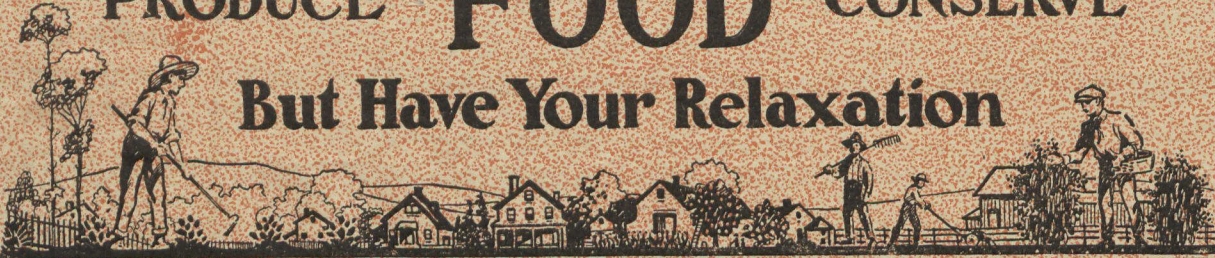


PRODUCE **FOOD** CONSERVE
But Have Your Relaxation



It is splendid work that is being done on the farms, in the gardens, and in the homes right now!

It is patriotic work, for the winning of the war rests heavily upon those who are providing and conserving food.

In a sense, it is heroic work, for it so often means the foregoing of personal comfort and pleasure in the face of duty to the country in war time.

But thousands upon thousands of war-time gardeners and farmers are finding compensation in the discovery of a new joy.

Hot and tired from their labours, they thoroughly enjoy what before they took as a matter of course—the almost caressing touch of the Gillette as it slips off the beard and leaves the chin smooth and happy.

It may seem strange to the man who uses any other razor than the Gillette to class shaving as a PLEASURE. But tillers of the soil, as well as soldiers here and at the Front, are united in their appreciation of what the Gillette has done to lighten the load.

Ask any soldier about shaving, if you want to hear some *real* Gillette enthusiasm.

If you are doing your share of the world's work in this war, take your share of the relaxation—own a Gillette!

Your Jeweler, Druggist or Hardware Dealer will show you a variety of Gillette sets at five dollars. Select yours today.

*P.S.—Be consistent in your Conservation policy
—a Gillette Razor will not only save you money,
but it will save your time and temper.*

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