

NEW 322  
STYLE N<sup>o</sup> 324  
\$3.50

# INTRODUCTORY SALE OF THE NEW

## Nemo SELF-REDUCING

### LASTICURVE-BACK

WITH OUR LATEST INVENTION  
HIGH-CLASS CORSET-SERVICE AT A POPULAR PRICE

NEW 322  
STYLE N<sup>o</sup> 324  
\$3.50

Beginning on  
Monday, Jan. 6

## This Sale Exemplifies Our Policy of True Economy

In this Sale we introduce a new corset which represents far more intrinsic value than any other make sold at the same price; that will wear twice as long, produce a more graceful and stylish figure, and which has new hygienic features not obtainable otherwise at any price. Following our policy of placing our best ideas at the service of the masses, we shall sell this splendid new corset at only \$3.50, which is considerably LESS than its ORIGINAL FACTORY COST.

To explain this seeming departure from sound business methods, we refer you to our policy of true economy, as outlined in the following extract, which reveals the manufacturing and business methods whereby the SUPERIOR VALUES in Nemo Corsets are made possible:

**Condensed Extract from Testimony of one of our firm, before the Patent Committee of the U. S. House of Representatives (considering the Oldfield Patent Bill) on May 9, 1912**

The Chairman (Mr. Oldfield): . . . Both these merchants are selling your corsets at \$3.50. You do not believe in competition?

Mr. Kops: I do believe in COMPETITION, most decidedly. No industry can FLOURISH without that KEEN COMPETITION which stimulates earnest and persistent effort.

The Chairman: But the public gets no benefit from competition in the sale of your corsets.

Mr. Kops: The public gets FAR GREATER BENEFIT from our system of STANDARD PRICES than they can get the other way. This is a very important point, which I wish to explain fully. For example: We make a NEW CORSET INVENTION—say a \$3.50 corset. We EXPERIMENT with this for perhaps SIX MONTHS, and find it practical and valuable. We begin its manufacture. At first, the COST OF MAKING is much GREATER than the PRICE WE GET FOR IT. If this corset is to become PROFITABLE to us, we must manufacture it in LARGE QUANTITIES. This large sale CANNOT be reached except at a POPULAR LOW PRICE, bringing it within the reach of all; for no matter what the merits of a corset are, it MUST BE SOLD AT A POPULAR PRICE that people can pay. Thus you see, the purchasing power of the masses is the force that FIXES LOW PRICES; and this constitutes our real competition, which is DECIDEDLY IN FAVOR OF THE PUBLIC.

Now, our ONLY WAY to make this corset PROFITABLE is to POPULARIZE IT, through advertising and our selling force, until our DAILY PRODUCT of this style runs into THOUSANDS instead of hundreds. When we reach that point, our ORIGINAL COST of production has been very GREATLY REDUCED, by the use of special machinery and labor-saving devices, and by making more favorable contracts for material in large quantities. We can now make a fair profit on the corset.

Putting it another way: While the ORIGINAL COST of making this corset was such as to WARRANT A RETAIL PRICE OF \$5.00 or more, our methods of manufacturing produce economies which permit us to give the public this corset at ONLY \$3.50. That is why I maintain that our STANDARD FIXED PRICES for our corsets are not only NOT EXCESSIVE, but are actually ABOUT HALF THE PRICES that must be charged for corsets made and sold under other methods.

HERE IS PRACTICAL PROOF of the soundness of our policy and its beneficial influence upon public welfare. Never before has so much goodness been crowded into a \$3.50 corset. Every wise and far-sighted woman will see—

1. That it is a splendid style corset
2. That it is a real money-saver
3. That it represents great intrinsic value
4. That its price would be twice as much, if sold by any other manufacturer

New Nemo Self-Reducing Corset \$3.50  
with Novel Lasticurve-Back  
No. 322—Extra-long Skirt, Low Bust  
No. 324—Extra-long Skirt, Medium Bust

The introduction of the new Lastikops Cloth, in broad gores at the back of the corset, alone makes this new device possible. The INELASTIC portion of the gore covers and extends below the back steels, producing an extremely long skirt which is laced clear down to the end, following the natural incurve of the figure. It is impossible for the edge of the corset to show through the dress. The ELASTIC part of each gore expands when you are seated, giving ample room for the "spread" of the hips, and producing an absolutely smooth back. This is the very best corset ever sold regularly at \$3.50.

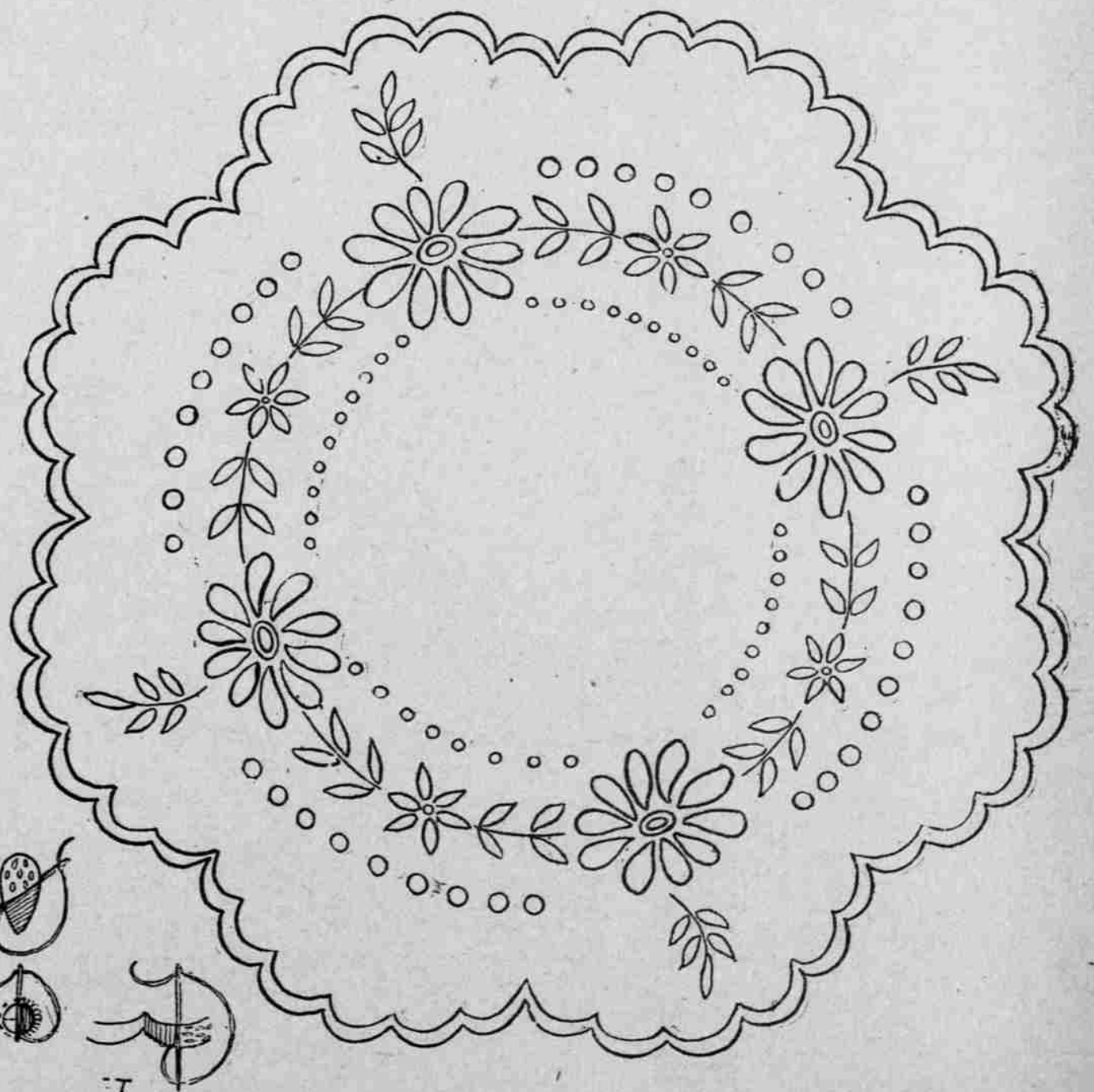
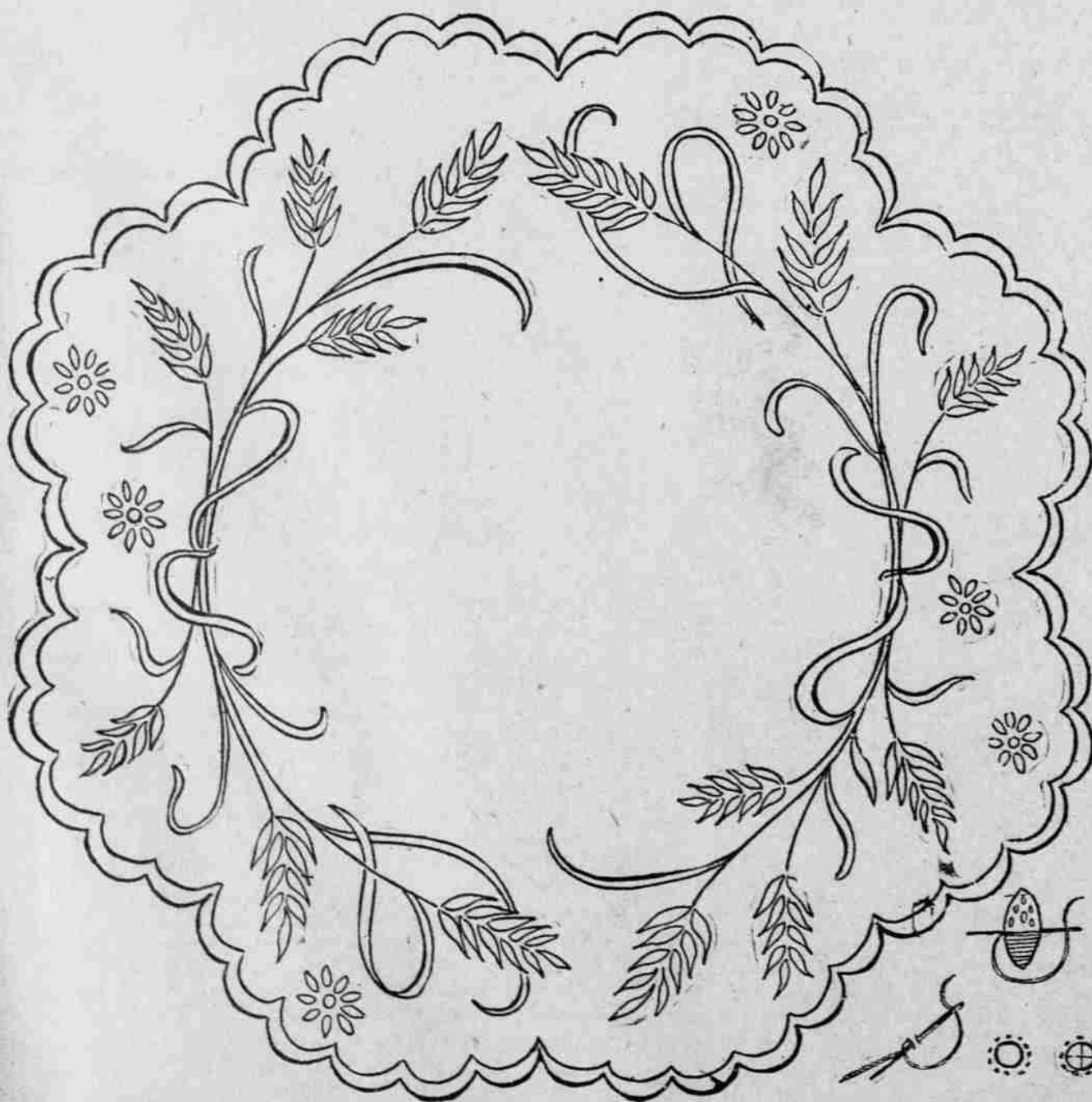
ATTEND THIS SALE—SEE ALL THE NEMOS

This new corset is going to sweep the country like a prairie fire. It is sure to be our most popular \$3.50 model this year. Several hundred thousand pairs will be ready to begin the Sale; but even that vast quantity, distributed amongst practically all the good stores in America, may prove unequal to the demand. So be early at the Sale; and, while you're at it, look through the entire Nemo line—that's something every woman ought to do.

KOPS BROS., Manufacturers, NEW YORK



## TWO EMBROIDERY DESIGNS FOR PLATE DOILIES



SATIN, OUTLINE, EYELET AND BUTTON-HOLE STITCHES.

These designs may be worked in either solid or eyelet. Detail drawings show method of working. There are two ways to apply the design to the material upon which you wish to work them. If your material is sheer—such as handkerchief linen, lawn, batiste, and the like—the simplest method is to lay the material over the design and with a well-pointed pencil draw over each line.

If your material is heavy secure a piece of transfer or impression paper. Lay it face down upon this, then draw over each line of the paper design with a hard pencil or the point of a steel knitting needle. Upon lifting the pattern and transfer paper you will find a neat and accurate impression of the design upon your material. There are two points to observe in this simple process if you would execute it satisfactorily.

One is to see that your material is level—cut and folded by a thread—and that your design is placed upon it evenly at every point. The second is, when placed accurately secure the design to the material with thumb tacks or pins, so it cannot slip during the operation. Do not rest your hand or fingers upon any part of the design while you are transferring.