

# LIPMAN-WOLFE'S GREAT ANNUAL CORSET SALE

The Purpose of the Up-to-date Corset Is to Correct Those Peculiarities of Form Which Detract From a Graceful Carriage. There Is a Right Corset for Every Figure—the Slender, Stout, Short, Medium and Tall. No Gown Can Hang Stylishly Unless the Corset Fits Comfortably. The Corsets We Are Featuring, Rank Among the Best in Realm of Corsetdom. This Sale Should Interest Every Woman. Expert Corsetier to Fit Corsets From \$2 Up



## La Vida Corsets are constructed to fit the figure as fashion requires

The most perfect figure can secure added grace through the use of the La Vida Corset. It is strictly scientific in its construction, and the prevailing modes in dress are easy to follow if the La Vida is worn as a foundation. The long lines of the present styles—the lessened hip and flatter abdomen—are readily obtained by La Vida, through a gentle molding of the form.

This Corset is made of the finest materials known to corsetieres, and various models insure a perfect fit for any figure. It is one of the most comfortable corsets ever devised, and has won for itself a host of admirers.

**La Vida Style 2558 at \$5.50**

Made with extreme high bust with long, graceful lines over the back and hips, made of fine coutil—at \$5.50.

**La Vida Style 2546 at \$7.50**

Very high bust model, like illustration—long below waist and by reducing the hips and abdomen gives the desired long, graceful lines. Made of best French coutil, lace and embroidery trimmed.

**La Vida Style 2560 at \$5.50**

An unusually fine average figure model. It is just the right height above and the necessary depth below the waist line to define the bust, waist and hip lines very clearly. It gives the figure a small waist effect, and the smooth, even lines that the prevailing modes demand. The material is an imported, white, coutil, trimmed with lace and ribbon. Hose supporters are attached to front and hips.

### La Vida: Queen of American Corsets

The La Vida Corset is justly called the queen of all American-made corsets. It is made on correct, graceful lines. The

variety of fashions is so large and complete that there is a La Vida for every woman.

Furthermore, the La

Vida is made with fine imported materials, finest that are used in the corset-making countries of Europe. It is superior and distinctive.

Demonstrations of these famous corset models by expert corsetieres, showing the proper corsets and the way to wear them, thus insuring the correct foundation for the prevailing style of gowns.

## The W. B. Nuform Corsets Invariably Reflect the Very Latest Styles

The hips must not be prominent these days. Fashion this time tells

you that your body must be reduced below the waist line. All the new W. B. Corsets embody these hip-reducing features. Made in such a variety of styles, insuring a perfect fit for every class of figure.

Now, in reducing below the waist line, the W. B. Nuform corset is hygienic—it is healthful—and this can't be said of many of the other corsets—a great number that are represented as healthy hip-reducing garments. It is constructed with the view of reducing the hips. The Nuform is comfortable and stylish. It beautifies the gown which is hung over it, brings out all the good points in the form—rectifies poor ones.

**W. B. Corsets \$1 Values 79c**

The season's newest model, made with high bust and extreme long back. A perfect fitting corset and daintily trimmed. Only 25 dozen will be sold at..... **79c**

**W. B. Corsets Style 753, Price \$1.00**

Gowns fitted over this corset will have a perfect set, because of the perfect shape of the corset. Built with deep gores at bust and hips, allowing corset to hold figure firmly without strain of any kind.

Made of fine quality Coutil, at \$1.00

## W. B. Reduso Corset is designed for women of stout proportions

There are other Corsets that succeed in a measure in performing the functions of the Reduso, but the greater success of the W. B. Reduso is due to certain excellences that no other corset ever attained. W. B. Reduso Corsets are not intricate in any sense of the word, but are light and easy to wear, merely exercising such restraints as give grace and elegance to the body.

They hold the abdomen in and the chest up—suppressing the excess flesh so that it follows the course of nature and disappears. The average woman of stout proportions has no trouble in reducing the waist line.

**Moderate Price Corsets \$3.50**

The lines of style in dress this season give the slender woman her innings and make it all the more necessary that the woman subject to embonpoint wear the Reduso corset. It is a strong, durable corset, moderate in price at \$3.50.

### Best Corsets for Stout Women

Of all the corsets designed for stout women, we think that the W. B. Reduso is the best article produced to insure health and satisfaction—combining grace with comfort, and insuring reduction in bust, hips and abdomen.

**Limited Lot of \$3.50 Reduso Corsets, Introductory Price...\$1.75**

Thousands of women wear Reduso Corsets, but that those who do not may come to know the merits of these corsets we

have induced the manufacturers to allow us to sell 300 pairs at exactly half the original price. Sizes 20 up. Reg. price \$3.50.

Introductory price for one week (after which the regular price will prevail). Only one pair to a customer..... **\$1.75**

The scientific fitting of the corset is given attention in our corset section, expert fitters' services for your benefit. We would rather not sell you a corset than sell you a corset that fails to fit. The ill-fitting corset is a poor corset, regardless of cost.

## W. B. Corsets Enjoy the Patronage of Women in all Ranks of Life

Perhaps no moderate-price corset on the market today is more favorably known—and deservedly so—for W.

B. Corsets are designed as carefully as the most expensive, and the requirements of fashion are fully met in their construction. Hundreds of women to whom the question of expense is of no importance, choose W. B. Corsets from preference because of fitting qualities.

They're made of excellent materials, handsomely trimmed, daintily finished. Dressmakers never hesitate to recommend this corset, for they know that the gown that is fitted over it will keep its shape and hang gracefully and in conformity with the fashion needs of the hour.

**W. B. Corsets \$2 Val. \$1.19**

Made of fine quality coutil with long back and hip, high bust, that gives the desired long slender lines.

**The best value ever offered in a corset.**

**W. B. Corsets Style 465, Price \$2**

This model is designed to supply the necessary figure for the latest effects in Princess or Empire gowns. The front is severely straight and the waist line formed to produce a very slender effect.

Made of French Coutil and prettily lace trimmed—\$2

