

## The Indispensable Corset

*It keeps pace with the styles, the times and the woman*

By GRACE MARGARET GOULD



There's no wear out to the back springs of this bandeau brassière

**F**IRST the corset and always the corset! Fashions come, and fashions go, but the corset is the foundation upon which they are all built.

Women want to do an increasing number of things to-day, but the one thing they will always want is to look well.

Style is the art of looking well, and the figure brings out the style. The corset makes the figure—and there you are.

Make no mistake. The work of the woman's world will never be done in overalls. The bigger the thing she does, the more womanly and attractive she will look.

Now all this can be seen when we remember that as woman's activities have increased, her wardrobe has increased. There is a style for every activity, and a corset for every style. In other words, women dress suitably.

Years ago women only wore their corsets when dressed in their best. When going about her housework the average woman of the past generation went corsetless, in a loose mother-hubbard, because the old-time corset was a real torture. To-day our corsets are comfortable and easy to wear.

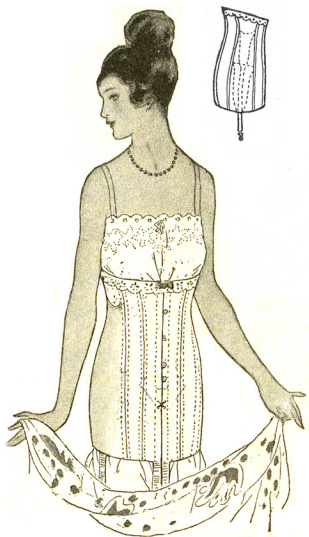
Well, what is the fashionable figure of to-day? It aims to be slight and youthful. Hips are banished. The waist is natural, with just a nip at the side—that is, the corset must just touch the figure. The bust is low, giving full play to the diaphragm. The skirt is long. The hose supporters are sufficient to keep the corset in place. Above all, the corset is comfortable.

The woman of the present day, while she demands style in dress, won't stand discomfort in dress. The fashionable corset, then, is an easy-fitting corset. It is ease in fit that gives the straight line.

Not only is there a corset nowadays for every style, there is a corset for every defect.

Have you a fat back instead of a flatback?

Don't let it worry you any more. Buy a low-back corset. But you will say that your full, fat back needs a high-back corset to control the fullness. That is an exploded idea. The high back pushes the flesh up and makes the back look fatter. Try the low-back corset. Have it big



A corset with an air cushion makes the prominent hip bone invisible

shoulder to hip with the slight curve at the waist line.

One more word about the full back, and an important one too: Be sure your corset is loose at the bottom. It can be drawn tight at the hip line, but as you lace it pull the lacings down, not up, and keep the bottom loose.

Have you a short, heavy figure with prominent bust and abdomen? Don't wear a high-bust corset. Get a low-bust corset and don't lift up your abdomen when adjusting it. Of course you used to feel that you must wear a high-bust corset; but if you are wise your corset will be not more than two and one-half or three inches above the waist.

A specially good corset for the short, heavy woman has the low bust with the line at the top lifting slightly toward the center. The hip is straight and unboned. It is free. There is an elastic gore at each side toward the back to give room when sitting. The waist line is natural. The front steels are wider at the bottom than at the top. There are three pairs of hose supporters. The corset is light and pliable. It isn't the weight of the corset that makes the fit, it is the cut of the corset and the quality of the bones used. The cut of this corset is most skillful and the bones do not deteriorate. A brassière must be worn with it.

Are you thin with prominent hip bones? There is a new corset just made for you. It gives the straight line at the sides, filling in and rounding out the hollow between the waist and hip bone with an air cushion. This corset improves in every way the angular figure.

Have you the most boxy of boxy figures with the flesh thickened at the top of your corset, which is the result of lifting up the abdomen every time the corset is put on? Are you too thick through from being careless about your corseting and liking to slouch? Well,

enough at the top, and the extra flesh will stay in place. Then wear a well-fitting brassière.

There's a new brassière just out well worth considering. In shape it is a bandeau and it fastens at the back. It does away with that pronounced ridge at the top of the corset which is so unsightly. Instead of the elastic at the back, which so provokingly wears out and pulls out, it has tiny bronze springs in a shirred inset made of the same material as the brassière. These springs will not rust. The brassière can be boiled and ironed without injury to them and there is no wear out to them. Another novel form-molding and interesting brassière laces under the arms, and thus fits while it fastens. It helps to give the graceful unbroken line from

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don't get discouraged, there is a corset just right for you. It is a front-lace corset, and it has a little curve or nip under the bust that helps to do away with that thick, boxy look. This corset is most convenient to adjust.

It has a medium high bust—higher in the center, which leaves the bust free. The back is flat and straight. The hips are flat, too.

There is an elastic strap at the back and elastic insets at the hip to give room in sitting. Through its front lacing, the flesh is gradually laced back and thus apparently reduced. In a way, the figure is adjusted to the corset. For figures in which the thighs are out of proportion, there is a corset which will be of great help.

It fits very closely over the thigh. It has a three-inch-high bust and a French back, closely boned. Below the clasps in front, it laces. Over the hips there are no bones. At the side of the thigh, there is an elastic gore.

When you wear one of these corsets you will be assisted to keep a correct posture when sitting or standing.

The schoolgirl, too, has a corset specially adapted for her. It has elastic side sections from the top to the bottom, the rest of the corset being plain coutil. This corset will help mold her figure correctly and yet give all the comfort and ease she needs.

A peculiarly feminine feature of all these corsets—which goes to prove what I have already said, that women want to look well under all circumstances—is that they are pretty, and must be pretty in order to sell well. The fabrics are most dainty and soft and the favorite color is still pink.

If your dress allowance is growing steadily less, let me tell you how to economize in your wardrobe's most important essential—the corset.

Avoid the cheap corset. Buy a well-made corset from a reliable shop and be particular that you do not purchase, just any good corset, but the special model which your own individual figure needs.

As I have said before, there is a corset for you. Be sure to find it. Remember, also, that the good corset can be successfully renovated. It will launder well, and it may be sent away for general repairs and be returned in good order at a small cost.

In lacing a corset, one ten-yard lace may be used, or two five-yard laces. Be sure to unlace your corset every night, and in removing it unfasten the hose supporters first and then unhook the corset. If possible, have two corsets at the same time and use alternately. It will be economy in the end.

There is a corset for every phase of the modern woman's varied life—for her business clothes, for her dance frocks, for her sporting togs.

No wonder we call it indispensable.



Now it's the low-bust corset skillfully shaped for the short, heavy woman