

Exclusive Portland Agents for the Justly Celebrated Madame Irene and The Gossard Lace Front Corsets—Every One Labeled
Portland Agents for Nemo Corsets, Warner and Redfern Corsets, The Wonderful Meier & Frank Corsets—Very Latest Styles



The Greater Meier & Frank Stores



EXCLUSIVE PORTLAND AGENTS FOR GOSSARD LACE FRONT CORSETS

EXCLUSIVE PORTLAND AGENTS FOR MADAME IRENE FAMOUS CORSETS



Established 1857

Begin Tuesday Morning

THE GOSSARD CORSETS
"They Lace In Front"

Every Genuine GOSSARD CORSET Must Bear This Label

MISS ANNA FARRASEE, REPRESENTING THE GOSSARD CORSET COMPANY, OF CHICAGO, WILL GIVE A SPECIAL DEMONSTRATION OF THE GOSSARD LACE FRONT CORSET IN THE MEIER & FRANK CORSET DEPT. ALL THIS WEEK. MISS FARRASEE WILL BE PLEASED TO MEET YOU



Madame Irene Corsets
Every Genuine MADAME IRENE Corset Must Bear This Mark

Our expert fitters have been especially trained in the fitting of Gossard Corsets. They understand every type of figure and its requirements, and they will be pleased to fit you to the exact size, model and length in the Gossard Corset which your figure requires, that you may make comparisons between the Gossard and other makes.



Model "F" Price \$5.00

Is for the average figure. Has a very long back, flat hip of medium length and a two inch soft extension in front. Gives decidedly straight lines and is designed to conform to the low-bust tendency. A favorite. PRICE \$5.00

Model "D" \$6.50

Is a giraffe front, graduating from a moderately high back. Extremely long, with an unboned apron effect; medium flat hip. It is the latest model and a fitting example of highest art in corsetry. Very popular. PRICE \$6.50



Model "L" Price \$5

Is for a full figure, with a waist inclined to smallness in proportion to bust and hip. It is full in the bust, medium length below and gives a rounded waist, with sloping hip, and it is a great favorite. PRICE \$5.00

Model "B" Price \$5

Meets the requirements of the short, stout figures, with abnormal abdomen and heavy shoulders. It is low in bust and underarm, and extremely long below waist line, with a five-inch unboned extension in front. It gives solid comfort. PRICE \$5.00



The Celebrated Gossard Corsets

Give the true line of beauty to the figure; permit a suppleness required by the fall fashions in gowns; apparently eliminate fullness at bust, hip or limb; easily, sensibly and naturally support the abdomen and spine; better health, correct poise of body and more solid comfort come to women who wear them.

Model "S" Price \$5

Is of medium length over hip. Short in back and has no soft extension in front. Is for slight or medium young figures, or very slender women. One of the staple models in the Gossard line. PRICE \$5.00

The Gossard Corsets Range From \$3.50 to \$15.00



Model "A" Price \$6.50

Is a most satisfactory corset for the figure which requires a slight hip suppression and the elimination of heaviness at thigh. It is moderately low in bust and high in back, with extreme length below, which gives a graceful, long, slender appearance to medium and large figures. A favorite. PRICE \$6.50



Experienced Fitters to Serve You



Model "A" Price \$6.50

Every woman has heard the exclamation: "What perfect lines!" She has admired the type of figure that has elicited it. And glory or despair has been hers, according to her own figure's endowment. Yet inherent in every figure, from the svelte to the embonpoint, are nature's own beautiful lines that may be emphasized one way or the other—made the most or the worst of, by the corset—right or wrong. Corsetry is a fine art, as flexible as the feminine form itself. Flexible because it must overcome every unnatural condition and bring out the beauty. Such is the art of Madame Irene corsetry, as individual to you as is your form. That is why women of true discrimination are all seeking these high class corsets, and find in them a ransom from corset cares after years of needless worry and fruitless experiment. The corset is the foundation of dress. Why not secure the very best?

These are the original MADAME IRENE CORSETS—sold exclusively in Portland by us—The new 1910 Models are particularly advanced in the modern style of today



Model "B" Price \$8.00

The Greater Meier & Frank Store

The name Madame Irene is thoroughly identified with our corset department as an exclusive, special French make. Designed always, each succeeding season, along original lines, by a famous foreign artist, whose adaptation of French methods of corsetting American figures' requirements, has resulted in the very highest standard of corsetage. And now we are showing how well the Madame Irene corset has complied with the radical change from the straight, hipless effect to the latest curved waistline. The bust is medium high, clinging close; the waist curves beautifully, showing the taper at the sides, extending to the hips; and the length of the skirt is sufficient to ease the hips and limbs, but not so extreme as in the past seasons. There is this distinction in Madame Irene corsets. She is a noted delineator of style, creating a corset and not copying a corset. All models are constructed by this French corsetiere in whose hands and brains have passed all this knowledge and skill of the fashion world dedicated to perfect costume. These leaders of corset style and fashion are shown only at the Meier & Frank store—and you are invited to inspect—also to enjoy the free privilege and service of expert fittings. The prices



Model "C" Price \$6.50

\$6.50 to \$22.50



Model "D" Price \$18.00