

For Military Service

EXPERIENCE gained in the thick of the fighting, guides the training of the new Canadian Army, now reporting for Overseas Service. So, too, should it guide them and their friends in the selection of the personal equipment they will take away with them.

In this equipment, there is perhaps no single item on which the men "over there" are keener than on the Gillette Safety Razor. It makes shaving a comfort where otherwise it would be out of the question—and here is an insight into what that means to them :

The Canadian Idea

By George Pattullo, in "Saturday Evening Post"

"The Canadians at the Front shave every day. Let that sink in. Right up there in the trenches—often ankle-deep in mud, sleeping in funk holes, each man cooking his own meals, fighting lice and rats and Boches, with everything combined to break down habits of cleanliness—they rigidly observe the rule for smooth faces and chins. Of all I saw, that hit me hardest, because it meant so much.

It is a general order throughout the British Army that each man shall keep cleanly shaved when possible. Of course obedience to the strict letter of the order varies with the different regiments; it depends largely on the officer commanding. But there are many battalions that adhere to it strictly except in the heat of attack. A company officer told me that his own men shaved daily even while occupying some captured shell holes before new trenches had been dug."

An American Major's View

By Ring W. Lardner, in "Collier's"

"Daily shaving ought to be compulsory in our army as it is in the British. When a man hasn't shaved he isn't at his best, physically, morally, or mentally. When he has he's got more confidence in himself; his morale is better. Shaving has a psychological effect, and I try to impress my men with the importance of it. They say it's a difficult operation here, but I guess if the Tommies can do it in the trenches, we can in these billets."

Is there a man in the new army whose welfare interests you? See that he sails with a Gillette Safety Razor in his kit, and a good supply of blades.

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