



MODEL 364



MODEL 408



MODEL 250

Wear
Gossard
CORSETS
They Lace In Front



MODEL 550



MODEL 320

A Gossard Corset For Your Figure At Your Price

Less than ten years ago the gigantic task of changing from the old-fashioned way of lacing a corset in the back to lacing it in front was undertaken by the H. W. Gossard Co.

Today these corsets are acclaimed throughout the civilized world as being the perfect corsets for all women.

Figure improvement usually means health, and health always means beauty. The Gossard Corset assures an immediate figure improvement with its attendant joys—health and beauty. Best of all, this improvement is immediate, a fact we are demonstrating daily in our corset department.

It is really an inspiration to see an indifferent, careless figure literally transformed into one of symmetry and beauty. As the figure assumes its rightful position, health follows naturally.

There is no magic about it, but much science and common sense. Every Gossard Corset is designed to improve some particular type of figure and at the same time give its wearer the correct mode. In every instance they do these two things.

The endorsement of physicians in practically every civilized country has done much to popularize Gossard Corsets. The ease of lacing them in front has also been an important factor. Add to this the exquisite design of each model and you have three outstanding reasons why Gossard Corsets are now considered "The Perfect Corsets for All Women."

Today we call your attention to the five models pictured at the top of the page and described below. We want to fit you in them, so you can see for yourself. Stop in today.

MODEL 250

Women who appreciate corset value have seized the opportunity to secure Gossard style and Gossard comfort for the modest sum of \$2.00. Even if you are accustomed to paying up to \$5.00 for corsets it will pay you to have a trial fitting in

MODEL 250.

A medium low bust, straight lines and long enveloping skirt, the light boning gives the easy, relaxed figure that is both fashionable and comfortable. Suits most figures, giving grace and style. Made in long wearing Everlast Cloth. Price in all sizes

\$2.00

MODEL 364

Especially popular, both for style and comfort. Low in the bust, with comfortable fullness over the diaphragm. Extremely flat hip lines and long, closely fitting skirt. Three sets of hose supporters. Made in sterling cloth, light and durable

\$3.50

Once you experience the comfort of the original front-lacing Gossard there will be no other corset for you. No other make is like it; all other front-laced corsets are copies. As for style, Gossards are worn by the best dressed women in the world.

MODEL 320

Extends just above the waist line and is very lightly boned. The skirt is medium long, with three elastic sections. The bust, being free, looks smaller. A dotted French Batiste material is used, which clings to the figure in any position. A soft flexible charming corset moderately priced at

\$7.50

MODEL 550

You will never be stiff or awkward in this special "Tango" model, because it was specially designed to permit free, graceful motion. Notice how it is cut out in front, the low, easy, bust line, the fashionably long skirt. This is very popular. Gives the flat back lines and large waist that everyone wants. An elastic section in the back holds in the skirt trimly. Made in fancy French Batiste, just the thing for evening wear.

\$5.00

MODEL 408

Extremely careful corseting must be observed by women who have a large bust, extreme weight in the upper back, abdomen and hips. This corset covers these requirements absolutely.

The skirt is long—extremely long, caring for the thighs, lower back and upper limbs in front, perfectly. The bust is low and all excess weight above the waist line rests in the corset—the extra fullness permitting this.

We believe that this model represents the utmost to be had in any corset. We know of no value greater, anywhere

\$8.50

Jones Mercantile Company

"LANCASTER'S LIVE STORE."