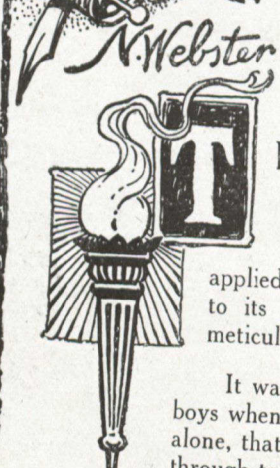




# Webster On "Morale"

*MORALE (Mo-ral) n. (F. See Moral, a.) the moral condition, or the condition in other respects, so far as it is affected by, or dependent upon, moral considerations, such as zeal, spirit, hope and confidence; mental state, as of a body of men, an army, and like.*



**THAT** is Dr. Webster's definition. Many of us know the word only in its war-time application.

Webster dwells firstly upon the usage of the word "morale" as applied to the common-place happenings of every-day life. His allusion to its reference to an army comes later. And Webster is correct—meticulously so.

It was their private-life morale that made such splendid soldiers of our boys when the time came for them to don the khaki. It was that, and that alone, that made them take the first step, and it was that which carried them through to victory. If their every-day morale had been neglected, the Army could have done little with them and success would not have crowned their efforts.

It is the many little incidents of your daily routine that make up your morale—the morning shave, your clean linen, polished shoes, brushed clothes. Webster speaks of zeal, spirit, hope and confidence. It is by attention to the small details of your personal appearance that these may be attained.

The Gillette Safety Razor enters as much into the morale of everyday life as it did into that of the trenches. It helped our soldiers to maintain their confidence and bearing. It will do the same for you. The Gillette Safety Razor makes the daily shave come easy—there is no pulling or scraping—no honing, or stropping—just five minutes of perfect shaving comfort. And, afterwards, a chin that tells of morale and self-respect.

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