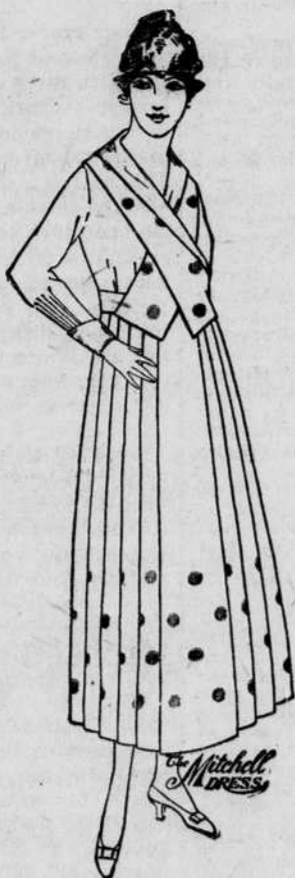


SOME EXQUISITE CREATIONS



This model displays one of the many beautiful gowns shown in my ready-to-wear department. This garment is made of Cheney's Fullard, handsomely draped skirt from waist, low cut neck, a fit in yoke of Georgette with Georgette collar and sleeves trimmed at cuff with braid and buttons to match. A handsome gown at \$40.00.



This model of beautiful French Serge, full pleated skirt, fancy waist with Saten collar and embroidery trimmed with colored yarns, Georgette sleeves to match and Saten cuffs to match collar. A service dress at \$30.00.

Beautiful Women
Healthy Women Well-Dressed Women
WEAR
GOSSARD
Corsets

The Original Front-Lacing Corsets

OFFERED THIS SEASON with a front so perfect that it rivals the beauty of the world-famed Gossard back.

This cleverly designed front absolutely eliminates all appearance of fat or thickness at the front and emphasizes the delicate curve of the waistline by accenting the curve under the bust. Only in a Gossard can this perfect front be attained, together with the small hips and flat back demanded by the present mode. Gossards are the only front-lacing corsets that completely conform to fashion's lines.

A genuine Gossard means more than a front-lacing corset; it means emphatically a perfect front, a smooth back, your all-day comfort, your safe-guarded health—it means unusual wearing service, alone worth the price you may pay, whether it be

\$2.00 \$2.50 \$3.50 \$5.00 or up to \$50.00

That the front lacing is the superior method of lacing is conceded by the best dressed women the world over. Gossard Corsets are the original front-lacing corsets and the perfect expression of the front-lacing principles. In your search for the perfect corset you will finally wear a Gossard, so anticipate the inevitable—buy and enjoy one now.

This name **Gossard** on the inside of the corset is your guarantee of the original



Ideal Average Figure



Ideal Figure Short Waisted



Ideal Figure Tall Slender



Ideal Figure Short Slender



Ideal Figure Large Above the Waist



Ideal Figure Short Heavy



Ideal Figure Curved Back



Ideal Figure Large Below the Waist



Ideal Figure Tall Heavy

A Gossard is so easy to put on

Wear **Gossard** CORSETS They Lace in Front

A Gossard will improve every figure

ACCESSORIES

- Vestees are a popular item at present.
- Brocade Saten, two-button Vestee, \$3.50, \$4.00, \$4.50
 - Plain White Saten Vestee, \$2.25, \$2.50, \$3.00, \$3.50
 - Plain White Saten Collar, \$1.25, \$1.50, \$1.75, \$2.00, \$2.50
 - Plain Corded Pique Vest, \$1.50, \$1.75, \$2.00
 - Plain Strait Lace Collar, 50c, 65c, 75c
 - Georgette Collar, all designs 65c, 75c, \$1.00, \$1.25, \$1.50, \$2.50
 - Large Stock of Hosiery 35c, 50c, 65c, 75c, 90c, \$1.00 to \$2.00 a Pair

AN ITEM YOU SHOULD LOOK FOR

- A new, 9-inch White Rain Skin Boot. The best for years, sizes 3 to 7 at \$6.50
- Patent Pumps, sizes 3 to 7, at \$6.50
 - Fine Kid Pumps, sizes 3 to 7, at \$6.50
 - French Kid, 9-in. Boot, 3 to 7, at \$8.50
 - French Kid, 9-in. Boot, 3 to 7, at \$9.50
 - French Kid, 9-in. Boot, 3 to 7, at \$10.00
 - White Bros. Box Calf, Dark Brown, low heel, sizes 3 to 7, at \$9.50
 - Black Kid, two-strop Sandal, 3 to 6 \$3.00
 - Black Kid, four strop, 3 to 8, at \$4.00
 - White Canvas Pumps, 3 to 6, \$4.00



This gown is very artistically draped suitable for street and afternoon dinner parties. The Bellera waist of Monglo Silk of Hunters Green combined with Black Saten, beautifully tucked yoke with Pannel Front decorated with Tinsel Braid on side pannels. A glaring gown at \$45.00.



A handsome suit of Navy Fricitan cloth. The newest fabric with mannish collar and vestee of Corded Gaberdine highly tailored and that rich effect to suit the most critical eye. Also made in Burgandy, Kiki Brown and Robin Egg Blue at \$45.00.

The Home of Good Mdse.

P. J. McManus