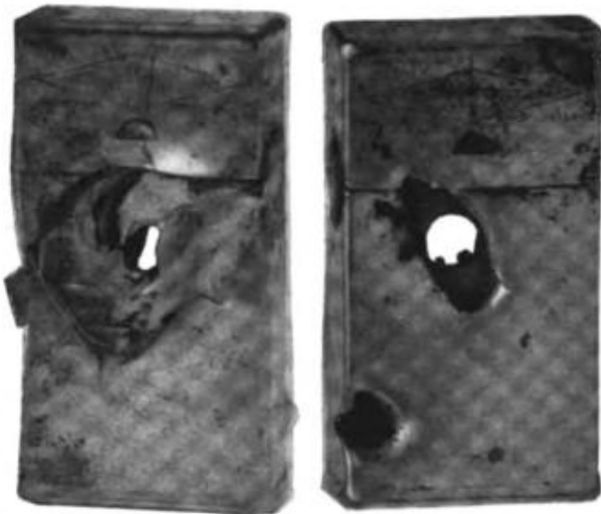
*Minneapolis, Minn.*



# Gillette Safety Razors Figure in Many a "Close Shave"

Letters from the Front Prove Them Life Savers

SINCE the beginning of the Great War we have received numerous letters from the men at the front telling of many interesting experiences with the Gillette Razor. The two following would indicate the Gillette is "doing its bit" as a life saver as well as performing a real service to the fighting man in helping to keep himself clean and fit.



Front Side

Reverse Side

## GILLETTE BLADE CASES WHICH SAVED PRIVATE CAMPBELL'S LIFE

Gillette Safety Razor, Ltd., 200 Great Portland St., London, W. England.

DEAR SIR:—

Enclosed please find one of your metal blade cases which I had in my breast pocket when I was wounded on Vimy Ridge, May 29th, and which as you can see was pierced by a large piece of shell. I was hit in eight places but the Gillette blades undoubtedly saved my life. This is all I have left of the Gillette outfit I brought from New York when I came over to join the English Army in August, 1914. I am sending it to you as several of my friends advised me to, thinking you would be interested.

Yours truly,

ALFRED B. M. CAMPBELL.

Gillette Safety Razor, Ltd., 200 Great Portland St., London, W. England.

DEAR SIR:—

I have the greatest pleasure in forwarding you one of your Safety Razors, which no doubt has saved my life. I was carrying same in my tunic pocket when I was struck with shrapnel.

I have had many a good shave with it, but not one so close as this, and I shall always be glad to recommend the Gillette Razor as bullet proof. Can you exchange this razor for a new one?

Yours truly,

DRIVER A. MARTIN, 1819 D. Sub. Section, 165 Brigade, R. F. A., B. Bat., B. E. F. France.



## POCKET EDITION GILLETTE SAFETY RAZOR

Carried in the pocket of Driver Martin and which afforded a real close shave. Was made in our Canadian factory and sent for exchange to our London office.

*Note where shrapnel bullet entered cover of case and was stopped by the blade box and its contents.*

## Difficulties in Supplying the World with Gillette Goods

MR. J. FRANK REBUCK, Ass't Sales Manager

**W**HEN a stranger goes through our factory and observes the thousands of Gillette Razors and Blades being turned out daily, we are not surprised at the question asked: "Where do you find a market for all these goods?"

This same train of thought no doubt permeates the minds of our own employees, whose work does not bring them in contact with the departments familiar with sales and distribution.

There is an old saying: "Goods well made are half sold," but even after they are sold there is also the problem of delivery.

We know the care each one in the factory is taking to turn out "The Best Safety Razor in the World," and the keen interest displayed in the Manufacturing Department to accomplish this purpose, and though everyone appreciates the problems there have been many, we also want every employee to know just what work is necessary in addition before these articles ultimately reach the consumer.

It is the writer's aim to write from time to time on this subject, pointing out concrete examples of our worldwide and varied channels of distribution and the obstacles and trying conditions confronting the sales department in making deliveries to all corners of the Globe, after the goods have been sold, and in many instances paid for in advance by our customers.

Prior to the War, our goods in Russia were distributed through one of our agents in Germany. We believed we had a very fair distribution there, and it was not until our agent was unable to supply that trade, due to the conflict between Germany and Russia, that your Company deemed it advisable to send its personal representative, Mr. Thomas W. Pelham, to investigate Gillette possibilities in that far-distant land.

Mr. Pelham had no definite customer in mind when he started on his initial trip in 1915, taking with him as personal baggage nine tons of Gillette Razors and Blades, but while there, located and established an agency with Mr. A. G. Micheles in Petrograd, and disposed of the entire lot for cash. This was just a starter, for during the following year, 1916, great quantities were shipped there by the well-known routes then open. During the latter part of 1916 and early in 1917, it became more difficult to make deliveries, but we were successful in having goods dispatched to Archangel and Vladivostok, the two principal seaports of Russia.

Some of the goods were forwarded via freight, and later we were obliged to send by first class registered mail, an expensive method, but a necessary and unprecedented one.

In February, 1917, Mr. Pelham again started on what is considered the most remarkable undertaking by a sales representative, with the ob-



ject of assisting our agent in Russia to obtain our merchandise. He was obliged to go "the long way," that is, via Pacific Ocean to Vancouver, Japan and Siberia, taking with him on this trip sixteen tons of Gillette Razors and Blades. These goods are now in Darien, the port of Manchuria, and are being taken out as needed by Mr. Micheles.

In the spring of 1917, we learned through the Commercial Reports of a new steamship company that contemplated operating between the United States and Russia, going far to the north of Norway and Sweden, out of the submarine zone, and through the Kara Sea to the Obi Bay, and from there they would be obliged to have the goods reloaded on small boats and taken down the Yenisei River, a distance of approximately two thousand miles to a point on the Siberian Railroad, from where they would go by rail to Petrograd. This route was only feasible provided the steamers cleared American ports in July, as the Obi Bay and Yenisei River freeze solid in the early fall; therefore the importance of arrival at destination prior to that time.

This steamship company, which had only two boats, advised us in early March that every available inch of space had been engaged. However, we were so persistent during the next few months that they at last promised to take our shipment, which consisted of approximately thirteen tons of Gillette Razors and Blades.

The shipment cleared New York about June 30th, 1917, and no word was received until October, 1917,

when the Captain of said boat cabled the following information to his company:—

"Having found much ice on the Kara Sea, we were obliged to change our course, and due to the faulty Russian Government chart, we ran on a sand-bank; the goods were unloaded on barges until we backed off, then reloaded, necessitating a delay of eighteen days. In the meantime the Yenisei had frozen solid, so we were obliged to return and put into port at Archangel; cargo safe."

This in a way was very gratifying, for the Archangel Port, the most accessible to Petrograd, had been closed for over a year, except for receiving Government supplies, but under the circumstances the Captain of the S.S. "Obi" was granted permission to discharge his cargo. We have received cable advices from our Russian agent that the shipment was placed in storage and that he has already had several tons forwarded to Petrograd.

It was only by our never overlooking an opportunity that we have been able to take care of our Russian market for present and future requirements, and it was due to the foresight of the Gillette management that shipments were forwarded by every available route in anticipation of the ultimate embargo which is now in force.

The difficulties in exporting are not confined to the countries now at war. The Government is commandeering all the boats obtainable for the transportation of supplies to our Allies; therefore we are confronted with an equal shortage of boats to

forward merchandise to other countries as well. A particular case in mind is a shipment recently made by our South African agents, Messrs. Arkell & Douglas, who placed an order with our Canadian Company for three thousand razors and one hundred thousand dozen blades.

The goods were all packed at our Montreal factory for shipment to New York, when our Government took over the railroads, and in view of same a number of perplexing problems had to be solved before the shipment was finally accepted by the railroad officials. These, however, were overcome, and the goods eventually arrived in New York. Our agents there found that sailings to South Africa had been indefinitely suspended. They were therefore obliged to abandon the modern steamer, which ordinarily required only five weeks to make the trip, and chartered an old-fashioned sailing vessel, the "Alice May Davenport," which would take seven months to make the voyage. Gillette Razors and Blades were the principal cargo, and they are now somewhere on the high seas between the two countries.

The "Isle of Rhodes" means little to us, yet the word "Gillette" signifies a great deal to the inhabitants of that isle. This island is situated in the Aegean Sea, southwest of Turkey, and was until quite recently a Turkish possession, but is now under the control of the Italian Government.

Through the American Manufacturers' Export Association we learned of Saloman Alhadeff Fils, Isle of Rhodes, Aegean Sea, and to whom we mailed our catalog and

quoted prices in June, 1916, also writing him fully. He acknowledged our communication in July, 1916, stating inasmuch as we had created a demand for Gillette goods on the Isle of Rhodes by advertising, he was enclosing a sample order and draft on New York Bank in payment. The quantity ordered was not sufficient to carry our maximum export discount, which he specified on the order, therefore the remittance was insufficient to cover the order. He instructed that the goods were to be dispatched via parcel post, but as this method of forwarding goods had been discontinued, and rather than have a misunderstanding regarding the order, we wrote him fully, giving him the option of increasing the quantity, so as to enjoy our best discount, or giving us permission to make shipment of the quantity he was entitled to for the sum received. We also advised him that shipment would have to go cargo freight to Naples, Italy, and then reforwarded to the Isle of Rhodes.

At the same time we presented his draft for collection, but due to delayed communications between his bank and the Bank of New York, the Bank of New York had not received advices to honor draft, so draft was returned to us. This required additional writing to the customer, but finally we were notified by the New York Bank that credit had been opened, and that the draft would be honored when again presented.

In October, 1916, we had the customer's further instructions to increase the order, for which he was sending us through New York an additional amount, making a total of

\$618.12, and to forward goods via freight as suggested.

We now had the order and the money, but unfortunately there were no sailings, and it was not until January 30th, 1917, that shipment cleared New York on the S.S. *Owego*, and we so informed our customer.

In April and then again in June, 1917, customer advised that goods had not arrived, so we had our shippers communicate with the forwarders in Naples relative thereto. No further word was received until January 26th, 1918 (his letter dated November 28th, 1917), stating that packing case was received, but it had

been tampered with en route and all the goods had been stolen.

The goods were fully insured, but as he did not give us legal proof of loss, required by the Insurance Company, we were obliged to cable him for such evidence, and when this is received claim will be filed and, when accepted, a duplicate shipment will be made.

This was a most exasperating transaction, yet neither we nor the customer could have prevented it; however, believe that the two incidents cited are fair illustrations of the difficulties in delivering goods after they are sold.

(In my next article I will write on exporting to the neutral countries of Europe.)

#### A REAL ANNOYANCE

By EDGAR A. GUEST.

Job was indeed a patient man, his ways  
were kind and meek.

In rage against his woes he was not ever  
heard to speak;

I strive to emulate his style, I do not fuss  
and fret

At every small annoyance that it is my lot  
to get.

But I cannot keep my temper and I lose  
the smile I own

If I'm upstairs busy shaving and they call  
me to the phone.

I can chuckle if they tell me that the fur-  
nace fire is out,

And a water pipe that's frozen doesn't  
make me rave and shout;

They can drag me to a movie when I'd  
rather sit and read

And I'll never even whimper, for good  
nature is my creed,

But it makes me mad as thunder and I  
answer with a groan

When my face is white with lather and they  
call me to the phone.

"Hush," I hear the mother whisper, "that is  
no way to behave,"

But she doesn't know the torture of an in-  
terrupted shave,

If there's misery to beat it, it is one I've  
never met.

Even Job, who suffered nobly, would have  
cursed a bit I'll bet

If when he were set for scraping off the  
whiskers he had grown

And his ears were full of lather, they had  
called him to the phone.



GILLETTE CHRISTMAS DISPLAY

Through the courtesy of the *Philadelphia Inquirer* of Philadelphia, Pa., we were given this window space for a showing of Gillette Razors during the week of December 17 to 23 inclusive. Window was trimmed for us by George B Evans, one of our large distributors.

#### AN EXPERIENCE OF MR. J. T. FROST WHILE OUT ON THE ROAD

Having completed my business in Peabody and finding I had twenty minutes to wait for a car to Danvers, I stepped into the postoffice which is also being used as a waiting room and stood looking out of the window close to the writing desk.

A few moments later a lady and gentleman entered. The gentleman stepped up to the desk and commenced to write, while the lady purchased the stamps. The gentleman completing his writing and looking for a blotter did not see one, so he crossed the room to the other desk for one. The thought came to me—"Our Service Flag Blotter," and in a second I had one out of my sample case and on the desk. The young man returned with his blotter and was very much surprised to see the blotter. He looked at me and all around, but nobody seemed to pay any attention to him.

I noticed he started to blot with the flag side down, which smeared the writing. Seeing this the young man turned over the blotter and I noticed that he very carefully counted the stars and calling his lady friend, she also counted the stars and

exclaimed, "Isn't that great. Gee! I did not know Gillette had so many working for them," and placing the blotter on the desk they walked out.

#### STAPLE AS GOVERNMENT BONDS

When Mr. L. J. Fahey, of our Sales Department, was recently passing through one of the main streets in Brooklyn, N. Y., he noticed a store window full of musical instruments, jewelry and other miscellaneous articles. Directly in the center of this display was a very nice assortment of Gillette Razors with a hand made card accompanying same. This card read:—"Gillette Safety Razors—as staple as United States Government Bonds."

#### VISIT HIS MOTHER

The Gillette War Committee has received a card from Private Peter L. Laroux of Co. E, 104th Infantry, 26th Division, 52nd Brigade, A. E. F., France, requesting some of his Gillette friends to pay a visit to his mother and see how she is getting along. Her address is 27 Gorham Street, West Somerville, Mass.

## Twenty Years Ago

**M**ILLIONS of dollars were undiscovered, and Congress spent the whole afternoon cutting down appropriations for Fish Creek from eight hundred to five hundred and ninety-eight dollars and a quarter.

Bicycles were as common as legs.

Automobiles and millionaires were rare.

Table board was \$3 a week, or \$5 a week with the "best room in the house."

Hotels had a "bill of fare," and the "menu" with prices marked opposite was almost unknown.

Appendicitis had just been discovered.

Ice cream was served on Sundays and holidays from the kitchen, and factories prepared to supply it to the whole danged population three times a day were not dreamed of.

Nobody wore white shoes, and palm beach suits were in the "alpaca stage."

Cream was six cents a pint and milk five cents a quart. Bacteria had just taken its first sip of the lacteal fluid.

All up-to-date young men had "livery bills."

Cantaloupes were muskmelons.

Farmers came to town for their mail.

The hired girl did the washing, and worked for \$1.50 a week.

The butcher "threw in" a chunk of liver.

A "Sane Fourth of July" had never been mentioned.

The soldiers' vote controlled the elections.

Robert E. Lee had not become a "hero."

Jules Verne had a monopoly on the submarine.

The man who said he could fly was sent to the insane asylum.

You stuck tubes in your ears to hear a phonograph and it cost a dime.

The "movies" were "impossible," in the opinion of real smart people.

The corporations ran the country, and did well at it.

And last but not least:—

*Mr. Gillette was thinking over the possibilities of his Safety Razor and making crude models of it.*





CADET FRANK M. TOBIN

Imperial Royal Flying Corps, Formerly Foreman of the Hardening Department of the  
Gillette Safety Razor Co. of Canada, Limited

*Camp Borden, Ontario.*

*Dec. 17th, 1917.*

DEAR MR. PETERSEN:—

This is the real life and I am only sorry that I did not join up before, but believe me I never realized what the word work meant before. Every day we are advised to remember that we are in the Royal Flying Corps or Royal Fatigue Corps as the cadets call it. The sergeants say we are Rotten Dying Corpses. Everything here is done on the double. The R. F. C. is supposed to be the elite of the English Army service and consequently all the officers and non-coms are from across the pond. You might tell Jim Bolton that the only Irishman we

have is a corporal who has no bad habits outside of being the worst blasphemer, the worst man-killer and the next to the worst crap-shooter in the camp. I have started to write down all the new British army cuss words and find it is quite a diversion from the rest of our work. You might ask Jim how he would like to march 160 steps to the minute. That is our regular step, and believe me after my first five hours drill I didn't know whether I had a pair of legs or a couple of tree trunks with a pair of mudscows fastened to the end. The cadets have to take turns in doing all the work around this 19,000 acre camp; and I have become fairly proficient in carrying tons of ashes, shovelling more tons of coal,



spearing scrap papers, shovelling snow, washing a few thousand dishes, scrubbing floors, cleaning stables and a few minor duties such as guard duty, police and fire picquet duty. But taking everything into consideration this life certainly builds a fellow up. I have gained quite a few pounds in weight and we are so hard and tough that we run around out of doors here bare-headed and in our shirt, and it is five below zero today.

I am studying now, wireless telegraphy, map reading, stationary and rotary engines, aerial gunnery and the scientific way to kill a Boche air-man before he gets you. There are 75 of us expect to be alive this time next year so that anything our instructors sling at us doesn't fizz a bit. From what I can figure out from the work and lectures which we receive, by the end of next fall practically two-thirds of us are expected to have a R. I. P. sign over them in France, but a more happy-go-lucky bunch never existed. Most of my bunch are fellows who have left homes of leisure in the states and Canada or left good businesses to come up here for a dollar per. But we have a dandy bunch of musicians, a dandy quartette (singers), a few monologists and comedians and other freak entertainers, besides the champion middleweight and lightweight boxers in camp. So all told it would take more than a few English non-coms to break our spirits.

Laurie Watson left here today for Toronto. I expect to follow in a week or so as I am in the next flight to him. We have been kicking around together quite a lot and it sure is fine to have a real friend here. I am sending my wrist-watch by him to Dan Cotter to mail to you. Would you mind having Smith-Patterson look it over and repair it? I only wore it a week and during that time it kept perfect time but I was corporal of the guard one extremely cold night and the continual passing out of doors to inspect my sentries and police and then returning into the hot guard-room is the only thing that I can account for the way it gained in time. If they find that the fault was caused by my negligence, then ask them to send me the bill and I will immediately forward the amount due.

Wish you would also tell Mr. Bittues that I will write him soon. I really don't see how I can come to Montreal until the spring. Wish I had my old job back for about one week so that I could impart a little of the efficiency which I have learned here to some of the bunch in the factory.

Must close as lights out is about to blow.  
Best regards to all the old bunch.

Sincerely,

FRANK.

CADET F. M. TOBIN, No. 153101—No. 1  
Cadet Wing.

*Toronto, Ontario.*

*January 18, 1918.*

DEAR MR. BITTUES:

I hope you will excuse me for my lack of courtesy in not writing you before. The only excuse that I might offer is that I have been tremendously busy, but I am thoroughly interested in the work.

We had it pretty hard at Borden for the first month going through our school of discipline. We averaged about five hours a day at drill and the rest of the time at studies. I liked the drill very much and I think I made good at it, for I was chosen at the end of our stay there to take charge of ten men.

We are called squad commanders and have one stripe. This is the highest we can get before we get our commissions, so I feel pretty well satisfied. I have to drill my men, take charge of them all the time, and march them to classes in the different buildings of the University grounds in which we are situated. The only objection that I have to this course we are taking is that we have no time to study. The studies are extremely hard and we have at least five lectures a day with no time to recopy our notes. I don't really see how the majority of our men are going to get through.

You will have to excuse this ink, etc., for we have no chair or table in our rooms and have to use our beds as a writing desk.

Our instructors are experts in their line, and as lots of them are returned men we get first-hand knowledge of conditions at the Front which is not only interesting but very different to what the average layman can get out of the papers.

We are not only taught flying corps work but have to know about every other branch of the service, in fact our C. O. states that a Second Lieutenant in the R. F. C. must have more knowledge of war affairs than a brigade colonel, and I am getting to believe he is right.

This is a partial list of our subjects: two machine guns, all sights used on rifles, guns, howitzers, etc., aerial photography, six different compasses, theory of flight, artillery observations, aerial observations, reconnaissance, five engines, rigging, sail-making,

truing up aeroplanes, building aeroplanes, map reading, battery work (divided into five or six parts), bombs, fuses for shells and bombs, two magnetos, three carburetors, wireless (covering about ten subjects), fifteen different instruments on the machine, military law, King's rules and regulations, three codes for wireless, infantry and artillery problems, and the knowledge of every little village, town, etc., in and about the firing line. Besides this we have inoculation and vaccination for different diseases that I never knew existed. Outside of these minor details they expect us to fly without breaking our machines (they don't seem to care about our necks).

I have already picked out the kind of R. I. P. sign that I think is the most becoming.

Here is a little problem that I think you or Mr. Petersen may be able to figure out. I can't seem to make any headway on it. Send a pilot up in a single seater scout machine, about 140 miles per hour, and have him take photographs, artillery observations, drop a few 112-pound bombs, take pictures of the destruction, working his wireless all the time, run his aeroplane, dodge anti-aircraft guns, and fight off a couple of Hun planes,—all at the same time.

Must close as it is near time for "lights out."

Wish you would give my regards to everybody. I really can't find time to write all.

Yours sincerely,

FRANK TOBIN

*No. 4, S. of M. A., R. F. C.*

*Somewhere in France.*

*Jan. 5, 1918.*

MR. RALPH E. THOMPSON,

DEAR SIR:

Just a few lines to let you know I have received the package which you and my fellow employees sent to me. I also received the razor which you sent to me. I want to thank you for what you and the other employees have done for me. American tobacco is a luxury here, as the stuff here is Par Bon. When we first came here we used to smoke anything we could get, but now it is better as almost all the boys have received some tobacco from home or their friends. All the boys from the factory were delighted when they received the package from our friends. I also wish to thank you and the others for sending Christmas greetings to

all the Gillette boys. Captain McCarthy did not receive the cablegram till the other day, as it was delayed some where. The weather here is not as cold as in the States. The only time I feel cold is at six in the morning when the bugler blows Reveille. The people have treated us swell since we arrived in France. All the people here work hard every day. The women do all the men's work, and it is funny to see a woman on a team, or cleaning the streets. I would like to see some of the girls in the factory driving a team. I'll bet some of the girls would be willing to do it to help our cause. We are being drilled hard every day and we are ready for anything that comes our way. All the boys are in good shape, and some of them are putting on weight. We had a big Turkey dinner Christmas Day, and we enjoyed it. We are living the life of Riley, are not worrying a bit. I hope Frank Ward and the other boys who were drafted like the army, and I suppose we boys will see them soon. I think I will close as my candle is getting low and I hear my four big blankets calling me. It is now about 8 o'clock, and in the States about 2 o'clock. I will write to you often, and hope to hear from you soon. Give my thanks to the committee and all the other employees for what they have done for me and the other Gillette boys. All the boys send their regards to you and the other employees.

One of the Boys,

Private JOHN J. HURLEY,

Co. B, 101st Inf., U. S. A.,

Am. Exped. Forces,

via New York.

(Censored.)

#### NEW MEMBERS WHO HAVE JOINED THE GILLETTE SALES FORCE

MR. JOS. J. HICKEY, 133 Cypress St., Brookline, Mass. Married, with one child. Joined organization February 7, 1918.

MR. I. B. BETTS, JR., 5043 Catherine St., Philadelphia, Pa. Married, with two children. Joined Gillette organization February, 1918.

MR. WALTER L. HAYNES, 1116 Commonwealth Ave., Allston, Mass. Married. Joined Gillette organization Jan. 15, 1918.



JOHN HARTNETT

*Co. B, 101st Infantry, Somewhere in France.*

*Left picture, first on left*

*Right picture, second from left*

Note the "Tin Derbies"

*Somewhere in France, Christmas Day*

DEAR MR. THOMPSON:

PLEASE accept my thanks and appreciation for your remembrance to one who is far away. Now we again realize what the Gillette spirit means.

It is impossible for us to describe, and tell much about the work done here, but the "Border Service" was a vacation compared to it. We fully believe what Sherman said—we can see it.

Zeppelins have a very bad habit of trying to locate us at night to disturb our peaceful slumbers; so far without success.

Please accept my thanks again for your kindness. I remain

Sincerely yours,

JOHN HARTNETT,

*Co. B, 101st Regt. Inf.*

P. S.—I think it's going to be Major Bill. We hope so.

*January 9th, 1918.*

DEAR FRIEND ARTHUR:

RECEIVED your letter today and I judge by the postmark on the envelope of same that it is about six days late in getting here. However, I was certainly glad to hear from you. It was indeed very thoughtful of you to send the copy of the *Blade*, and the military book which made quite a hit with the boys in my barrack.

In my barrack there are fifty men and

Sunday morning when the boys were cleaning up to go to town, I "took them all over" just out of curiosity sake and found that forty out of the fifty men are using Gillette Safety Razors. I thought that was some percentage and called it to the attention of the other ten men who were using anything from an old-fashioned straight blade to a Gem. This in my estimation is conclusive proof of the popularity of the Gillette Safety Razor in general among the boys in camp.

Well, Arthur, I hope you are still enjoying that good health of which you wrote in your letter and as regards to mine I'm always in good shape as a rule when under normal conditions. Give my regards to the boys in the shop. Now I cannot think of anything else of interest so will close hoping to hear from you soon. I remain

Sincerely yours,

THOS. W. BUTLER,

*Jacksonville, Fla.*

DOWNEY-CANNING

Miss Florence M. Canning of the Gillette Billing department was married Sunday, February 10, to Private Richard E. Downey. The groom is at present stationed at Camp Hancock, Augusta, Georgia, where he is a member of the Motor Mechanics Regiment, Aviation Section, Signal Corps.

Mrs. Downey is the most recent addition to our list of war brides.

## Northern Blades Get Sharp Edges in Zero Weather

### Montreal "Gillettes" have a Real Good Time on Their First Annual Sleigh Drive and Dance

ONE hundred and fifty of the Montreal office and factory employees braved the zero weather on Friday evening, February 8th, and to the blowing of horns and singing of "Oh! Canada" started on their first annual fourteen-mile drive around the mountain in gayly decorated sleighs, each bearing a large, brightly illuminated "Gillette" sign. Following the drive a dance was held in the Auditorium Hall.

The sleighs left the hall at 8.30 on the trip around Mount Royal, whose beauties, though widely known, must be seen to be appreciated.

The Weather Man could not have done any more; the night was an ideal one—clear, crisp and moonlight. This, together with the merry songs, blowing of horns and laughter of all, tended to make each and every one feel that "it was good to be there."

On the return to the hall refreshments were partaken of and, judging by the amount consumed, thoroughly enjoyed.

Dancing started at 11.30, and much credit is due Mr. James Bolton's conducting of same—as floor manager he could not be excelled.

Cooperation, which is so much desired in the Gillette organization, was very much in evidence throughout the entire affair, and the presence and friendly spirit of the executives and their wives went far toward making one and all agree that "it was the best time ever."

Much of the success of the affair was due to the efforts of Messrs. Maguire, Aird, Bolton and Smith, whom we believe are justly proud of their initial bow.

Three a. m. and "God Save the King" brought to a close an evening which will long be remembered by those present.

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#### "NO STROPPING—"

By W. E. NESOM.

She reared a brood of twelve, nor lost  
A one, and so they praise her—  
Her children do—by calling her  
"A perfect safety-raiser."

In view of how, for many years  
She had to stint and slave,  
They say she did the business by  
The closest kind of shave.

Her discipline at most, they claim,  
Comprised a random slap,  
And no one ever heard of her  
Resorting to the strap.

That, while a little sharp at times,  
No blood she ever drew.  
She kept a guard upon herself,  
And kept her temper, too.

They say of her, with proper pride,  
That she was never bested,  
Although at many awkward turns  
She had her mettle tested.

Their statement of the case is strong,  
And much conviction brings—  
A safety-raiser she appears,  
Upon the face of things!



WALTER EDWARD KIMBER

### Close Attention to Details Wins Promotion for This Young Man

**T**HIS young man, whose picture we print, is Walter Edward Kimber, who has charge of the distributing of incoming and outgoing mail, and carries on our interdepartmental messenger service. He is what we call our "Canadian Gillette Pocket Edition."

Walter was born June 21, 1903, and on finishing grammar school he was employed by Mr. L. A. Archambault who kept a French book store at 162 St. Catherine Street West, Montreal. Fortunately and unfortunately for Mr. Archambault failed; unfortunately for Mr. Archambault and fortunately for Walter because he was employed immediately afterwards by The Gillette Safety Razor Company of Canada, Limited. He was employed as messenger in our stockroom on May 4th, 1917, but did not last long in that position because of promotion to the main office in November 1917.

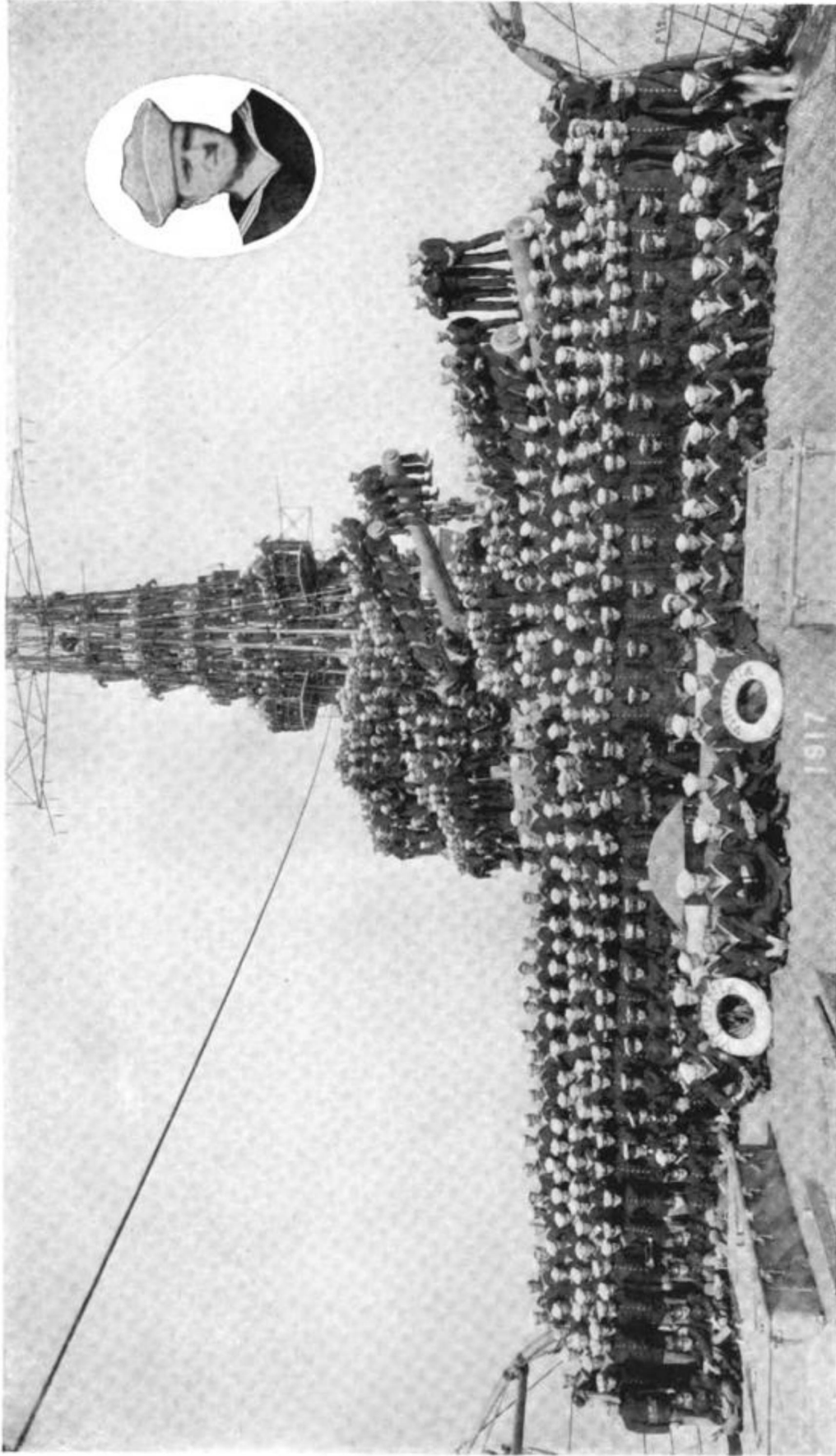
After reading through the January issue

of THE GILLETTE BLADE he informed the boys in the Shipping Department that his ambition at the present moment is to own one share of "Gillette" stock because of the fact that he feels sure that this a stepping stone toward a position in life such as the one now held by Mr. J. E. Aldred.

A boy's training in the Boy Scouts is reflected in this young man by his strict attention to business and the military imprint on his deportment. His erect figure, military stride and his coming to "attention" when spoken to mark him as not only having benefited by his scout work, but by his close observance of the attitude and demeanor of the older men who have left us to answer the call at the Front.

Walter is too young to fight but he has the right spirit and if the same is continued he will make an able representative in years to come of the Gillette Safety Razor Company of Canada, Limited.





**CREW OF U. S. S. VIRGINIA**  
Owen Maguire (inset) formerly of our Power Department is standing in the third row from the front, the ninth man from the left



## Recent Additions to the Gillette Roll of Honor

- |   |  |
|---|--|
| Allen, Irwyn F. (Machine Shop)<br>Co. C, 33rd Regiment, U. S. Engineers,<br>Camp Devens, Ayer, Mass.    | Greene, Thomas (Printing Dept.)<br>U. S. S. Calvin Austin, Federal Wharf,<br>East Boston, Mass.  |
| Linsky, Cornelius (Blade Polish. Dept.)<br>U. S. S. Calvin Austin, Federal Wharf,<br>East Boston, Mass. | Carney, Bernard (Printing Dept.)<br>U. S. S. Calvin Austin, Federal Wharf,<br>East Boston, Mass. |
| Driscoll, John G.<br>Bumkins Island, Boston Harbor, Mass.<br>Barracks No. 9, M. M. 2/c.                 | Morrison, Robert (Handle Dept.)<br>U. S. Base Hospital No. 7, Camp Devens,<br>Ayer, Mass.        |

## Promotions from the Ranks

- |   |   |
|---|---|
| Page, Corp. Albert W.<br>Co. B, 101st Infantry, Amer. Exped.<br>Forces, via New York Post Office.   | Sweeney, Corp. Frank J.<br>4th Co., Officers' Training School, 76th<br>Division, Camp Devens, Ayer, Mass.         |
| Pickering, Corp. George<br>Co. H, 101st Infantry, Amer. Exped.<br>Forces, via New York Post Office. | Bero, Corp. J. Joseph<br>Co. K, 325th Infantry, Camp Gordan,<br>Atlanta, Georgia.                                 |
| Ryan, Corp. Herbert<br>Co. B, 101st Infantry, Amer. Exped.<br>Forces, via New York Post Office.     | Mannion, Mechanic James T.<br>Headquarters Co., 104th Infantry, Amer.<br>Exped. Forces, via New York Post Office. |

## New Addresses of Gillette Boys

- |   |  |
|---|--|
| Abrams, Max<br>Co. I, 60th U. S. Infantry, Camp Greene,<br>Charlotte, N. C.   | Fisher, Charles<br>Battery A, 101st Regiment, Field Art.,<br>Amer. Exped. Forces, via New York Post<br>Office. |
| Chaisson, Wm. J.<br>U. S. Naval Training Camp, Bumkins Is-<br>land, Boston Harbor, Mass. Barracks No.<br>5, Section No. 3.    | DeCourcy, Harold<br>S. S. V. 9/629, Par B. C. M. Amer. Exped.<br>Forces, France.                               |
| Murray, Edward F.<br>101st U. S. Engineers, Co. B, Amer.<br>Exped. Forces, via New York Post Office.                          | Wright, Samuel T.<br>Section 562, U. S. A. A. S. Amer. Exped.<br>Forces, via New York Post Office.             |
| Kochadorion, Hagop<br>U. S. Naval Training Station, Bumkins<br>Island, Boston Harbor, Mass. Division<br>No. 2, Section No. 4. | Page, Edward A.<br>U. S. Naval Operating Base, 4th Co.,<br>Aviation, Hampton Roads, Va.                        |
| Sweeney, Corp. Frank J.<br>4th Co., Officers' Training School, 76th<br>Division, Camp Devens, Ayer, Mass.                     | Foley, John J.<br>Co. D, 101st Infantry, American Ex-<br>peditionary Forces, via New York Post<br>Office.      |
| Perry, Joseph A.<br>2nd Veterinary Detachment, Depot Bri-<br>gade, Camp Devens, Ayer, Mass.                                   | Pearson, Sgt. Frank M.<br>Co. H, 3rd Regiment, Pioneer Infantry,<br>Camp Wadsworth, Spartanburg, S. C.         |
| Rice, Julius<br>Headquarters Co., 101st Infantry, Amer.<br>Exped. Forces, via New York.                                       |  |



CORPORAL HERBERT RYAN, *left* and PRIVATE OWEN McATTEER, *right*, of Captain McCarthy's Co. B, 101st Infantry, *from a photograph taken somewhere in France*

*Somewhere in France.*

*December 30th, 1917.*

DEAR SISTER:—

I received your letters and was glad that you and everyone at home are in good health.

I am in good health and feeling fine. I was glad to receive such useful things as the stockings, as I need heavy socks as it is getting cold now. I also received the razor and razor blades and the package from my fellow employees. The package was good, as it contained good old Perfection cigarettes, candy, Bull Durham and other useful articles. I received a letter from Charlie and it was a very nice letter. Tell Charlie when Co. B gets going we will never stop until we hit Berlin. We are going to bring the Kaiser back to Gillette's with us, when we return home. I have bought a Liberty Bond since I arrived here, paying five dollars a month, so you see I have not much money to spend foolishly.

We had a good time Thanksgiving and Christmas. On both days we had a swell Turkey dinner with all the fixings, and we also had cake, nuts, figs, apples and cranberries. So you see the boys are living the life of Riley. I suppose the old shop is deserted now, as I hear a lot of the boys are

drafted now, and some of them enlisted. "Boston's Own" must be the whole "works" now, but wait until the 101st comes home and we will be the only boys in the world. Tell Charlie I will write to him later. I am going to write to Mr. Thompson and thank him for what he has done for me. Think I will close now, as the candle is getting small and it is near time for me to get under my four big blankets. Hoping to hear from you often.

Your Brother,

PRIV. OWEN McATTEER,  
Co. B., 101st Inf., Am. Ex. Forces.

*Somewhere in France,*

*January 22, 1918.*

DEAR FRIEND:

Just a few lines hoping this letter finds you in good health. I am in good health and enjoying myself under the conditions here. We are training hard every day, and it is very interesting work. The last few weeks we had some bad weather but now the weather is better. Since last Friday we are having summer weather and I'll bet you are having some cold weather in the States now. All the boys from the factory are in good health. All the boys received a package from our fellow employees in the factory, and they were delighted when they received the package. Our razor is well advertised in the town where we are camped, and it seems all the boys are using the Gillette Razor. Even the French soldiers are using the Gillette. We had a wonderful time on the way over, and when we arrived in France we got a wonderful reception from the French people. Everything over here is very dear, and we boys do not have much money, as we allot home about three-quarters of our pay. We do not buy any sweets, as the stuff they have here is no good. Captain McCarthy showed us boys from the factory the cablegram which Mr. Thompson sent, sending his and the other employees best wishes for a Merry Christmas and a Happy New Year. The cablegram was delayed for some time and he did not receive it till after the New Year. It was very good of Mr. Thompson to send it, and I know all the boys appreciated it very much. Think I will close hoping to hear from you soon.

Your friend,

Corporal HERBERT F. RYAN,  
Co. B, 101st U. S. Inf.,  
Am. Exped. Forces,  
via New York.

(Censored.)

## Gillette Service List

### Employees Who Wear the Gillette Service Pin for Ten Years and Over

<i>Name</i>	<i>Department</i>	<i>Years</i>	<i>Months</i>
†King C. Gillette.....	President	22	2
William E. Nickerson.....	Mechanical Expert	16	6
William H. Parry.....	Draughting	16	5
Alfred D. Vezina.....	Powder and Printing	15	2
Oscar Sorenson.....	Auto Screw Machine	15	2
Joseph Sicari (ex-officio).....	Fruit and Candy	15	2
Thomas W. Pelham.....	Legal and Sales	14	7
Ada L. Hunt.....	Honing "A"	14	6
James N. Rice.....	Buffing	14	5
George E. Hardwick.....	Blade Polishing	14	3
Thomas Monahan.....	Handle	13	10
Pearl H. Massie.....	Blade Polishing	13	9
Mary F. Murphy.....	Stropping	13	9
Frank Garbarino.....	Grinding	13	8
John F. Sullivan.....	Stropping	13	7
Flora Harrington.....	Blade Packing	13	6
Julia Morrison.....	Stropping	13	6
Benton R. Read.....	Office	13	6
Louise Denny.....	Burnishing	13	5
Arthur Nolette.....	Stropping	13	5
Alice E. Burke.....	Blade Printing	13	4
Ethel Nelson.....	Honing "A"	13	4
Minnie G. Quinlan.....	Blade Inspection	13	4
F. M. Brown.....	Experimental	13	2
James L. Driscoll.....	Salesman	13	2
Frederick E. Dorr.....	Draughting	13	1
Elizabeth M. Driscoll.....	Leather Goods	13	
Margaret Mullen.....	Honing	13	
William H. Sargeant.....	Millwright	13	
Hannah E. Sullivan.....	Leather Goods	13	
Mary Bennett.....	Blade Cleaning	12	9
Ivan H. Gaskin.....	Electrical	12	9
Laura Hall.....	Stropping	12	9
John F. Kelley.....	Honing "A"	12	9
Mary McCullough.....	Wiring	12	9
Mae Barry.....	Honing "A"	12	8
Florence G. Brady.....	Blade Inspection	12	8
Olive A. Cole.....	Advertising	12	9

(Continued)

<i>Name</i>	<i>Department</i>	<i>Years</i>	<i>Months</i>
Elizabeth Curtaz.....	Office	12	8
Alvina Oster.....	Honing "A"	12	7
Hannah Brady.....	Packing	12	6
Mary G. Dowd.....	Blade Inspection	12	6
Teresa Hayes.....	Hardening	12	6
Tillie Krause.....	Honing "A"	12	6
Margaret V. Nolan.....	Leather Goods	12	5
Margaret Oram.....	Packing	12	5
Joseph Briscoe.....	Night Watchman	12	4
M. Teresa Walsh.....	Leather Goods	12	4
Mary Conley.....	Blade Cleaning	12	3
Nelson H. Fairweather.....	Machine	12	3
Philip Muldoon.....	Power	12	3
Gertrude M. Allison.....	Leather Goods	12	2
Nellie Crowley.....	Grinding	12	2
Azilda Rogers.....	Burnishing	12	2
Mary R. Sullivan.....	Office	12	1
Gustave Illgen.....	Leather Goods	12	
Sara MacAskill.....	Blade Packing	12	
Frank J. Sullivan.....	Office	12	
Louis Gale.....	Plating	11	9
*William J. McCarthy.....	Office	11	9
Nellie Mudge.....	Leather Goods	11	9
W. F. Tribou.....	Machine	11	9
Frank J. Fahey.....	Treasurer	11	8
J. Frank Rebeck.....	Sales Dept.	11	8
Florence LeCroix.....	Office	11	7
Julia Sullivan.....	Paper Box	11	7
Mary A. Bouchey.....	Leather Goods	11	6
Mary Fougere.....	Leather Goods	11	6
Margaret Fraser.....	Blade Packing	11	6
Sabina McDonald.....	Leather Goods	11	6
George W. Evans.....	Blade Cleaning	11	5
Sadie Nelson.....	Grinding	11	5
Walter Olsen.....	Machine	11	5
Arthur M. Williams.....	Salesman	11	5
Frank H. Foster.....	Salesman	11	4
Arthur Matheson.....	Buffing	11	4
Mary M. Neves.....	Stock	11	4
Edna Davies.....	Grinding	11	3
Annie Easterbrook.....	Stropping	11	3
Frank Kelley.....	Shipping	11	3
Louis Linderman.....	Burnishing	11	3

<i>Name</i>	<i>Department</i>	<i>Years</i>	<i>Months</i>
*Edwin F. Murray.....	Buffing	11	3
Elizabeth Oakes.....	Stropping	11	3
Mary O'Brien.....	Grinding	11	3
Anna Ryan.....	Grinding	11	3
Frederick A. Grant.....	Salesman	11	2
Edward J. Hoar.....	Plating	11	2
Arthur Olsen.....	Press	11	1
Alice Read.....	Blade Inspection	11	1
Escar J. Torrey.....	Draughting	11	1
Frances Cady.....	Grinding	11	
Mary Huban.....	Honing	11	
Katherine Clegg.....	Grinding	11	
Susie Daley.....	Stropping	11	
Mary Davidson.....	Grinding	10	10
Mary Flaherty.....	Grinding	10	10
Louise Hughes.....	Honing	10	9
Joseph A. Barry.....	Salesman	10	8
George King.....	Machine	10	8
Bernard J. Walsh.....	Honing	10	8
John Cole.....	Machine	10	6
Martha Reynolds.....	Burnishing	10	6
Bertha Magee.....	Stock	10	5
Clara E. Dawson.....	Office	10	4
John F. Flaherty.....	Stock Room	10	3
Anna Flynn.....	Honing	10	3
Grace E. Logan.....	Blade Inspection	10	3
William Standish.....	Machine	10	3
Ethel Fox.....	Packing	10	2
Margaret Gorham.....	Stropping	10	2
James Hirst.....	Machine	10	2
Mary F. Murphy.....	Leather Goods	10	2
Mary Shea.....	Honing	10	2
Susie Simmons.....	Stropping	10	2
Amelia Curtaz.....	Blade Packing	10	1
Mary Flaherty.....	Honing	10	1
Abbie Lee.....	Grinding	10	1
*Frank Pearson.....	Power	10	1
*Harry Cossaboom.....	Machine	10	1
Mary F. Mealy.....	Leather Goods	10	
Katherine Ryan.....	Honing	10	
Theresa B. Ryan.....	Office	10	

† Mr. Gillette is credited with time from when he first thought of his razor.

All other time is figured from actual beginning of work.

\* Indicates the boys serving with the colors.

## Watch South Boston Grow

Editorial in *Boston Herald*, February 27, 1918

**I**F the war department carries out its plans for a seaboard terminal on the commonwealth lands beyond the New Haven freight yards, it will turn the public's eyes toward one of the most available yet least appreciated districts of our city. Only such a region, with wide spaces open, and with access from our main ship channel, could meet the government's requirements of a site for great warehouses and wharves, in a good supply of labor, skilled and unskilled. Yet to most of us, even the historic part of South Boston—old "Dorchester Neck"—is unfamiliar territory, and, barring engine drivers, teamsters, owners and real estate men, new South Boston only South Bostonians know.

Ask almost any central Bostonian to make an offhand sketch of the forked peninsula, noting the half-dozen bridges of approach, locating City Point, the Carney Hospital and Commonwealth Pier, drawing the long-tailed triangle made by Broadway, East and West, Dorchester street and Dorchester avenue, and see him drop his pencil, as if you had said Carondelet or Staten Island.

Like most places with deferred possibilities, South Boston has had periods of discouragement. Her population has ebbed and flowed; the outgoing and incoming currents have not spoken with the same accent. Some of her churches have languished; some have changed hands. Where the Perkins Institution for

the Blind once gave mariners a towering landmark, there now spreads a one-story garage. Here and there a costly residence grows shabby, hollow-squared with the back piazzas of crowded three-flat houses. And those hastily built-up streets between old Telegraph hill and Dover street bridge, too many of them streets not in width but in name, look year by year more dispiriting; they recall the gridironed low grounds of Charleston and Savannah.

But these details mean little to a real South Boston man. His glance is fast to the promise of the map; he sees the signs of things coming. For instance, that standard gauge railroad track on First street, now giving spur-track chances block by block from the freight yard clear to the Walworth shops at City Point, is for him but one of many untrumpeted improvements, surer and more helpful than any Strandway. He will tell you that the old double-track roadbed, cut through the neck of the peninsula and giving the only entrance to all the freight yards on the Commonwealth flats, is now to have its width doubled; the dingy old bridges over it are coming down; substantial new work will replace them. Plans, he adds, are drawn for a half-million dollar addition to the Gillette safety razor factory in this same neighborhood. He will ask you if you have not seen for yourself the fourth huge stack that has lately risen beside the row of three at the Edison plant, on L street, near East



First. In any case, you recognize on the Summer street extension, not five minutes from the South station, the great wool warehouse, which, with the fish market and the Commonwealth pier, gives to the district a distinction for things the largest of their kind the world around. If you look sharply in the vacant lots near by, you will see concrete foundation piers already in place for new construction.

If war means fuller use of these

hundreds of level acres beside our deepest ship channel, what is to come when peace has once more freed the nations' commercial navies? Our 1200-foot dry dock, out beyond the fish pier, will hardly suffice for those happier days. Meantime, if you meet any man who has not strolled across South Boston for ten years, for three, or even for one, urge him as a loyal citizen to rediscover its opportunities.

## Monthly Dinner of the Employees of Gillette Safety Razor Co., Canada, Ltd.

**T**HE gathering of the Gillette employees at their Monthly Dinner at Freeman's Hotel, Montreal, on Wednesday evening, February 20th, was rather more interesting than usual.

This meeting marked the first attendance of the entire office staff, foremen and foreladies, and was one calculated to create unity and co-operation.

Generally speaking it was a "foremen's" meeting, and Mr. Petersen called on Messrs. Brown, Patterson and Welton to report on the results attained during the month, following Mr. Bittues' talk at the last meeting when he asked for all efforts to be directed toward an increase in production.

Mr. Brown, of the Stropping Department, gave facts and figures relative to the increase and his reasons for them.

Mr. Patterson, of the Grinding Department, gave a summary of his short stay in the Boston factory and

mentioned the features which impressed him most while there.

Mr. Welton, of the Hardening and Printing Department, spoke on the labor saving features of the new polishing drums and the advances in production on the fifth floor.

Mr. Petersen gathered up the facts as each one spoke and dwelt at some length on the important features brought out.

Mr. Flanagan referred to the progress made by the Company comparing the office work as now arranged and distributed among fourteen (14), to the year 1906 when Mr. Bittues and himself composed "The Gillette Staff."

Mr. Bittues then further outlined the work laid out in new and still greater amounts of production and what was expected of each one. We believe his final remark, "I leave it with each one of you" must inevitably result in a more closely connected corporation as it created a desire on the part of each one to do his "bit," and to increase the gen-

eral *esprit de corps* of the entire organization.

Presentations were made during the evening to Messrs. Keen and Rogers who left the following day with the Royal Flying Corps, and to Mr. Barrett who is now awaiting orders to join the U. S. Army.

The meeting was an educational one, and we feel will result in an even more distinct advance in the progress of the company.

*Somewhere in France,*  
January 27, 1918.

MR. LOUIS GALE,  
DEAR SIR:

Just a line to let you know that I received the Xmas box you sent, also your letter of the 3rd of January. The box I received came in handy, and every article was just what we needed. You can imagine us for once since our arrival in Sunny France (nix on the Sunny part) having plenty of smokes, and the Frenchies were all sore when they saw us with so much tobacco and good things to eat. Well, sirs, I am still in the best of condition and full of fight as are all the rest of the Gillette boys.

You must excuse me for not writing to you sooner but we are drilling all day long and we non-commissioned officers attend a school every night for a few hours, learning all the different kinds of warfare that they are using over here, so you can see we don't have much time for ourselves.

The day will soon be here when we will be called on to show the world what the Americans are made of and will bring back to the good name of the U. S. of America the fair name she always had. That's what we are here for, and we are in perfect condition to meet the Boche, and when we do they will know who we are and where we came from—the good old U. S.

All us fellows over here are thankful for everything both the firm and the girls are doing for us who are so far away from home, and we are all glad that we are doing our bit for our God and country, also the dear friends whom we left behind us in God's country, but we all have got to pray for the best.

Whatever you could do for my wife, if she needs any help, why I will be very thankful to you. I am glad to hear that

your business is so prosperous, and I hope it will increase a hundred times.

Anything that you may send us fellows will be greatly appreciated by us and we will be thankful for whatever you do for us—anything is accepted by us.

I will close for now, sending you all my best regards and wishes.

Tell Mr. Rice that I was asking for him, also Mr. Thompson and all the rest of the firm. Write soon. Please excuse this writing as I am writing under difficulties.

CORP. MARTIN A. MULLEN,  
Co. B, 101st U. S. Inf., Am. Ex. Force,  
Somewhere in France.

(Censored)

Via N. Y.

*Somewhere in France,*  
January 29, 1918.

MR. LOUIS GALE,  
DEAR SIR:

Received your package and was very glad to get it. There has been a mistake in my company on the address. I am in Headquarters Co. instead of D Co. the way it was addressed. The package I received was marked second package. I received no first package. It must have been on account of the addressing. I was told the first package contained cigarettes and tobacco. I'm sorry I didn't receive them because cigarettes and tobacco are rather scarce over here and I haven't any at present. I am awfully grateful to the War Committee for thinking of me and the rest of the fellows.

There is a little favor I would like to ask of the War Committee and that is this: I have received mail from home and things are not as they should be on account of my going away. Now if you would help my folks in any way I would be more than grateful to you.

Thanking you for what you have done for me, I remain,

Yours sincerely,  
PRIV. J. A. RICE,  
Headquarters Co., 101st Inf.,  
American Expeditionary Forces.  
Via New York.

(Censored)

MRS. MARGARET BRISCOE

Mrs. Margaret Briscoe, mother of our night watchman, Mr. J. J. Briscoe, passed away February 5th at the age of 76 years. Mr. Briscoe has the sympathy of all his fellow employees in his bereavement.

### SAYINGS OF JOSH BILLINGS

Tew enjoy a good reputashun, give publickly, and steal privately.

Tew git wrong things out ov yure child's head,—comb it often.

The longest lived thing i kno ov is a nickname.

In shooting at a deer that looks like a calf, always aim so az tew miss it if it iz a calf, and to hit it if it iz a deer.

In fishing for krabs, use yure fingers for bait, yu kan feel them when they fust bite.

If yu want tew git a sure krop, and a big yield, sow wild oats.

Blessed are they who have no eye for a key hole.

There iz no pashun ov the human harte that promises so mutch, and pays so little az revenge.

Jokes are like butternuts. To be good, they musn't be cracked flatways.

It iz just az natral tew be born poor az tew be born naked, and it iz no more disgrace.

Whenever yu hear a man who alwus wants tew bet hiz bottom dollar, you kan make up yure mind that that iz the size ov hiz pile.

One ov the most reliable prophets i kno ov, iz an old hen, for they dont prophesy enny egg, until after the egg haz happened.

Ridikule that aint true haz no partikular power.

When a man measures out glory for himself he alwus heaps the haff bushel.

There is no kure for vanity; gitting thoroly wet cums the nearest to it, for the time being.

There is lots of people who mistake their imaginashun for their memory.

A bizzy-body is like a ritch cheeze, full of little things.

A good karakter is allwus gained bi inches, but iz often lost in one chunk.

There iz a grate menny ginger-pop people in this world, after they hav bin uncorked a fu minnits, they git to be dredphul flatt.

If yu are going to make amusements a stiddy bizness, ketching flies iz as good az enny.

The most kritikal people to suit are

thoze who board at the alms houses.

I perfer the gravity ov the owl to the loquacity ov the magpie, it iz better to look wise, than to talk foolish.

Necessity iz the very best gift ov heaven, without it poor human natur would only be a herd ov loafers.

What a man gits for nothing, he iz very apt to value at just about what it kost.

Opportunitys are like birds, they will slip out ov yure hands if yu giv them haff a chance.

If yu would eskape envy, abuse, and taxes, yu must liv in a deep well, and only cum out in the nite time.

A man who kant find ennything to do, gennerally hunts with grate caushun.

Yung man, set down, and keep still, yu will have plenty of chances yet to make a phool ov yureself before yu die.

### A BEAM IN HER OWN EYE

A plate of apples was being passed among a party of little girls. There was one particularly fine apple on the plate. Modesty caused several of the little ones to resist the temptation to take the big apple, but soon one of them yielded. The next child with disappointment showing in her face said angrily: "How selfish of you to take the biggest apple, I—I was just going to take it myself."

(There is a moral to this story, and possibly the reader will find it.)

### CERTAINLY NOT

A certain Miss Wilberforce took part in a political campaign and by her quickness at retort became very popular. On one occasion she was greeted with the shout, "Miss Wilberforce forever!" at which she pleasantly observed, "I thank you, gentlemen, but I cannot agree with you; for really I do not wish to be Miss Wilberforce, forever."

### EXCHANGE

*Little Girl:* "That bun you sold me yesterday had a fly in it, and muvver says you ought to give me another one."

*Baker:* "I can't do that, but tell your ma that if she'll let me have the fly back I'll give her a currant for it."

## THE HEART

If thou hast crushed a flower,  
The root may not be blighted;  
If thou hast quenched a lamp,  
Once more it may be lighted;  
But on thy harp or on thy lute,  
The string which thou hast broken,  
Shall never in sweet sound again  
Give to thy touch a token.

If thou hast bruised a vine,  
The summer's breath is healing,  
And its clusters yet may glow,  
Through the leaves their bloom revealing;  
But if on the troubled sea  
Thou hast cast a gem unheeded,  
Hope not that wind or wave will bring  
The treasure back when needed.

If thou hast loosed a bird  
Whose voice of song could cheer thee,  
Still, still he may be won  
From the woods to warble near thee;  
But if thou hast a cup o'erthrown  
With a bright draught filled, O, never  
Shall earth give back that lavished wealth  
To cool thy parched lips' fever.

The heart is like that cup,  
If thou waste the love it bore thee,  
Or like the jewel gone,  
Which the deep will not restore thee,  
Or like the string of that harp or lute  
Whence the sweet sound is scattered.  
Gently, O, gently touch the cords  
So soon forever shattered.

## NO KILLER

"They tell me, Mr. Slathers," simpered the fluffy young thing, "that you are quite a lady killer."

"They do me an injustice, upon my word, Miss Giggley," responded the gallant old beau, laying his hand on his heart, and making a profound bow; "I catch 'em alive."

## LIFE

Of all the miracles the most wonderful is that of life—the common, daily life which we carry with us, and which everywhere surrounds us. The sun and stars, the blue firmament, day and night, the tides and seasons, are as nothing compared with it. Life—the soul of the world, but for which creation were not! It is life which is the grand glory of the world. It was, indeed, the consummation of creative power, at which the morning stars sang together for joy. Is not the sun glorious, because there are living eyes to be gladdened by his beams? Is not the fresh air delicious, because there are living creatures to inhale and enjoy it? Are not odors fragrant, and sounds sweet, and colors gorgeous, because there is the living sensation to appreciate them?

Without life, what were they all? What were a Creator himself, without life—intelligence—understanding—to know and to adore Him, and to trace his finger in the works that he hath made?

## MY FATHER'S LOG CABIN

It is only shallow-minded pretenders who either make distinguished origin matter of personal merit, or obscure origin matter of personal reproach. Taunt and scoffing at the humble condition of early life affect nobody in this country but those who are foolish enough to indulge in them; and they are generally sufficiently punished by public rebuke. A man who is not ashamed of himself need not be ashamed of his early condition.

It did not happen to me to be born in a log cabin; but my elder brothers and sisters were born in a log cabin, which was raised amid the snow-drifts of New Hampshire, at a period so early, that when the smoke first rose from its rude chimney, and curled over the frozen hills, there was no similar evidence of a white man's habitation between it and the settlement on the rivers of Canada.

Its remains still exist. I make to it an annual visit. I carry my children to it, to teach them the hardships endured by the generations which have gone before them. I love to dwell on the tender recollections, the kindred ties, the early affections and the touching narratives and incidents, which mingle with all I know of this primitive family abode.

I weep to think that none of those who inhabited it are now among the living; and if ever I am ashamed of it, or if I ever fail in affectionate veneration for him who reared it, and defended it against savage violence and destruction,—cherished all the domestic virtues beneath its roof and shrank from no danger, no toil, no sacrifice, to raise his children to a condition better than his own,—may my name and the name of my posterity be blotted forever from the memory of mankind!—*Daniel Webster.*

*If any of our readers are interested to know from what sources these selections are taken they may ascertain same by applying to the Editorial Department of "The Gillette Blade."*



## THE REAL SALESMAN

**O**NE who has a steady eye, a steady nerve, a steady tongue, and steady habits.

One who understands men and who can make himself understood by men.

One who turns up with a smile and still smiles if he is turned down.

One who strives to out-think the buyer rather than to out-talk him.

One who is silent when he has nothing to say and also when the buyer has something to say.

One who takes a firm interest in his firm's interests.

One who knows that he is looking out for his own interests by looking out for his customer's interests.

One who keeps his word, his temper and his friends.

One who wins respect by being respectable and respectful.

One who can be courteous in the face of discourtesy.

One who has self-confidence but does not show it.

One who is loved by his fellow-men.

—THE SALT SELLER.