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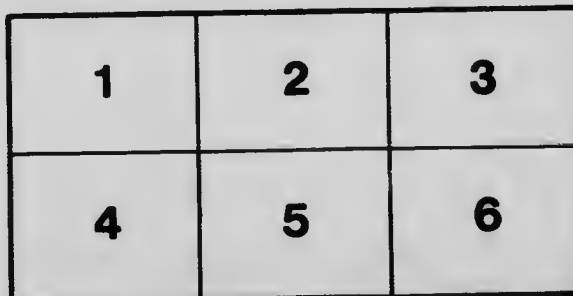
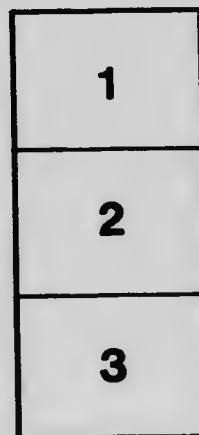
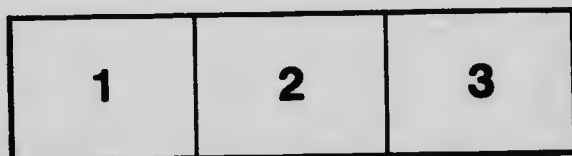
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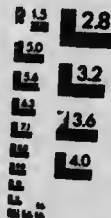
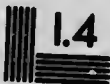
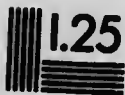
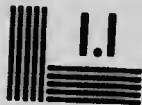
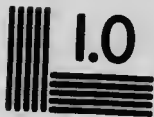
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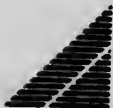
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How Mary  
kept up with  
the Joneses

The Adjustable Dress Form Co.  
of Canada Limited . . . . Toronto

TTS 23

A36

1919

*"Fine Feathers  
Make Fine Birds"*

**W**HAT woman has not  
realized the diffi-  
culty of growing  
these "fine feathers" on a  
moderate income?



In the interest of every  
woman who is bravely trying to  
put the best foot forward, is  
this little brochure published.

# How Mary Kept Up With The Joneses

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NOW, Mary, do be sensible," urged prosperous Mrs. Jones, as she sat in Mary Madden's tiny but homelike little parlor. "You simply must attend my reception next month. Rupert will be so disappointed if you refuse. After all, you're his sister, and it's your own friends who'll be there. People you knew before you buried yourself in the rustic solitude of this little suburban town."

Pretty Mary Madden looked at her expensively gowned sister-in-law sitting before her with a perfectly poised posture that immediately suggested an expensively correct corsetiere.

"At any rate, Eleanor," she remarked irreverently, "if you can't bend, you won't break. That's one consolation for correct corsets, I suppose. But I can't go, that's all," she ended wistfully.

"That's what you always say," remarked Mrs. Jones testily. Rupert thinks it's disgraceful the way you have dropped your family and friends since you married Robert Madden. What on earth is the reason? You have one, I suppose.

"Yes," said Mary wearily, "and I may as well tell you frankly. I haven't the clothes to mingle with the Joneses or anyone else of your set. I'm not coming to your reception simply because I do not possess a suitable gown."

"Well, if that's your reason," replied Mrs. Jones easily, "it's no reason at all. You can have one of my gowns. I've more than I can ever wear. I'll send one out to-morrow—"

"You'll do nothing of the kind," interrupted Mary hotly. Do you think I have no more pride than to appear at the Joneses reception in borrowed finery? You seem to think," she continued indignantly, "that because Rupert made a fortune in munitions you can dispense charity to his sister and be a munificent Lady Bountiful. I know we're poor now, but we won't always be. Bob must succeed,—he will succeed," she insisted with quivering pride. "I know you all thought it idiotically romantic for me to give up everything in your world to marry poor Bob Madden, just an ordinary law clerk, but I'm glad I did it. I've had happiness your wealth can't buy, and until

my husband can afford it, I'll accept no invitations or humble my pride. You can just tell Rupert I'm not a poor relation yet."

Long after the surprised and highly indignant Mrs. Jones had left, Mary sat turning the pages of a recent magazine in nervous resentment.

Suddenly her attention became riveted, and she read thirstily again and again the words before her. "That's just what I'll do," she announced with pretty determination, and turning to her little writing desk she hurriedly penned the following note, which was read aloud the next morning by prosperous Mrs. Jones to the equally prosperous Mr. Jones. "Dear Eleanor,—



"Now, Mary, do be sensible"

I've changed my mind. Cinderella is coming to your reception. Watch for the pumpkin coach. Mary."

\* \* \* \* \*

If Mary seemed feverishly excited and unusually gay that night, the only indication was her husband's admiring comment as he sat comfortably smoking his after-dinner cigar, with Mary on the arm of his chair, running caressing fingers through the thick boyish hair. "Jove, Mary, you grow prettier all the time, and when the good ship Bob Madden makes port with its cargo of feminine fancies, I'll lose my heart all over again."

And if in a certain flourishing pawnshop a family heirloom awaited its day of redemption, while a large package was quietly delivered to the Madden home, young Bob Madden was quite unaware of such proceedings. Apparently he did not notice the frequency of inexpensive pot roasts and stews that appeared on the Madden table that month. And the long hours



Mary Madden spent ripping, pressing and fitting shimmering masses of lustrous silk that had been her wedding gown was likewise unknown to him. "Bob dear," Mary confided one evening, "the Joneses are having a big reception next week, and we are invited." Bob's pleasant face clouded. "I'm afraid, dear," he hesitated, "I can't afford a new gown for you, and I—"

Mary laughingly interrupted him: "You don't have to, old dear, I have one." And then she led him to the little sewing room and presented to his astonished gaze a wondrous creation of shining soft silk and laces adorning a tall model form in the centre of the room.

"But, Mary," Bob stammered, "I don't understand—where did you get it, and how did you do it?"

"Of course you don't understand, poor mere man," replied Mary, laughing giecfully; "but that's my wedding dress, and you never recognized it. The day Eleanor invited me I was in despair," she continued. "then, blessed luck, I happened to read about the Perfection Adjustable Dress Form, and I had this one sent out, and IT WAS PERFECTION. It saved a dressmaker's bill, and I made it all myself just by fitting it to my own measurements on the form. It was so easy and simple—and now we can go to the reception, and you won't be ashamed of me, will you?"

We tactfully omit young Mr. Madden's response, but it satisfied Mary.

"By Jove, Mary," said Bob, after the reception was over, that dress of yours was certainly stunning. I thought people would never stop staring at you."

Mary laid away her dress with loving hands, then sighed happily, as she said: "Mr. Morton, the head of your law firm, complimented me on my gown, and you know, dear, I could not resist telling him I made every bit of it myself."

Shortly after, her hand contentedly resting in Bob's, she murmured drowsily, "The dress was a success, wasn't it?"

A few weeks later an excited Bob rushed home, and taking his startled wife in his arms he shouted: "Mary, our ship has come in. I'm a junior partner in the biggest Law Firm in the city. It's Morton & Madden now, and you are the cause of it. Mr. Morton called me in to-day and said he'd been watching my work, and a chap that was lucky enough to have a wife like mine, who could make her own clothes and help him save ought to be able to handle a junior partnership."

"Oh, Bob, I'm so happy," Mary said ecstatically. "And we owe it all to the Perfection Adjustable Dress Form. I couldn't have done it otherwise."

"That's right, dear, the Dress Form did me a Junior Partnership and helped us to 'keep up with the Joneses.'"



"But, Mary," Bob stammered.  
"I don't understand"

## *As Necessary as your Sewing Machine*

**H**OW many times have you asked your neighbour or some member of your family to try on the dress you were making so that you could just see the "hang of it?"

Every woman knows the disappointment and dissatisfaction of trying to fit herself properly with only a mirror to aid her. Hours of patient planning, fitting and altering are needlessly wasted in this old-fashioned way.

When you fully realize the comfort and convenience as well as time, labour and expense saved with a PERFECTION ADJUSTABLE FORM, you will decide immediately to own one.

Note carefully the PERFECTION ADJUSTABLE FORM in action on the opposite page. There is no figure normal or abnormal that cannot be fitted with one of these remarkable forms: sagging shoulders, high hips, slender waist and full bust or the reverse or any other physical deficiency is accurately fitted if you own a PERFECTION ADJUSTABLE FORM. Just a simple adjustment of the wing nuts inside the form or the pressing of a foot pedal, and your figure is duplicated before you. You can fit your dresses quickly, accurately and pleasantly and your clothes will look better, fit better, and feel better.

### *Our "Collapse" Line of Perfection Adjustable Forms*

are covered in an attractive shade of grey jersey cloth or linen canvas; all trimmings are nickel plated and the forms are fitted with our new and improved collapsible skirt and pedal base, thus making the forms more useful and less cumbersome than the former type of Adjustable Dress forms.

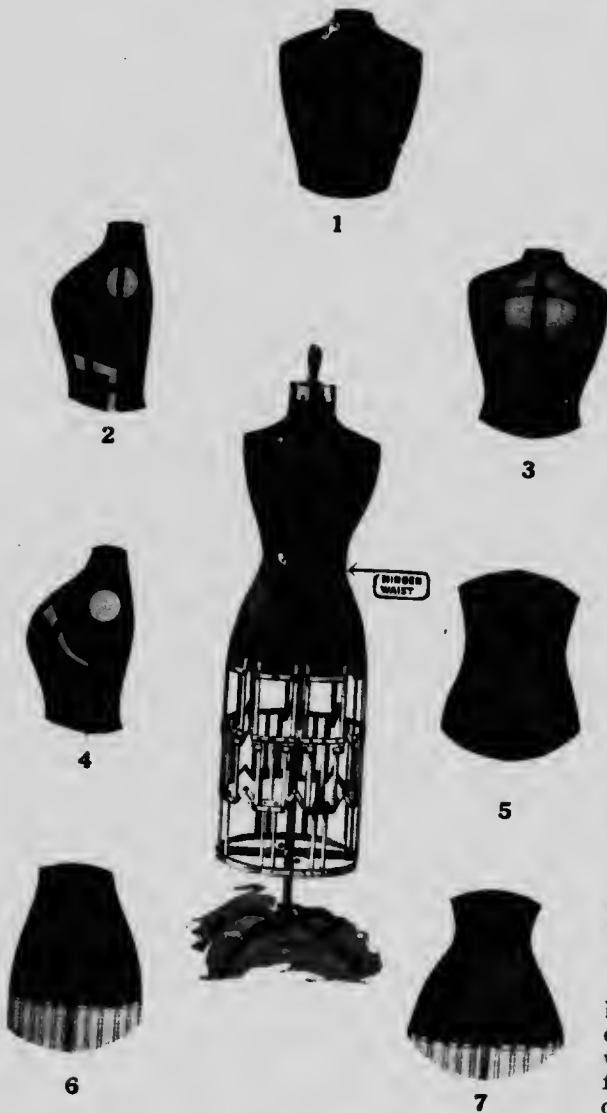
### *The Non-Collapsible Line of Perfection Adjustable Forms*

is too well known to need further comment here except the statement that we are still making them and the demand is greater than ever. We show four forms, the "QUEEN," "EMPRESS," "PRINCESS," and "PATRICIA." These we cover in Black Jersey Cloth to distinguish them from the "Collapse" Perfection Form which are regularly covered in Grey Jersey Cloth. Nickel plated collar and knob. Black enamelled base.

**"PERFECTION" Adjustable Dress Forms**

**ADJUSTMENTS OF THE QUEEN**

**Independent Adjustment for Every Section of the Form**



1. Long waist at back.

2. Showing high bust effect.

3. Bust adjusted without affecting waist or hips.

4. Showing low bust effect.

5. Waist adjusted without altering hips.

6. One hip made larger than the other.

7. Hips adjusted without altering waist.

The illustration clearly shows the flexibility of the Queen Adjustable Dress Form.

This form surpasses all others in the number of its individual adjustments. It is the crowning achievement in the dress form world.

Special attention directed to the Patented HINGED WAIST and the movable bust parts.

If fashion dictates high or low bust lines or large or small waist and hips, this form may be readily changed to meet the requirements.

**The No. 55 "Queen" Adjustable Form.**

**THE GREATEST INVENTION IN THE HISTORY  
OF DRESS FORMS**

**"Collapso" Adjustable Forms  
with Pedal Stands.**

Note the compactness of the collapsible form below. When not in use it can be placed in the special fibre box supplied with the form and stored in any out of the way corner.

This form can be adjusted to your measurement, placed upon the table and used as a waist form if so desired, or can be raised to full height for full length gowns.



*In the act of raising  
the Form.*



*Showing Form fully  
collapsed.*

**"Collapso" Adjustable Forms  
with Pedal Base.**

A slight foot pressure on the pedal enables you to raise or lower the form. Release the pressure on pedal and the form becomes stationary.

All "Collapso" forms are covered in grey jersey cloth. Nickel plated stand, top collar and knob, and skirt made of bright tinned flat wire.

**"PERFECTION" Adjustable Dress Forms**

*The*  
**"Collapso Queen"**

**No. 155**

**With Pedal Stand**



**No. 155. (Patented)**  
Showing the "Collapso Queen" with  
skirt extended. Body covered in  
Linen Canvas.

**No. 155. (Patented)**  
Showing the "Collapso Queen"  
collapsed. Note the saving in  
space accomplished.

**The Queen of All Adjustable Forms**

Covered in grey jersey cloth or linen canvas and nickel trimmings.  
Made in 3 sizes:

Size 1 bust adjusts from 32 to 48

Size 2 bust adjusts from 35 to 46

Size 3 bust adjusts from 40 to 60

For description of "Queen" Form see pages 5 and 9

Special Price List enclosed.



My dear, I made every stitch of it myself

"I'M so proud of my success that I just have to tell everybody about it," said Mrs. Ramsey, displaying the charmingly dainty frock to her neighbour. "Isn't it a dear?"

"But how did you manage the fitting?" asked the friendly neighbour with sudden interest. "That always prevents me from even the attempt to make any of my clothes."

"Well, it was this way," continued Mrs. Ramsey. "With both the boys and their father in service, and little money coming in, the question of clothes was a serious one. When I could afford money for dress material I could not afford a dressmaker, and vice versa. Both Helen and I needed new clothes. Her school dresses were so shabby I was ashamed. One day I had a letter from my sister in Regina, telling about 'Susy'—that's what the family named her Perfection Adjustable Form. She said she and 'Susy' had made all the clothes for herself and the girls, and what a wonderful saving it had been. She actually saved enough to buy her winter's coal. I knew Jessie would never write me about the saving value of an Adjustable Form if it wasn't true, because she is the most economical person in the world. So I decided right then to send for one, and, my dear, I've been *so glad* I did. I made Helen a lovely warm school dress and several house dresses, all our aprons, and *even* our petticoats.

"You know Helen is so hard to fit because of her bad hip. Poor child, she is so sensitive about it, too—"

"But how could you fit both *yourself* and Helen on the same form?" interrupted Mrs. Neighbour.

"That's the splendid part of it—I simply adjusted the form to the measurement of Helen's hip and then changed it to fit my own. We think it quite a wonderful invention. And if you only knew the blessed relief of not standing for hours to be fitted—. The Perfection Adjustable does all the torturous standing. I wouldn't part with it for anything. It's paid for itself a dozen times over."

**"PERFECTION" Adjustable Dress Forms**

**The "Queen"**

**No. 55**



**No. 55. (Patented)**  
Illustration shows the  
"Queen" covered in  
Linen Canvas.

**T**HE Queen represents the highest point thus far achieved in the development of the Adjustable Dress Form. Safely guarded from competitive imitations by successive patents which mark the various steps by which it's present perfection was reached.

One of the special features possessed by this form is the **HINGED WAIST** which allows the independent adjustment of the waist and hips. Not only are these parts adjustable independently of each other, but each and every section may be changed without affecting other parts.

It is made in 28 sections. All adjusting mechanism of the form is on the inside, thus leaving a perfectly smooth surface to work upon.

The Queen is covered in black jersey cloth or in linen canvas at an extra charge. The base and standard are finished in black enamel. The skirt is made of tinned flat wire and the top and collar nicely nickel-plated.

**Made in three sizes:**

- Size 1 bust adjusts from 32 to 43
- Size 2 bust adjusts from 35 to 46
- Size 3 bust adjusts from 40 to 60

**Prices quoted in special Price List enclosed.**

## **Yes! This Can Be Your Gown!**



**T**HERE is really no good reason why you should not always be well dressed and have an extra gown hanging on the spare hook in your wardrobe.

We have designed the **PERFECTION ADJUSTABLE FORM** to especially meet these wardrobe needs of the well-dressed woman.

It makes no difference whether you are slim and slender or short and stout. The **PERFECTION ADJUSTABLE FORM** can always be adjusted to meet the measurements of any type of figure. If you have a slight physical defect that makes it difficult to secure ready-made clothing, your exact measurements are duplicated by the **PERFECTION ADJUSTABLE** and will remain so until changed by yourself.

If you see a becoming pattern, you can immediately estimate **ONLY** the cost of material **AND** the saving gained by making it yourself pays for the material in many cases. Any gown you desire may be yours simply for the making.

Consider then the varied advantages of owning a **PERFECTION ADJUSTABLE DRESS FORM**.

No matter what your size or figure, your measurements can always be accurately and correctly adjusted on a **PERFECTION FORM**. No painful hours of fitting or attempting to fit yourself. No expensive bills for dressmaking—you can make not only one dress but all your street, house and evening dresses for yourself or your family. You can collapse the **FORM** to a table stand and fit your blouses and waists—immediately lengthen it for any below the waist fitting—then it can be entirely collapsed and put away in its special fibre box out of sight. You will find the **PERFECTION ADJUSTABLE DRESS FORM** almost like a member of your family for its useful service and the initial expense it saved for you many times over in the economy of your clothes.

For dressmakers it is especially practical since you need only take your customer's measurement and adjust your form to these measurements. In many cases a final fitting is unnecessary since the **PERFECTION ADJUSTABLE** is as accurate as the living model.

It makes no difference whether a **PERFECTION ADJUSTABLE FORM** is purchased for individual or professional use—its satisfaction is undisputed.

**Thousands of enthusiastic testimonials support this claim.**



**"PERFECTION" Adjustable Dress Forms**

*The*  
**"Collapso" Empress**  
*No. 133*  
**With Pedal Stand**



**No. 133. (Patented)**  
Showing Skirt extended and Form covered in Grey Jersey Cloth.



**No. 133. (Patented)**  
Illustrating the neat and compact appearance of the Form when collapsed.

The "Collapso Empress" is our Regular No. 33 Empress Form fitted without special collapsible skirt and pedal stand. For full description of Empress Form see pages 5 and 13.

Cover in grey jersey cloth with nickel trimmings and stand, also tinned flat wire skirt. This form can be covered in linen canvas at an extra cost.

Made in 3 sizes:

- Size 1 bust adjusts from 32 to 43
- Size 2 bust adjusts from 35 to 46

**See Price List.**

## A Rebuilder of Gowns



**A**LL your discarded and out of date dresses can be beautifully and artistically remade into the styles of to-day with the aid of a **PERFECTION ADJUSTABLE DRESS FORM**.

Think what it means to go up to the old horse-hair trunk under the attic eaves and take out the garments you have put away from time to time just because the material had outworn the styles—a perfectly good coat that can be re-made, a dress to be retouched and altered—there's a good suit that can be turned and pressed and fitted on the **PERFECTION ADJUSTABLE FORM** and behold—the newest thing in spring styles and so on ad infinitum; for the make-over possibilities with the possession of a **PERFECTION ADJUSTABLE FORM** are unlimited.

**And again we emphasize the saving in material and expense that will more than pay the slight initial cost of owning a **PERFECTION ADJUSTABLE FORM**.**

Note the advantage of always being able to correctly adjust a **Perfection Form** to any figure or either regular or irregular proportions. This advantage is not restricted to bust measurement alone as might be supposed. The specially patented hinged waist of both the **Queen** and **Empress** make it practically impossible to misfit waist and skirt measurements. Nowhere do these special adjustments interfere with the fitting or pinning surface of the form.

There are no intricacies or difficulties about making adjustments with a **PERFECTION ADJUSTABLE FORM**. Just a turn of the wrist or the pressure of the foot—so simple a child can do it.

**The "Empress" No. 33**



**No. 33. (Patented)**  
Illustration shows the  
"Queen" covered in  
Linen Canvas.

THE "Empress" Perfection Adjustable Form is second only to the "Queen" and is the only adjustable form with the exception of the "Queen" that is fitted with our Patented HINGED WAIST feature. This is a very important point as it accomplishes separate adjustments for the waist and hips. By means of the HINGED WAIST one hip may be made larger than the other and actual shape as well as correct size obtained.

The "Empress" is made with the same degree of careful workmanship as the "Queen." It has twenty-four sections, each separately adjustable. The base and standard are finished in black enamel, and the body is covered in Black jersey cloth. The skirt is made of tinned flat wire and the top and collar nicely nickel-plated.

Made in 2 sizes:

Size 1 bust adjusts from 32 to 43

Size 2 bust adjusts from 35 to 46

If you cannot afford the "Queen" we strongly recommend the "Empress" as your second choice. This form can be covered in linen canvas, as shown in illustration, at an additional charge.

See special Price List enclosed.

## The "Collapso Princess"

No. 125

With Pedal Stand



No. 125. (Patented)  
Showing Form extended.  
Press the pedal and  
Form collapses.

THE "Collapso Princess" is our regular No. 25 Princess Form fitted with our collapsible skirt and pedal stand. A full description of the Princess Perfection Form will be found on the following page.

A special feature of the Princess is the independently adjustable bust sections, permitting the raising and lowering of bust line to correspond with any shape or any change in fashion. The chief difference between the Princess and the Queen is that in the Princess our Special Patented HINGED WAIST is omitted and there are fewer sections and adjustments than in the Queen or the Empress forms.

The Princess is made in two sizes:  
Size 1 bust adjusts from 32-41.  
Size 2 bust adjusts from 35-46.

The "Collapso Princess" is covered in grey jersey cloth with nickel trimmings and stand, and tinned flat wire skirt. This form can be covered in linen canvas at an additional charge.

See Price List enclosed.

## *The "Princess"*

*No. 25*



**No. 25. (Patented)**

**Illustration shows the  
"Princess" covered in  
Black Jersey Cloth.**

**Note:—Skirt is adjusted for  
narrow effect at bottom.**

**T**HE Princess is a very satisfactory and practical form and is capable of a large number and variety of adjustments. It is made in twenty sections with its six-part hip and horizontal adjusting stays throughout, as well as the vertical stays.

All working parts of the form are on the inside so as not to interfere with the fitting over the form.

The Princess is covered in black jersey cloth, and base and standard are of black enamel finish. The collar and knob are nickel-plated and the skirt is made of tinned flat wire.

Made in 2 sizes:

Size 1 bust adjust from 32 to 41.

Size 2 bust adjusts from 35 to 46.

This form can be covered in linen canvas at an additional charge.

**See special Price List enclosed.**

*The*  
**"Collapso Patricia"**

*No. 166*

**With Pedal Stand**



**No. 166  
(Patented)**

**T**HE "Collapsible Patricia" is our regular No. 66 Patricia adjustable form, and has been so immensely popular that we have decided to make this form with the collapsible skirt and pedal stand as shown in the adjoining illustration. It offers many of the special features of the Queen at a more reasonable price, but is not fitted with Patented Hinged waist.

The Collapsible Patricia is covered in grey jersey cloth. Nickel-plated stand, top, collar, and knob, and the skirt made with tinned flat wire.

Made in 2 sizes :

Size 1 bust adjusts from 32 to 41.

Size 2 bust adjusts from 35 to 46.

This form can be covered in linen canvas at an additional charge.

**See special Price List enclosed.**

## *The "Patricia"*

*No. 66*



**No. 66. (Patented)**  
Illustration shows the  
"Patricia" covered in  
Black Jersey Cloth.

**T**HE woman who makes her own dresses or sews for the family, as well as a professional dress-maker, will find the Patricia a valuable assistant. It is a twelve section independently adjustable form, each part being provided with separate adjusting slides, which enables the user to procure a larger variety of adjustments than is possible with any other twelve section form.

We have sold thousands of these forms and have never had one complaint, which speaks very well for the practicability of the Patricia.

It is covered in black jersey cloth, with black enamel base and standard and nickel-plated collar and knob. All the working parts of the form are in the inside so as not to interfere with fitting over the form.

Made in 2 sizes:

Size 1 bust adjusts from 32 to 41.

Size 2 bust adjusts from 35 to 46.

This form can be covered in linen canvas at an additional charge.

See special Price List enclosed.

## A \$50.00 Gown for only \$12.50



"JOHN, can you buy a suit for \$12.50?" asked practical Mrs. Smith as her husband sat dozing over his newspaper.

"My word, what a foolish question," grumbled John in reply—"Of course I can't, not the way prices are to-day."

"What would you say if I told you I bought a dress for \$12.50?"

"Judging from the Dressmaker's bills I've paid in the past, I'd say you were not very familiar with present prices" replied the sceptical John.

"I want you to look at this dress I got for just \$12.50" and Mrs. Smith proudly displayed a charming dress of rich maroon-colored cloth with soft clinging chiffon sleeves and a dashing girdle of lustrous satin.

"Well, I may not know much about women's clothes," said the now wide-awake Mr. Smith, "but I know from previous bills rendered that you did not get that dress for \$12.50. You are touching me for 'balance unpaid.'"

"A good suggestion" laughed his wife. "You might pay me what I've saved. I saw a wonderful bargain in this material and with the chiffon and satin the entire cost was just \$12.50. My **PERFECTION ADJUSTABLE DRESS FORM** and I did the rest. You couldn't duplicate it in any store for \$50.00. You remember you laughed at me when I bought that form."

"Judging from appearances, it is the best investment I ever made," her husband remarked lighting his pipe with masculine content. "Well, well, that dress is certainly stunning, when do we wear it?"

"At the Masonic Ladies night next week. And John, I'm going to make all my clothes from now on. It's no effort at all with a **PERFECTION ADJUSTABLE FORM**. I just take my own measurements, adjust the form to the measurements and fit my dress to the form—and behold a \$50.00 dress for \$12.50.

"Well, I guess I can stand the cost of material when you and your Adjustable Dress Form can cut the high cost of dressing like that," replied Mr. Smith from the depths of his paper.





**"PERFECTION" Adjustable Dress Forms**



**No. 14a Extended.**

**The "Collapso"  
Non-Adjustable Form**

**No. 14a**



**No. 14a Collapsed in Fibre Box.**

The "Collapso Non-Adjustable Form" can be collapsed in a second and put in the fibre case as shown in illustration. It is made in the following sizes:

32, 34, 36, 38, 40, 42, 44 bust measurement.

Covered in black jersey cloth, black enamel base and knob. The skirt is made of tinned flat wire.

**See special Price List.**

**"Perfection"  
Non-Adjustable**

**Form and Stand**



**No. 11—Bust.**

The No. 11 Perfection Non-Adjustable Model without stand or skirt. Covered in black jersey cloth.

It is made in the following sizes: 32, 34, 36, 38, 40, 42, 44, bust measure.

This model can be supplied in linen canvas at an additional charge.



**No. 10—Stand.**

The No. 10 Stand is made to fit our Non-Adjustable No. 11 form. It is finished in black enamel complete with knob.

**See Price List enclosed.**

**"PERFECTION" Adjustable Dress Forms**

**"Perfection" Non-Adjustable Models**



**No. 13 Model.**

The No. 13 Perfection Non-Adjustable form covered in black jersey cloth, black enamel standard and black enamel top.

Made in sizes: 32, 34, 36, 38, 40, 42, 44, bust measure.

These forms can be supplied in linen canvas at an extra charge.

**See Price List enclosed.**



**No. 14 Model.**

The No. 14 Perfection Non-Adjustable model with stand and skirt covered in black jersey cloth, black enamel standard, and skirt made of tinned flat wire.

Made in sizes: 32, 34, 36, 38, 40, 44, bust measure.

**TESTIMONIALS**

**READ WHAT THEY SAY ABOUT ADJUSTABLE DRESS FORMS**

**Just a Few Abstracts from Letters of Satisfied Customers.  
We Have Many More**

**Changes Form to Different Shapes in a Few Minutes**

The Adjustable Dress Form Co.:

As a dressmaker, I must write a few lines about the Queen Perfection Form. I have fitted hundreds of dresses on this form, most of which did not need to be altered when tried on the person for whom they were made. It takes only a few minutes to change this form from one person's measure to another's, so you can cut and fit several dresses in a day.

Miss B. E. A.

**Only Necessary to Take Measure**

The Adjustable Dress Form Co.:

Several ladies in the neighborhood begged me to make dresses for them. With the aid of my dress form it was only necessary to take their measure, regulate my dress form to the required size, do all the fitting on the form and send the dresses home completed.

**No Material Wasted**

The Adjustable Dress Form Co.:

I can make a dress in one-third the time it would take otherwise; besides, it is a pleasure and not a task to sew with a Perfection Dress Form. You simply pin the material and trimming on your form, and nothing goes to waste.

Mrs. M. W. N.

The Adjustable Dress Form Co.:

Having received your dress form in good order, I am pleased to say that it is very satisfactory. I thank you for your prompt attention and I will be pleased to recommend your dress form to my friends here.

Mrs. E. ZIFF, B.C.

**WHAT SIZE OF ADJUSTABLE FORM SHALL I ORDER?**

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If a form is ordered, which when closed, is much smaller than your own measurement, the spaces between the sections of the form when it is extended to your size will be greater than if you had ordered a larger size form.

Therefore, if your bust measurement is smaller than 35 in., size 1 Adjustable Form would be correct. If your bust measurement is larger than 35 in., and you had no occasion to use the form for any other member of your family who has a smaller bust measure than 35 in., you should order size 2 form.

The special size, 3 Queen, is intended for women whose bust measurement is 40 in. or over, and should always be ordered when this is the case.

**TERMS**

Please order by catalogue number and state clearly how the form is to be shipped, whether by freight or express. Your remittance must accompany the order. Please send either Post Office Order, Express Order or Bank Draft in payment.

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**WE ARE SURE THAT YOU WILL BE SATISFIED WITH  
"PERFECTION" ADJUSTABLE DRESS FORMS**

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Use this order blank when ordering Please write clearly.

## ORDER BLANK

Our Order No.....

Date.....

Adjustable Dress Form Co. of Canada Limited,  
14 Millstone Lane, Toronto, Ont.

Gentlemen:

Please forward at once by.....

Express or Freight.....the following dress form:

Catalogue No.	Style of Form	Size	Covering	Price

In payment for which I enclose.....dollars.....cents.  
Kindly ship above Form to:

Name.....  
City or Town.....

Street and Number.....  
Province.....

Yours sincerely,

.....  
Customer's Signature

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are sold by the leading departmental stores in Canada, and by mail from the manufacturers

**The Adjustable Dress Form Co.**

of Canada, Limited

14 BELLSTONE LANE

TORONTO

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