



What GOSSARD Corsets

The Original Front-Lacing Corsets

mean to the health and
the efficiency of
patriotic women.



ALL women are working today. With tireless devotion they have willingly accepted the strenuous war-time tasks in the house, in the office, in the factory, in the Red Cross rooms, in the war gardens.

They are accomplishing miracles. But the human element must be considered and woman's efficiency in these difficult tasks depends upon her health.



And her health depends largely upon her corset. That is why Canadian women are demanding the genuine Gossards and why these world-famed corsets have become indispensable to those women who would give their best to the Great Cause.

The health, comfort, service and style found in every Gossard Corset will never be found in any other corset and least of all in those attempted imitations of the Gossard principles of front lacing.



Insist upon the genuine Gossard. The name *Gossard* on the inside of the corset means inimitable Gossard designing that gives to every type of figure an unequalled style value together with soft, pliable materials, lightly and scientifically boned, that insure perfect comfort whether standing, sitting or bending.

The Gossard front, that eliminates all appearance of fat or thickness, offers an abdominal support that insures the health. The perfect Gossard back gives a complete support that prevents the back muscles tiring, even under the most unaccustomed strain. In a Gossard will never be known that terror of the busy woman—three o'clock fatigue.



Remember, every woman can attain ideal proportions in a Gossard. This offers the opportunity for a pleasing dress economy by enhancing the style and beauty of the most inexpensive frock or suit. And a further economy will be found in the wearing service of every Gossard that alone is worth the price paid, whether it be \$2.00, \$2.50, \$2.75, \$3.00, \$3.50, \$4.00, \$5.50 or more.

Gossards are sold by the best stores.

The Canadian H. W. Gossard Co., Limited

284-286 West King Street

TORONTO

CANADA

Made in
the United States
and Canada

**Wear
Gossard
CORSETS**
They Lace In Front

*Worn with Health
and Comfort by Women
the World Over*

Laugh-Time Tales

**"Life Without Laughing is a
Dreary Blank"**

Aesthetic

TWO fair munition workers were discussing their personal affairs.

"Got a chap yet, Liz?" enquired one.

"Yes; and he's a regular toff. He's manager at —"

"You don't say so! Why, they tell me he's real refined."

"Rather! Why, he took me to a restaurant last week, and when we had coffee he poured it into a saucer to cool it, but he didn't blow it like common people would—he fanned it with his hat."

An Eccentric!

A CERTAIN learned Queen's counsel was arguing a commercial case before a learned judge. In doing so he had occasion to speak repeatedly of an "eccentric," and the judge at length asked him what an eccentric was. The magistrate said he was familiar with the term as applied to individuals, but not to things. The Queen's counsel at once replied, "An eccentric," he said, "is a circular disc whose centre is not in the middle."

A Question of Speed

"NOW, boss, I's ready to go anywhere dey wants to send me," said a dusky citizen in a Southern city on Registration Day, after performing his patriotic duty. "Boss, jes' anywhere! But I ask jes' one thing and 'at is don't put me in NO cavalry."

"Why do you draw the line on the cavalry?" asked the registrar.

"It's jes' like dis. When I's told to retreat, I don't want to be bothered with NO hoss."

All Not in Sight

ONE day, as Pat halted at the top of the river bank a man famous for his inquisitive mind stopped and asked:

"How long have you hauled water for the village, my good man?"

"Tin years, sor."

"Ah, how many loads do you take in a day?"

"From tin to fifteen, sor."

"Ah, yes! Now I have a problem for you. How much water at this rate have you hauled in all?"

The driver of the watering-cart jerked his thumb backward toward the river and replied:

"All the water yez don't see there now, sor."

Fair Warning

THE following appeared as an advertisement in the Adams (Ga.) Enterprise:

The next cow of mine that's killed by an automobile won't die alone. I've just bought a new shotgun.—J. Wilks.

Losing Count

TOMMY: Half of 'em we got with machine-gun fire, half of 'em with the rifle, then we fixed bayonets and killed another half of 'em!

Funny Man: And what happened to the rest?

Tommy: Oh, we took 'em prisoners!

A Real Sherlock

THE creator of Sherlock Holmes tells an amusing story against himself.

During a lecture tour through the United States he arrived one day in Boston and was considerably astonished when a cabman accosted him and addressed him by name.

"How did you know who I was?" said Sir Conan Doyle, much interested, and not a little flattered by the recognition.

"If you'll excuse me saying so," said the cabman, "the lapels of your coat look as if they had been grabbed by New York reporters, your hair looks as if it had been cut in Philadelphia, your hat looks as if you had had to stand your ground in Chicago, and your right shoe has evident Buffalo mud under the instep, and—"

"And what?" queried Sir Arthur.

"Well," replied the cabman, "I saw 'Conan Doyle' in big white letters on your trunk!"

Thoughtless!

BILL SMITH, like many another hero, had been "out there" and done his bit, with the result that he was now sitting up in bed in a Blighty hospital ward, with his head bandaged. He had had numerous visitors who had put many foolish questions to him, and he began to "get the wind up" when another lady drew near and remarked sympathetically:

"And have you been wounded?"

"Oh, no!" Bill answered, "I was leaning against a barrage, when it lifted!"

*Doubles the Life
of Furniture*
**LIQUID
VENEER**

Cleans, Polishes, Renews
All at One Time
Buffalo Specialty Co., Buffalo, N.Y.



ALMA LADIES' COLLEGE
(Canada's National Residential
School for Girls)

**OPENS ITS THIRTY-EIGHTH YEAR
ON SEPTEMBER SIXTEENTH,
NINETEEN HUNDRED AND EIGHTEEN**

*Thorough courses in Music, Art, Oratory,
High School, Business College, Domestic
Science and Superior Physical Training*
For terms, address: R. I. Warner, M.A.,
D.D., President, St. Thomas, Ont. 32

Make Money at Home

LADIES—A new profession is open to you, writing Show Cards. Quickly and easily learned. New, simple method. NO CANVASSING. We sell your work. Big demand. Write to-day.

American Show Card School
New Ryrie Building
Yonge and Shuter Streets, Toronto

Beautiful Pictures Given to You FREE!



"It's a long way to Tipperary"

This great picture, reproduced from the famous painting, in full colors, on high art paper with deep Mat Border, size 15x12, all ready for framing, is yours for the asking.

To secure this picture, send me the names and addresses of 10 boys or girls in your town—boys and girls who want to fill their pockets with money, as well as win many handsome prizes. I have an exceptional opportunity for them, an opportunity that every father and mother will encourage them to take advantage of.

I want to get the names of these boys and girls, so that I can tell them all about this big money proposition. I am willing to pay you at the rate of 10 cents for each name. The picture I am offering you is valued at \$1.00.

Remember, this is no mail order proposition. I have no task for the boys and girls. What I have to offer them is something that will pay them well and will be a big factor in training them to become useful citizens.

Send the names and addresses of 10 boys or girls to-day, and this beautiful picture will be mailed to you immediately. Remember, it is costing you only a 3 cent stamp to get a dollar's worth of value. This is easy for you. The proposition for the boys and girls is just as easy. Send your names to-day, to

BOYS' & GIRLS' DEPT.
Everywoman's World
259 Spadina Avenue, Toronto