



New **ARROW**
COLLARS
FOR SPRING
CASCO-2 1/2 in. CLYDE-2 1/8 in.



*The Corset
Is the Foundation*

Your college outfit starts with a

*Redfern
Corset*

Your figure will be graceful, and you will have distinct style, irrespective of simplicity in dress, and your health assured.

Moreover, a Redfern Model is so ideally comfortable, fitting so naturally that its wearer may do any athletic stunt as easily as she dances, rides or walks, in her corset.

Be sure to have your Redfern Corset properly fitted before you choose your suits and frocks—then their correct appearance is assured.

\$3.50 up



Every Weight of Underwear for Men

is found in the LEWIS Union Suit for Fall and Winter; cotton, cashmere, cotton and worsted, silk and worsted and Sea Island cotton mercerized. You can get light, medium or heavy weight

LEWIS UNION SUITS

Priced, \$1.50 to \$6.00 and Higher

We display and sell these famous LEWIS Union Suits and want you to examine the different weights and materials, and the generously good construction and then note the big consumer-value.

SCRAPS OF HUMOR



UNSYMPATHETIC.



Reggy—Dear sir, my love for your daughter has driven me hawt crazy.
Her Dad—It has, eh? Well, what completed the job?

Had a Cold Yet?

Don't think I'm always full of bile
And crabbed, too, and cranky;
But every time I try to smile
I have to use my hanky.

Bright Prospects.

"An optimistic young man asked me the other day for permission to marry my daughter," said Mr. Grabeola.

"Yes?"
"When I told him she spent ten thousand dollars a year on clothes alone, he said he figured that her trousseau would last until he could work up to a salary of twelve or fifteen thousand dollars a year."

BRUTE!



Hubby—I saw something at your milliner's that looked awfully fetching.

Wife—How nice! Did you buy it for me?

Hubby—Nope. I couldn't. It was the delivery boy.

Mostly Talk.

A barking dog, so we are told,
Is seldom known to bite;
Likewise a man who talks a lot
Will run before he'll fight.

Not Spontaneous.

"You very seldom see the 'clinging vine' type of woman nowadays," said the old-fashioned man, sadly.

"They occasionally figure in breach of promise suits," said the worldly person.

"Indeed?"
"But I'm forced to conclude that clinging with them is an acquired art."

What He Is Thankful For.

"Uncle! You seem to have some trouble getting over the ground."

"I ain't complainin', boss, so long as I kin keep from gittin' under it."—Judge.

Soap Boxes.

"That soap box orator has strange whiskers."

"Yes. It is clear his particular pedestal did not contain shaving soap."

Light on the Scandal.

"Did you hear that young Smith was seen the other day hugging and kissing another man's wife?"

"Dear me, no! Whose wife was she?"

"His father's."

Bradley
KNIT WEAR

"Cum Laude" Sweaters

Funny how ubiquitous a sweater is. From matriculation to graduation its uses are multitudinous, its paths devious. And how nomadic, too. The athlete's luxurious shaker, proudly alphabeted, migrates from "stude" to co-ed, from frat house to girl's dorm. If it's a Bradley, it abides there. Ask for them at the best shops. Write for the Bradley Style Booklet.

BRADLEY KNITTING CO., Delavan, Wis.

ACHIEVEMENT

Twenty-five years ago the General Electric Company was founded. It has set free the spirit of research. Since then, electricity has sent its thrill through the whole structure of life. It has given tangible form to invention, in apparatus of infinite precision and gigantic power. Eager to turn wheels, to lift and carry, to banish dark, to gather heat, to hush voices and thoughts across space, to give the world new tools for its work—electricity has bent to man's will. And it has gone forth, co-operating with every industry, to command this unseen, force and fetch it far to serve all people. By the achievements which this company has already recorded may best be judged the greater ends its future, shall attain, the deeper mysteries it yet shall solve in electrifying more and more of the world's work.

Throughout this period the General Electric Company has held the great responsibilities and high ideals of leadership.

GENERAL ELECTRIC COMPANY