

## Some Autumn Needs for the Little People



These are Pictorial Review Patterns. If your local dealer cannot supply you, send direct to us—253-259 Spadina Avenue, Toronto, Ontario.

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## You will not find the right corset by casual shopping



THE woman who desires the distinctive charm of style cannot leave it to chance. You must know what to expect of your corset and insist upon it.

## GOSSARD CORSETS

*The Original-Unequalled Front Lacing Corsets*

interpret the fashion for you in terms of your individual needs. Whatever your figure requirements, you will find many Gossard models especially designed to mould your figure to correct proportions with the least restraint; to give you correct body poise with its attributes of priceless comfort and health; and do all this so deftly that there will be no evidence of corsetry in the finished silhouette. Your Gossard will efface itself and leave only the impression of natural beauty and grace.

Gossards are easy to buy. If it is convenient, let the expert corsetiere of your leading fashion store or shop fit you; but if you prefer to buy your Gossards without a fitting you may do so with full assurance of satisfaction, because of the exact science with which they are designed for your individual figure requirements.

You may buy these original front-lacing corsets for as little as \$2.75 up to any price you care to pay. At any price a Gossard will render a wearing service that alone is worth the cost of the garment.

*The Canadian H. W. Gossard Co. Limited*

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Made in the United States and Canada

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

Look for the name **Gossard** on the inside of the corset

