

The New GOSSARD CORSETS for Spring

WHILE retaining all those qualities that have characterized and famed Gossard corsets in past seasons, they strike a new note in corsetry—a subtle change that is reflected in a more delicately beautiful outline and in an even more graceful flat back. Youth is the keynote in the style of these new Gossard models.

Without any undue pressure you are assured absolute comfort and freedom of movement because the Gossard secret of scientific boning assures the most perfect support where it is needed; proper breathing is induced and the whole body thrown into the healthful poise advocated by your physician.

This is the **Thirty-second Announcement and Proclamation of Gossard Corset Styles for Spring and Summer, 1917**

The new models vary in height of bust and length of skirt—as they should—to meet the individual requirements of the various figure types, but the general tendency is toward less corset, lower bust and shorter skirts with a smaller waistline indicated by skillful designing rather than actually expressed.

Be fitted today to one of the many models designed for your figure type at \$2.00, \$2.50, \$3.50, \$4.25, \$5.00 and up. An expert corsetier who understands your corset problems will deem it a pleasure to fit you without obligation.

Hill's Dep't Store
The Home of the Gossard

ARCADE

Alice Brady Tomorrow.
"Miss Petticoats," from the book by Dwight Tilton, has been adapted to the screen by Harley Knoles, who also directed the play, and supported by a company of genuine players of merit, Alice Brady plays the leading role in a manner altogether pleasing and charming, at the same time giving the characters such a great impersonation as to make even her closest admirers gaze on in wonder. The many scenes requiring a sea or mill scene were filmed in the requisite locale, the old fishing schooner, the Chas. W. Morgan of New Bedford, Mass., as well as the Wumsutta Mills being utilized in the production of this World Film feature which will be shown on the screen at the Arcade theatre on Wednesday and Thursday.

Mary Pickford a Fighter.
"A Poor Little Rich Girl" will disclose Mary Pickford in a picture which, although of typical Pickford charm, presents the famous girl-star in a character quite different from anything in which she has appeared heretofore. For instance, who ever heard of Mary Pickford being a regular little bob-cat when it comes to fighting? Yet this is just what proves to be the case in "Little Mary's" new film when a gang of street urchins attack her at her palatial home.

In the luxurious conservatory, with its lily pond and gigantic palms she battles with a half dozen sturdy youngsters and finally sets them to route at the cost of much expensive furnishings as well as her own immaculate appearance. Bespattered from head to foot with mud from the erstwhile lily pond and severely scratched she stands triumphant as the remains of the gang are set to flight. The urchins used in these scenes were instructed to give real battle and in fighting them off the popular little star had her hands full in every sense of the expression—as well as her teeth and feet. After this fight Miss Pickford's activities for the day at the studio ceased right then and there and those who will witness the affair on the screen of the Arcade theatre commencing Monday, for days only, will easily understand why this was the case.

FLAG ETIQUETTE.
When Dewey's fleet returned to New York after the Battle of Manila Bay, a Swedish janitor in a large department store hoisted an American flag with the Union down, and flew the signal of distress through the celebration. A patriotic citizen would hardly have made so flagrant an error, but in displaying flags or bunting there are many fine points to be observed, remarks Harry Lee King, Deputy Commissioner of Boy Scouts. In the New York Tribune he gives these rules for flying the national colors:

1. The proper time for raising the flag is sunrise or after, never before.
 2. The flag must be lowered at sunset.
 3. In draping the flag against the side of a room or building, the proper position for the flue field is toward the north or toward the east.
- It is a mark of disrespect to allow the flag to fly throughout the night. There is no uniform usage in the display of bunting, but it is just as easy to hang it in the correct fashion. When buildings are decorated in bunting draped horizontally, the red should be at the top, according to a letter from the War Department published in the New York Sun:
- War Department, Office of the Quartermaster-General, Washington, D. C.—There are no regulations prescribing the method of utilizing bunting for decorative purposes, but good taste requires that the order shall be red at the top, followed by white, then blue, in accordance with the heraldic colors of the national flag.
- LIEUT.-COL. JOHN T. KNIGHT,**
Deputy Quartermaster-General, U. S. A.
- row, also provided a fine illustration of the Maxwell's weight suspension and distribution, the car steadily holding the crown at that high sustained speed. Without these factors the run, it is known, would be impossible at that speed.

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Bill Malone.
An aged negro was employed as handy man round a suburban home. Being unable to read or write, he asked the lady of the house to write a letter for him once a month at his dictation to a Virginia relative. With each letter, as he instructed, a five dollar bill taken from his wages, was inclosed for "Bill Malone." Finally the mistress's curiosity impelled her to ask: "Uncle Mose, who is this Bill Malone you send \$5 to every month? Is he a colored man?"

"No, Miss Lucy; he ain't no cullud man," answered the old man evasively. "Then he must be a white man, and it seems odd—"

"No, 'scuse me, Miss Lucy; dat's all right. He ain't no cullud man, an' he ain't no w'ite man. He ain't no man 't all. He's jest bill'm-loan association."—Country Gentleman.

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Pauline Lederle
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HARDEST TEST RUN IN FLORIDA GIVES MAXWELL RECORD

Stock Car Does 376 Miles in Jacksonville to Miami Go.

Making the longest and hardest run available for a public road test and durability demonstration in Florida, a

stock Maxwell touring car, leaving South Jacksonville with four passengers at 11 o'clock the night of Tuesday March 6, successfully withstood the pounding of the 376 miles between Jacksonville and Miami in the astonishing total elapsed running time of nine hours and thirty-five minutes.

This record, officially observed, gives to the Maxwell distributor in Jacksonville, Fla., and his driver, P. W. Gibbs, the greatest motor car attainment so far achieved in the state, the Miami test having eclipsed, as a demonstration, anything ever previously accomplished by automobile.

The car erased hours from the swiftest passenger train time and it lowered the best previous motor car record, established by a Hudson Super-Six, by approximately three hours.

Arriving in Miami at 8:35 Wednesday morning, the car was officially credited with having negotiated the distance at the average speed of 39.4 miles an hour. Two punctures en route made the sum total of trouble encountered.

This surprising performance, added to a previous record attained in a run from Jacksonville to Tampa in seven hours and twenty-three minutes—an average of 37.3 miles an hour—has impelled Florida motor enthusiasts to the conviction that the sturdy Detroit product now has a belt that dangles with scalps, and therefore the Jacksonville distributor is out with an astonishing deft to motor car representatives throughout the entire state.

In a public newspaper announcement, he invites competition in road demonstrations and requests any Florida automobile dealer to equal or improve upon either or both of his attainments. In this challenge he goes the limit for his Maxwell, inviting the competition regardless of the size, selling price or cylinder number of the competing car.

Indicative of the road ability of the Maxwell, the long East Coast run practically duplicated the time of a run made last fall, over a road that had no similarity whatever, from Indianapolis to Chicago and return—the distance there being the same, 376 miles. The total elapsed time for the Florida run was thirty-five minutes greater, though the time of nine hours flat and a like average sustained speed of 41.7 miles an hour would have been duplicated almost exactly, it is held, had the car on the Miami dash not encountered road working gangs north of Palm Beach, causing delays.

In all the road runs the Maxwell has been put to in the strenuous campaign of durability tests it has made in attaining, during the last two years, the official American inter-city motor car championship, it is asserted that a harder road to negotiate never has been encountered than the one in Florida. The Miami run gave the car no road cushioning whatever. The chuck holes of which there is a great sufficiency, and the hard tearing on the car at the turns and angles, were difficult enough, the driver asserted, to tear many cars to pieces at such speed, and he certified that no Maxwell ever before received such a terrific pounding.

How difficult the run is can best be understood by the fact that the punctured tire was so hot in both changes that it could hardly be handled with bare hands. The road, being so nar-

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