

The Gillette Blade

MAY 1918



The
Old-Time Razor



The
Razor Of Today

THE EVOLUTION OF THE RAZOR
*The Development of the Gillette Has Made
Self-Shaving a Pleasure*



KNOWN THE WORLD OVER

G.F.T.

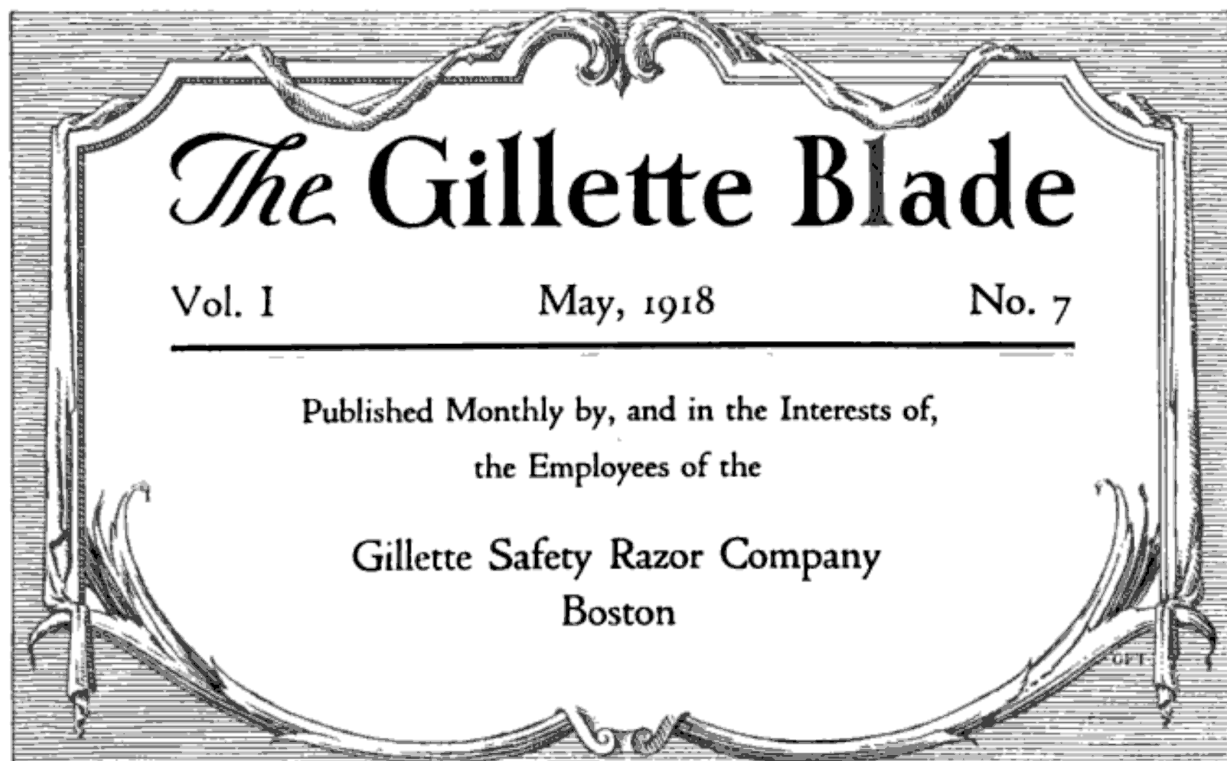
Ye Towne Gossip *by* K. C. B.
Courtesy *Buffalo Inquirer*, Buffalo, N. Y.

SOMEWHERE IN FRANCE, March 3

IF I have to
I CAN do it.
BUT I don't like it.
AND WHEN I got on a train.
WHERE THERE was a barber.
IN THE buffet car.
I WAS glad.
AND I went in.
TO THE little hole.
IN THE side of the car.
WHERE THE barber is.
AND I took off my coat
AND MY collar.
AND MY tie.
AND HID my scarf pin.
AND GOT in the chair.
AND SAID to the barber.
"A SHAVE, please."
AND HE fixed everything.
AND MADE the lather.
AND LEANED against the chair.
AND LATHERED me.
AND RUBBED my face.
WITH HIS fingers.
AS BARBERS do.
AND EVERY little while.
WE'D HIT a curve.
AND HIS hand would slip.
AND I'D close my lips.
AND MY teeth
AS TIGHT as I could.
TO KEEP him out.
AND I did.
AND HE stropped the razor.
AND CAME over.
AND LAID on my chest.

WITH BOTH his elbows.
AND ALL his weight.
AND I was lying there
WITH MY eyes closed.
AND I opened them.
AND ALL I could see.
WAS the white of his eyes.
HE WAS so close.
AND IT made me think.
OF LOU Tellegen.
AND EDITH Long.
WHEN THEY'RE making love.
AND I said to him.
"IS IT necessary.
"TO LIE all over me?"
AND HE said it was.
AND HE had to do it.
SO WE'D both move
AT THE same time.
AND IN the same direction.
WHEN THE train swayed.
AND I could see
THAT He was right.
AND I closed my eyes.
AND HE got on me again.
WITH HIS elbows.
AND HE stayed there
FOR THIRTY minutes.
AND HOWEVER I lived
I DON'T know.
AND THEN he wanted.
TO CUT my hair.
AND I knew right away
HE'D HAVE to sit on my lap.
TO DO it.
AND I wouldn't let him.
I THANK you.

Sent in by A. M. WILLIAMS, *Sales Department*



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The Development of the Gillette Safety Razor

WILLIAM E. NICKERSON, Director

PART I—MR. GILLETTE'S INVENTION

RAZORS appear to have been made in very ancient times. The first use of steel was probably for weapons principally. It requires a rather high quality of material to make a razor in any way satisfactory, and skill in steel working had to be very considerably advanced before the metal produced was capable of taking and holding a shaving edge. The form of the razor until very recent times would seem to have invariably been that of a wedge or V shaped blade with flat sides. I recall having seen old Chinese razors and they were of this pattern, with short broad blades.

The first step toward modern practice was taken, as far as I have been able to learn, about one hundred years ago when razors began

to be made in which the blades were thinner and had clamped-on back pieces. These were made, I believe, in Sweden, and were more easily honed than the old V shape since the edge and back piece only rested on the hone instead of the whole flat side of the blade as in the older type. These thinner blade Swedish razors with the reinforced backs were very highly thought of two generations ago. When I was a boy my father had one of them which had belonged to an older brother, then deceased. When I was about seventeen years old my father presented me with a pair of razors in a case and these were of the old V shape. I used them for many years.

The second step in advance was the so-called concave or hollow

ground razor in which the sides of the blade instead of being flat were curved inwardly. This made the razor lighter and gave it the same advantage in honing as the reinforced back kind before mentioned. Practically all modern straight razors are concaved or hollow ground in this way. Forty years ago quite a business was done in "hollow grinding" old and highly esteemed blades of the V sort.

The next and third step forward was the invention of the safety guard, which consisted in attaching to an ordinary razor blade a corrugated or toothed piece which rested on the skin just in front of the edge and had the tendency to prevent the user from cutting himself. These safety devices were rather crude but served, nevertheless, to give some small measure of safety.

The fourth step consisted in making the razor blade relatively short, separating it from the shank and ordinary handle and mounting it detachably in a frame by means of clips and other devices, in improving the relations of the guard and the edge and also in arranging the handle in more convenient form. The basket shaped safety razors preceding the Gillette were instances of these improvements.

We now come to the fifth and doubtless the greatest of the forward movements. This was embodied in King C. Gillette's work in evolving a new and highly original type of razor, in which the blade could be sold for such a low price that the necessity for honing and stropping could be eliminated, the blades be-

ing thrown away when dull and new ones substituted. This type as now developed in the Gillette Safety Razor in its present familiar form gives to the user the maximum of efficiency and safety and the minimum of annoyance and trouble.

Mr. Gillette's invention does not consist primarily in any particular form of blade or design of blade holder, but in the conception of a blade so cheap as to be discarded when dull. To obtain such a blade he abandoned the forged type and resorted to one of sheet steel, so that it might be punched out of a plate, or cut off from a strip, and the expense of forging and hollow grinding avoided. The "no honing" and "no stropping" idea is fundamental in Mr. Gillette's scheme of improvements. It enables the user to substitute a new and sharp blade at much less expense than would be incurred in having a dull razor rehoned and also involves much less trouble. Mr. Gillette's efforts were directed mainly toward the making of blades sufficiently cheap to realize the "no honing" and "no stropping" principle. What he really did was to transfer from the blade to a separable holder the rigidity necessary for shaving, leaving in the blade itself merely enough substance to take a cutting edge and the Courts have taken this view.

Prior to Mr. Gillette's invention the trend in the art of razor making was all toward an expensive blade which should be made to do duty as long as possible, even a lifetime in some cases, and be indefinitely honed and stropped. It will be seen that

Mr. Gillette's idea was a complete right-about-face in the art and has all the characteristics of a really great invention. It has boldness of conception and originality to a very marked degree. This view has also been voiced by the Federal Courts upon the granting of injunctions against infringers.

Mr. Gillette carried his theoretical progress in his new type of razor to great completeness. The blade was to be made of relatively thin sheet steel and thereby economy in material and labor secured. It was to have two edges, one on each side, and the economy in this way was still further increased. The adjustment of the blade edge to the guard was to be obtained by flexing the blade so as to bring the edge nearer to, or farther from the guard teeth, in order to obtain a finer or coarser cut. It will be seen at once that these three characteristics of the Gillette razor readily distinguish it from all preceding razors. It may be said, however, that since it has been on the market, hundreds of razors have appeared which have infringed the Gillette patents, or at least have imitated the Gillette razor as closely as the makers dared. One of the most striking tributes to the value and originality of the Gillette invention rests in the avalanche of imitations which have seen the light since the Gillette razor has become known to the world. The great majority of these imitations have either died at birth or soon afterward, or have been suppressed by the courts as infringers of the Gillette patents, so that at present only four or five

other safety razors of any importance are on the market.

It would be unjust to the Gillette razor to contrast it with the great public utilities which have been given to the world in the last hundred years, like the railroad, the steamboat, the telegraph, the telephone and others of similar scope. It can, however, be truthfully said that among the lesser of the great inventions the Gillette razor has achieved a success without a parallel. It can further be said that this success is based on the genuine merit of the razor itself. Advertising, business management and other aids may play a valuable part, but in the last analysis only merit in the goods can secure permanent prosperity. The Gillette razor is of real benefit to mankind, for it adds decidedly to cleanliness and comfort and by inducing more people to shave themselves it becomes a great saver of time, money and health. This being indisputably true, it follows that Mr. Gillette, through his invention of this new type of razor, is a benefactor of the race, and no buyer of a Gillette razor, if he uses it with care and intelligence, can deny that he has received more than his money's worth and must remain permanently in debt to Mr. Gillette and the Gillette Safety Razor Company.

Mr. Gillette developed in his own mind a remarkably clear idea of what he wished to accomplish and clung to this idea with commendable tenacity. In spite of the fact that razor experts laughed at his scheme, called it visionary and absurd and discouraged him in every way, he

stuck to his text and in good time had the satisfaction of having his dream come true. His first thought in connection with the razor came in 1895 and for six years he continued to think and work over the problem at every convenient opportunity. He made a variety of models, some of which were approximations to the present razor, but none of which were quite satisfactory. Great difficulty was experienced in hardening the blades and no machinery was in existence for putting on the edges. The enterprise seemed to be up against a stone wall and somebody seemed to be necessary who had had special training and was otherwise equipped to handle the problem of development. This problem included the working into practical shape of the razor itself, the invention and building of sharpening machinery, of methods of hardening and tempering for thin blades, manufacturing processes for the blade holders, and a thousand and one different things which could be expected only from one of some scientific training and

practical experience, combined with at least a fair amount of originality and inventive capacity. The first part of this article will be closed at this point. The next part will be devoted to a consideration of the preparation of the person who, by good luck or otherwise, and with the assistance of others, succeeded in developing the Gillette idea to a point where it became a success on the mechanical side. We must always distinguish however between the invention of the Gillette razor so admirably accomplished by Mr. Gillette and its practical development as carried forward by others, for the two things are quite separate and each required a type of mind and a training quite distinct. We should remember also that the really great invention was that of Mr. Gillette and that no amount of development work can in any way approach it in importance or in merit. Without it there would have been no foundation to build upon and nothing to develop.

(To be continued in THE GILLETTE BLADE for JUNE.)

Gillette Again Goes "Over the Top"

FOR the third time within a year the employees of the Gillette Safety Razor Co. have gone "over the top" in their subscriptions to the Liberty Loan.

The Third Liberty Loan just closed shows a total of \$70,000 subscribed to by Gillette employees. The company has also subscribed to \$300,000, making a total Gillette subscription to the Third Liberty Loan of \$370,000. When it is con-

sidered that the combined subscriptions of the Gillette employees and company to the First Liberty Loan was \$200,000, and their subscription to the Second Liberty Loan was \$500,000, the effort made in this last loan indicates unusual patriotic interest on the part of our employees.

With a grand total of \$1,070,000 subscribed to the first three Liberty Loans every one has just cause to be proud of their effort and sacrifice.



THEODORE L. SMITH

MR. THEODORE L. SMITH, whose portrait accompanies this article, has joined the Gillette organization in the capacity of Production Engineer.

Mr. Smith enjoyed the privilege of having been born in the historic town of Concord, Mass., December 24th, 1877, having been nearly, but not quite, a Christmas present to his parents.

After acquiring the major part of a high school education, he worked at various jobs ranging all the way from that of a licensed guide in the Maine backwoods to that of traveling salesman.

During the Spanish-American War he served as a sergeant in the 6th Massachusetts Regiment in Porto Rico.

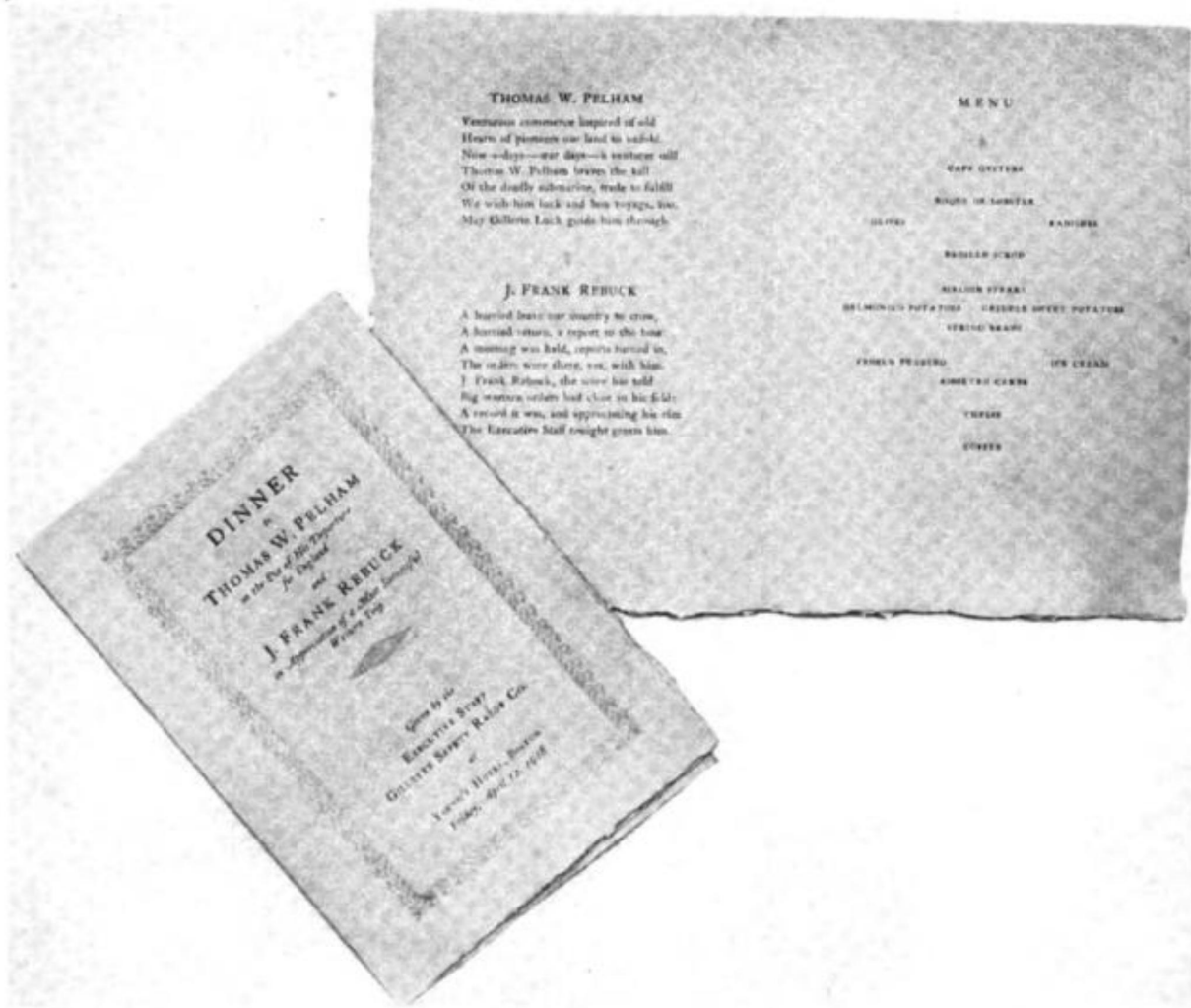
Mr. Smith was first introduced to machinery at the old Standish Woolen Mills in Plymouth, Mass., where he was severely injured in the Carding Room and his right arm was saved only by the skill of an old army surgeon.

This experience had the effect of making him a "Safety First" man for life.

Mr. Smith entered the Massachusetts Institute of Technology in 1901 to take a course in Mechanical Engineering, but his studies were interrupted for two years, during a part of which time he was employed by the Stone & Webster Engineering Corporation in the Statistical Department. In February, 1907, he began work with the American Locomotive Company as a draftsman but was soon after transferred to the Standard Practice Department to work under the supervision of Mr. Harrington Emerson.

The American Locomotive Company operates several large plants and Mr. Smith was transferred from one to the other and finally became Production Engineer for the Schenectady plant. After eleven years' service with the American Locomotive Company, he resigned his position to associate himself with the Gillette Safety Razor Company on April 22nd.

Mr. Smith is married and is the proud father of three children.



SOUVENIR DINNER MENU

The menu was used at the testimonial dinner to Messrs. Pelham and Rebeck

Complimentary Dinner to Messrs. Pelham and Rebeck

THE Executive Staff of the Gillette Safety Razor Company tendered a complimentary dinner to Mr. Thomas W. Pelham, Sales Manager, on the eve of his departure for England, and to Mr. J. Frank Rebeck, Assistant Sales Manager, in appreciation of a most successful Western trip.

The dinner was given at Young's Hotel, Friday evening, April 12th, and was another example of the get-together idea which is accomplishing so much in this organization.

Mr. Pelham, who shared the honors of the occasion, sailed for the fourth time through the War Zone in three years' time, from an "Atlantic Port" on the S. S. *Philadelphia*, April 16th, and he was made the recipient of the best wishes of all present for a safe and successful trip. (Note:—At this time we are pleased to be able to mention that a cable received April 30th announced Mr. Pelham's safe arrival in England after two weeks on the high seas.)



J. FRANK REBUCK

Ass't Sales Manager Gillette Safety Razor Company

The events which prompted the extension of this complimentary dinner to J. Frank Rebuck are of unusual interest to all Gillette folks, as it shows the unusual enterprise resorted to by our representatives in meeting and mastering trade conditions:

Mr. Rebuck's report of his trip is reprinted herewith:

"On February 18, 1918, late in the afternoon, the Company learned of a prospect for a big order in Baltimore, so I packed my grip and left that evening. Expecting to return the following night I took only the

necessary traveling articles.

"When in Baltimore on the 19th, after closing a big deal, I heard of other prospects, West, so decided to go to Chicago that afternoon. While in that city other opportunities were presented, so I proceeded to St. Louis, then on to New Orleans, San Antonio, El Paso, Los Angeles, San Francisco, Portland, Seattle and Tacoma, returning by way of Chicago, traveling 9,000 miles in 22 days, 16 nights of which were spent in sleeping cars.

My schedule of traveling was as follows:

<i>Left</i>	<i>Date</i>	<i>Arrived</i>	<i>Date</i>
Boston	2-18, 7.30 P. M.	Baltimore	2-19, 9.00 A. M.
Baltimore	2-19, 1.00 P. M.	Chicago	2-20, 11.00 A. M.
Chicago	2-20, 11.59 P. M.	St. Louis	2-21, 9.00 A. M.
St. Louis	2-21, 4.30 P. M.	New Orleans	2-22, 11.15 A. M.
New Orleans	2-23, 11.30 A. M.	San Antonio	2-24, 4.30 A. M.
San Antonio	2-24, 7.50 P. M.	El Paso	2-25, 5.45 P. M.
El Paso	2-27, 10.15 P. M.	Los Angeles	2-28, 11.00 P. M.
Los Angeles	3-1, 8.00 P. M.	San Francisco	3-2, 10.00 A. M.
San Francisco	3-2, 6.00 P. M.	Portland	3-3, 8.50 P. M.
Portland	3-4, 2.00 P. M.	Seattle	3-4, 8.00 P. M.
Seattle	3-5, 11.59 P. M.	Chicago	3-9, 11.00 A. M.

Side-trips, Tacoma, 3-5, and Toledo, 3-9 and 10.

<i>Left</i>	<i>Date</i>	<i>Arrived</i>	<i>Date</i>
Chicago	3-11, 5.30 P. M.	Boston	3-12, 8.55 P. M.

"While on the above trip, I was in daily touch with the home office either by telegraph or telephone, also in telegraph communication with five Gillette representatives, who were working on the same proposition in all parts of the United States. In that time I received sixty-six telegrams and dispatched ninety-eight.

"A fair example of traveling speed is herewith given. I arrived in St. Louis on February 21st, at 9 A. M.; had my first appointment at 9.30 A. M., and was requested to return for a final conference at 4.00 P. M. My train for New Orleans was scheduled to leave at 4.30 P. M., so with Mr. Grant, our St. Louis represent-

ative, called at 3.50 P. M. for the final conference, instructing Mr. Grant, that should I receive the order, I would give him a certain signal, to call a taxicab, so I could make the 4.30 train. The contract was closed at 4.05 P. M. and when I went out of the office Mr. Grant had the machine waiting, so together we went to the hotel, telegraphed the order to Boston, paid my hotel bill and made the 4.30 train for New Orleans, thereby saving a day.

"Our grips are always kept at the office and we have ourselves in readiness to start on a trip on a moment's notice, regardless of personal inconvenience, as the Gillette Company has the first claim at all times."

Never be content with yourself or your work. No successful man is ever satisfied. He could not have been successful if he had been.

Personality

Now what is your niche in the mind of the man who met you yesterday?

He figured you out and labeled you, then carefully filed you away.

Are you on the list as one to respect, or as one to be ignored?

Does he think you the sort that's sure to win, or the kind that's quickly floored?

The things you said — were they those that stick, or the kind that fade and die?

The story you told — did you tell it your best? If not, in all conscience why?

Your notion of things in the world of trade — did you make that notion clear?

Did you make it sound to the listener as though it were good to hear?

Did you mean, right down in your heart of hearts, the things that you then expressed?

Or was it the talk of a better man in a clumsier language dressed?

Did you think while you talked? Or but glibly recite what you had heard or read?

Had you made it your own — this saying of yours — or quoted what others said?

Think — what is your niche in the mind of the man who met you yesterday

And figured you out and labeled you, then carefully filed you away?

STRICKLAND W. GILLILAN (*In "Including Finnigan"*)

Make a Garden and Help Win the War

From Circular by Firestone Tire & Rubber Co., Akron, Ohio

LAST Spring when the government was urging everybody to make a war garden, we decided to make full use of some of our vacant land near our factories. We plowed the ground and put it into condition for planting. It was divided into 265 plots. A bulletin posted in the factory advised our people that these garden lots were ready. In a few hours they were all taken and work began at once.

A shed was put up for tools. Then the question came up, how to keep track of the cost of seeds, time put in and the final results—the idea be-

ing to prove to ourselves that war gardens well handled are profitable as well as patriotic. So a time-clock was put in the tool house.

The gardeners quickly caught the spirit and punched the clock "in" when they came to work on their gardens. When they put their tools back later, they would punch "out."

Seeds were sold to the gardeners at cost, all time was accounted for and produce taken from the gardens was checked, weighed and priced at current retail prices. So there was no guesswork about Firestone war gardens.

Number of gardens assigned.....		265
Number of hours worked.....		15,313
Average number of hours per garden.....		57
Number of weeks		23
Average hours per man per week.....	2 hrs. 29 min.	
Value of products at retail prices.....		\$14,205.59
Total cost of seeds.....	\$ 500.17	
Labor, watchmen, plowing.....	2,390.17	
Miscellaneous expenses	134.22	3,024.56
		<hr/>
Net value		\$11,181.03
Average value of products from each of the 265 gardens		53.60
Average amount per hour received by each gardener in value of products.....		.94

The above table shows how carefully the gardens were checked and demonstrates their practical value.

The individual with only a backyard space will find these figures just as interesting as did the Firestone war gardener and what was done in the Firestone plot can be accomplished in your back yard.

The United States Food Administration urges everyone to plant a war garden but they also caution against raising more vegetables than

the individual can use. There will be a great demand for potatoes and dried beans during this next year and the war gardener who plants these commodities is taking no chances. Lettuce and greens of all descriptions are desirable if planted in correct quantity. Don't plant more of these than you can use. The idea of the war garden is to save and not waste. Can or dry your surplus. Save, conserve the food you raise. Do not waste it!



GEORGE L. DYER

President, The George L. Dyer Company

THE subject of this sketch, whose very interesting article on Advertising appears in this issue of THE BLADE, is one of the best known advertising men in the country today.

Mr. Dyer is a product of the Middle West, Chicago having been his home for a number of years. It was here he made his advent into the advertising world, via the newspaper route.

After considerable experience with various concerns as Advertising Manager, Mr. Dyer decided to go into the Agency business, forming a partnership with Mr. Arnold of Philadelphia, the firm name being Arnold & Dyer. Later this partnership was dissolved and Mr. Dyer established himself in New York, the firm name being, The George L. Dyer Co.

Mr. Dyer knows advertising and its relation to the successful marketing of a product—his genius is of the constructive kind that builds business and makes advertising pay the manufacturer.

Mr. Dyer has handled the advertising of the Gillette Safety Razor Co. about eight years and great credit is due him for his excellent work in connection with the worldwide success which has come to the Gillette razor.

Getting Across to the Public

GEORGE L. DYER

THE whole success of advertising as I see it, and as it has worked out in years of practical experience, consists in having the *facts* on your side and getting them across to the public in such a way that they will be understood and believed.

The reason that so much advertising doesn't get across is because—first, it is not read; second, it is not believed; third, it represents a faulty article, or an unbusinesslike management.

The more limelight you throw on a faulty proposition, the more you show its defects.

In this country of ours we have universal education and an enormous circulation of magazines and newspapers. We have an earning capacity and standard of living unequaled anywhere else in the world. You find a potential customer in almost every one of our hundred million Americans.

This is a Democracy. The only power is in what the people think and do. The motto for every man and for every business should be: "I Serve."

And a business must show that service to the people in terms that the people can understand.

It must take the public into its confidence.

Never before in any time or in any country has such a large percentage of people been able to read and write as here in the United States.

Practically all thought is formed and all ideas are acquired by means of the printed word.

What is said in the United States Senate or by the President counts for little to the country—until it is printed.

Overnight the printed word has the Nation for an audience.

Analyze any of the outstanding successes in advertising and you find, first of all, an article that makes life better worth-while for the average citizen.

It may be a finer flavor in his food; the saving of work for his wife. It may be standardized quality and right style in the clothes for himself and his family. Better furniture; the multitude of household conveniences; the talking machine and player-piano; the motorcycle and automobile. These are only a few of the hundreds of fundamental betterments that might be cited.

Individual instances are hard to pick out of the great mass of things, because many of the big successes have been cited so often.

If I were asked to reduce an advertising success to its simplest elements, these elements would be what I call the "S. P.'s": that is—Service and Sincerity, Perseverance and Publicity.

Take the instance of Mellin's Food, brought out in America about thirty-five years ago by Thomas Dobbin, a Boston druggist, and first advertised by a four-line reading

notice in the *Boston Transcript*. This notice was read by the mother of an ailing baby; and it was the photograph of this baby, brought back to health by Mellin's Food, which established for all time the testimonial character of the Mellin's advertising.

From produce grown in a quarter-acre backyard garden; then to the sale of a few dollars' worth of bottled horseradish, and so to a steadily increasing business by advertising—until today it is a business running high into the millions—is the history of the H. J. Heinz Company.

Mennen's Borated Talcum Powder is another instance. Up to Gerhard Mennen's time the only powder for soothing an irritated skin was precipitated chalk. Mennen saw the need, and put up the first talcum powder. From neighborhood sales he turned to the wider field of the national market. At first with a few dollars' advertising investment; then with larger and larger appropriations; until today Mennen's is a household word all over the world.

Every family in America knows W. K. Kellogg, the man who invented corn flakes. The rise of Kellogg's Toasted Corn Flakes is a typical example of service, plus sincerity, plus persistence—and publicity.

Twenty years ago W. K. Kellogg was associated with his brother, Dr. Kellogg, in connection with the Battle Creek Sanitarium. Together they made some of the most original scientific investigations on food values and the relation of foods to health.

The interest of W. K. Kellogg was not in foods as medicine—but in

foods to eat. He had vision of the great public ideals as to food standards. He rendered a real service to the public, and his establishment is one of the greatest food institutions in the world. W. K. Kellogg has spent ten million dollars to educate the American public to the value of corn. The attitude of the Government today, of the press and the public, shows how farsighted he was, and how right.

There is Waterman, who first conceived the service of a pen that would write without constant dipping. He peddled his first pens on the street corners, until advertising showed the way to a world-wide market.

When I was a little lad I knew a chap by the name of Ziegler, who was a prescription clerk in a drug store in a small town in Iowa. He made a combination of corn-starch and cream-of-tartar, and sold it for baking purposes. Housekeepers who tried it came back and asked young Ziegler for more of that "Baking Powder." Ziegler died a multi-millionaire. His fortune was made by the service and advertising of Royal Baking Powder.

In 1892 a man by the name of Bliss opened a retail shoe store at 113 Summer Street, Boston. He had a new idea of style and of standard quality in shoes. Service and sincerity, persistence and publicity, built the Regal Shoe into a national institution with a chain of stores across the Continent and a turnover of ten million dollars a year.

There are thousands of small successes in advertising almost as dramatic that the world hears little

about. Ten years ago, when my advertising business was situated in Philadelphia, a young man came into my office with some pieces of bright silk dangling from his fingers. He was a salesman for a ribbon house. His idea was to make a superior fancy silk band for hats; to make them adjustable with two little invisible hooks that were a part of the band.

He had about \$300 in money, and he wanted to advertise. He interested me because he was so much in earnest and he knew the ribbon business from the ground up.

I guess I put in a thousand dollars' worth of my time spending that \$300 for him in the most effective way I could find.

That was John E. Wick, of the Wick Fancy Hat Band. He did a million dollars in hat bands last year, and has become the hat-band authority of the world.

Practically all of the College Hat Bands, Regimental Colors, Club Stripes and Puggaree Scarfs and the like that you see on men's straw and soft felt hats, and on women's hats, too, are Wick manufacture.

Hat bands led to tapes, braids and narrow fabrics. Wick is this year supplying the Government with practically all of the tapes used in uniforms and equipment. And shipping quantities to Great Britain.

There was John B. Stetson, a poor lad from the North of Ireland, a hatter by trade, who came to Philadelphia. Stetson reaped the reward of higher quality and better style in men's hats, in the shape of the largest hat business in the world.

There was Edward Howard, who invented the modern watch, revolutionized the watch-making industry of the world, and lived to see the Howard Watch accepted everywhere as the last word in a fine timepiece.

You have only to look at the career of the Gillette Safety Razor to see the whole thing work out in typical form.

Here is the fundamental service that applies to every man of shaving age.

The first Gillette advertising cost \$200. The razor was new, untried, a radical change from anything the consumer had ever known.

The advertising brought in 187 orders, each with its \$5 enclosed—a total of \$935 worth of direct business; to say nothing of the indirect effect, which was not inconsiderable, as is shown by the fact that a second small appropriation brought in upwards of 1500 orders.

From that beginning to the year 1917, with its sales of more than a million razors, upwards of one hundred million blades and annual net profits of \$4,500,000, is simply the history of capitalizing a universal human want through sound advertising and merchandising.

Advertising is responsible for so many great successes that the layman is in danger of assuming that it can put anything across.

Advertising must work with the tide—follow the processes of the human mind.

There was "Sunny Jim," for instance—a quaint character brought out in connection with a breakfast food some years ago, and exploited

at a cost of a million or two of dollars, only to prove that while everybody knew Sunny Jim, the public in general was not buying the food!

The facts are that nothing will succeed by advertising that would not have succeeded in some measure without it. The service must be there. It must be a service that fills a public want. What advertising can do is to expand the number of people who know of the service and appreciate the sincerity of the concern or the institution that is back of the service.

Going further into my personal experience, I could tell you the story of Hart, Schaffner & Marx Clothing and of Kirschbaum and Kuppenheimer.

I could tell you of Herbert Franklin and his successful fight to establish the Air-Cooled Automobile.

I could tell you of the Ostby's—who first designed costume jewelry—who invented white gold of practical hardness, and who built the greatest ring business in the world by making their gold rings full-weight and a little heavier than

United States Government assay requirements.

I could tell you of William Plummer and how he revolutionized the Belting service in American power plants.

How the Corn Products Refining Company came to do an eighty million dollar business with Karo and Mazola and Argo, and Kingford's Starch.

I could tell you how Brer Rabbit came North with the real New Orleans molasses from New Orleans.

And twenty other instances of service, sincerity, perseverance and publicity.

When you hear someone say of any great successful business that "advertising did it," remember that advertising *helped*, and helped mightily. But there was a lot more to it than that.

There was a high order of business sense and responsibility back of the success, and a product of true merit.

Three hundred and forty different safety razors have been put on the market—the Gillette is the only pronounced and universal success!

THE KHAKI AND THE BLUE

Tune, Battle Hymn of the Republic

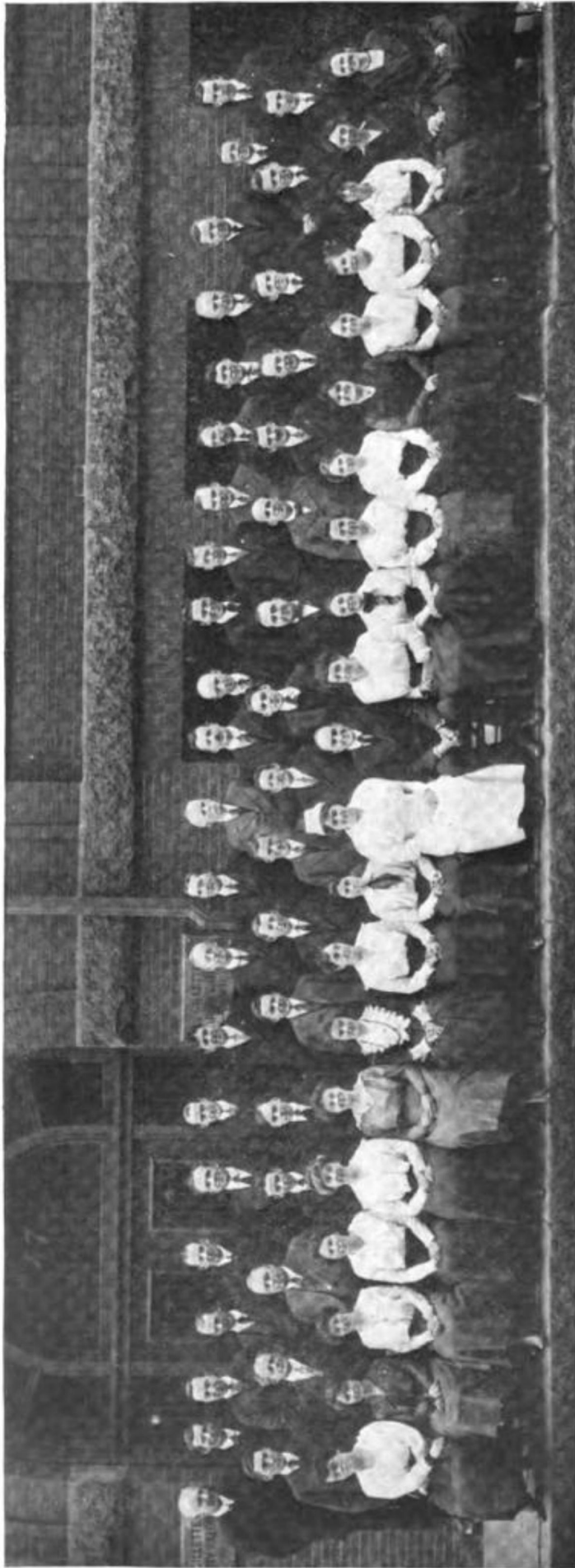
RACHEL ANDERSON, *Paper Box Department*

Our boys have left the factory,
The boys we loved so well,
To fight for God and Country,
That we may safely dwell
At home in peace and safety
Till the war at last shall end,
Our lads who marched away.

The Allies cried across the sea,
"Come on you Yankees, come,"
So Sammie said, "I guess my boys
We'll have to fight the Hun."
"We'll fight and bravely do our share
Until the battle's won,"
They said and marched away.

Chorus

When in camp or on the water,
Or battlefield, we'll see them through
For we girls will keep on knitting
For the Khaki and the Blue.



GROUP DEPARTMENT HEADS, GILLETTE SAFETY RAZOR CO., TAKEN APRIL 27, 1918

Upper Row Left to Right—Edward R. Wharton, Handle Press Dept.; Frederick M. Porter, Asst. Foreman Machine Shop; Albert A. Raphael, Traffic Dept.; J. Norman Rice, Buffing Dept.; George Hardwick, Store Room; John F. Heim, Asst. Electrical Engineer; Edward J. Hoar, Plating Dept.; William G. Standish, Asst. Foreman Machine Shop; Nelson H. Fairweather, Machine Shop; Henry E. K. Ruppel, Chief Chemist; William E. Nickerson, Mechanical Expert; Alfred D. Vezina, Chief Blade Inspector; John F. Kelly, Honing Dept. 3 "A"; Walter A. Murphy, Stock and Wiring Depts.; Theodore L. Smith, Efficiency Expert; Harvey C. Hatfield, Chief Engineer; Ivan H. Gaskin, Chief Electrical Engineer; Arthur Matheson, Asst. Foreman Buffing Dept.; Edward E. Ephlin, Asst. Foreman Store Room; Charles E. Rock, Service Dept.; Frederick M. Dorr, Asst. to Chief Draftsman; J. Frederick Curran, Asst. Superintendent. *Second Row Left to Right*—Louis Gale, Chief Handle Inspector; Frederick C. Blank, Chief Engraver; William H. Parry, Chief Draftsman; Louis J. McCourt, Asst. Foreman Stock and Wiring Depts.; Arthur Olsen, Blade Press Dept.; Oscar Sorenson, Automatic Screw Machine Dept.; Guy L. Sides, Hardening Dept.; Frank L. Kelly, Asst. Foreman Traffic Dept.; George S. Lord, Store Room; Abraham Okum, Asst. Foreman Plating Dept.; Frank J. Garbarino, Grinding Dept.; George Evans, Blade Cleaning Dept.; Hugh K. Fisher, Printing Dept.; Thomas McKeon, Asst. Foreman Buffing Dept.; John F. Sullivan, Stropping Dept.; James A. Daly, Honing Dept. 4 "B"; James B. Rattray, Carpenter Shop. *Lower Row Left to Right*—Edna E. Davies, Grinding Dept.; Florence G. Brady, Asst. Forelady Blade Packing Dept.; Minnie Quinlan, Blade Inspection Dept.; Sarah Macaskill, Blade Packing Dept.; Mary F. Murphy, Stropping Dept.; Pearl Massie, Store Room; Margaret Smith Daly, Chief of Employment Dept.; Mary McCullough, Wiring Dept.; Ethel D. Fox, Asst. Forelady Packing Dept.; Catherine A. Johnson, Head Nurse; Ralph E. Thompson, Factory Superintendent; Hannah A. Brady, Packing Dept.; Alice V. Roycroft, Paper Box Dept.; Frances Hayes, Hardening Dept.; Ada L. Hunt, Honing Dept. 3 "A"; Katherine Driscoll, Honing Dept. 4 "B"; Elizabeth M. Driscoll, Leather Goods Dept.; Margaret V. Nolan, Asst. Forelady Leather Goods Dept.; Mary O'Donnell, Handle Press Dept.; Louise A. Denny, Burnishing Dept.; Mary Croake, Asst. Forelady Burnishing Dept.



GROUP FACTORY FOREMEN TAKEN APRIL 27, 1918



GROUP FACTORY FORELADIES TAKEN APRIL 27, 1918



The Little Knack of

TRY this when you shave tomorrow morning.

Lather the beard thoroughly, and rub in well — that's essential with any shave.

Put in a new blade and screw the handle down *tight*. Then if you want a specially close shave, *unscrew* the handle a *part turn*.



Hold the razor *naturally* and *easily*, and tilt the handle so you can just feel the blade engage the beard.

(Here's where some men make a mistake. They tilt the handle up or down *too much*, and make a scraper of a Gillette instead of a razor.)



f the Gillette Shave

SHAVE with short, slanting strokes. It doesn't require any brute force to shave with a Gillette—the razor does the work.

Keep the edge of the blade as nearly flat against the skin as you can.

Any man will catch the knack of using his Gillette in one or two shaves so he won't feel the slightest pull. In fact, when the Gillette is properly used the beard slips off without you knowing it.

The all-important thing is to *lather well*, and to hold the razor *easily*, with the handle tilted so the blade just engages the beard.



Capitalizing an Idea

J. FRANK REBUCK, Ass't Sales Manager

IN December, 1917, our Adjustment Department received a letter from a Gillette owner stating he had used one of our razors for at least ten years, and that until quite recently it had given complete satisfaction, but during the past three months, he had purchased several packages of Gillette blades, none of which could be used for more than one or two shaves, and had come to the conclusion that we were cheapening our product by using an inferior grade of steel.

We followed the same procedure in such cases, writing him fully, stating we were using only the highest grade steel and that no expense had been spared in perfecting our processes of sharpening, tempering, grinding, honing and stropping, therefore producing the best shaving edge in the world, but we would appreciate his returning the blades for examination, as they may have become damaged between factory and consumer; if so, we wanted to know to what effect.

He forwarded the blades, and our expert on giving same a careful examination advised customer that the poor results could not have been due to the blades, but came from some other cause, so suggested that he forward his razor handle for inspection. Our reasons for this request was that we had had similar complaints, and in most instances found that the razor handle had become damaged, perhaps by dropping on a hard surface, thereby bending

the guard or turning the cap up at one corner, which would throw the blade out of alignment.

We had no reply to his letter, so we wrote the customer the second time, still no reply. We then had one of our representatives call for a personal interview. The complainant was a man of "Big Business," and consented to bring in the razor to his office the following day, and just as we expected, we found it damaged in such a way that it would have been impossible to obtain a smooth velvety shave. A new cap was supplied in this instance, free of charge, and our representative advised that he would call later for a report.

On calling a few days afterwards, the customer greeted him most cordially and stated that no words were adequate to express his appreciation, not only for the good results which we made possible by supplying a new part, but for the persistence of our company to please and satisfy a customer.

He called in a number of his staff and told them the story, remarking it was no longer a surprise to him why the Gillette Company was so successful, for our making such an effort to render a service to an individual was the answer. This brought forth various comments from those present, most of whom were Gillette owners, some claiming they were not receiving perfect satisfaction, but when questioned as to the position they were holding the razor on the face, it was not sur-

prising to find that several had not mastered the correct angle stroke. They were raking, not shaving, therefore it was explained that if one imperfect stroke was taken, the delicate edge would be turned, and regardless of the position the razor was held afterwards, satisfactory results would not be possible as the edge had become dulled. They grasped the idea and admitted the principle was sound.

Here was an idea—why not capitalize it?

A discussion at our daily "round table" meeting was the next move, and all agreed that if one man would, by receiving some special service, acquaint his associates with the results of our efforts, thereby creating new interest among Gillette owners, would not thousands of Gillette owners, who had had a similar experience, on receiving individual attention, also extol our efforts to such an extent to be of great advertising benefit to the company in proportion to the case in mind, and if so, why not inaugurate a "Campaign of Service" covering the United States?

A consultation with our Advertising Agents was called, and a definite plan was decided upon.

The United States, east of the Rocky Mountains, was laid out in zones, nineteen in all, comprising seventy of the leading cities within that boundary. A prospectus was printed, outlining the plan, to which was attached a letter for the retailer, explaining in detail our special assortment razor and blade order, our offer of a display free, also in addition a form postal card

for his return reply, convenient for him to request either our special assortment, new window trim, or both. This prospectus is now being mailed to our active retail customers six weeks before the campaign in the respective zones. To the jobber we enclose a special letter in addition to copies of the literature going to the retailer, explaining how he could cooperate and take advantage of this novel and extensive educational campaign, which would start in Boston April 1st, and extend over the above given territory throughout the country.

It was our plan to have Gillette Service Experts stationed in the most centrally located stores in the various sections for a period of one week in each city, to be of service to every Gillette user, showing him the little knack of the Gillette shave; how to prepare the face for shaving; the correct angle stroke and the adjustment for a close or light shave.

Full page newspaper advertisements are appearing in the big cities acquainting Gillette owners with the meaning of "Gillette Service Week," and giving the names and addresses of the dealers where these experts can be interviewed, also advising them to bring in their razors for inspection, and if same was damaged, a new part would be given, free of charge.

We employed thirteen young women for this work, first having them in our factory for a course of study and intensive training, which included instructions from Gillette officials, heads of departments, foremen, etc.

The work involved a tremendous

amount of detail; first, arrangements had to be made through our traveling force for space in the stores; second, our publicity representative arranges for window trim material in each store, and impresses upon the dealers the importance of displays during the campaign in their particular zone; third, our advance agent, one of the thirteen women, reserves accommodations in advance for the service experts who follow, and advises them as to the location of the stores, street car lines and ascertains other information necessary for their convenience and comfort; fourth, our direct representative supplies the experts with extra razor parts for use in replacing damaged handles, also furnishing

them with display signs, folders and other essentials needed for the work.

We have the names of all Gillette owners who have had their razors examined, and with those whom we have made adjustments; it is our intention to communicate by mail to ascertain just what results they are now obtaining, thereby welding a friendship that will be of untold value to the organization.

Reports so far turned in and the number of letters received from Gillette owners and dealers who have been benefitted, congratulating us for this, the greatest educational and service campaign introduced, warrants the company giving consideration to adopting it as a part of our general policy in the future.

France, April 10, 1918.

MY DEAR MISS COLE:—

Received your letter of Feb. 18th some time ago, but this is my first writing day in some time, so I hope the telephone here or battalion runner will not bother me for an hour or two in order that I may wade through the bunch of mail received during the last month or more—how's that?

YOUR GILLETTE BLADE is a pippin (cigar ad excepted) and especially the number containing the bashful, still alluring face of yours truly and the words of wisdom printed underneath will go bounding down through the future centuries of Gillettism.

The book is a high-class affair to my lowly mind and will greatly help us (can I still say us?) in informing the trade of the stability and high grade of our wonderful concern.

I received yesterday the March copy; the pictures of Messrs. Joyce, Gillette, Nickerson and Pelham were sure mighty good to look at. I have still hopes of being allowed an uninterrupted hour or so to read it through.

Yes, got your wonderful socks, also pair from Miss Boudreau. Style, shade and size perfect in both cases. Kindly accept my sincere thanks and will you also thank Miss Boudreau for me. "War Com's" cards enclosed herewith for Louie's file.

Herbie Ryan and Albert Page are both making good in their new positions and the other Gillette boys are all doing well up to this writing. My personal orderly is Private John Hurley, whose letter I noticed was printed in your January number. John is a mighty handy man to have about and handles things for me in great shape.

Private Wallace is orderly for my battalion adjutant. I was some surprised to see our former Colton St. gum shoeman playing orderly; remember I'm not trying to build up a Gillette army headquarters about me, but some how or other I find a few Gillette men always about.

My headquarters here is located in what at one time must have been a pretty little hamlet, but now in ruins. I have a room that is not very bad, but the dugout in the rear, while not so pleasant, offers more protection when Heinie gets busy. The trenches run about the town, and believe me this is one busy corner. But the peculiar point is that in my back yard is the remains of a very nice garden and some of the flowers still persist, so I am sending you a copy of one that grew close to No Man's Land, which kindly accept with my best wishes, "Mac."

Captain WILLIAM J. MCCARTHY,
Co. B, 101st Infantry, A. E. F.



W. F. SHAVER

Salesman Gillette Safety Razor Co., of Canada, Ltd.

OUR Canadian factory announces the appointment of Mr. W. F. Shaver, who has been assigned to the Canadian West Coast territory, and we remark in passing that this is a most happy combination for business—Mr. Shaver representing the Gillette Safety Razor Co.

Mr. Shaver was born in Canada, December 3, 1889, and attended the Victoria School until 12 years old—then Montreal High School, completing the course at the age of 18.

Mr. Shaver, when interviewed, said:

"I intended to become lawyer and musician, but on account of weak eyes I was forced to drop my studies and enter commercial life.

"I started with Messrs. Thos. Robertson & Company, Ltd., wholesale plumbing supplies, as assistant cashier, then had charge

of collections, credits and did some traveling. At end of about six and one-half years I was offered a position as shop tracer with the Northern Electric Co., which I accepted. After about six months I was promoted to assistant head of material order department, which department ordered all raw material used in telephone shop. I held this position until I left (after about five years' service)—then accepted position as private secretary to Forne C. Webster, director of Nova Scotia Steel & Coal Co. at Montreal. As the private secretary job was not booming I filled in time during the coal-selling months, selling coal and doing other work, such as tracing cars, etc.

"On March 1st, 1918, I accepted position with Gillette Company and I'm here yet."

History and Accomplishments of Our "War Committee"

LOUIS GALE, *Secretary*

WHEN the war broke out and our boys began to answer the call of their country by enlisting, Mr. Thompson saw at once the necessity of forming an organization among the employees to look after the welfare of the Gillette boys in the U. S. Service, to make them feel that they were not forgotten by their fellow employees and friends, although they were far away from us.

A War Committee of nine members was formed, whose duty it was to keep in touch with all our boys and keep them supplied with necessities from time to time.

Mr. R. E. Thompson was appointed Chairman; Louis Gale, Secretary; Frank J. Sullivan, Treasurer; Miss Olive A. Cole, to take charge of knitting and printing; Mr. J. J. Burke, Purchasing Agent; Mr. Raphael to take charge of shipping of packages to boys; Mr. A. Mathewson, Mr. N. Fairweather and Mr. J. F. Kelly, were placed on committee of collections.

When the War Committee was organized there were forty-seven boys in the service of our country. It took a great deal of time and patience to get in touch with all of these boys who were scattered both here and abroad, and obtain proper addresses for our files.

At the first meeting of the committee it was decided to send each boy a Christmas package, containing candy, cigarettes, smoking and chewing tobacco, gum, Gillette

blades, shoe laces and playing cards. We also decided to start a knitting club among the girl employees for the purpose of keeping our boys supplied with socks, sweaters, wristlets, helmets, etc. This work was placed in the hands of Miss Cole, who, with the kind assistance of Mrs. Johnson, Miss Fessenden and Miss Sutcliffe, has successfully carried on the knitting club since its organization.

The Gillette girls certainly deserve credit for the amount of knitting which has been accomplished. Some of the girls in their eagerness to help have taken yarn home in order that their mothers may be able to do "their bit" towards knitting socks for our boys.

The next step was to obtain funds with which to purchase the supplies. An appeal was made to fellow employees to contribute towards the soldiers' fund, to which they responded nobly. Would state, however, that a few of the departments have fallen behind somewhat in the last two collections. Should conditions prove such as to necessitate another appeal for collections at a later date, we trust everyone will respond to the call.

Collections up to date amount to \$947.58. Donation of \$100 received from Gillette Safety Razor Co., making a total of \$1,047.58. Total expenditures were \$531.17, leaving a balance on hand of \$516.41.

The following postal card was included in each package sent to boys:

DEAR BROTHER:—

The "War Committee" of the Gillette Safety Razor Co. wishes to keep in touch with you. Your address is on our records as follows:

Please advise any changes, and also anything we can send YOU or do for your family.

L. GALE, Sec'y
Receipt of Package No. _____ is hereby acknowledged.

This organization is not only doing wonderful work for the boys with the colors, but it is also rendering aid to the families of our boys who are in need. We have received letters from the homes of some of our boys requesting aid. Representatives from the organization have been sent to investigate conditions and have rendered aid where they thought necessary. The Committee is also looking into the matter of Government allowances for those families who were found to be in actual want.

Owing to numerous letters received from the boys in France re-

questing smoking materials, the committee decided to forward each boy in France a package containing 4 packages Piper Heidsick chewing tobacco, 100 Perfection cigarettes, 6 packages Bull Durham smoking tobacco, 3 packages Manco smoking tobacco, 6 packages rice paper and 2 dozen Gillette blades. These packages were all shipped by Mr. Raphael on March 10.

The following report will give you an idea of what the Gillette girls are doing to help win the war:

Amount of knitting finished and returned, 46 sweaters, 71 face cloths, 142 pairs of socks, 1 helmet.

The knitting of socks will be continued for the present and would suggest that we all put our "shoulder to the wheel" and see what we can do to help win the cause.

Up to date we have 81 boys in the U. S. Service, 28 of whom are now with the American Expeditionary Forces in France.

AN APPRECIATION OF "THE GILLETTE BLADE"

C. I. PROUTY, *Sales Department*

The writer was deeply impressed with remarks made by Mr. Fahey in the March issue of THE GILLETTE BLADE relative to the absence of articles by employees in the rank and file.

Every new issue of the BLADE has been more interesting than the previous one.

I look forward with pleasure to the 15th of each month when I know there will be a new issue out. Each copy has a few articles by salesmen, but up to now all have been contributed by new salesmen. Heiser had a day off and contributed last month. Good for him.

I note the Canadian force is right there with their contributions.

Are we going to let them beat us to it? Each month with the BLADE we receive data upon which we build up new sales.

With us salesmen talking is easier than writing, and for that reason we may have been reluctant in sending in articles, but we should all bear in mind that same will be re-written if necessary before going into print.

Mr. Thompson told us in January what we had "got to do" and also what "he would do," but it now looks to me as though it was a case of what we are going to do and what *he's got to do*. A house organ such as THE GILLETTE BLADE should keep the whole organization, both outside and inside, bound closely together, should keep the salesmen informed as to one another, keep them up to date as to house news, information concerning their goods, and trade possibilities, should stimulate them to continued loyalty and enthusiasm, and with all this, should strike a sincere note of helpfulness.



GILLETTE BASKET-BALL TEAM

Standing : Joseph Sullivan, *right forward* ; Pat Gorham, *centre* ; John Murray, *right back*
Sitting : Matthew Feeney, *left forward* ; Charles Johnson, *left forward*
Absent, John Conroy, *left back*

Gillette Basket-Ball Team Closes Successful Season

THE Gillette Basketball Team has played seven games this season, winning four and tying one with the Cambridge Y. M. C. A., and losing to the Gate of Heaven and St. Anne's teams. The Gate of Heaven was far too heavy for the Gillette team, but rather than call the game off, we played them.

We were to play for the Amateur Championship of South Boston April 2nd, but the games were called off.

We defeated Osceola's Emmanuel Church, Tigers and St. Mark's Five.

The team is managed by Joseph Sullivan and captained by John Conroy, both

of the Store Room.

Positions of players are: John Conroy, left back; John Murray, right back; Pat Gorham, centre; Charles Johnson, left forward; Matthew Feeney, left forward; Joseph Sullivan, right forward.

The feature playing of the games was the work of Conroy, Murray and Sullivan, while Johnson and Feeney did fine work in the forward positions.

Pat Gorham's work at centre position was good. The team had good pass work. Allowing that the D Street gymnasium was closed, the fellows, as a whole, did fine work without practice.



HARRIS S. BEECHER

Advertising Manager, Gillette Safety Razor Company of
Canada, Ltd.

ADVERTISING in Canada in these war times may seem to the uninitiated almost like fishing for mackerel in an inland freshwater mill pond. With Canada's man power so unitedly with the colors, it probably seems stranger still that Gillette Safety Razors could find a field for effective advertising in the land of the Maple Leaf.

But in Canada, as in all the Allied countries whose men are fighting for the common cause, the people at home as well as in the trenches know the importance of shaving to the man with the colors.

In charge of the effective advertising of the Gillette Safety Razor Co. of Canada, Ltd., is Harris S. Beecher, who has successfully helped to acquaint the people of Canada with the Gillette Safety Razor.

Mr. Beecher, who is yet a young man, is a Canadian by birth, having started life

in Montreal in 1894. He stepped into his business career at an early age, first working for a real estate company.

After a short period in this business, he was engaged by a manufacturer of inks and carbons.

In 1911 he entered the service of the Bell Telephone Co. of Canada as clerk in the Directory Department. Soon after he was promoted to the Directory Advertising Department, and in 1916 was placed in charge of this newly created Advertising Department.

Prospects with this company being somewhat limited, Mr. Beecher decided to make a change. He made application through a newspaper advertisement to the Gillette Safety Razor Company of Canada, Limited. His services were accepted, and since March 4, 1918, he has been in the Advertising Department.

B. P. D.

FLORENCE G. BRADY, *Blade Packing Department*

You ask me if I worry, if my hair is
streaked with gray,
I assure you you'd not ask me if you'll
trail me for a day,
For each foreladies' troubles (and they're
many you can bet)
Are as different and as varied as the Presi-
dent ever met.

We think of our department as the finest
in the place
And try to keep it up to date and set a
Gillette pace.
When evening comes and work is done, and
all the girls go home
Then Miss Macaskill and myself just sit
right down and moan.

For the rattle and the tattle and the prattle
and the noise
Lord! One would think that Satan had let
loose scores of boys,
But its just the sweet young girlies, with
a great desire to pour
All the incidents that happened at the dance
the night before.

It's all about a Jack or Joe, or Tom or
just a Jim,
But in each one's voice you'll hear, a ref-
erence to "Him."
We wonder how they do it, how they always
look so good
After staying up for half the night, I know
I never could.

Then it's just the small collection for the
boys who have gone across,
You wouldn't think a nickel much, or such
an awful loss,
But to get that nickel from some girls, it's
just like pulling teeth,
I know that soon my friends will be collect-
ing for a wreath.

It's not because they're stingy, for they're
generous to a fault,
But they have not learned the way just yet,
the way to call a halt
On their expenditures for candy, and it's not
that they don't care
For the soldier boy in Khaki, fighting for
them "Over There."

Then we have the girls who will stay out,
perhaps three times a week
And feels somewhat offended if to her we
have to speak,
Forgetting that it's for her good (we like
the little squab)
Just to find a good and strong excuse to
keep her on the job.

I just can't find the time and space to tell
all that we do
Or show you what we're up against, but this
I'll tell to you,
That taken all together, they are just the
finest crowd,
And to think that I can help them is enough
to make me proud.



GIVE HIM A GILLETTE

Officer: "Did you shave this morning?"

Private: "Yes, sir."

Officer: "H'm. What did you use—a pen-
knife?"

Private: "No, sir. I've lost my penknife,
so I had to use an army issue razor!"

Ferrier in the Passing Show.

Soldier Life in Sunny France

Letters from Our Boys at the Front

Somewhere in France, March 28, 1918.

DEAR MISS COLE:

I am still at "the abbey," having a hard time to realize that I am really a soldier and not far from the front. We have all the comforts of home here, real beds, music, books, magazines and all that sort of thing. I think we will start for the front in a few days, because the big bosch drive has begun, and the men in our service are very busy. Some of them are working forty and fifty hours at a stretch, so of course we will soon be needed.

I met DeCourcy in this camp last week; he is not in the French army, but in the U. S. A. A. S. attached to the French army. My section too is with the French army—hence the French address. He has already been at the front, and is back in this camp on repose, before going up the line again. He said that he had been to Paris and had seen Mr. Barry. Mr. Barry told him that Mr. Pelham was expected in Paris soon. I wish I could see him while he is there. I expect to get to Paris soon, and perhaps Mr. Pelham will be there then.

It was very kind of you to send copies of THE BLADE to mother and Mr. Manahan. They were very much pleased with them, and wrote me some very nice things about you. Mr. Manahan, or "Kirk" as we all call him, is my grandmother's cousin. Since my birth I have always been his special pet. He is over eighty now, and about the finest old boy in the world. When I was a youngster he took me to all the circuses which came to town and bought me all the peanuts and pink lemonade I could hold. I used to spend every Sunday at his home, and I certainly had some wonderful times, for he is a traveler and a fine story-teller. He has been all over that part of France which is now the front and I feel that I am quite familiar with it, because of hearing him describe it.

It is raining hard today, and the "Y" hut is crowded with men. The director of the hut here is a Lowell man who was a Methodist clergyman before he came over. Every time we meet we talk about the people we know "back home." I thought I had seen him before, so one day, after trying to place him in my memory, I asked him if he had ever been in Lowell. I am

realizing more and more every day that this world is a very small place.

Last Saturday I went fishing, and spent the whole day on the bank of a river trying to hook a carp. Of five of us, one got three small fish, and the rest of us got disgusted. Right side of the river is a large canal with large locks. It makes me think of the Erie at home. While we were there several canal boats went through the locks, and we scampered about helping the old French woman to open and close the gates. One boat we saw was pulled by a man on one side and a pretty little French girl on the other. It was a tough task for a girl. I know because we helped her to pull for a way. We let the man shift for himself, but I suppose you could have guessed that. Most of the boats had horses, but this one had a rope going to each tow path with a harness on the end to fit a human being instead of a horse. The day's sport ended with tragedy, however. One of the boys, a chap named Goldsby, from Florida, was treated to a chew of tobacco by one of the boat men. Jack did his best with it, but it finally got him, and he has reported at sick call every day since. We had to almost carry him back to camp. At one spot, we were obliged to cross a brook on stepping stones. I wish you could have seen our patient trying to cross that brook. You know we all have hob nails in our boots, and they are pretty slippery on a stone surface, especially if it is wet. When he got in the middle of the brook, old Jack started to skid, and I think he would have been going yet, only he ran out of rocks. He pulled me in too, but I only got my feet wet. He says he had a good time though, and even if he did get sick and fall into the brook he showed us up, because he caught all three fish. I was hoping that I might have some fried fish for dinner, but instead we had to eat canned beans. We took three cans with us, each of which had the label torn off. We thought we had a can each of beans, tomatoes and pineapple, and we had them marked so we could tell them apart, but when we opened them, the first can was beans, the second beans, and the third some more beans. When we got to camp that night and went to mess what do you think we found? Yes, beans. Wasn't that rubbing it in?

It is quite stylish to go to the barber shop here—the reason being that the chief shave artist is a lady. So one day, I left my “Gillette” tucked away in my belt, and went in search of new adventures at the barber shop. Believe me I found them, too. To begin with, the razors are stropped on something that looks like a stick of wood, and which gives the blade an edge like a stick of peppermint candy. Then after the painful operation is over, and the whiskers have been thoroughly plowed, one must wash the lather from one’s own face and pay a nickle for said shave. One can go through the whole list—haircut, shave, shampoo, massage and tonic for a franc and a half or thirty cents. When one goes to the barber here there is no disguising the fact either, for they use toilet water and perfumes so freely that one thinks he is a whole little funeral of his own. They almost skin you alive, then drown you with an atomizer, choke you with powder, stick your hair down with wax and then you are through, but feeling much the way you did the day you had ten teeth filled and two extracted. I guess the little ol’ Gillette is good enough for me.

I must close for they say the mail has come in, and I can’t wait any longer. I have stuck it out manfully for two pages, but still thinking more of the mail than of the letter I am writing. Best regards to the folks at the factory.

Very sincerely,
Private SAMUEL T. WRIGHT
S. S. U. No. 562, Convois Autos.
Par B. C. M., A. E. F.

Somewhere in France, Feb. 20, 1918.

DEAR MR. THOMPSON:

I received your package yesterday and I was very glad to hear and receive your package. I am feeling tip-top and enjoying excitement here on the front. We have had quite a lot of excitement since we have arrived on the front, we see air battles when the day is clear, and have shells break all around us.

I have seen a number of our boys since I have been over here, and we were very glad to meet once again, they are here on the front too I understand.

I received a letter a short while ago from Mr. Gale and I answered it right away.

Those blades came just at the right time, as I was all out of blades.

I would like very much if you would send me copies of that paper the committee

is printing as reading matter is scarce.

I hear all the news about the shop from one of the girls in the hardening room, and sorry to say I couldn’t ring in on that share buying, as I would like to have had a couple of those shares.

I hope to be back in time to see the opening of the new building.

I can’t think of much more to say so I guess I will close hoping that the “war committee” keeps up the good work and to hear from you soon. I remain,

Yours truly,

Cook, GEORGE ANDERSON,
Headquarters Co., 103 U. S. Inf., A. E. F.

Somewhere in France, March 8, 1918.

FRIEND TOM:

Just a few lines in answer to your letter of Dec. 17. I was more than glad to get it, although it was one long time in getting here. You had 101st Infantry on it so it went to the infantry first and then up here to me.

Well Tom, I am sorry to hear that Roy hasn’t heard from me as I wrote to him three times and only had one letter from him. I met a friend of his, Henry Littlefield, and he told me Roy was going to enlist again, so I thought he did and was too busy to write.

I met George Pickering a short while ago, and believe me we had one mighty long talk. We cleared the way for his company a short while ago to go over the top. They went over and were more than successful in bringing back quite a few prisoners. Our artillery fire did wonderful work, wounding and killing a considerable number of Germans. I think your wish has been fulfilled, for we certainly have plugged the Huns.

If you see Mr. Pickering tell him I met his son and he is in the best of health.

It is no news about the committee that has been organized as I have received three packages from them. The last two I received while I’ve been here and they were more than useful, believe me.

Well, Tom, I have been at the front for quite a while and there are no signs of leaving for some time yet. It is some life with the air fights and our own artillery duels. I have seen quite a few machines brought down and they were certainly a wreck when they landed.

I think Tom, I’ll close for now, thanking you for writing. I remain, yours truly,

Mechanic, CHARLES FISHER,
Battery A, 101st Field Artillery, A. E. F.

Recent Additions to Gillette Roll of Honor

EDW. T. FITZGERALD, Store Room
 JOHN BERNAN, Store Room
 (Both these men are located at Wentworth Institute, Boston, Mass., for the present.)

PATRICK J. O'MALLEY, Plating Dept.
 TIMOTHY J. FRANE, Cleaning Dept.
 CHARLES P. ENGLISH, Special Police

New Addresses of Gillette Boys

Warnock, Harold
 U. S. S. *Iowan*, care Postmaster, New York City.

Page, Edward A., M. M. 2/c
 U. S. S. *C-4*, care Postmaster, New York City.

Williams, Pvt. P. B.
 Kelley Field No. 1, 1st St. T. B., Line 348, Section H, South San Antonio, Texas.

Mitchell, Peter H.
 U. S. Naval Forces operating in European Waters, Base Seventeen, care Postmaster, New York City.

Jasper, Israel
 9th Company, 3rd Battalion, Depot Brigade, Camp Devens, Mass.

Thomas Linehan
 26th Company, 7th Battalion, Depot Brigade, Camp Devens, Ayer, Mass.

Brown, George R., Jr.
 Company B, 301st Machine Gun Battalion, Camp Devens, Mass.

Bradish, Frank
 U. S. N. R. Force, Reg. 4, Company 6, Section No. 2, Charleston, S. C.

McLaughlin, James
 Line 156, Section D, Camp Kelley, San Antonio, Texas.

Otto C. Schmidt
 24th Co., 6th Battalion, 151st Depot Brigade, Camp Devens, Ayer, Mass.

Philip B. Williams
 Armorers' School, Wilbur Wright Field, Fairfield, Ohio.

James T. Dacey
 26th Company, 7th Battalion, Depot Brigade, Camp Devens, Ayer, Mass.

Happenings Among Gillette Boys with the Colors

Sergeant E. Frank Ward, Co. D., 301st Infantry, has been transferred from Camp Devens, Ayer, Mass., to Jacksonville, Fla.

Sergeant Ward's transfer is for the purpose of attending the Officers' School at Camp J. E. Johnson, where he will take training for an officer's commission in the Quartermaster's Corp. He was formerly Assistant Superintendent of the factory.

A card received from Private Edward F. Murray, Co. B., 101st Inf., A. E. F., France, and dated April 2, 1918, reads:—"Heard a little bad news yesterday; Jim Manion had an accident; lost his fingers and an eye tinkering with a German de-

tonator. Hope it is not true. Everything is well with me." While the foregoing cannot be confirmed at present writing, all Gillette folks hope for the best.

In the casualty list of April 30th Charles Fisher, formerly of the Gillette Machine Shop, is reported slightly wounded. He is aged 22 years, and is the son of Mrs. Margaret Fisher of 339 E. 8th Street, South Boston. He was born in South Boston and was educated in the district's schools, graduating from the Thomas N. Hart School. He married Miss Empress MacWilliams of 97 Norfolk Street, Somerville. He enlisted as a mechanic in the 101st Field Artillery.



Gillette Military Poster

THE above illustration shows the twenty-four sheet poster, size 20 feet by 9 feet, used in our bill-posting campaign for the months of March and April. The patriotic note of the subject and the attractive colorings in which same is reproduced, made this a very effective poster.

The dark blue background brings out in strong relief the khaki of the

soldiers' uniform—the various tints in the young lady's costume and the colorings used in the wording—Give Him a Gillette Safety Razor.

A special Army and Navy campaign in a selected list of mediums was run in connection with this posting and the results obtained were most gratifying. Our posting is handled by the Poster-Advertising Co., Inc., New York City.



GILLETTE BUILT GARAGE

During the enforced vacation caused by the coal shortage of the past winter, Edward J. Boushell, Philip Kenyon and Oliver Velmore of the Burnishing Department constructed a garage in Wollaston for Mr. Goodsell, of Second Floor Stock Room, Building C.

With the exception of the framing all the work was done while the factory was closed Mondays, the dimensions of the building are: length twenty-two feet, width twenty feet, height to roof nine feet.

While carpentering is not their regular line, they are justly proud of this job, which considering the weather, was finished in remarkably quick time. Mr. Morris Pickett and Joseph Boyle should receive honorable mention for their assistance one cold afternoon. The accompanying picture was taken when the building was receiving its finishing touches.

DELANO—McALNEY

Miss Madeline McAlney resigned her position in the Leather Goods Department, April 13th and was married April 18th to William Delano, who is waiting to be called into the service of Uncle Sam. They will make their home at Neponset, Mass.



THE LATE W. B. PHILBRICK

THE Gillette Safety Razor Co., of Canada, Ltd., regrets to announce the death on April 28, 1918, of W. B. Philbrick, who covered Ontario and the Maritime Provinces for the company since October, 1915.

Mr. Philbrick was born May 4, 1866, at Candia, N. H. When seventeen years of age he started on the road for Cobb, Bates & Yerxa Co., of Boston, traveling through Maine. Later he engaged in the grocery business at Roxbury, Mass.

He joined the organization of the Gillette Safety Razor Co., of Canada, Ltd., in October, 1915.

Early in February of this year

Mr. Bittues, Managing Director of the Canadian company, realizing that Mr. Philbrick was ill, called him to his office from Toronto. Latterly his condition was such that his demise was hourly expected and the end came at 2.30 A. M. Sunday, April 28th.

Mr. Philbrick leaves behind him a record to be proud of. He was honest, upright, efficient and American at all times.

He held malice toward none and was absolutely devoted to all Gillette interests,—his loss is deeply felt.

Mr. Philbrick is survived by Mrs. Philbrick, to whom we extend our most sincere condolences.

Obituary

Miss Mary Keefe, employed in the Leather Goods department for about one year, died at her home in Roxbury, April 16th, after a short illness.

Miss Caroline Jones of the Packing Room has the sympathy of her many friends in the death of her sister which occurred April 8th.

Miss Margaret Leahy of the Packing Room has the sympathy of her many friends in the death of her father, which occurred April 15. He was buried at Halifax, N. S.

We are all sorry to hear of the death of Miss Katherine Clark, Inspector in Stopping Department, who died April 7th at her home in Dorchester and was buried April 10th. Miss Clark was employed in the Stopping Department for nine years.

We regret to announce the death of Mr. Simon Cleary, father of Margaret Cleary, Stopping Department, who passed away March 7th at his home in Dorchester.

With sincere regret we hear of the death of Mrs. Mary Boyle, mother of William Boyle, Store Room, who died at her home in South Boston, April 3rd. Mrs. Boyle was buried April 6th.

Mrs. Ella G. Geary, sister of Miss Grace Cole of the Inspection department, passed

away March 15th. Miss Cole receives the sympathy of all her friends in her bereavement.

Gertrude Allison, of the Leather Goods Department, has the sympathy of all in the death of her mother, Mrs. Caroline Allison, who passed away at her home in Somerville, April 27th, after a long illness.

Miss Helen Phillips, of the Blade Packing Department, passed away at her home in Roxbury, April 24th. Miss Phillips was employed in the Blade Packing Department for five years.

Mrs. Annie Crichton, wife of our Head Janitor, Mr. James Crichton, passed away April 26th.

The funeral services were from her late home at 49 Savannah St., Mattapan, at 2.00 P. M., Tuesday, April 30th.

Mrs. Crichton was born in England forty-nine years ago. She had been married twenty-six years and besides her husband leaves five children—two daughters and three sons. One son, twenty-five years of age, is now fighting in France with the Canadian troops and has twice been wounded.

We extend to Mr. Crichton and his family the sincere sympathy of all the Gillette employees in their great bereavement.

OUR DUTY

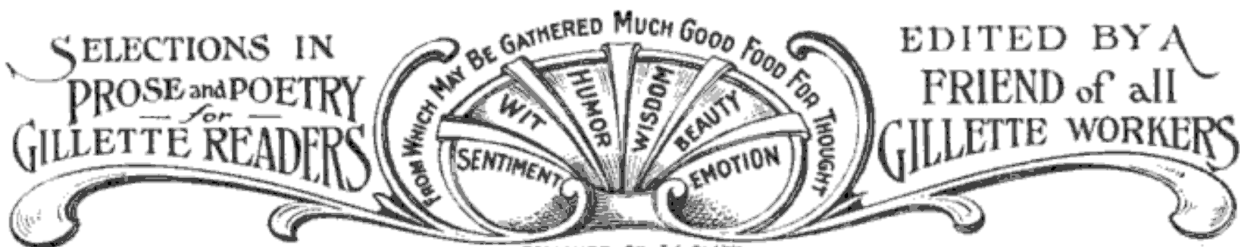
FLORENCE G. BRADY, *Blade Packing Department*

One year ago, at Duty's call, our boys all
marched away,
Prepared if need to give their lives, with
hearts so light and gay,
And as they went we all invoked a little
silent prayer
That God in His great Mercy would protect
them "Over There."

We love our boys who give their all that you
and I may live,
We long to do all that we can, to know
what we can give,
Gillette Safety Razor girls were never
known to fail
And the "Female of the Species" now must
cater to the male.

The time has come, when in the trench and
battle line they stand,
And suffer different torments from the
Flemish muddy land,
We can ease them from these torments, help
their feet to bear the shocks,
By knitting for each of our boys a pair of
useful socks.

And so we ask each girl we have, each wife
and sweetheart too,
To stand in back of our brave boys as they
stand back of you,
Knit each a pair of good warm socks, and
when you have them done
Start in again and do your "bit" and knit
another one.



EASY DIVISION

The Boss: "How many of yez do be workin' down there?"

Workman: "Three, sor."

The Boss: "Well, half of yez come up here."

NATURALLY

"I looked into the mirrow Halloween night," simpered Vanessa, "and I saw the face of the one I love best in all the world."

"You can do that any evening," audibly opined Stella.

SPEED

"Tell me," requested the foreign sociologist, "what is the significance of the eagle that is shown on American money?"

"It is," responded the Son of Liberty, "an emblem of its swift flight."

QUESTION AND ANSWER

How much wood would a woodchuck chuck, If a woodchuck would chuck wood?

Why, just as much wood as a woodchuck would,

If a woodchuck would chuck wood.

GOOD

Teacher: "Tommy, what is the meaning of the word futility?"

Tommy: "I don't know exactly, but an example of it would be trying to tickle a turtle's back with a chicken feather."

BETTER HANG ON TO HIM

There are husbands who are witty;
 There are husbands who are pretty;
 There are husbands who in public
 Are as smiling as the morn;
 And though now and then you'll find one,
 Who's a really good and kind one,
 Still, the really perfect husband
 Has never yet been born.

So the woman who is mated
 To a man who may be rated
 As "pretty fair,"
 Should cherish him forever and a day;
 For the real angelic creature
 Perfect quite in form and feature
 Has never been discovered
 And he won't be, so they say.

WOULD NOT MISS IT

"You should sleep on your right side, madam."

"I really can't do it, doctor. My husband talks in his sleep, and I can't hear a thing with my left ear!"

NO RELEASE

Maud: "My fiancé is a heartless wretch."

Belle: "What's the trouble?"

Maud: "I've got a better offer and he won't release me from our engagement."

POINTS ON THE NATIONAL GAME

Father: "If you want to make a hit, you must strike out for yourself, my son."

His Son: "You're mixed in your baseball talk, father. If you strike out, you can't make a hit."

LONESOME

Quizzy Billy: "Halloa, Joe, what's tha wheelin' the barrow on Sunday for?"

Joe: "Oh, the missus, she's away, and the dawg's daid, and a fellow looks such a fool walkin' by hisself."

WOMAN'S WILES

Oh, woman, in your hours of E's,
 Why do you spend so many V's?
 Poor man must mind his P's and Q's
 To earn the X's that you U's:
 While he is working like the B's
 The dough he needs you're prone to C's;
 Yet, with such tact you put him Y's,
 You seem an angel to his I's.

WANTED A WEEPING WHALE.

Capt. H. P. Nuse of the Celtic was regaling a little group of ladies with sea stories.

"One trip," he said, "there was a woman who bothered the officers and me to death about whales. Her one desire was to see a whale. A dozen times a day she besought us to have her called if a whale hove in sight.

"I said rather impatiently to her one afternoon:—'But madam, why are you so anxious about this whale question?'"

"'Captain,' she answered, 'I want to see a whale blubber. It must be very impressive to see such an enormous creature cry.'"

REWARD OF THRIFT

To catch Dame Fortune's golden smile,
Assiduous wait upon her;
An' gather wealth by every wile
That's justified by honor;
Not for to hide it in a hedge,
Nor for a train attendant,
But for the glorious privilege
Of being independent.

KNOWLEDGE AND WISDOM

Knowledge and Wisdom, far from being
one,
Have oftentimes no connection. Knowledge
dwells
In heads replete with thoughts of other
men;
Wisdom, in minds attentive to their own.
Knowledge,—a rude, unprofitable mass,
The mere materials with which Wisdom
builds.
Till smoothed, and squared, and fitted to
its place—
Does but encumber whom it seems to enrich.
Knowledge is proud that he has learned so
much;
Wisdom is humble that he knows no more.

SORROW

He that lacks time to mourn lacks time to
mend.
Eternity mourns that. "Tis an ill cure
For life's worst ills, to have no time to feel
them."
Where sorrow's held intrusive, and turned
out,
There wisdom will not enter, nor true
power,
Nor aught that dignifies humanity.

DESIRABLENESS OF A TASTE FOR
READING

Were I to pray for a taste which should
stand me in stead under every variety of
circumstance, and be a source of happiness
and cheerfulness to me during life, and a
shield against its ills, however things might
go amiss and the world frown upon me, it
would be a taste for reading. Give a man
this taste, and the means of gratifying it,
and you can hardly fail of making him a
happy man; unless, indeed, you put into
his hands a most perverse selection of books.
You place him in contact with the best so-
ciety in every period of history,—with the
wisest, the wittiest, the tenderest, the brav-
est, and the purest characters who have

adorned humanity. You make him a denizen
of all nations, a contemporary of all ages.
The world has been created for him.

DIGNITY OF HUMAN NATURE

Where, unreasonable complainer! dost
thou stand, and what is around thee? The
world spreads before thee its sublime mys-
teries, where the thoughts of sages lose
themselves in wonder; the ocean lifts up its
eternal anthems to thine ear; the golden sun
lights thy path; the wide heavens stretch
themselves above thee; and worlds rise upon
worlds, and systems beyond systems, to in-
finity; and dost thou stand in the centre of
all this, to complain of thy lot and place?
Pupil of that infinite teaching! minister at
nature's great altar! child of heaven's
favour! enobled being! must thou pine in
sullen and envious melancholy, amidst the
plentitude of the whole creation?

GO TO WORK

"Go to work." Such is the brief but signifi-
cant admonition which Nature utters aloud
in every human ear; an admonition, in fact,
which the God of Nature has put into her
mouth, and which she is ever and anon re-
peating to all the dwellers upon earth. She
reminds us, by a thousand plain signs, that
everything within her domain is at work,
and that therefore we have no right to stand
still. She shows us that every atom and
particle of the material world is in a state
of constant activity,—that change and modi-
fication, of some sort or other, are going on
unceasingly, and that nothing does or can
remain at rest.

Having nothing to do is the very worst
excuse that could be preferred for doing
nothing. To have nothing to do is a dis-
grace to a reasonable being; to love it is a
vice, and to persist in it is a crime. Whether
by circumstances adverse to us we are de-
prived of employment, or are in no need
of it through the possession of a competence,
we are morally bound to find or create a
vocation for our activities and faculties.

The lazy die and are buried, and no man
misses them; the workers live on in their
works, and, in a true sense, possess the
earth long after the earth holds their lifeless
clay. Their monuments are around us, and
above us, and under us, and we honor them
for their work's sake, whether we will or
not. "Heaven helps those who help them-
selves," is a well-worn maxim, embodying in
a small compass the results of vast human
experience.

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."

OVER three hundred years ago Shakespeare wrote a play which he named *Troilus and Cressida*. The scene is laid at Troy then besieged by the Greeks, and the characters and principal events are taken from Homer's immortal poem. In the Greek camp before the city are Agamemnon the king, Ulysses, Nestor, Achilles, Ajax and other Greek notables and heroes. Ulysses, one of the wise men, has been disturbed by many signs of insubordination and lack of respect for authority in the Greek camp and in the endeavor to impress upon his hearers the dire calamities which are sure to follow if this state of things is not corrected, gives utterance to the following warning. Of course the thoughts expressed as well as the words are those of the great dramatic poet. Although Shakespeare himself had never seen exactly what he pictures, he reasoned out what must happen in the circumstances. Were he alive he could see his prophecy fulfilled in the chaos and distress now existing in Russia. The Shakespearian form is a little difficult but wonderful in its grandeur and comprehensiveness. If thoughtfully read the selection can be easily understood. The truths expressed are as true today as ever. Without due respect to authority no human organization of any sort can live and prosper. The sentiments are largely anti-socialistic and absolutely anti-Bolshevic.—W. E. N.

TROILUS AND CRESSIDA. *Act 1, Sc. 3.*

ULYSSES:—

The heavens themselves, the planets and this center,
 Observe degree, priority and place,
 Insisture, course, proportion, season, form,
 O, when degree is shaken,
 Which is the ladder to all high designs,
 The enterprise is sick! How could communities,
 Degrees in schools and brotherhoods in cities,
 Peaceful commerce from dividable shores,
 Prerogative of age, crowns, scepters, laurels,
 But by degree, stand in authentic place?
 Take but degree away, untune that string,
 And hark, what discord follows! each thing meets
 In mere oppugnancy; the bounded waters
 Should lift their bosoms higher than the shores,
 And make a sop of all this solid globe:
 Strength should be lord of imbecility,
 And the rude son should strike his father dead:
 Force should be right; or rather, right and wrong,
 Between whose endless jar justice resides,
 Should lose their names, and so should justice too.
 Then everything includes itself in power,
 Power into will, will into appetite;
 And appetite, an universal wolf,
 So doubly seconded with will and power,
 Must make perforce an universal prey,
 And last eat up himself.
 Thus chaos, when degree is suffocate,
 Follows the choking.
 And this neglect of degree it is,
 That by a pace goes backward, with a purpose
 It hath to climb. The general's disdain'd
 By him one step below; he by the next;
 That next by him beneath; so every step,
 Exemplified by the first pace that is sick
 Of his superior, grows to an envious fever
 Of pale and bloodless emulation: