



## How Do You Buy Your Corsets?



*Do not casually shop for your corset. The woman who takes the time to understand herself and her corset problem spends less because she buys the right corset in the first place. The woman who lacks this corset understanding buys twice and is not satisfied either time.*

**T**HERE are so many ways—so many *wrong* ways. And how many times have you, yourself, regretted a mistaken corset purchase with "Why, oh why, did I buy that!" and thrown the corset away to the detriment of your body and mind? Any true clothes economy lies in the elimination of buying mistakes.

### The Right Way Is So Simple

It is this: *do not try to attain an unnatural figure.* The unnatural figure is no longer smart—and there never was the woman who squeezed into the wrong corset with a minute's comfort to herself or a minute's frank admiration from her friends.

### Buy The Corset That Accents Your Natural Charm

The admired woman who wears a Gossard has an unconscious grace that can only result from priceless comfort. Every naturally beautiful line of her figure is accented and her corset is so much a part of her that the observer is as unconscious of it as the wearer herself. *And this is true of even the stoutest figure.*

Do not think because you are of full proportions you must resort to cumbersome corset contrivances that restrain your freedom of movement and give you that appearance of being over-corseted that is so fatal to your attractiveness.

Why this—when Gossard artistry

that you have admired in the figure of the slender woman may be yours?

### Do You Take Care to Protect Yourself From Needless Exhaustion?

If, perchance, you are a busy mother or an active business woman, you can eliminate one of the greatest causes of fatigue by wearing the right corset. Your physician will tell you that this is a sufficiently demonstrated fact. Do not end day after day too tired to be yourself, when the insignificant price of a Gossard Corset may prove the price of your health.

### You Can Always Tell the Woman Who Wears a Gossard

She walks with an ease and lithe gracefulness that is the charm of youth, and ends the most exacting day fresh and unfatigued. There is so much more to Gossard corsetry than just figure improvement.

### Our Responsibility Does Not End When You Have Bought a Gossard

You *must* be satisfied. If it does not give you style to make you happy; if it does not give you comfort beyond price; if it does not give you a wearing service that alone justifies its cost—there is not a Gossard merchant but will wish you to return it. Any corsetiere who sells you a Gossard Corset will take a personal pride in your satisfaction.

The Canadian H. W. Gossard Co., Limited  
284-286 King Street, West, Toronto

every  
**GOSSARD** *Front Lacing* **CORSET**  
is worth every cent that you pay for it

A black satin dress may be made with a yoke of embroidery in oriental colors. A frock of dark blue tricotine is embroidered in dull green worsted.

**A Good Style for a School Dress—**Pattern 3152, cut in 4 sizes: 6, 8, 10, and 12 years, is here depicted. Brown and blue plaid suiting with white pique for trimming, was employed in this instance. Gingham, percale, lawn, linen, taffeta, and serge are appropriate for this model. A 10 year size will require 3½ yards of 36 inch material. The sleeve may be finished in wrist or elbow length. A pattern of this illustration mailed to any address on receipt of 15 cents in silver or stamps.

**A Unique Model—**Pattern 3134 cut in 6 sizes: 34, 36, 38, 40, 42, and 44 inches bust measure—is here illustrated. It will require 7½ yards of 38 inch material

form a suitable finish. The sleeve may be in wrist length, finished with a band cuff, or, short and loose. The pattern is cut in 4 sizes: 6, 8, 10 and 12 years. Size 10 requires 3½ yards of 38 inch material. A pattern of this illustration mailed to any address on receipt of 15 cents in silver or 1 cent and 2 cent stamps.

**A Simple Practical Apron With or Without Pocket—**2576—This apron slips over the head and is adjusted at the shoulders. Its fullness is held by a belt which may be omitted. Deep pockets may be arranged on the front. It is nice for gingham, seersucker, drill, percale, khaki, sateen, lawn or cambric. The pattern is cut in 4 sizes: small, 32-34; medium, 36-38; large, 40-42, and Extra large, 44-46 inches bust measure. Size medium will require 4¼ yards of



for a medium size. As here shown, castor colored duvetyn was used, with facings of brown satin. This style is also attractive in taffeta and crepe, serge and satin, or velvet and satin. Braid or embroidery may serve as trimming. The width of skirt at lower edge is about 1½ yard. A pattern of this illustration mailed to any address on receipt of 15 cents in silver or stamps.

**An Attractive Home Gown—**Comprising Blouse Pattern 3140, cut in 6 sizes: 34, 36, 38, 40, 42, and 44 inches bust measure and Skirt Pattern 3143 cut in 7 sizes: 24, 26, 28, 30, 32, 34, and 36 inches waist measure. Figured foulard in rose and white, and white georgette is here shown. The model is also good for satin, challie, lawn, embroidered and printed voile, linen, gingham and crepe. A medium size will require 6¾ yards of 27 inch material with 2¾ yards for the underblouse. The width of the skirt at lower edge is 1¾ yard. This illustration calls for two separate patterns which will be mailed to any address on receipt of 15 cents for each pattern in silver or stamps.

**A Dainty Frock for Party or Best Wear—**2932—You could make this of dimity, dotted Swiss, voile, handkerchief linen, soft silk, challie, or gabardine. Lace or embroidery or hemstitching will

36-inch material. A pattern of this illustration mailed to any address on receipt of 15 cents in silver or stamps.

**A Simple Style—**Pattern 3150, cut in 4 sizes: 4, 6, 8, and 10 years, is here illustrated. Pongee in a natural shade with embroidery in bright colors; gingham, lawn, voile, poplin, repp and challie are good for this model. An 8 year size will require 3¾ yards of 27 inch material. A pattern of this illustration mailed to any address on receipt of 15 cents in silver or stamps.

**A Good Style for a Slender Figure—**Pattern 3132 was selected for this design. It is cut in 3 sizes: 16, 18 and 20 years. Size 18 will require 6 yards of 30 inch material. As here shown, chepe de chine was used in a new shade of blue. Embroidery in self color forms the decoration. Satin, serge, duvetyn, taffeta, velvet and poplin are attractive for this style. The skirt measures about 1½ yard at its lower edge. A pattern of this illustration mailed to any address on receipt of 15 cents in silver or stamps.

**A Popular Model—**Pattern No. 3128 Cut in 4 sizes: 3, 4, 5 and 6 years—is here portrayed. For a 3 year size, 3 yards of 27 inch material will be required. Serge, khaki, gingham, linen,  
*Continued on Page 57*