# Social and Personal Notes 

By Mollié Runcorn

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King Albert of Belgium is Greatest Character of War

## SHIPLEY'S

Mrs. L. C. Redding, the expert Corsetiere of the Modart Corset Company, today commences a three days' demonstra tion in our Corset Department, during which time she will explain and exploit the many admirable features of the celebrated
MEDART CROREETS
Make an appointment with Mrs. Redding by letter or telephone for an early fitting.

$\$ 3.50$ to $\$ 18.50$

A Chat with Mrs. Redding on Figure Beauty

Several days ago a prominent woman said

"I have been wearing front laced corsets for a number of years, and have always been more or less pleased. When you suggested MODART I hesitated whether or not to buy one, because I was satisfied with the make I have been wearing. I am delighted, however that I followed your advice. I see now how differently this new corset fits me. You may expect to fit a number of my friends with MODARTS.
The function of a corset is to correct and beautify the figure; not simply beautify the back. MODART certainly does give a beautiful figure.
You can wear a MODART all day and will not subject you to any discomfort what ever. You will never feel like taking it
The MODART is indeed a comfortable set. I would like to have you come in whenever you have an opportunity to spend fifteen min utes and allow me to try one of the new mod els on you. I am sure when you see how much improvement the MODART will make in your figure, you wil buy one. That is why I am nxious to give you a trial fitting.
Unless you are perfectly satisfied I will not urge you to buy a MODART. I want the corence with corsets has convinced me that the MODART more than any other corset will mold most any figure into beautiful, slender lines.

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