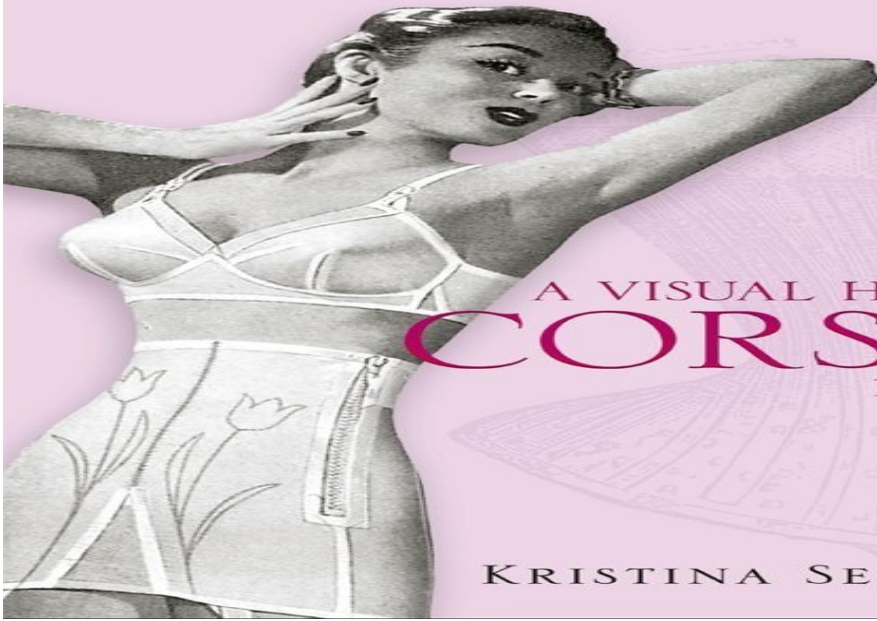


BOUND & DETERMINED



A VISUAL HISTORY OF
CORSETS
1850–1960

KRISTINA SELESHANKO

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DOVER PUBLICATIONS, INC.
MINEOLA, NEW YORK

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Bibliographical Note

Bound & Determined: A Visual History of Corsets, 1850-1960 is a new work,
first published by Dover Publications, Inc., in 2012.

International Standard Book Number

ISBN-13: 978-0-486-47892-0

ISBN-10: 0-486-47892-0

Manufactured in the United States by Courier Corporation
47892001

www.doverpublications.com

Introduction

*It is the lesser blot, modesty finds,
Women to change their shapes, than men their minds.*
—William Shakespeare, *Two Gentlemen of Verona*

“One of the highest entertainments in Turkey is having you go to their baths,” aristocrat Lady Mary Wortley Montagu wrote in an 1850s edition of *Godey’s Lady’s Book*. “When I was first introduced to one, the lady of the house came to undress me—another high compliment they pay to strangers. After she slipped off my gown and my stays, she was very much struck by the sight of them and cried out to the ladies in the bath, ‘Come hither, and see how cruelly the poor English ladies are used by their husbands. You need not boast, indeed, of the superior liberties allowed to you when they lock you up in a box.’”

The “box,” which every American woman from colonial days through the 1950s came gift wrapped in, was the corset. To modern women, the idea of keeping house, shopping, rearing children, dancing, and even swimming and playing sports— all while barely able to bend over in a corset— seems impossible and even ridiculous. Why did women do that to themselves? we wonder.

The answer heard most often is vanity. Then, as now, few women were satisfied with their natural figure. Corsets were the only means of obtaining the currently-popular shape, whether it was the rigidly flat torso and raised bosom of the seventeenth century, the flat-stomached, high-busted, shoulders-back look of the eighteenth century, or the hourglass figure of the nineteenth century. In the early- and mid-twentieth century, corsets worked something like a rigid diet and hours in the gym do today, flattening the stomach and hips, and often trimming the waistline, too.

While many women did wear corsets for vanity, there were other reasons for putting on a corset. Bras didn’t become popular until the 1930s, so corsets acted as a bosom support. Also, during many eras, women’s clothes were skin tight; without a corset, bodices would have constantly wrinkled and ridden up.

Corsets also affected a woman’s demeanor. As one Victorian mother wrote to a fashion magazine, at first her daughter rejected “the discipline of the corset” but now “her only objection is that the corsets are uncomfortable and prevent her from romping about...” Which was exactly the point. Corsets altered more than the figure; they also affected the behavior and, it was believed, the character of the women who wore them.

Dress reformer Helen Gilbert Ecob, in her 1892 book *The Well Dressed Woman*, mentions this argument. She wrote: “Those who uphold the corset argue its morality because ‘the only period in which its general use appears to have been discontinued are the few years which immediately followed the French Revolution, when the general licentiousness of manners and morals was accompanied by a corresponding indecency in dress.’”

And to a great many women, not wearing a corset did seem indecent. Corsets in one form or another had been around since biblical times, and were adopted by nearly all women by the sixteenth century. Ecob claimed that by 1892 American women bought 60,000,000 corsets each year. After generations of dedicated corset wearing, many women were uncomfortable going without—as if they were walking around naked.

Corsets always had their detractors. In the early days of corset wearing, many people condemned them as the artifice they were. Pastors and priests considered them a rejection of the naturally beautiful figure God gave woman, in addition to a device meant to snare men by calling attention to female sexuality.

Havelock Ellis, an early sexologist (who was himself sexually dysfunctional), wrote in 1923 that one of the main attractions of the corset was that it caused women to breathe in a shallow manner. This, in turn drew greater attention to the breasts, because they moved up and down in a more conspicuous manner. He also claimed he knew women who said they were in a constant state of arousal when they were tight laced.

Letters to the editor from the 1800s also show that some people found corsets sexual. One Victorian man wrote to a fashion magazine: “There is something to me extraordinarily fascinating in the thought that a young girl has for many years been subjected to the strictest discipline of the corset. If she has suffered, as I have no doubt she has...it must be quite made up to her by the admiration her figure excited.”

During the nineteenth century, doctors and laymen began suspecting a connection between women’s notoriously delicate health and corset wearing. “What a host of evils follows in the steps of tight-lacing,” Victorian author Mary P. Merrifield wrote, “indigestion, hysteria, spinal curvature, liver complaints, disease of the heart, cancer, early death!” The further the century progressed, the more the evils of the corset were accepted as fact. Yet women continued corseting!

Some persistence in wearing corsets was due to ignorance. “We have just received a letter,” wrote

the editor of *Dress* in 1888, “in which the writer declares that a woman’s waist, left to itself, will grow larger and larger every year, until it measures nearly or quite as much as the bust!”

But there’s little doubt corset wearing also continued due to a desire for a new style undergarment that could both support the figure *and* make women feel less naked than they would sans corset. Corsets were so firmly entrenched in feminine life, it seemed impossible to live without them.

Babies and young children wore felt “bands” or “waists” to keep their chests warm. Girls as young as four wore training corsets, usually stiffened with cording. By the time a girl was twelve to fourteen, she could expect to graduate to a full-ledged corset. There were rust-proof corsets for swimming, short corsets for horseback riding, corsets with elastic inserts to make housekeeping chores easier, “electric” corsets that replaced whalebone with magnetic strips and claimed to “ward off and cure diseases,” nursing corsets, maternity corsets—a corset for every occasion. No wonder it seemed impossible to live without them!

“What is most singular is that women are aware of the injuriousness of the corset—they instinctively feel that its action is an unnatural and eminently hurtful one,” a medical doctor wrote to *Godey’s Lady’s Book* in the 1860s. “Here is the proof. If...a lady falls ill in a crowded assembly of any kind, a general cry is raised by the others, ‘Cut her laces!’ This is done instantly—the compressing machine is opened, air rushes into the lungs, the victim breathes and recovers.”

Yet the discomfort of the corset wasn’t just due to restrictiveness. According to author Helen Gilbert Ecob, Dr. Robert L. Dickinson of Brooklyn conducted scientific studies showing just how much pressure corsets put on women’s bodies, publishing his findings in an 1887 issue of the *New York Medical Journal*. The most physical pressure the doctor measured from a corset was eighty-eight pounds. “The pressure of a loose corset,” Ecob reported, “is about thirty-five pounds.” As she then points out, few women could lift a common sack of flour, yet “a sack of flour weighs twenty-five pounds—ten pounds less than the pressure of the loosest corset.”

Ecob also reported that corsets caused the floating ribs to squeeze inward “until they nearly meet in the centre.” In corset wearers, Ecob wrote, the upper ribs were raised and expanded wider than in a person who didn’t wear corsets.

Because of pressure on the diaphragm and changes to the rib cage, Dr. Dickinson estimated a corseted woman’s lung power was reduced by one fifth. He was forward-thinking, because it wasn’t until the turn of the century that doctors agreed that women and men actually breathed in the same fashion. Before this time, many physicians believed female breathing changed naturally at puberty—apparently not realizing the onset of puberty also brought about snug corsets for girls.

Dr. J. H. Kellogg, best known for creating Corn Flakes cereal but also an influential doctor at the turn of the century, was famous for condemning the corset. In his 1895 book *Ladies’ Guide*, he retells several extreme stories about tight lacing. For example, he mentions reading in a newspaper “of a young woman who actually broke a rib in the attempt to gain another half-inch on her corset string,” and says that “more than one case is on record of young ladies who have applied the belt or corset so tightly that a blood-vessel has been ruptured and almost instant death has occurred.”

Despite these famous and dire stories, Victorian fashion magazines are full of letters written by women bragging about their tightly corseted waistlines. Some women claimed waists as small as 13 inches, yet Doris Langely Moore, costume expert and founder of Bath’s Museum of Costume, proclaimed it rare to find 19th-century women’s dresses with waistlines less than 20 inches. Most likely, she said, Victorian women were referring to their corset size, not their actual waist measurement. When properly worn, the back edges of a corset did not meet, leaving a gap of at least two—and sometimes as much as 5 or 6—inches. Therefore, a woman bragging of her 17 inch corset would have had a corseted waist measuring anywhere from 19 to 22 inches. Even so, some period photographs reveal extreme cases where women’s waists are clearly much smaller than this.

Nonetheless, by the early 1900s, women were concerned enough about corsets to adopt the “health corset.” Originally designed by a corsetiere with a degree in medicine, this new-style corset was designed to put less pressure on vital organs. When snugly laced, however, the corset threw the hips back and the bust forward, creating the odd but fashionable S-shape figure of the era.

When clothes began growing snug in the 1910s, the corset grew longer and more ungainly, making movement more difficult than ever, until corsets were abandoned altogether in the 1920s. Or so fashion designers led women to believe. The introduction of elastic in 1911 and the shortage of both whalebone and metal at this time didn’t, in fact, banish the corset—but both instances did allow designers to give the corset a much overdue remake.

The new corsets were not made of unbending whalebone, steel, and stiff cloth; they were more flexible and made with plenty of elastic and feather boning. They were also given a new name: Girdles.

No longer was fashion’s emphasis on curving figures. Now a leaner look was desirable. “You can’t have any bulges in your figure,” the editors of a 1933 issue of *Vogue* warned. This was a look corsets couldn’t create, but which girdles were ideal for.

Some wonder why women of the 1920s through 1960s didn’t just eat better and exercise more, thereby avoiding the discomfort and complexity of the girdle. A 1932 issue of *Vogue* gives the answer: “A women’s abdominal muscles are notoriously weak, and even hard exercise doesn’t keep

your figure from spreading if you don't give it some support." In other words, even diet and exercise couldn't give most women the smooth, lean look demanded by fashion during this period.

Now and then, true corsets reappeared. The 1940s saw fashions inspired by the late Victorians, and with them some "waist-whittlers" were sold. After WWII, English designer Christian Dior famously introduced his "New Look," and with it came the "waspie." A short corset about 5 or 6 inches long, made of stiff fabric with elastic inserts, boning, and back laces, the waspie was truly a mini version of a Victorian corset.

During the 1950s, when designers reintroduced feminine curves and girdles, corsets and long line bras worked to whittle the waist and make the bust and hips look more rounded. Girdle makers also created designs just for mature or stout women; these looked more like traditional corsets but were given more innocuous names, like "corslets."

And while the hourglass figure hasn't been in fashion since that time, corsets still appear in fashion now and then—usually as outerwear for evening and bridal gowns, but also as sexy underwear. In fact, what was once an underground movement of closet tight-lacers has grown into a trend that's made corset-making a profitable business again. Thousands of catalogs feature modern corsets of nearly any description.

As for girdles—they never really went out of style. Support top pantyhose were the girdles of choice in the 1970s, but from the 1980s forward, girdles in the form of "support wear" became fashionable. True, few modern women wear girdles every day, but department stores still carry racks of them for special occasions. Although women have "come a long way, baby," it seems our figures still disappoint us.

MAKING CORSETS

Rigid boning, complicated seams, all those eyelets... many people find corset-making intimidating. But the truth is, most corsets aren't all that difficult to sew. For a first attempt, it's a good idea to stick with a fairly simple pattern, like a short Victorian corset in a size that's about 3 inches smaller than the wearer's actual bust, waist, and hip measurements.

Although the exterior of the corset can be any type of fabric, the layer of fabric closest to the skin should be quite strong. Coutil is generally the fabric of choice; it's readily available online from costume and corset-making websites.

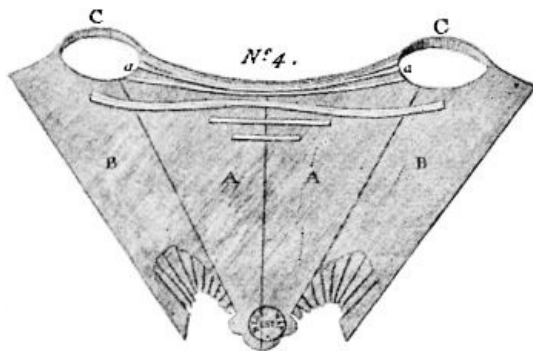
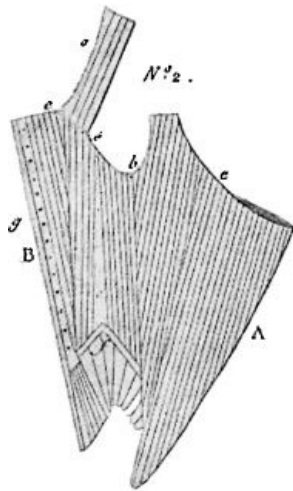
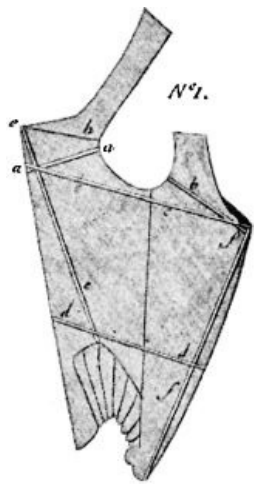
The type of ultra-flexible, light plastic boning sold in the average fabric store chain won't work well for corseting. An online costume supply store selling corset making supplies is a better source. Flat steel boning is the most rigid type, but it's still flexible enough for comfort. It comes in a wide variety of lengths—and usually several lengths are required for making a single corset. Spiral steel boning is another good choice; it's more flexible still, but can still shape the body. It's also possible to cut spiral bones with wire cutters, making them exactly the length required. Special caps are then placed over the cut edges.

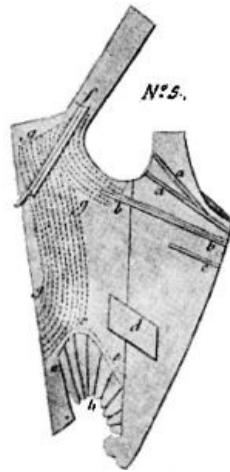
Most corsets close in front with a stomach-flattening steel busk. These feature special hook closures that make getting in and out of the corset easier. Costuming stores carry many styles of busks, in addition to metal eyelets (grommets) and tools for attaching them to fabric. (Eyelets can also be sewn by hand, and many sewing machines feature a special setting for sewing eyelets.)

Here's how the average corset is created: Each side of the corset is constructed by taking two layers of fabric (for example, strong coutil and decorative brocade) and sewing them together, wrong sides together, along the front opening. One half of the busk is slipped into place along each side of this front opening, with holes cut out so the special busk clasps can protrude from the fabric.

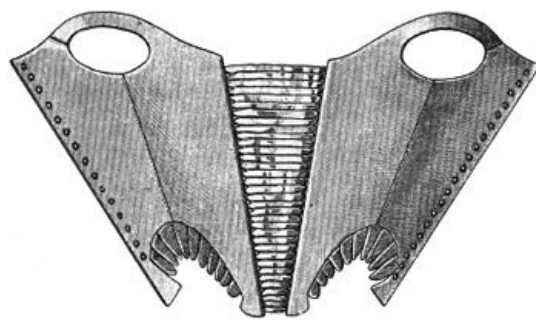
Channels for inserting the bones are sewn next, often by stitching lines down the length of the corset, through both layers of fabric. (Alternatively, binding is sewn to the lining fabric.) Eyelets or grommets are added to the back edges of the corset. The bottom and top edges of the corset are finished with binding. Finally, a single, long piece of cording is used to lace up the corset in the back. Two large loops of cording are left at the waist, to make waist nipping easy.

—*Kristina Seleshanko*





An 18th century diagram for a corset, designed for professional corset-makers.



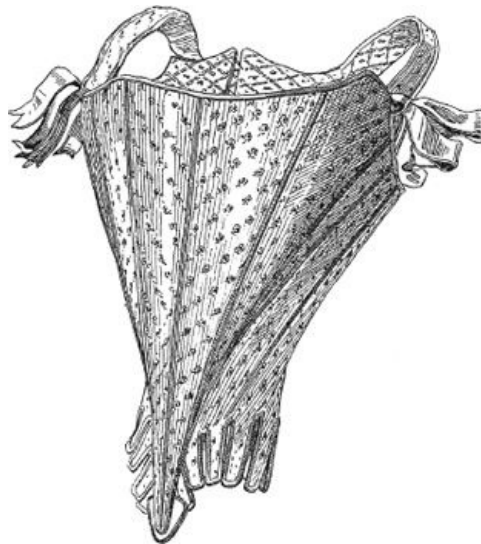
An illustration of a corset from the *Encyclopédie de Diderot*, published between 1751 and 1772.



Typical 18th century stays.



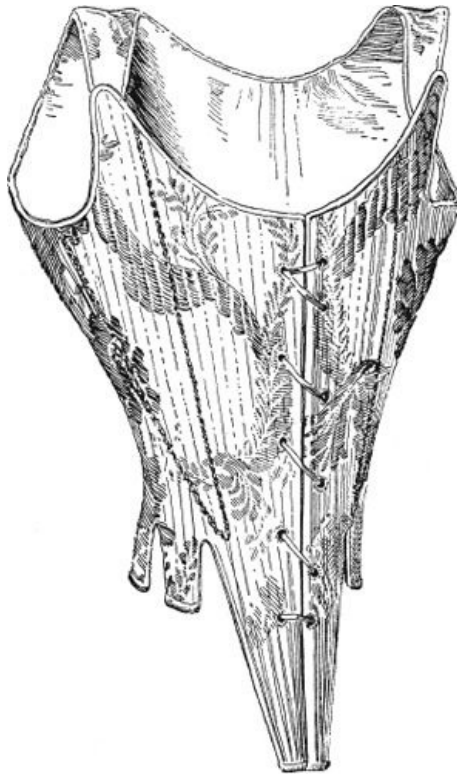
Corsets of the 18th century took time to get into. The shoulder straps always tied in place—often in the back—and the laces (often in the back or on each side) required assistance to lace.



The flaps on the bottom of these 18th century stays added a small amount of roundness to the hips and allowed for the use of panniers or hoops.



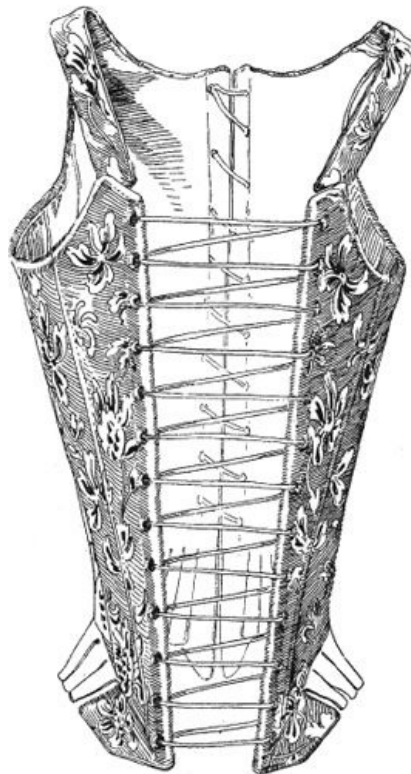
Corsets for the wealthy were often quite beautiful. This 18th century corset appears to be made from brocade.



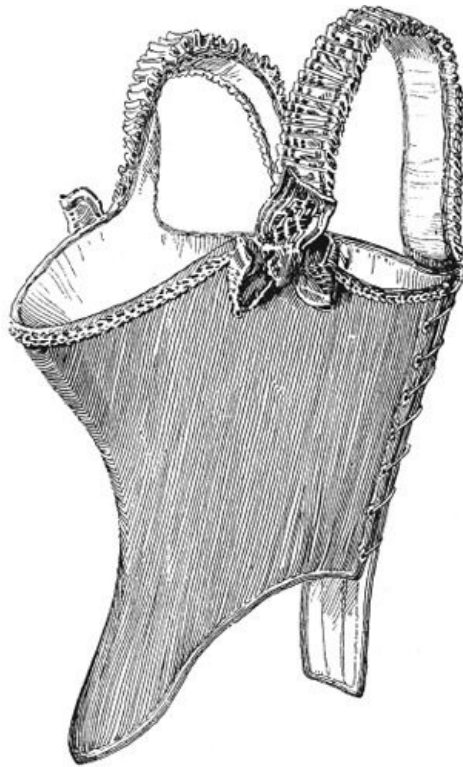
Stays from the 18th century were less about cinching in the waist and more about flattening the stomach and pushing up the bust.



An early 18th century pair of stays.



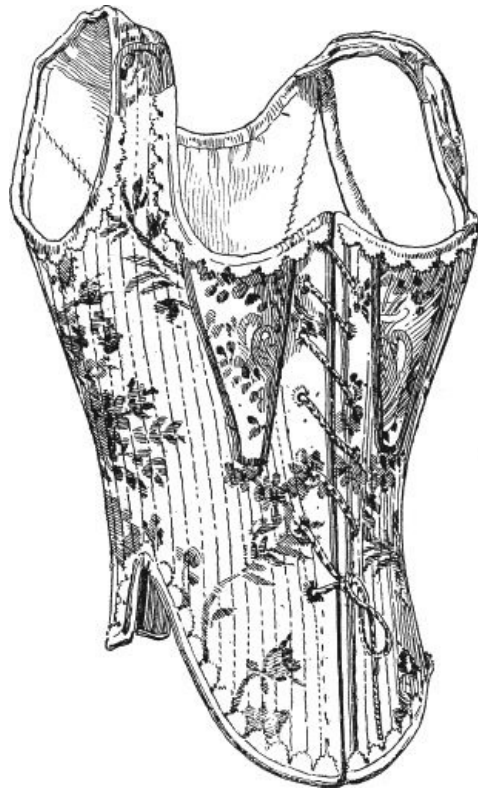
Stays with front and back lacing.



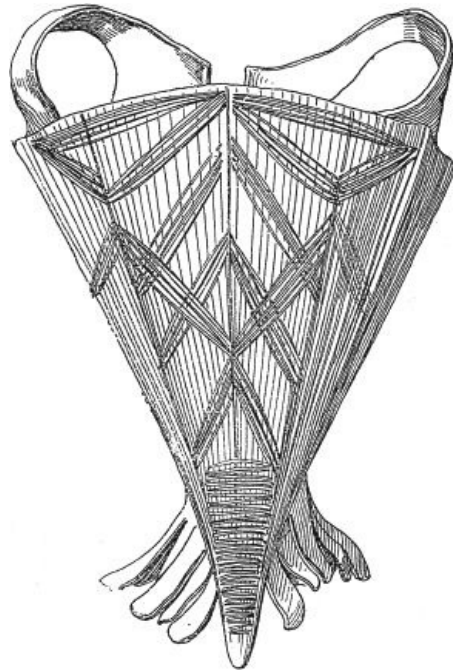
Stays with ruffled ribbon shoulder straps.



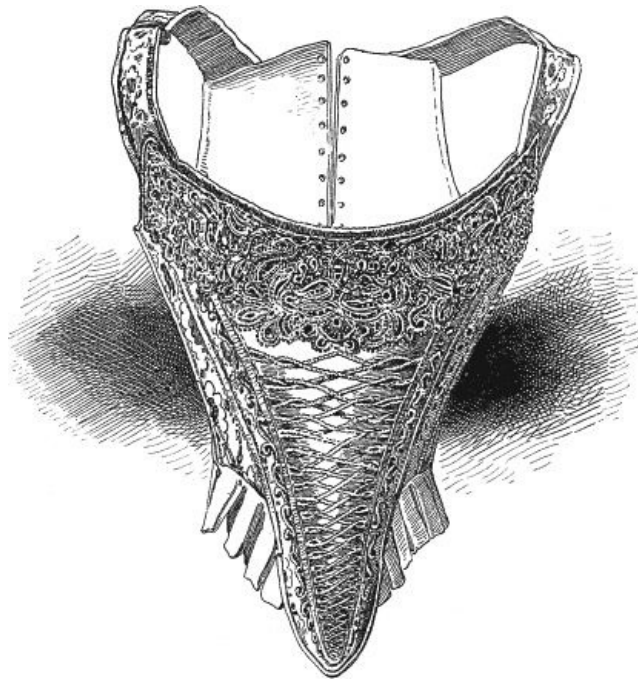
These short stays had eyelets that allow the bodice to attach to the corset's shoulder straps.



These stays were for a nursing mother.



A great deal of time and money was sometimes spent decorating 18th century stays. This pair appears to have an embroidered design.



Brocade stays.



Elaborate 18th century corsets.



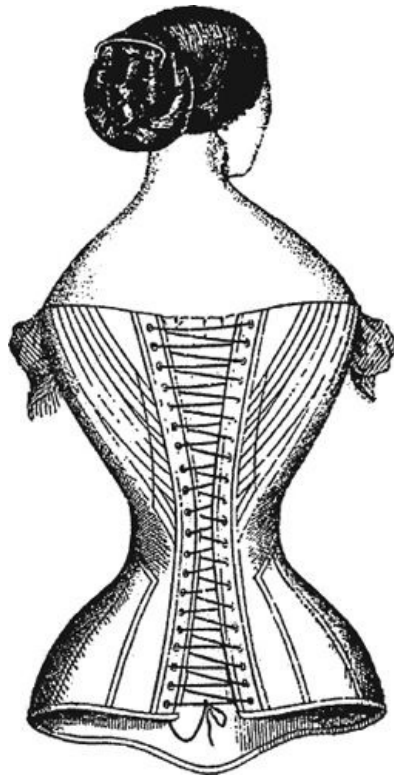
A typical 18th century corset.



Inside an 18th century corset-maker's shop.



The back view of a French corset from 1810.



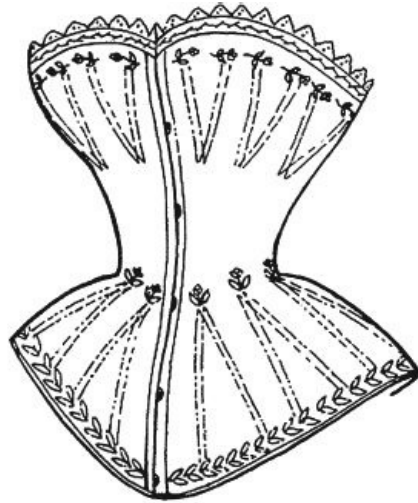
An 1845 corset laced up the rear.



A front view of the same corset. Notice how the emphasis is on flattening the figure for high-waisted, slim clothes.



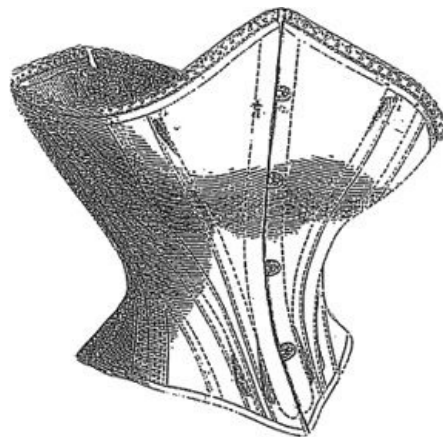
A front view of the same corset. Where most of the double lines are, whalebone was slipped inside the corset.



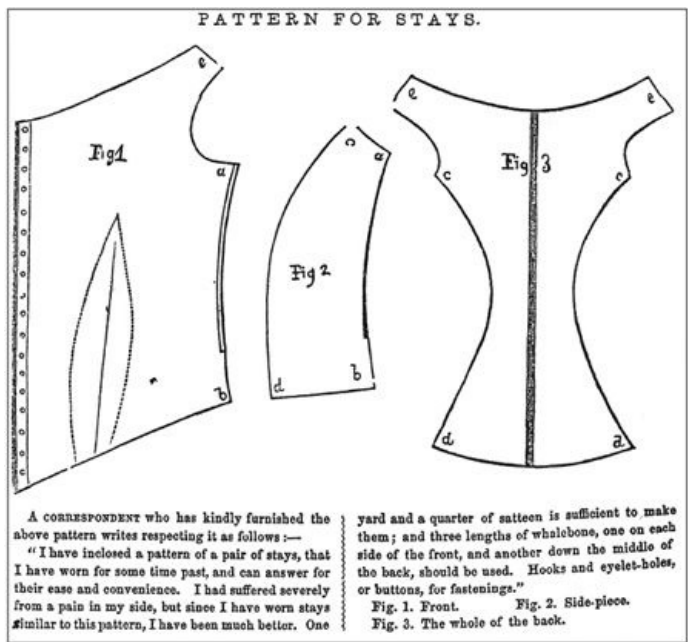
By the time this 1837 corset was made, the classic Victorian hourglass look was in vogue.



An 1851 illustration of Madame Caplin's petticoat suspending corset.



A short corset from 1863. Notice that steel clasps down the front— making getting in and out of the corset so much easier—were now standard.



In 1853, *Godeys Magazine and Lady's Book* ran this simple pattern for a corset.

PRACTICAL INSTRUCTIONS IN STAY MAKING.

Directions generally for making a Pair of Stays.—
 Half a yard of material a piece of stay-strips for stays; some whalebone, either ready prepared, or in strips to be cut and sewed on; a yard and a half of ribbon; and some needles, and of thread, a lot of French linen; and a pencil for marking the stays.

Measurements you require are these.
 Measure round the waist as tightly as possible, noting the number of inches; deduct two as an allowance for the elastic. Next take the measure of the bust by placing the tape vertically, and pass it over the bust to the middle of the chest, at No. 1 measure in the middle of the chest, at No. 2. Then, from No. 2, passing the measure closely under the arms, to the middle of the back, to reach the middle of the back by an inch and a half; next place the measure at the bottom of the back, and pass round stomach and hips, allowing about four inches for elastic, and then take the length of the stay.

It must be considered that stays ought not to be worn when they are lined on.
 It will be found to simplify the directions very much if a Dress, similar to the following, be first prepared, and the number of inches written against each as they are measured; and then the material can possibly take place in the cutting out—

When the bones given are to be put in, the material is merely sewed down from No. 4 to No. 3, and from No. 6 to No. 5, in a direct line, and stay-strips are sewed in place for stomach and hips, to be sewed on last, and straighten, and then from No. 7 to No. 8 in both, and from No. 10 to No. 11 in both. There are not all the given, as directed in the engraving.

Measurements you require are these.
 1st.—Take a piece for the front from No. 1 to No. 2, and for the back, the width of half an inch, leaving the line perfectly even, and add down a piece for the round line on the wrong side.
 2d.—Fit the bones given by making a narrow strip from No. 2 to No. 3, and from No. 5 to No. 4 for the piece at 11. The straight strip in of the given next the back, making it very closely up to No. 7. Then in the other given, like number at No. 4, the straight side next the elastic, taking up to No. 5.
 3d.—With a measure, make the required size across the bust, by measuring or dividing the given at the top; take the other side very closely from No. 2 to No. 4, and from No. 4 to No. 5, shaping them, precisely, narrow at the bottom, and of a rounded form towards the top; then slash them very evenly; and cutting stay-strips equal to the wrong side, have done, beginning each side from the 2 to No. 6.
 4th.—From a piece of stay-strips at the back, to the back, and stretch down the middle of it on the right side.
 The other half done so to do in a similar manner.
 5th.—Put in the stomach-gives, marking by from 4 to 11, and marking the straight side of the given under it; and do the like given in the back in the manner, the straight side to the back.
 6th.—When the second under the arm, by No. 10, to be cut down to No. 11 of both, to half the size of what required, copying the front as to the back. Stop when the work goes to the lower given, and shape it, that it may be exactly the same size and shape. Then do the other half in the same way.
 7th.—Having done the stays, make the stomach and hips given by measuring and making to the size required across the top, by letting out or adding in, marking close to the top; lay and cross the given for the stay half, which is to be fastened in the same manner.
 8th.—Take a piece of webbing wide enough to sew the back when sewed with webbing; stretch it evenly, and tack down the half front, the double edge being perpendicular there; the corners of the stays; cut in a very slanting line, with the line below together at the corners from the middle; sew the other half of the webbing on to the stretched side, and cut it down at bottom, leaving in a little piece top and bottom, and back.
 9th.—Put in the stays very evenly, top and bottom.
 10th.—Put in the bones, one near each other at the top of the right side, and two near each other at the bottom of the left side—the rest of equal distance.
 11th.—Proceed now to the lining, which do by copying close to the inside; then, having covered them with a piece of glazed cotton, cut at the bottom of each bone piece a hole, like a bottom-hole, and work it round like one; put the bones in, and push a hole through the stays and the lining, above each hole and a half down the top and bottom of each bone, and slash them to with with by letting the elastic through the hole on the right side, and passing it near the top of the bone, as marked at No. 12. Then put in the back half, if a hole is required at the bottom, put that in below the back, which is best done by having a short hole in the seam, and passing the back through, finishing it evenly at the back. The back must be attached in very finely, top and bottom.
 Should the stays have become soiled in the process of making, they are easily cleaned with French lye and soap, and, when dried, will be white as new, taking care to make an even surface.
 If there should be any dirtiness at the bottom of the stays, a piece of washing-starch, or a little soap, will remove the stain of the webbing.

What
 Bust
 Back
 Hip
 Length of Back.

Measurements you require are these.
 A pattern must now be prepared according to the directions given in the engraving, which are easily to done by enlarging the design, and adding the requisite number of inches between each figure.
 The Front.—Divide the material carefully into two whalebone, the bones, and to turn in for rolling-down, as marked in the cut the two parts of the back together, allowing for turn-down, about half an inch at the corner under the arm.
 The Pattern is cut out by placing the pattern so that the straight way comes in the direction of the little bones up the bones, leaving a good turning-in up the front seam, which is a good turning-in up the double material, as it is better to cut out every part in the double; that you may have each side exactly alike.
 Should you desire to increase the size of the stays, it must always be done by allowing the required additional size on the front and back at the same under the arm, and by proportioning the arches to the increased size.

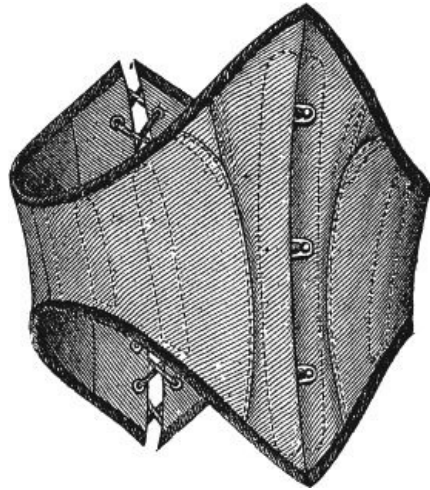
Although it was rare for women to make their own corsets, or even for seamstresses to attempt them, *Godey's Lady's Book* ran these instructions in 1857.



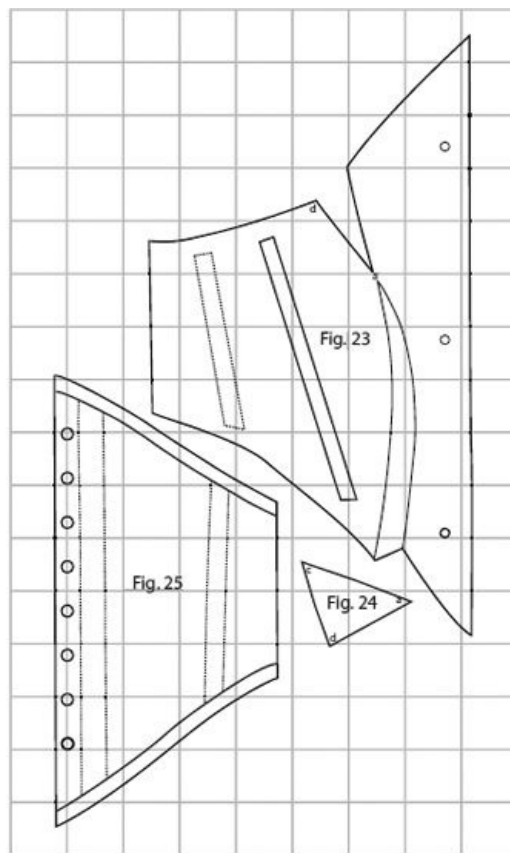
Douglas & Sherwood's Celebrated Tournure Corset, patented in 1859. The idea here was to replace the hoop skirt with a corset that held the skirts out. Unfortunately, layers of petticoats would still be needed, so the Tournure Corset never caught on.



A back view of the Tournure Corset.



Young girl's corset.



1 square = 1''

Scaled pattern for the same corset, redrawn for the modern sewer



A corset made of complicated straps, pictured in an 1869 issue of *Harper's Bazar*.



Corsets of the mid to late 1870s were long. They featured lacing up the back and metal hooks in the front.



How Caplin represented a typical woman in a 1864 corset. An editor from *Peterson's Magazine*

wrote in the same year: "The long, ungainly corset, as unbending as a coat of armor, and filled with whalebone and steel, oppressing the chest and keeping the body in close and painful imprisonment, has now been discarded, much to the benefit of the health and comfort of ladies...No French lady would think of wearing the old 'instrument of torture,' as it is now called." Manufacturers and fashion magazine editors all agreed that the new corsets were more comfortable.

THOMSON'S
WORLD-RENOUNDED
Patent Glove-Fitting Corset.



If you want the *most satisfactory, best fitting,* and the cheapest Corset, for its real value, you have ever worn, buy

THOMSON'S
Genuine Patent
Glove-Fitting.

Every Corset is stamped with the name THOMSON and the Trade Mark, a crown.
Kept by all first-class dealers.

THOMSON, LANGDON & CO.,
391 Broadway, New-York,
Sole Owners of Patents.

Thomson's corsets were widely advertised from second half of the 19th century through the early 20th century. This ad appeared in an 1871 issue of the *Metropolitan*.



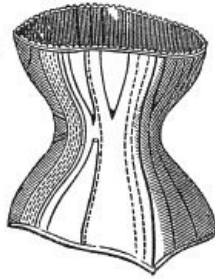
A black sateen corset featured in an 1882 issue of *Harper's Bazar*.

GLOBE CORSETS.

[Patented April 4, 1871. Names Copyrighted.]

PERFECT FITTING.

Put up in Very
Handsome Manner
and
Sells Rapidly.



SUPERIOR TO ANY
Imported Corsets

Once Worn, they will
Supersede all
others.

Our GLOBE CORSET, made of Naumkeag Satteen Jean, twenty bones, in white and colored, trimmed and embroidered, put up in boxes singly, is being sold by over Two Thousand Mercantile Houses this season, from Maine to California, and the universal testimony is that it is the best selling Corset ever offered to the Trade.

Our GLOBE X, and GLOBE XX, are made from London Cord and French Coutille, and of very fine material, twenty bones, very handsomely trimmed and embroidered, put up singly in very attractive boxes, and six in carton, with handsome lithographic show cards.

We claim for all our Corsets, that they are free from any injurious coating to rot the fabric, and are better adapted to the Trade than any French or German Corsets. Beware of spurious imitations.

Retail Price	" GLOBE " CORSETS	-----	\$1.00
"	" GLOBE X "	-----	1.50
"	" GLOBE XX "	-----	2.00

For Sale by all First-Class Dealers. Sole Manufacturers,

GLOBE MANUFACTURING COMPANY.

M. I. COOLEY, Sec.

S. B. NICHOLS, Pres't.

375 BROADWAY, NEW YORK.

Globe advertised this 1873 corset as made of "Naumkeag Satteen Jean, twenty bones, in white and colored, trimmed and embroidered" for \$1, or "London Cord and French Coutille, and of very fine material, twenty bones, very handsomely trimmed and embroidered," \$1.50 to \$2.



A Thomson's corset from 1882.

BEAUTIFUL WOMEN

Are more frequently known as such by an elegant figure than a pretty face, and many ladies by using an ill-shaped corset destroy the symmetry of their otherwise shapely figure. All ladies who have any regard for their personal appearance will

WEAR THE

DOUBLE HIP PERFECT-FITTING

Woven Corset



This being a woven corset, made in one piece, containing 100 bones woven diagonally in the body of the corset, retains its shape under all circumstances, at the same time yielding to all the motions of the wearer. This is the only corset manufactured that can make good this claim. It is a new invention of

THE NOVELTY CORSET WORKS, N. Y.,
who are its sole manufacturers.

Every lady who has ever worn one, or desires a shapely figure, will ask for and insist upon having the

DOUBLE HIP PERFECT-FITTING

WOVEN CORSET.

PRICE,
\$1.50

DOUBLE HIP PERFECT FITTING WOVEN CORSET
NOVELTY CORSET WORKS N. Y.

For sale by all dealers in the United States. Sent by mail, postpaid, on receipt of price.

One hundred bones and a woven, one-piece cloth were what made 1882's double hip corset unique.

BEAUTIFUL WOMEN

In the United States, Canada and England wear

"GOOD SENSE"

CORSET WAISTS.

THOUSANDS NOW

BEST for HEALTH, ECONOMY, and BEAUTY.

Buttons at front instead of Clasps.

Be sure your Corset is stamped "Good Sense."

Sold by leading retailers everywhere. Send for Circular.

FERRIS BROS., Manufacturers
81 White St., NEW YORK.



Good Sense corsets were supposedly healthier than the standard, heavily boned corset. This corset was advertised in an 1886 issue of *Ladies' Home Journal*.

DR. SCOTT'S ELECTRIC CORSETS AND BELTS.

Corsets, \$1.00, \$1.50, \$2.00, \$3.00. Belts, \$3.00. Nursing Corset, Price, \$1.50. Abdominal Corset, Price, \$3.00.

Prescribed by the best of the medical profession, these corsets have a long and successful history. They are made of the finest materials, and are so constructed as to be perfectly adapted to the requirements of the human system. They are so made as to be perfectly adapted to the requirements of the human system. They are so made as to be perfectly adapted to the requirements of the human system.

ON THIN POSTHO



NEW YORK, N. Y., Nov. 1, 1886.

DR. SCOTT'S ELECTRIC CORSET WORKS, 100 NASSAU ST., N. Y.

THE DRY GOODS TRADE SUPPLIED BY H. B. CLAPLIN & CO., N. Y., Sole Wholesale Agents. Remittances for single articles and applications for Catalogues Agents' Terms may be made only to Geo. A. Scott, 602 Broadway, N. Y. A GREAT SUCCESS. SP A Found. Live Catalogue Agent WANTED in your town for those substantially advertised and best selling goods in the world. L. LIBERAL PAY. QUICK ACTION. Satisfaction Guaranteed. Apply at once. GEO. A. SCOTT, 602 Broadway, N. Y.

Dr. Scott's made corsets of every type, including nursing corsets and corset devices designed for flattening stomachs. This ad was featured in an 1886 *E. Butterick & Co.S Catalogue*.

The Flynt Waist or True Corset
 Is universal y indorsed by eminent physicians as the most SCIENTIFIC WAIST or CORSET known.
 Pat. Jan. 6, 1874.

No. 1 represents a high-necked garment. No. 2, a low necked one, which admits of being high in the back and low front. No. 3 is to illustrate our mode of adjusting the "Flynt Hose Support" each side of the hip, also, the most correct way to apply the waistbands for the drawers, under and outside petticoats and dress skirt. No. 4 shows the Flynt Extension and Nursing Waist, appreciated by mothers. No. 5, the Misses' Waist, with Hose Supports attached. No. 6, how we dress very little people. No. 7 illustrates how the warp threads of the fabric cross at right angles in the back, thereby insuring in every waist, THE MOST SUCCESSFUL SHOULDER-BRACE EVER CONSTRUCTED.

Our "Manual," containing 46 pages of reading matter, relating to the subject of Hygienic Modes of Underdressing, sent free to any physician or lady, on application to MRS. O. P. FLYNT, 319 Columbus ave., Boston, Mass. Columbus ave, cars pass all Depots.

The 1886 Flynt Waist was designed to shape the figure more gently, while at the same time reducing backaches that tightly cinched corsets often caused.

WARNER BROS

9, MILLION worn during the past six years.

This marvelous success is due—

1st.—To the superiority of Coraline over all other materials, as a stiffener for Corsets.

2d.—To the superior quality, shape and workmanship of our Corsets, combined with their low prices.

Flexible Hip & Nursing Health & Abdominal & Coraline

Avoid cheap imitations made of various kinds of cord. None are genuine unless
"DR. WARNER'S CORALINE"
 is printed on inside of steel cover.

FOR SALE BY ALL LEADING MERCHANTS.

Stressing their "flexible hip" corsets, Warner was a ready-made corset leader from the 1880s through the early 1900s. This corset was advertised in *Ladies' Home Journal* in 1887.

**ELEGANT SHAPE,
HEALTH and
COMFORT**

Perfectly Combined in
**MADAME FOY'S
Skirt Supporting
CORSET.**

It is one of the most popular and satisfactory in the market. For sale by all leading dealers.
Price by mail \$1.90.

**FOY, HARMON &
CHADWICK, New Haven, Conn.**



Madame Foy's corset, as seen in an 1886 issue of *Ladies' Home Journal*, was designed to take some of the weight of the skirts off a woman's waist through the use of shoulder straps.

DR SCHILLING'S

**HEALTH
PRESERVING
CORSET.**

CAUTION—Do not let others lead you into buying worthless imitations, as this is the ORIGINAL COILED WIRE SPRING ELASTIC SECTION CORSET and money will be refunded to wearer after four weeks' wear, if not perfectly satisfactory.

For sale by DRY GOODS DEALERS, or if not obtainable, will mail, postage paid, HEALTH PRESERVING, \$1.15; ENGLISH SATTEEN, \$1.50; NURSING, \$1.50; ABDOMINAL, 60c; MISSES, 85c.


Schilling Corset Company, Detroit, Mich.



Dr. Schilling's 1887 corset contained some of the first stays made of coiled steel. This made the corset more flexible than those made with ordinary whalebone or steel stays.

EIGHT
Excellent reasons why every Lady should wear

BALL'S



CORSETS

1st. They need no breaking in.
 2d. INVALIDS can wear them with ease and Comfort, as they yield to every movement of the body.
 3d. They do not compress the most vital parts of the wearer.
 4th. They will fit a greater variety of forms than any other make.
 5th. Owing to their peculiar construction they will last TWICE AS LONG as an ordinary Corset.
 6th. They have had the unqualified endorsement of every Physician who has examined them.
 7th. They have given universal satisfaction to all ladies who have worn them, the common remark being,
 "WE WILL NEVER WEAR ANY OTHER MAKE."
 8th. They are the only Corset that the wearer is allowed three weeks trial, and if not found perfectly satisfactory in every respect the money is refunded.

FOR SALE BY
 ALL LEADING DRY GOODS DEALERS.
CHICAGO CORSET CO.,
 240 & 242 Monroe St., Chicago, Ill.
NEW YORK SALESROOM,
 13 Lispenard Street.

Supposedly recommended by doctors—even for invalid women—the Ball corset did not “compress the most vital parts of the wearer.” As seen in the May 1886 issue of *Ladies' Home Journal*.

ADVERTISING DEPARTMENT. 239

FERRIS' PATENT

GOOD SENSE



Style 210. FOR INFANTS.
 Style 212. CHILDREN, 4 to 6 years.
 Style 216. MISSES, 7 to 12 years.
 Style 217. MISSES, 13 to 17 years.
 Style 219.

CORDED CORSET WAISTS.

BEST FOR HEALTH, COMFORT, WEAR AND FINISH.
 EVERY PHYSICIAN WILL RECOMMEND THEM!
 SUPERIOR WORKMANSHIP THROUGHOUT.

Ferris sold primarily corded corsets for infants, girls, and women. Their ads nearly always emphasized good health. This full-page ad was featured in an 1887 issue of the dress reform magazine *Dress*.

BATES' WAIST **Comfort. Health. Beauty.**

Perfect substitute for Corset, Chemise and Corset Cover.
 Recommended and worn by Frances A. Willard, Elizabeth Stuart Phelps, Louisa M. Alcott, Julia Ward Howe and many others.
 Alice B. Stockham, M. D., in *TOKOLOGY* says: The *Bates' Waist* is equable in warmth, sustains the skirts, and offers no restriction to circulation, digestion or respiration.
Take a light measure at belt over dress.
 Best Terms to Agents. **PRICE** Plain, \$1.75. Trimmed, \$2.50.
CIRCULARS OF HEALTH BOOKS FREE.
 Sanitary Pub. Co. 159 LaSalle St. Chicago.



Advertised in an 1887 issue of *Dress*, Bates' Waist was a long, snug-fitting, but less rigid version of the corset. It was supposedly worn by many notable suffragettes and famous female authors.

COMFORT, HEALTH, SAFETY.

THIS IS HORRIBLE! STRAINING AND TUGGING

OLD STYLE

FOUND! FOUND! FOUND!
 COMFORTABLE AND SAFE
CORSET (Q.D.) CLASP
 TRADE MARK
 --1788-- **AT LAST.** THE GREAT PHYSICIAN SIGNER OF THE DECLARATION OF INDEPENDENCE. *Don't strain thyself wearing any dress stays, it causes Cancer & end of life.* *Bernardine Reek M.D.*

THIS IS DELIGHTFUL OFF WITHOUT TROUBLE

NEW STYLE

1888 GREAT AUTHORITY ON FASHIONS
The Q. D. Corset-Clasp is a real boon to all rich women of our time's Modistes. *Tracy Tull*

HAFF & WALBRIDGE, AGENTS
 78 LEONARD, ST. N. Y.
 SEND 25¢ FOR A SAMPLE, SOLD BY ALL DEALERS
CALUMET FASTENER CO. N.Y.
 THIS CLASP IS IN "TRICORA CORSETS."

In Calumet Fastener Co. New York, Sept. 1888.
 While I am unalterably opposed to corset wearing, I do not hesitate to say that women who will wear them do well to substitute the Q. D. Clasp for other fasteners on them. *Amie James Miller*

A more comfortable corset, as advertised in *Dress* magazine in 1888.



An 1888 ad for a corset designed to give lady-like posture.

GOOD SENSE CORSETS ARE THE MOST MODERN AND THE MOST PERFECT AND THE MOST COMFORTABLE.

Style 210. 50c.
Boys or Girls,
1 to 4 years.

Style 212. 75c.
Boys or Girls,
4 to 6 years.

Style 216. 85c.
Boys,
7 to 12 years.

Beautiful Women HEALTHY CHILDREN
In the UNITED STATES, ENGLAND and CANADA wear

GOOD SENSE

Ferris' Patent **BUTTONS AT FRONT** instead of clasps.

CORDED CORSET WAISTS

BEST Material and **BEST** Workmanship
throughout. Our aim is to make them
THE BEST IN THE WORLD.

Sold at **LEADING RETAIL STORES** Everywhere.
Lady Conversers are very successful with these
goods. Send for Descriptive Circular and Price List.

FERRIS BROS. Mfrs., 34 BROADWAY, NEW YORK.
MARSHALL FIELD & CO Wholesale Western Agts., Chicago.
YOUNG, CARTER & OVERALL, Agents, London, Eng.

Style 210.	Ladies,	\$3.00.
Style 212.	Ladies,	\$1.50.
Style 216.	Ladies,	\$1.00.
Style 221.	Ladies,	\$1.00.

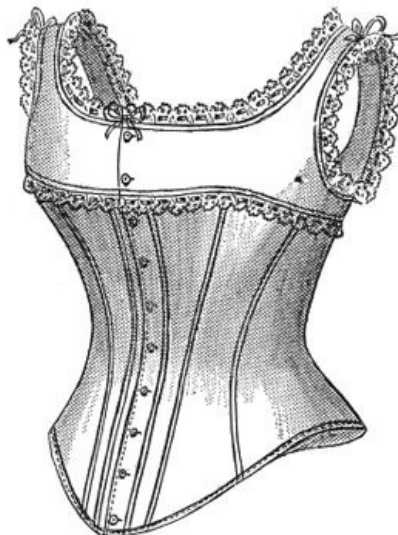
Good Sense corsets and waists replaced heavy whalebone or steel with cording. As seen in an 1888 issue of *Dress*.



From agony to ease, that is what J. G. Fitzpatrick corsets promised in this 1889 ad.



Corsets—especially ready-made corsets, like this one from 1889—were forever advertised as unbreakable. When tightly laced, many whalebone or featherbone corsets did break at the waist.



The alternative corset espoused by Annie Jenness Miller in the 1888 issue of *Dress*. Although featuring whalebone, these corsets were designed to be lightly—not tightly— cinched.

GOOD SENSE
CORSET WAISTS
FERRIS' Patent

Ring Buckle at Hip for Hose Supporters. Tape-fastened Buttons—*can't pull off*, Cord-edge Button Holes—*can't tear out*. **Best Materials** throughout.

FIT ALL
 Ages—
 Infants to Adults.
 Child .50
 .70
 .75
 Misses .70
 .75
 .80
 .85
 Young Ladies 1.00
 1.10
 Ladies 1.00
 1.25
 1.50
 1.75
 2.00

Buttons **FRONT** instead of Clasp.

BEST
 For Health, Comfort, Wear and Finish.
Thousands now in use in the United States, England and Canada.

Lady Canvassers are very successful with these Waists. Send for circular and Price List.

For Sale by all Leading Retailers.

Mailed Free on receipt of price, by **FERRIS BROS., Mrs.**
341 Broadway New York.
MARSHALL FIELD & CO., CHICAGO, Wholesale Western Agents.
 Mention Demorest's Magazine in your letter when you write.



Although most Victorian corsets fastened with metal clasps in the front, which made getting in and out of the undergarment much easier, that long line of metal down the center did make movement—especially bending over—difficult. That's why so many "health" corsets, like this one, from an 1889 *Demorest's* magazine, featured buttons instead.



German image showing a woman in her undergarments.



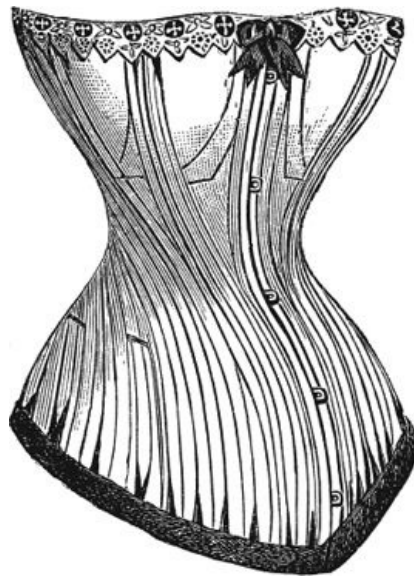
This corset, from *Harper's Bazar*, features special panels to encourage generous hips.



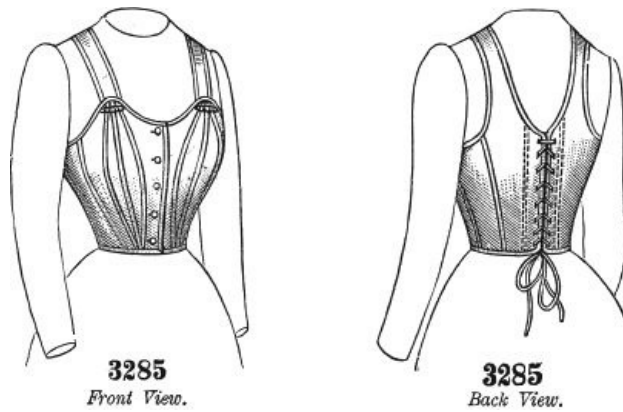
What the average Victorian woman looked like in a corset. Large hips, stomach, and bosoms were encouraged.



A German Hansen corset ad showcasing a corset-created, tiny waist.



A satin corset from the 1880s.



Home seamstress corset patterns were extremely rare. Most women either purchased custom-made corsets from professional corset makers or they bought ready-made corsets. However, this corset must have been considered easy enough for any woman to sew. It was designed for wearing under a bathing suit, and was described the June 1890 issue of *The Delineator* as made from drilling, coutille, jean, or heavy muslin, with whalebones or steels.

THE BEST CORSET SUBSTITUTES.

ILLUSTRATED CATALOGUE MAILED FREE TO ANY ADDRESS.
GEORGE FROST & CO., 49 Bedford St., Boston, Mass.

Annie Jenness Miller, one of the best-known proponents of women's dress reform, lent her name to these lightly boned corsets sold by George Frost & Co., as seen in the 1890 issue of *The Delineator*.

LADY AGENTS WANTED to sell CORSETS and SMALL WARES. Send for Catalogue and Price List.
JOHN P. HORNER,
 Boston, Mass.

THE MUCH DESIRED Long Waist and Perfect Hip
 effect can only be produced successfully by wearing the
DUPLEX CORSET
 Adjustable over the hips, and will fit any form instantly, giving perfect ease and contour. They have Double Seams, which will not rip; Double Steels and Bones, which will not break. Any dry goods dealer in the U. S. can supply you. Made in three lengths. Jean and Satteen.
 NEW YORK, 51 Mercer St.
 CHICAGO, 245 Monroe St.
 BOSTON, 78 Chauncy St.
BORTREE MFG. CO.,
 JACKSON, MICH.

An interesting 1890 corset that makes room for voluptuous hips with a high cut and a hip band.

GIVEN FREE
WITH **DR. SCOTT'S ELECTRIC CORSET.**



New Summer Corset

\$1.50

18 to 30 inches
White.

The Fall Mall Electric Association, of London and New York, desiring to quickly introduce **Dr. SCOTT'S ELECTRIC SUMMER CORSET**, make the following offer to the lady readers of this paper to hold good for 30 days: If you cannot get it at your nearest store, remit at once the price, \$1.50, with 15cts. added for postage and packing. We will then send you (FREE) with the Corset one of our New Patented Hose Supporters Sets, price 50 cts., and "The Doctor's Story," an invaluable book (price 25cts.). This is a beautiful Corset, Ventilating, Cool and Healthy —just the thing for Summer wear. It is made of extra strong and fine quality Nottingham net of double thickness (made expressly for use). It has a girde-shaped waistband, which firmly secures the material and prevents the corset stretching and getting out of shape, with pockets all around in which are placed our watch-spring magnets. They are highly charged with electro magnetism, and impart a steady and gentle current all healing in its influence to the wearer. There is no unpleasant shock in wearing them. As a remedial agent they are worth \$5.00 each, and can be worn by the most delicate invalid, as well as by the most robust, with wonderful results. Avail yourself **OF THIS OFFER NOW**. On receipt of \$1.50 (the price of this Corset), with 15c. for postage and packing added, we will send **1 CORSET \$1.50; 1 SET HOSE SUPPORTERS, 50 cts.; 1 DR'S STORY, 25 cts.**, to any lady reader of this paper remitting for it within 30 days. So that for the amount you remit you receive \$2.25 in value. The Doctor's Story is an eminently interesting work. Or in place of the Supporters you can select one of Dr. Scott's Electric Hair Cures, or two of Dr. Scott's Electric Plasters. **ACCEPT THIS OFFER NOW FOR IT MAY NOT APPEAR AGAIN.** We also have Elegant Electric Corset Waists for Ladies at \$1.50. Remit in post-office money-order, draft or currency in registered letter payable to

CEO. A. SCOTT, 842 Broadway, N. Y.

GIVEN FREE

SELLS AT 50cts.

Mention this paper. Agents Wanted.

Dr. Scott's Electric Corset, as advertised in 1890, was \$1.50 and came with free hose supporters.

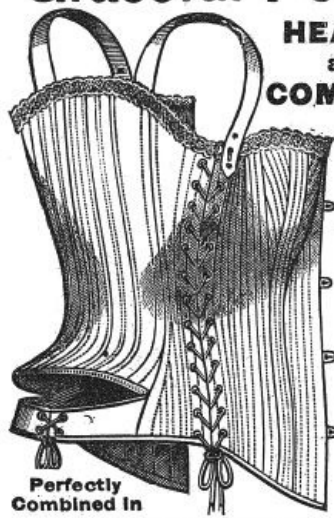
DR. WARNER'S CELEBRATED
CORALINE CORSETS



CORALINE 444 **CORALINE 222**

Supposedly fashioned after French corsets, but boned with Coraline, these corsets were advertised in 1890.

**Graceful Form,
HEALTH
and
COMFORT**



Testimonials in regard to the merits
constantly received; many say
they can wear no other.

Perfectly
Combined In

**MADAME FOY'S
Skirt Supporting Corset**

It is one of the most popular in the market and for
sale by all leading dealers. Price by mail \$1.40.
FOY, HARMON & CHADWICK, New Haven, Conn.

During the late 19th century, there was much talk about how unhealthy it was for women to wear layers of heavy skirts supported only at the waist. In an attempt to address this concern, some corsets, like this one from 1890, were made with shoulder straps and were advertised as “skirt supporting.”

**CORSETS,
WAISTS
and
BRACES**





TRADE MARK
Delsarte

Send for
Catalogue
and
Price List.

**AGENTS
WANTED.**

**DELSARTE CORSET CO.,
142 West 23d Street, New York.**

Corsets were fully boned with whalebone, feather boning, or steel bands, and laced up the back. Waists were lighter corsets, containing either fewer bones or stiffened with cording. Braces were designed to reduce backaches, so common with tight lacing, or correct poor posture. From the May 1891 issue of *The Delineator*.

FERRIS' GOOD SENSE
Corset Waists

AVOID IMITATIONS.

Made to fit all Shapes and Sizes.

Send for Illus. Circular

BEST Workmanship.

MATERIAL. SHAPE.

Tape-fastened Buttons. Cord-edge Button Holes. Ring Buckle at hip. Permit full expansion of lungs. Support Skirts and Stockings. Gives satisfaction. Be sure your Waist is stamped "GOOD SENSE."

FERRIS BROS. Manufacturers and Patentees, 341 Broadway, New York
MARSHALL FIELD & CO., CHICAGO, Wholesale Western Agts.
For Sale by ALL LEADING RETAILERS.

Ferris corsets are for young girls, as seen in an 1891 issue of *Ladies' Home Journal*.

\$2.00 VALUE FOR \$1.50.

DR. BRIDGMAN'S
(IMPROVED 1891)
Electro-Magnetic Summer Corset

is made of Genuine English linen Net imported expressly for us, and has no equal in Strength, Durability, Shape and Therapeutic effect. It is fitted with Dr. Bridgman's special supporting back and gives perfect satisfaction.

It has Coralline Stays over the front and sides and is fitted with our Danby Circle-shaped waistbands, which not only firmly secure the material, but prevent the Corset stretching, tearing and getting out of shape.

A BEAUTIFUL P. D. SHAPE

PRICE DR. BRIDGMAN'S \$1.50

SUMMER CORSET

This is an Elegant Corset and is Excellent Value for the money. It would be cheap at \$2.00, but to introduce it thoroughly we sell it for \$1.50. Such a beautiful Corset was never before offered for the money. Its sale is immense. Made in White only from 18 to 30 inches. If you cannot obtain it of our Agent in your vicinity, remit the price, adding 15 cents for postage, and we will mail it, post-paid.

We have a large variety of Dr. BRIDGMAN'S, Elegant Electro-Magnetic Corsets, Belts, Supporters, Braces, Brushes, Inhalers, Curriers, Trusses and Medicinal Specialties, at popular prices. Send for pamphlet. Any of these unequalled and meritorious articles mailed, post-paid, on receipt of price (mentioning this publication) addressed to

THE A. BRIDGMAN CO.,
Proprietors of Dr. Bridgman's Specialties,
373 BROADWAY, N. Y.
Agents wanted. Liberal Terms. Write now.

In the 1890s, "electric" was a hot word used to sell everything from corsets to health products. This electric corset was advertised in 1891.

BLACK CORSETS.

LANGDON & BATCHELLER'S
GENUINE
THOMSON'S GLOVE FITTING



The utmost perfection in the art of Corset Making has been reached in our

STYLE B CORSET

cut on the latest French designs, in SHORT, MEDIUM and EXTRA LONG waists.

These Corsets will satisfy the most fastidious.

**MADE IN ROYAL FAST BLACK,
WHITE AND FRENCH GRAY.**

“The utmost perfection in the art of Corset Making has been reached in our Style B Corset cut on the latest French designs, in short, medium and extra long waists,” said a Thomson’s Glove Fitting Corset ad from 1891. “These corsets will satisfy the most fastidious.”

DON'T WEAR STIFF CORSETS.

**SENSIBLE
WOMEN**

all want **FERRIS'**

GOOD SENSE

CORSET WAISTS.

**THOUSANDS
NOW IN USE.**

**A PERFECT
HEALTH
CORSET.**

SUPERIOR
to all others for

**CHILDREN,
MISSSES,
LADIES.**

FIT ALL SHAPES.

Made in
**Fast Black,
Strabard White.**

MARSHALL FIELD & CO.
CHICAGO, Wholesale
Western Agents.

Sold by **ALL LEADING RETAILERS.**

FERRIS BROS., 341 Broadway, N. Y.



Good Sense corsets, like these from 1891, appealed to active women or those who believed traditional corsets were dangerous to a woman’s health. They were lightly boned and featured buttons down the front instead of stiff metal clasps.

Interesting to Ladies.

The beauty of woman is in the sense of her clothes. It is true that clothes do not make the woman, yet they help the appearance of the woman. Sensible dressing is always artistic and throws into relief the modest beauty of the figure. The fashionably modeled corset cannot make the figure fashionable unless the figure be naturally so modeled.

The corset may cover ill shape beneath, and give apparent graceful curves and lines, but a pinched-up waist and an artificial bust are neither natural nor artistic, and the woman who so attempts to build outside appearance is reckoned for what she is, frequently for worse than she is. She does not even deceive herself. The Equipoise

Waist has been worn by intelligent women for fourteen years. No other corset substitute has ever given such universal satisfaction. It is recommended by sensible women everywhere and by the leading physicians at home and abroad. It fully embodies the true hygienic principle of support from the shoulders. The perfect modeling and

careful adjustment of each part with relation to the others so equally distributes the strain and pull of the garments attached that their weight is hardly perceptible. The bone pockets are so constructed that the bones can be removed without ripping. The ready-made Equipoise Waist fits the wearer as though especially made to her measure.

The materials used in its construction are of the best procurable quality. *The Equipoise Waist is guaranteed to wear twice as long as any other waist or corset, irrespective of cost.*

Made by George Frost Co., 31 Bedford Street, Boston, Mass.

Send Stamp for a copy of our finely illustrated book on sensible dressing, which contains a list

of merchants who sell the Equipoise Waist.

If they are not sold in your city or town you can order from us by mail without extra expense.

GEO. FROST COMPANY,
Boston, Mass.



Equipoise Waist.

A pinched up waist and artificial bust are neither natural nor artistic” opined an 1892 ad for Geo. Frost Company’s Equipoise Waist. Naturally, their own corset was different, being worn by “intelligent women for fourteen years.” The corset featured wide shoulder bands and easy-to-remove boning.

FASHIONABLE AND HEALTHFUL
THE GENUINE
Jackson Corset
Waist
Superb Form Perfect Fit




A perfect corset and waist combined. Famous for its style, graceful symmetry, and healthful qualities. Take no other. Patented Feb. 21, 1896. See patent stamp on each Waist.

Made only by the Jackson Corset Co., Jackson, Mich.

IF YOUR DEALER HASN'T IT, WRITE TO US
Or to the E. T. CORSET CO., Sherbrooke, Province Quebec, Canada

Corsets that covered the bust were called “corset and waist in one.” This one was advertised in 1892.

**PAT'D STEAM MOLDED
PERFECTION FIT**

L.C. 660.
CUTAWAY HIP.
MODE BUST.
SUMMER CUTAWAY.

DURABLE IN WEAR.
ARTISTIC IN DESIGN.

TAILOR MADE.
THE BEST IN THE WORLD.

For sale by all Leading Retail Dealers. Send for Illustrated Catalogue.
L. L. LOOMER'S SONS, BRIDGEPORT, CONN.
(Sole Manufacturers and Patentees.)

Ready made corsets were often placed on mannequins and steamed to shrink them to a desirable shape. L. L. Loomer's Sons 1892 corsets were made this way and were, according to the maker, "the best in the world."

**MADAME GRISWOLD'S
Patent Skirt-Supporting Corsets
AND SKIRT SUPPORTERS,**

Combined with her Patent Corset Springs, make the most comfortable and durable corset that can be found. These Patent Springs are designed to take the place of the bones in any part of the corset, and are guaranteed not to break.


LADY CANVASSERS WANTED.

For circulars and terms to agents send to
MADAME GRISWOLD,
923 Broadway, New York; 7 Temple Place, Boston, Mass.; or to General Agents, M. M. Wygant & Co., Fredonia, N. Y.; J. B. Putnam, 126 State street, Chicago, Ill.

Madame Griswold's Patent Skirt-Supporting Corset from 1892 was considered more healthy because the shoulder straps helped carry the weight of the skirts on the shoulders, not just the waist. It also featured "springs" instead of bones.

THE MAGIC CORSET CLASP.
OH! MY! WHAT A COMFORT.

A BOON TO WOMEN!
The Tighter Laced, the Easier Opened.
Fits Any Corset.



**UNHOOK TOP AND BOTTOM
MAGIC DOES THE REST.
HOOKS LIKE A COMMON CLASP.**

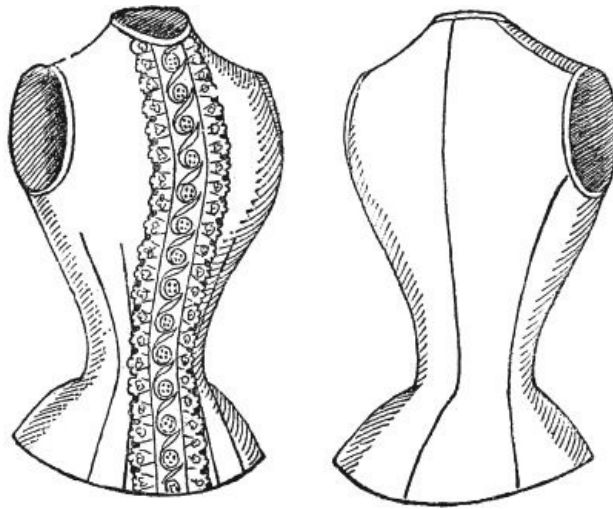
Can be opened without removing the clothing. After once using this clasp you will never use any other. For sale by all leading retail dealers; but if your merchant does not keep them, send 25 cents in stamps, and we will send you one by mail, and when you try it, tell all your friends about it. Address

THE MAGIC CORSET CLASP CO.
441 Broadway, New York.

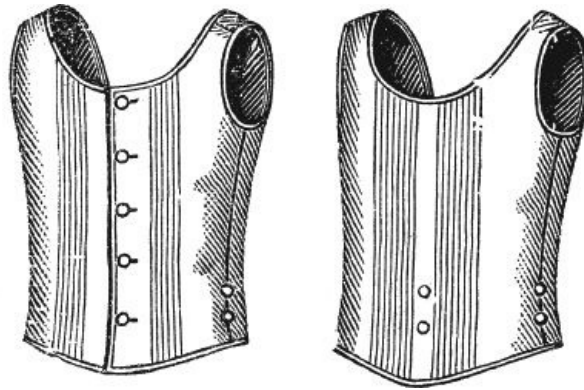
Once well-laced, corsets were difficult to remove—unless they featured metal clasps running down the front. This 1892 ad showcases the “magic corset clasp,” a style of clasp that was fairly standard.



An 1893 corset with a back brace.




A "corset waist," described as "made of cautille or drilling, and meets the demand for a comfortable and supporting waist to be worn in place of a corset. Whalebones can be inserted in the front, sides and back, and the backs are cut with shoulder straps that button to the fronts." As featured in the Winter 1892— 93 issue of *Domestic Fashion Review*.



An 1892 child's corset waist, "usually made of cautille, jean or muslin." It was corded for stiffness.

	<p>A Picture of Comfort. Health, Grace, and Economy. The Genuine Jackson Corset Waist. A perfect Corset and Waist combined. Famous for its style, graceful symmetry, and healthful qualities. Patented Feb. 23, 1886. See patent stamp on each Waist. Take no other. Made only by the JACKSON CORSET CO., Jackson, Mich. If your dealer hasn't it, write to us.</p>
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The Jackson Corset Waist from 1893 promised comfort, health, grace, and economy.



Take your Exercises
 IN A
Delsarte Girdle
 OR A
Delsarte Waist
BOTH ARE PERFECTION
 Girdle with Empire Gowns
 Send for illustrated price list
DELSARTE CORSET CO.
 124 W. 23d St., N. Y.
 111 State St., Chicago, Ill.

As sports and gymnasium exercise became more popular for women in the late 19th century, corsets allowing freedom of movement became necessary. The Delsarte Girdle or Waist, advertised here in 1893, promised to make exercise much easier.

A \$5 CORSET FOR \$1.50

When we say this we mean it; for this corset will actually **outwear** six ordinary corsets; besides this, it is the best wearing, best fitting, and most durable corset made. You would gladly pay your dealer \$5.00 for it and think it cheap.



KOSMO CORSET

Material This Corset is made of fine **French Sateen** in the latest French pattern, silk stitched, and trimmed with silk-embroidered edging, extra long waisted and heavily boned—white or drab. Send size of waist.

Guarantee Try this corset, and if the hip breaks within three months' time we will send a new pair in exchange.

Catalogue Free We intend to do the largest mail trade in the U. S., and knowing we can save you at least twenty-five per cent. of your bills, you should send for one of our Catalogues, which will be sent **FREE** to any one answering this advertisement.

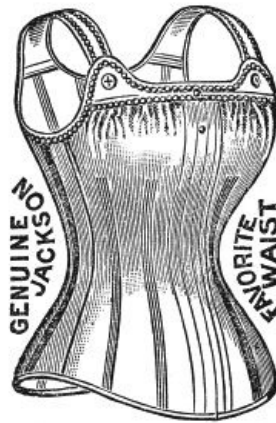
SPECIAL OFFER The manufacturers of the above-described corsets have decided to place them within the reach of all, and therefore we are enabled to send to any lady who may answer this advertisement, and send **\$1.50** post office order, postal note, check or cash, one of the above-described corsets **free** by mail or express. (Be sure to state size and color wanted.) Our finely illustrated catalogue sent with every order. Answer at once.

MAHLER BROS., 503-504 Sixth Ave., N. Y.

This Kosmo corset from 1893, made from French sateen and trimmed with embroidery, would outwear six ordinary corsets, claimed the manufacturer.

Jackson Favorite Waist

Thousands of women unable to bear a rigorous pressure, cut the bones from their corsets to secure relief. Other hundreds of thousands find health, comfort and **adequate support**, without sacrificing grace of person, by wearing the **Jackson Favorite Waist**. Light, strong, serviceable; unsurpassed for dress fitting; fulfilling every requirement at **half the cost** of the best dress-reform waists. Ladies frequently order two and sometimes three of these Waists at one time, an expression of satisfaction rarely accorded goods of this class. Mrs. J., Los Angeles, Cal., says: "Your Waist is just what I have been watching for; I wish two of size 23." Miss McD., of Redfield, Me.: "Am delighted with Waist." Miss P., Pittsfield, Pa.: "Waist received to-day and gives perfect satisfaction. Enclosed find postal note for another." Mrs. M., Boston Highlands: "Send two more of the Jackson Favorite Waists, sizes 21 and 22 in black. I received mine this morning and was so pleased with it that two friends each wanted one."



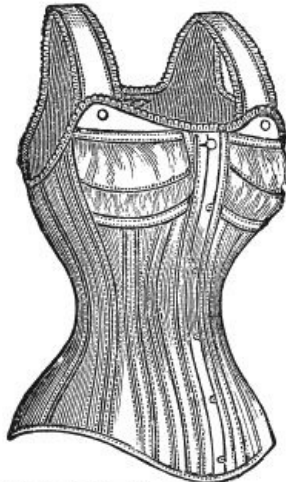
Ask dealers for the boneless CCC Jackson Favorite Waist, and see that our trade mark is stamped on the lining. Corset steels front and back. Clasp front. White, Drab, Gold, Fast Black. Warranted. Sample, postpaid, \$1.00.

CORONET CORSET CO. Jackson Michigan
(INCORPORATED 1881.) Mention JOURNAL.

"Adequate support" with "grace of person" is what the makers of this 1893 Jackson Favorite Waist promised.

Grand Rapids Corset Waist

Our waist, known as the **Grand Rapids Corset Waist**, has all the combined qualities that make it the choice of all the ladies who have worn it. It gives grace to the form, and while close fitting, gives absolute freedom to the body. Handsomely made of nice soft materials. Ask your dealer for our Corsets and Corset Waists, and if he does not keep them, send us a postal card and we will send you our catalogue with prices. Address



GRAND RAPIDS CORSET CO.
122 Monroe Street, Grand Rapids, Michigan

The Grand Rapids Corset Waist, as advertised in the March 1893 issue of *The Delineator*, featured buttoned straps and a slightly puffed bosom.

No. 500. **Ladies' Featherbone Waist.**
 Extra Quality Sateens. Very Popular.
 Patent Forms give free expansion.
 Combines Style with Comfort.
 Recommended by Physicians



FEATHERBONE CORSET
 Extra long Waist. Form is Perfect.
 Best material. Very rich.
 18 to 36. White, Drab, Écru or Black.
 Price of any, \$1.00.

Featherbone Dress Forms.
 Adjustable. Light. Comfortable.
 May be Washed. Give perfect Form.
 White only. Price, 40 Cents.




For sale by retailers, or post-paid on receipt of price.
FEATHERBONE CORSET CO., Sole Manufacturers,
KALAMAZOO, MICHIGAN.

Feather boning was a relatively new corset offering in the 1890s, giving corsets a bit more flexibility than traditional whalebone or steel stays. This corset was advertised in an 1893 issue of *The Delineator*.



Take Your Exercises
 IN A
Delsarte Waist.
 Approved by leading
DELSARTE TEACHERS.
 CALL AND EXAMINE.
Custom Work a Specialty.
 AGENTS WANTED.

DELSARTE MANUFACTURING CO.,
 124 WEST 23d ST., NEW YORK.
 Also 111 STATE ST., Chicago, Illinois.

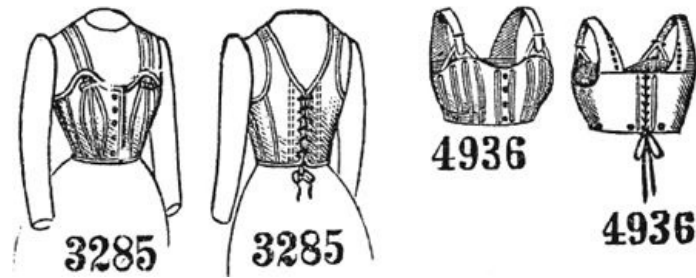
Women in corsets could not bend over completely at the waist, so when gymnastics for women became popular, corded "waists," like this one from 1893, were worn for "taking exercise."



This represents a very large line, alties, comprising outfits in the world for Lady Canvassers. Agents wanted everywhere. Write for terms, catalogue and price lists. Mention *Delineator*.

RELIANCE CORSET CO., Jackson, Mich.

From infancy through womanhood, Reliance offered an appropriate corset. As featured in the June 1893 issue of *The Delineator*.



Sewing patterns for corsets were extremely rare, but in 1893, leading pattern company manufacturer Butterick offered these two designs. One, designed for swimming, and another in the “Empire” style. It’s likely both were stiffened with cording instead of boning or steel.

EMPIRE “BEAUTY” WAIST.
Short and low cut, specially shaped for the EMPIRE GOWN, and unequalled for Riding, Walking, Bathing, Tennis, Gymnasium Use.
A Model of Elegance, Grace, Comfort and Utility. Pearl Buttons front, Laced at back, and Curved to the Figure. Steels Removeable. Sizes 19 to 26 inches. in White, Drab and Black, by Mail, for \$1.00. In ordering give size of Corset worn.



Also the well-known
“Beauty” No. 7
ACCOMMODATION WAISTS,
With Dress Forms, and full line of Misses and Children’s Little “Beauty” Corset Waists.
Catalogues Free.
E. H. HORWOOD & CO.
61 Mercer St.
NEW YORK.

An 1893 “empire” corset of longer length, reaching just a bit below the hips. Most so-called empire corsets ended at the rib cage

Mrs. Frank Leslie says, "I have found them of great use in preventing the breaking of Corset bones, and also in keeping them in shape."



All Dry Goods Stores sell Pearl Corset Shields; sample pair, 25 cts. prepaid.
EUGENE PEARL, 28 Union Square, W., New York.

Women who tightly cinched their waists sometimes had trouble with their corset bones breaking. This 1893 Pearl Corset Shield ad promises to do away with that problem with small pads added to the corset that "do not enlarge the waist."

Any Woman Will Say So.

It wouldn't make much difference what we said about Dr. Warner's corsets if there were not several hundred thousand women in every part of the community to confirm our statements with "That's so."



The Coraline we use is superior to whale-bone and absolutely unbreakable.

What we want is to have you try Dr. Warner's corsets. You'll never wear any other kind.

We especially recommend Fanita, fine coutil, \$3.00; Fine coutil, 888, sateen strips, \$1.75; Fine sateen, embroidered, No. 777, at \$1.50; Fine sateen, 444, at \$1.35; and heavy jean, No. 333, sateen strips, at \$1.10.

WARNER BROS.,

359 Broadway, New York.

Warner corsets were the first corsets heavily advertised as having coraline boning. As seen in the March 1893 issue of *The Delineator*.

Ferris' Good Sense Waist



Best for Health, Economy and Beauty.
BUTTONS at front instead of **CLASPS**.
RING BUCKLE at hip for Hose supporters.
Tab-fastened Buttons—won't pull off.
Cord - Edge Button Holes—won't wear out.
FIT ALL AGES—Infants to Adults.
 For Sale by All Leading Retailers.
MARSHALL FIELD & CO.
 West'n Wholesale Depot.
 Send for illus. circular to **FERRIS BROS., Manuf'rs.**
Principal Office—341 Broadway, New York.
Branch Office—18 Sutter Street, San Francisco, Cal.

For those concerned about the health risks supposedly associated with traditional corseting, there was the Ferris' Good Sense corset. This one was advertised in 1893.

The Snug-Fitting, Beautifully Made Jackson Favorite Waist.



MRS. A. E. WHITAKER, of Boston, writes in substance of the JACKSON FAVORITE WAIST: A health waist that gives the support of a corset without unduly compressing the waist and other organs, and as compared with other improved garments, inexpensive. Women, while they wish to dress and look neatly, sometimes find it impossible to wear corsets while at work and are obliged to discard them a part of the time. This is not wise or healthful. A good, firm waist, with shoulder straps to help hold up the weight of the clothes, is much better. I have examined all the different waists manufactured and given them a trial as to fit and wearing qualities, and can recommend the Jackson Favorite Waist as comfortable, well-fitting, fulfilling the needed requirements at half the cost of the best improved waists.

Ladies frequently order two and sometimes three of these Waists at one time, an expression of satisfaction rarely accorded goods of this class.

Mrs. J., Los Angeles, Cal., says: "Your Waist is just what I have been watching for: I wish two of size 23." Miss A., Delta, Cal.: "I will not wear any other waist as long as I can procure the Jackson Favorite." Miss McD., of Redfield, Me.: "Waist reached me all right; am delighted with it." Miss P., Pittsfield, Pa.: "Waist received today and gives perfect satisfaction. Enclosed find postal-note for another." Mrs. M., Boston Highlands: "Send two more of the Jackson Favorite Waists, sizes 21 and 22 in black. I received mine this morning and was so pleased with it that two friends each wanted one." Miss E., Kenneth, Pa.: "Your waists are superior in finish to any I have yet seen. I enclose \$1 for another."

600,000 Ladies and Misses wear the Jackson Favorite Waist.

An 1893 corset designed for those who feared tight lacing was the cause of many ills.



BEAUTY ACCOMMODATION WAIST, No. 7,
 gives perfect form with ease of movement, develops bust, while not enlarging waist. Tampico Dress Forms with each Waist. Removable Steels, Adjustable Shoulder Straps, Laced at Back, Buttoned Front, Curved at Back to the Figure. In White and Black, 18 to 30 in. By mail, for **\$1.50**. Little Beauty Waists for children, *the best*. Catalogue free.
E. H. HORWOOD & CO., 51 MERCER ST., N.Y.

For women who wanted a more ample bosom, but not wider hips, there was the "Accommodation Waist," advertised in 1893.

That Long Waisted Effect
 so much desired, is produced by wearing
L.L.L. Loomer's Corsets
 Comfortable and durable. At your dealer's, or write **L. L. LOOMER'S SONS,**
 Sole Mfrs. Bridgeport, Conn. and Chicago, Ill.

As fashions gradually decreed a longer waist, many women had to rely on corsets to produce the look. This corset was highlighted in an 1897 ad.

The G-D Chicago Waist

Deservedly
The Most
Popular
Corset
Waist
In
America.

MADE from fine
sateen, fast black,
white or drab;
clasp or button
front; sizes
18 to 30,
Waist
Measure.

ASK your dealer
for the G-D CHI-
CAGO WAIST.
If he hasn't it, send
\$1.00, mentioning
color and size de-
sired, and we will
send one prepaid.

Price
\$1.00

No Garment Could Become so Generally
Popular and Retain its Popularity
Without Real Merit.

GAGE-DOWNS CO., CHICAGO, ILL.
268 Fifth Avenue.



"The most popular corset waist in America," this 1898 Chicago Waist ad proclaimed, costing just \$1.

ELEGANCE and EASE

Faultlessly Combined in the

G-D

**CHICAGO
WAIST.**

Price \$1.00

Dealers or by mail.
Wear this graceful,
comfortable gar-
ment and you will
realize what real
comfort is. Ask
your home dealer
for the G-D CHI-
CAGO WAIST.
If he hasn't it send
us \$1, mentioning
color and size de-
sired, and we will
send one prepaid.


Most Popular Corset Waist In America.
Made of fine sateen, fast black, white or drab; also
summer netting, clasp or button front; sizes, 18 to 30 waist
measure.

GAGE-DOWNS CO., Chicago, Ill.



The makers of the 1897 Chicago Waist claimed their corset was the most popular in America.

Famous Beauties



Mary, "Queen of Scots."

Every woman cannot have such a beautiful face as Mary, "Queen of Scots," but every woman can have a graceful form by wearing

Kabo Corsets
\$1.00

Celebrated for
Style, Fit, Comfort.
No Brass Eyelets.

Kabo Corsets, made in 30 styles from different materials, are modicied to fit and give perfect form to every wearer, range in price from \$1.00 to \$3.00.

Some Style Kabo will fit you perfectly. Style No. 372, as shown, is made of White, Drab or Black Coutil, with Satin stripes; sizes, 15 to 30; 12-inch front steel; no brass eyelets to soil undergarments. Lace and baby ribbon trimming top and bottom. The best \$1.00 Corset that can be made.

Your dealer sells them or will order for you if not in stock; if he will not, send his name and \$1.00, giving size and color desired, and we will send you one postpaid.

Booklet, FREE, showing Famous Beauties and 30 styles Kabo Corsets for the name of your dealer.

CHICAGO CORSET CO.—Chicago—New York

Oddly showing Mary, Queen of Scots in a late 19th century corset, this ad promises that while "every woman cannot have such a beautiful face as Mary, 'Queen of Scots'... every woman can have a graceful form by wearing Kabo Corsets."



Like
Every-
thing
Else
That
is
Best—

American Lady

American Lady

... CORSETS ...

Just like today, patriotism was used to sell products—even corsets. This ad appeared in the November 1897 issue of *The Delineator*.

CRESCO

A good,
easy,
nice
fitting
Corset
that
cannot
break
at
the waist.



Disconnected
in front at
Waist Line
and with
Hip Lacing
which combined
make it fit any
figure perfectly
with entire comfort,
and render the usual
breaking at the waist line and hip impossible.
There is nothing in Corsetdom to compare with it.
Ask your dealer for a CRESCO, or we will send a
long, short or medium waist as desired, in white or
drab, on receipt of price, \$1.00, postpaid.
MICHIGAN CORSET CO., Jackson, Mich.

This 1899 Cresco corset had an innovative design. It was essentially a short corset, ending at the waist, attached loosely to the bottom half of a long corset that controlled the hips and stomach.

There's one Corset you won't have to "break in."
One that will fit perfectly and gives thorough satisfaction.



The American Lady
French Gored Corset
Style 352, for **\$1.00.**

The latest creation in the Corset Art.
Made in Short and Long Waist,
White and Drab....

SCHILLING CORSET CO.,
Mfrs., Detroit, Mich.

NEW YORK—65 AND 67 WOOSTER STREET,
CHICAGO—234 AND 236 FRANKLIN STREET.

SENT PREPAID ON RECEIPT OF PRICE, IF YOUR DEALER DOES NOT SELL THEM.

The average corset price at this time, as seen in fashion ads, was \$1. This ad appeared in an 1897 issue of *The Delineator*.

THE DOWAGER CORSET

Is the Best Corset Produced
FOR STOUT FIGURES.

Made in three lengths—Extra Long, Long and Medium. Sizes, 20 to 42 lbs.
Style 550, Heavy Cotton Sateen strips. Sizes 27 to 30, \$2.00; 31 to 36, \$2.50;
37 to 42, \$3.00. White, Drab and Black.

Style 550, Summer Netting (white only). Sizes and prices same as above.

Style 614, Fine Sateen, Italian Style. Sizes 22 to 30, \$3.00; 31 to 36,
\$3.75; 37 to 42, \$4.00. White, Drab and Black.

The following Testimonials are taken from thousands of
similar nature:

"I have succeeded in getting a corset of your 550 model, 'The Dowager.'
It is the most comfortable corset I have ever had."

"I have tried every known make in unbreakable corsets. Have worn 'The
Dowager' for three years past, and recommend it to all my friends."

"I wear a 'Royal Worcester Corset,' Style 550, and for comfort, shape-
liness and durability, prefer it to the \$3.00 corset made to order that I
have worn."

ROYAL WORCESTER CORSETS
AND
THE DOWAGER CORSET

Are sold by dealers everywhere. Ask your dealer FIRST. If he can't supply you,
a money order sent us, with size, length and color plainly specified, will bring corset
to you free of expense.

Send for Illustrated Catalogue
WORCESTER CORSET COMPANY,
WORCESTER, MASS. CHICAGO, ILL.



THE DOWAGER CORSET

For women past their youth and with "stout" figures, the 1899 Dowager Corset promised to come to the rescue.

Wear **MARTHA WASHINGTON**
WAISTS FOR HEALTH
 AND COMFORT.



Good sense is displayed in the manufacture of these garments in every detail. Made of best materials, most skillful workmanship, perfect in all their lines without injurious pressure. For superior to any other waist on the market. If not for sale at your dealer's, we will send you a pair, mailing free, upon receipt of the following prices:

Martha Washington Ladies' One Dollar
 Martha Washington Young Ladies' 75 Cents
 Martha Washington Misses' 50 Cents
 Martha Washington Children's 25 Cents

SEND WAIST MEASURE IN ORDERING.
BIRDSEY, SOMERS & CO., 349 Broadway, New York.

Harkening back to another age, Martha Washington corsets were nonetheless perfectly shaped for 1890s fashions. This ad appeared in the July 1899 issue of *The Delineator*.

**Loomer's
 Improved
 Cutaway Hip
 Corsets**



fit any form, insure freedom of motion, prevent breaking of stays at the hips.
 If not at your dealer's, will send postpaid for \$1.00; better quality, \$1.50.

**L. L. LOOMER'S SONS,
 Bridgeport, Conn.
 Chicago, Ill.**

Long corsets were problematic because they made movement difficult. This Loomer's corset, advertised in the May 1899 issue of *The Delineator*, had elastic along the hips and promised to make movement easier.

A Wonderful Corset!



Positively the best value for \$1.00 ever offered. The patented vertical boning makes it impossible to break at the sides. Made throughout of best materials, superior in many respects to corsets that you pay double this money for.

If not for sale at your dealer's, send \$1.00 for a pair, mailage free, to

BIRDSEY, SOMERS & CO.,
439 Broadway, NEW YORK.

The "patented vertical boning" on this corset ensured it would never "break at the sides," according to this 1899 ad.

An advertisement for 'Loomer's Corsets'. On the right side is a black and white illustration of a woman from the waist up, wearing a dark, vertically-boned corset with a lace-trimmed neckline. On the left side, the text reads: 'Loomer's' in a large serif font, followed by 'MODE BUST' in a smaller font, and 'Corsets' in a large serif font. Below this, it says 'Most comfortable of all Corsets, last longest, always stylish.' Then, 'If not at your dealer's, will send postpaid for \$1.00; better quality, \$1.50.' At the bottom, it lists 'L. L. LOOMER'S SONS, Bridgeport, Conn. Chicago, Ill.'

A typical corset of 1899, selling for \$1 to \$1.50, depending upon the material used.



A trade card from the 1890s, showing a Dr. Warner's corset with coraline stiffening.

Here it is again...
THE IMPEPIAL.
The great selling Corset-Waist.

We also have four others and a fine line of high grade Corsets, Misses' and Children's Waists, Ladies' Safety Belts, Hose Supporters, Fast Black Sateen and Novelty Cloth Under-Skirts, etc. Lady Agents wanted everywhere. Price List and Retail Guide Free.

Reliance Corset Co.,
Jackson, Mich.

Mention Delineator.

Some corsets featured judicious use of elastic—as this 1899 corset does along the bust line.



A nursing corset featured in *Century Magazine*.

THE
G-D
Price
\$1.00

**Chicago
Waist**

Has a
new
feature.

It will make
it still more
popular among
American women.
This new feature
is a hose-supporter
attachment as
shown in cut. It
will be appreciat-
ed by every wom-
an who is tired
of pinning and un-
pinning hose sup-
porters.

**The Most
Popular
Corset-Waist
in America.**

Made from fine
sateen, fast black,
white or drab; clasp or button front, sizes 18
to 30, waist measure. Ask your dealer for the
G-D CHICAGO WAIST. If he hasn't it,
send \$1.00 mentioning color and size desired,
and we will send you one prepaid.

**GAGE-DOWNS COMPANY,
268 Fifth Ave., Chicago, Ill.**



This 1899 "Chicago Waist" displays all the most popular corset features of the late 19th century: shoulder straps, elastic along the bust, and attached garters.



A stereograph photo with the caption: "Reducing the Surplus. 'Now, Pull Hard!'"



A trade card featuring the latest buzz word: "electric." Despite the name, no electricity was involved.



A postcard from the late 1890s or early 1900s.



A typical 1890s corset.



A Gibson Girl style corset featuring trim at the bust, to beautify and make the bosom larger.



The Imperial summer corset, made of mesh.

THOMSON'S
“Glove-Fitting”
CORSETS

are definitely superior in shape, wearing qualities and comfort. The seams run around the body. This is true of no other corset. They hold their shape permanently and give perfect fit. Every corset stamped with our name.

Turn them over and see how they're made.

This is a picture of

OUR VENTILATING CORSET

(Trade-Mark Registered), made of imported netting, striped with coutil, and trimmed with lace and baby ribbon. **\$1.00** a pair at all dealers. Light as a feather, yet strong as the strongest.

Handsome illustrated catalogue mailed *free*.
GEO. C. BACHELLER & CO., 345 Broadway, N.Y.

This 1900 Thompson's ad reveals the boning and the complexity of corsets of this era.

FERRIS
GOOD SENSE WAIST



The unity of Health and Grace

The comfort of every movement is enhanced by the beautiful lines of the Ferris Waist. Whether on duty or on pleasure bent, the wearer is conscious of a unity of health and grace. It gives support without constraint.

Ferris Good Sense Corset Waists are made in all shapes and sizes to suit every form—with long or short waists, high or low bust. Sold by all leading retailers. Illustrated catalogue free. Finest material and workmanship.

THE FERRIS BROS. COMPANY, 341 Broadway, New York.

A Ferris Good Sense Waist ad, as featured in the March 1901 issue of *Modes and Fabrics*.

W. B.



Erect Form
CORSETS



W. B. Model 77.
A Short French Shape.

The slender and small waists, making extremely shapely figures with bodies instead of side busts. Size 14 to 24. Ladies' corset. Beautifully finished. Fully adjustable. Price \$1.00. Size 24 to 26. Price \$1.00.

THE "W. B. ERECT FORM" Corset gives a long, low and full chest frame, standard to form. It is the only correct model for the new straight front construction. It throws the shoulders back into a fine military pose. It inflicts no strain upon bust or abdomen and thus does away with those faults of corset construction which often lead to indigestion, short breathing and sometimes even more serious trouble. THE "ERECT FORM" does not strain the ligaments—all the pressure of lacing is upon the hips and back muscles.

ERECT FORM Style 7001, with 12 in. extra heavy cover steel, 12" waist and 10" hip. The perfect. \$1.00

ERECT FORM Style 7002, the model of Supported Shoulder Blouses in 17" waist and 10" hip. \$1.50

ERECT FORM Style 7003, made of improved material, for small slender figures. \$1.75

ERECT FORM Style 7004, Improved. Front \$2.00
(only in white and cream. Full pattern and full price)

ERECT FORM Style 7005, made of Improved material, fully developed figures. Price \$2.50

ERECT FORM Style 7006, made of extra heavy French cloth in white and cream, all of which makes full priced and wearable. Price \$2.50

These corsets are on sale in every part of the United States and Canada. If your dealer does not carry the corset you desire, send his name and address, covering price of the model you want to our Dept. K, and we will forward the corset, prepaying all charges.

EMPOWERMENT—By wearing our new, heavy French cloth in white and cream, all of which makes full priced and wearable. Price \$2.50

A Little Book on "How to Wear and Lace a Corset" will be mailed to anyone who sends for it.



W. B. Model 654.
A Popular French Shape.

It is the most recent demanded corset since the "ERECT FORM" and is better suited for more figures. Model 654 has 100 side elastic, which works in the same direction as in other corsets. Size 14 to 24. Price \$1.00.

WEINGARTEN BROS.
Largest Corset Manufacturers in the World!
377 BROADWAY NEW YORK.

W. B.'s 1901 "Erect Form" corset with an elongated torso. "It throws the shoulders back into a fine military pose," the manufacturer claimed. "It inflicts no strain upon bust or abdomen, and this does away with those faults of corset construction which often lead to indigestion, short breathing and sometimes even more serious trouble."



W. B. Model 77.
A Short French Shape.
 For slender and small women. Being extremely short it is made with boning instead of side steels. Has 11 in. 4 hook clasp. Extremely beautiful in contour. Fits snugly at waist and accentuates to the fullest extent bust and hips. **Price \$1.00**
 Sizes 18 to 26.

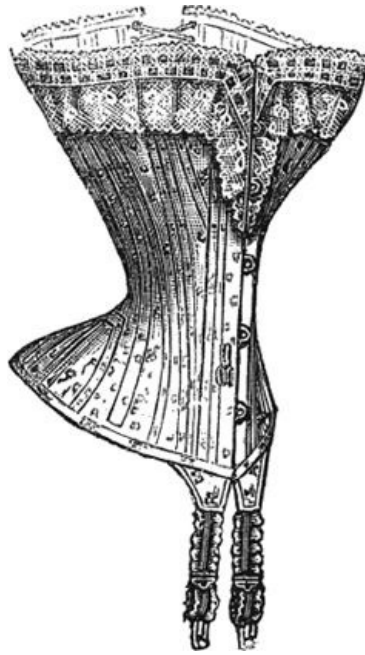


W. B. Model 654.
A Popular French Shape.
 It is the next most demanded corset after the "ERECT FORM" and is better suited for some figures. Model 654 has no side steels, which would inflict some discomfort in so short a corset, but is well stayed instead. **Price \$1.00**

A short W. B. corset (Model 77) "for slender and small women," according to a 1901 ad. W. B. claimed this 1901 corset (Model 654) was the "next most demanded corset after the 'Erect Form,' and is better suited for some figures."



A long, lean corset from a 1902 *Bon Marche* catalog.



A corset featured in a 1902 French catalog.



A 1902 corset with attached suspenders for stockings.



A 1902 example of a child's corset. This one is for a boy and was stiffened with cording to encourage correct posture.

THE GREAT SUCCESS

F. P. Military Form

Style No. 852

THIS new creation has become the *most popular*, in a short time, of any corset ever produced in this country.

It has all the attractive features that the best skill can produce. It is the *First Straight Front Corset* made in America, and is to-day by far the largest seller.

Made by a genuine French artist from Paris. *Made of the very best materials*, full French gore, bias cut, long hip, giving the *new and correct figure* to the wearer.

Has all the appearance of a much more expensive garment, and we will warrant it to *wear as well as corsets costing three times the price.*

Made in White and Drab.
Every pair **warranted** to give satisfaction or money refunded.

Price \$1.00 per pair

If not for sale at your dealer's, send us \$1.00, and we will mail you a pair.

BIRDSEY & SOMERS
349 Broadway, New York



Claiming to be the first American corset to achieve the fashionable "straight front" look, 1902's F. P. Military Form promised to throw the hips back while moving the bust forward.

E THE EASY Z WAIST



Every mother of a growing boy or girl between the ages of two and twelve should know that the E-Z Waist is the only waist which yields in every direction and in every respect. The straps that strengthen it are as elastic as the rest of the waist. Buttons are sewed to these straps, which yield with every tug and pull and, therefore, the buttons do not come off.

Two styles of waists—one for boys and one for girls.
Booklet, "Room To Grow In," FREE to mothers of children.

Your dealer should keep the E-Z Waist. If not, send 25 cents for sample, giving age and stating whether the child is a boy or girl.

THE E-Z WAIST COMPANY, 102 Kingston Street, BOSTON, MASS.

Infants in the 19th century wore flannel waists— vest-like garments designed to keep them warm. But by the time a girl was about 4 years old, she wore a corset-like garment using cording instead of boning or steel stays like this E-Z Waist from 1902.



Is this
what you
need ?

HENDERSON

**ETON
Girdle-
Corset**

Style 444

WHITE
DRAB
PINK
BLUE

Sizes 18 to 26

Price \$1.00

It is the acme of perfection for slight and medium figures. It has the shape and effect of a Straight Front Corset and the ease and comfort of a Girdle.

AURORA CORSET CO.
Aurora, Illinois

For those who wanted only a little bit of fashionable shaping, the Eton Girdle-Corset, as advertised in the March 1902 issue of *The Delineator*, was a possibility.




**THOMSON'S
"GLOVE-FITTING"
"MILITANT"
VENTILATING**

"The Queen of Summer Corsets"
Has held its own against all competition for the past thirty-five years. The only genuine "Ventilating" Corset in the newest straight-front style.

All the Leading Stores Sell Them
Artistic Catalogue mailed on request
Sole Manufacturers
GEO. C. BATCHELLER & CO.
345-347 Broadway, New York

Sometimes summer corsets of this period, like this one featured in the July 1902 issue of *The Delineator*, were made from mesh-like fabric, designed to make the wearer cooler. Winter corsets were sometimes made of flannel or wool.



When You Buy a
FERRIS
WAIST

Be sure you get the genuine. If you want the FERRIS beauty; the FERRIS comfort; the FERRIS quality and workmanship, be sure the name is sewed in red letters on every waist.

AVOID IMITATIONS

Refuse to accept any waist for yourself or children not properly marked. The only reason a dealer offers you a substitute is because it is to his advantage—not yours.

Made in shapes to fit every waist. Sold by leading dealers everywhere. The Ferris Book sent free on request.

THE FERRIS BROS. COMPANY
 841 Broadway, New York.

Many girls wore “training corsets” like this 1902 Ferris waist.



The Straight Military Front
 shown in figure to right
 is secured by wearing the
Foster Hose Supporter

Patented December 5, 1895.

The only supporter with a pad large enough and supporting bands strong enough to hold back the entire abdomen, assuring the wearer a correct standing position and the much desired straight front. It has a waist band which presses on the sides of the waist, making it round, and has no metal parts to mar or tear the corset.

THREE GRADES:
 Wide web, black or white, 60c.
 Wide web, fancy filled, black, 75c.
 white, cardinal, blue or pink.
 Heavy silk web, large pad if \$1.25 desired.

The name "Foster" is stamped on every pair. Don't let your dealer impose on you with "something just the same as 'The Foster.'" If he hasn't it, we will mail it to you on receipt of price. Give color desired and your height and waist measure.

THE FOSTER HOSE SUPPORTER CO. - 438 Broadway, New York

Because stockings were still two separate garments (one worn on each leg), stocking supporters, worn over the corset, were necessary. From a 1902 issue of *The Delineator*.


A Corset that Cannot Break at the Waist

It matters not what the style of a corset is or what it is made of, if it breaks at the waist line it is rendered uncomfortable and useless.

The Cresco Corset

is disconnected in front at the waist line, and has elastic gores at each side, so it cannot break at the waist. Suitable for any day and all the day. Good to work in, walk in or rest in. It is shapely, comfortable and durable, and as it cannot break at the waist it is the *Cheapest Corset a Lady can buy.*

Where the Cresco is not kept by dealers it will be sent post-paid, for \$1. Drab or White, Long, Short or Medium length. The next time you buy a corset try the Cresco.



THE MICHIGAN CORSET CO., - JACKSON, MICHIGAN

This 1902 Cresco ad claimed their product would never break at the waist, since their corsets featured elastic sections along the waistline.

**THE GILBERT
CREST CORSET**

Insures the straight front effect, the flat abdomen, the gracefully rounded hips—in a word, that charm of figure which every woman desires. The upper section overlaps the under section, giving double bones and so double strength where most needed. When the body is bent in any direction, these sections give slightly on each other, which prevents the corset breaking at the waist line. All bones and steels absolutely rust proof.

Our New Catalogue is the most helpful, at the same time the most beautiful Corset Catalogue ever issued. Write for it—No Charge.

We Want as Agent An active woman in every town and city in the U. S. Liberal commissions and exclusive territory given. We assist our agents in every possible way. Write for particulars.

GILBERT MFG. COMPANY
70 Centre St., NEW HAVEN, CONN.



This 1902 ad proclaims, “The Gilbert Crest Corset insures the straight front effect, the flat abdomen, the gracefully rounded hips—in a word, that charm of figure which every woman desires.”



**Perfect Form
and Girdle
Combined**

White and Drab Satteen
Price, \$1.20. Sizes, 18 to 26
Girdles, 95 cents

AGENTS WANTED for the above and for our Custom-Made Corsets.

BARCLEY CORSETS give perfect figures. Special patented features. Sell on sight. Write for terms and price list.

Barcley Corset Co.
334 Mulberry St.
Newark, N. J.

Like many corset ads, this one from 1902 promises a “perfect form” to every wearer.

Venus HOSE SUPPORTER



STAND ERECT

Abdomen in—the easy swing from the shoulders, straight front, narrow hiped appearance—Possible if you wear the **Venus Hose Supporter**

Gives a graceful carriage, long naturally tapering waist and the flat, unbroken line from the shoulder that is Fashion's latest demand. Designed for all figures. Sold by all dealers; if yours hasn't the "Venus," order from us.

Made in pale blue, pink, red, black and white frilled silk elastic satin band, ornamental metal parts and Flexo fasteners. **50c.**

Send for our free booklet of garter and hose supporter novelties for men, women and children.

A. STEIN & CO.
261 Fifth Ave., Chicago

This Venus hose supporter ad shows how turn-of-the-century garters it over the corset.



Fashion says "Hips In."

Modish women are delighted with the long, slender waist effect secured by wearing the

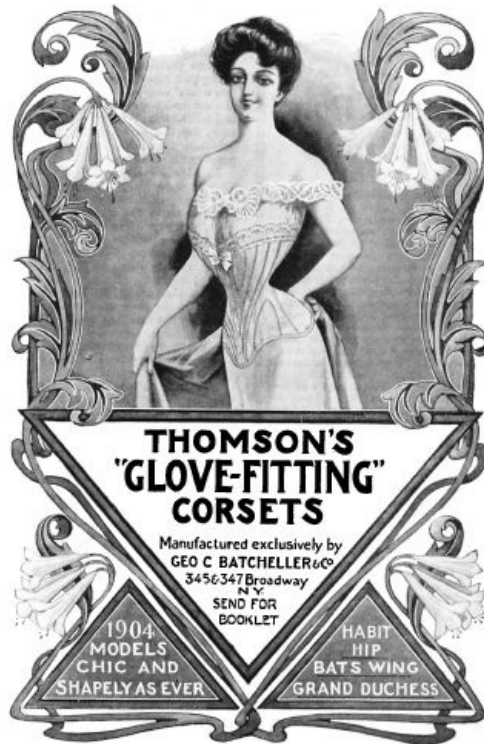
GD Justrite Corset

Ask your dealer for them. Our "Dip Hip" model is the one that reduces the hips to conform with present modes in gowns. Many other shapes to suit different figures.

Sold by leading dealers everywhere. Write for our "Corset Guide," and free show reverse models; helps you choose the correct one for your figure.

GAGE-DOWNS COMPANY 268 Fifth Avenue CHICAGO

Taming hips, which naturally protruded with older-style corsets, became a chief selling point in the early 1900s.



Thomson's Glove Fitting Corsets were some of the most popular at the turn of the century.

**American Beauty
Corsets**



STYLE 93
New Fan Front Effect
Extra Quality Sterling
Cloth
Valenciennes Lace Trimming
White, Drab and Black
Sent by mail, charges paid,
for \$1.00, if not for sale by
your local dealer.
Other Styles, \$1.00 to \$5.00

FIVE HUNDRED PRIZES
will be given away to still further popular-
ize American Beauty Corsets, which are
to-day the favorite corset of millions of
discriminating women.

THE GRAND PRIZE
PACKARD PIANO
(Made by The Packard Co., Ft. Wayne, Ind.)
and one of the most beautifully toned instruments
in the world, will be given to the lady who sends
the largest list of words in the English language,
beginning with "A and B" made from the letters:
"A-M-E-R-I-C-A-N B-E-A-U-T-Y"

In addition to the above prize, we will give 499
American Beauty Corsets in any style or color re-
tailing at \$1.00 to the 499 ladies whose lists have the
next largest number of words.

Every American Beauty Corset box has a label
on both ends, and each list of words must be ac-
companied by the two end labels from the box.
These corsets are for sale by first-class dealers
everywhere, and we prefer that you purchase
from your dealer. If he cannot supply you, we
will forward any style, charges prepaid, upon re-
ceipt of retail price. Ask for our retail price list
showing fifty new and up-to-date styles and other
information desired about this contest. Contest
closes July 1, 1904.

KALAMAZOO CORSET CO., Sole Makers
114 ELEANOR ST., KALAMAZOO MICH.

This American Beauty ad claims to be "the favorite corset of millions of discriminating women."

KABO CORSETS
 HAVE NO BRASS EYELETS

Think it Over
 and you may conclude you have all to gain and naught to lose, by buying your next corset solely on the strength of the maker's name and repute. Consider how damaging it would be to us, after twenty-four years of success, to send out corsets of faulty design and fit, and you will see how vitally necessary it is to jealously guard the good name of our product by fully pleasing every purchaser. If we are to successfully maintain the progress of our enterprises.

161 STYLES
 All Straight Front
 \$1.50—\$3.50

"We cannot afford to make a poor corset"

Ask your dealer or write for style book.
KABO CORSET COMPANY
 282 BROADWAY NEW YORK 215 MONROE STREET CHICAGO

Kabo's ads often stressed the company's years in the business—in this case 24 years.

"IDEAL"
UNDERWAISTS
 AND
CORSET WAISTS.

For Babies, Girls, Boys, Misses & Ladies
 25¢ to \$1.00
Of All Leading Dealers.

THE BUTTONS WON'T COME OFF
 They're attached by double tape and stand the hardest tug.

The Eyelet-Tabs FOR HOPE ACCIDENTS Won't Rip Out
THE CLOTHING IS SUPPORTED STRAIGHT FROM THE SHOULDERS

Style 543 (illustrated) is a girl's perfect waist. Made in sizes from 6 months to 14 years, of fine cambric, shirred front and back, trimmed with torchon lace—silk ribbon insertion.

PRICE 50 CENTS

Ask your dealer to show you this garment. If he can't supply you, send age of your girl and 50 cents, and we will supply you direct, charges pre-paid.

If this trade-mark, woven in red, is on the Underwaist or Corset Waist you purchase, you have purchased the best.

Our handsomely illustrated booklet is of interest to every mother. It's free. When may we send it?

THE LAY & WAY CO., 56 Bleecker St., N.Y.

To moderns, the thought of putting "babies, girls, and boys" in corsets seems absurd. But well into the 20th century, this was a common practice. Fortunately, corsets for infants and young children were not boned, but they did usually have stiffening by means of stiff cords sewn into the seams. A girl might expect to switch to a boned corset in her early teens.

**The
CORSET
MASTERPIECE**




KABO in every way is a Corset Masterpiece. In construction, materials and workmanship combined with the latest creases it stands above the rest. Every feature that pertains to comfort, such as graduations of layers and perfection of fit, is given special attention to insure absolute enjoyment when wearing a KABO Corset. KABO Corsets on account of their great popularity received at St. Louis World's Fair

**GRAND PRIZE
HIGHEST AWARD**

KABO Corsets have no brass spirals. The KABO Corset is made in many styles, including an extensive assortment in newest ideas, such as **High Hip, Straight Front, and TAPERING WAIST** models. Ask your dealer for KABO Corsets and if you do not receive them write up to us and we will send them to you supplied.

Price \$1.00 to \$3.50

FREE To all our customers the best of thank and a cordial invitation to visit our store, and a complimentary gift of 25¢ worth of ribbon and 25¢ worth of special threading needle, which are completely desirable, as they are made by our own skilled workmen. We are glad to send you a sample of each of these gifts, without charge, if you will send us a note or letter.

CATALOG SENT ON REQUEST

KABO CORSET CO.
CHICAGO NEW YORK
146 Kinross Street 40 Broadway

KABO **KABO**

Three Popular Styles of Kobo Corsets



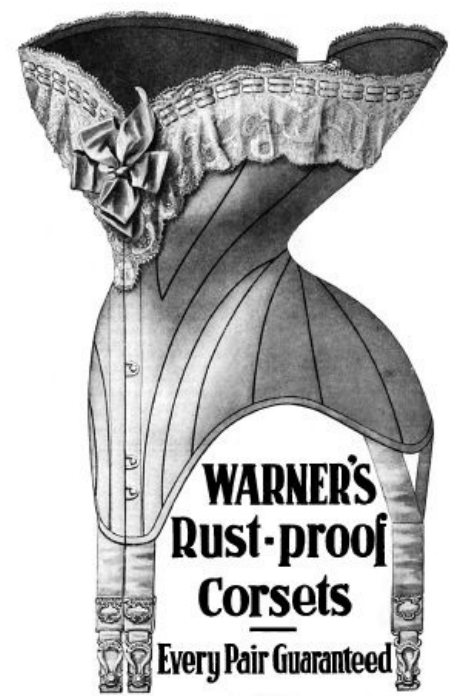


Style No. 624 A low back, opening waist, slip-on corset for a medium figure, made in evening dress. Colors: white, black and black. Price: \$1.00

Style No. 711 A low back, straight front, corset, made in evening dress. Colors: white, black and black. Price: \$1.50

Style No. 800 The greatest protection disaster when in need. Specially designed with substantial construction to hold in and only steady, supporting security factor. Colors: white and black. Price: \$2.50

Bragging about their recent grand prize from the St. Louis World's Fair, this 1905 Kobo ad offers to send customers a corset ribbon and special threading needle for just 2\$.



Warner's was one of the most popular makers of ready-made corsets during the late 19th and early 20th century.

F. P. Pinchin Waist

GREATEST INVENTION OF THE CENTURY

STYLE 660



F.P.

PINCHIN WAIST

TRADE MARK REGISTERED

Send two-cent stamp for set of handsome Paper Dolls

BIRDSEY & SOMERS, 349 Broadway, New York, N. Y.

THE PINCHIN Waist Corset is the greatest invention of the century for the reason that it accomplishes what no other corset can, in pinching in the waist and so tightening it, that it makes shifting and loosening (so common in other corsets) an impossibility; also gives an elegance and grace to the figure, so much desired by ladies of fashion. The old style corset, after a few days wearing, loses its shape and becomes loose, giving an ungainly appearance to the figure. It is an impossibility, under the old system of lacing, to remedy this defect, but the Pinchin Waist Feature, by which a band encircles the waist, makes it an utter impossibility for the corset to lose its shape. This corset is meeting with the greatest success of any garment ever produced. It has been thoroughly tested by the leading corset experts and dressmakers and proclaimed by all as the "Ideal Corset." It is made of a beautiful quality of coutille, fine boning, long hip. Colors — White and Drab. Sizes — 18 to 30.

Price \$1.00 Per Pair

AWARDED
Grand Prize and
Two Gold Medals
at Louisiana
Purchase Exposition
St. Louis, Mo.

Higher than granted to any other manufacturer of corsets, proving superiority.

Tight corsets were considered right corsets by the fashionable, and this "Pinchin" 1905 corset ad promises to pinch the waist so tight the corset will not loosen or relax during wearing.

NUFORM
STYLE 403

W. B. CORSETS

We illustrate two of the latest Erect Form Shapes for Spring and Summer and also present one of many models of a NEW CORSET, the

W. B. NUFORM

which embodies all the splendid features of the Erect Form and differs but slightly from that excellent garment. The Nuform marks the return to favor of a somewhat higher bust effect and a more slender waist line. It will especially appeal to those women who have found the extremely low bust inadequate for their figures.

W. B. Nuform 403 Model This corset has the new high bust effect, straight long legs with a boned and side supports. Of white or drab coutille, white lustrous or black. Sizes 18 to 30. Price \$1.50

W. B. Nuform 406 Model Has the new bust and very long legs with a boned and side supports. Front and side supports. Sizes 18 to 30. Price \$1.50

W. B. Erect Form 929 Model Made with stitched bay front to restrain and flatten abdomen; low bust, deep over hip and abdomen. Of sterling lace in white and drab, black coutille and white lustrous. Sizes 18 to 26. Price \$1.50

W. B. Erect Form 952 Model For slim and petite women. The bust is cut low and the legs are not too long. Made in a number of qualities retailing up to \$2.50. Style 952 is made of white or drab coutille and white lustrous. Sizes 18 to 24. Price \$1.50

W. B. Erect Form 720 Model Is a splendid corset for size set of ten figures. Has low bust and deep hip. One of the best fitting models of the Erect Form line. Made of an unusually nice quality of coutille in white or drab as well as white lustrous. Front and side supports. Sizes 18 to 30. Price \$1.50

All of these models, as well as numerous other styles in Erect Form and Nuform Corsets, may be found at your retailer's at prices ranging from \$1 to \$10 the pair. If you cannot obtain them mention dealer's name and send direct to

WEINGARTEN BROTHERS, Dept. E, 377-379 Broadway, New York

The changes in figure and corset changes throughout the early 1900s are too nuanced for most people to detect today, but were considered vital to dressing well, as this 1905 W. B. ad stresses.



A 1905 W. B. corset ad, showing some of their most popular styles. The Nuform 403 and Erect Form 720 were considered suitable for “average figures” and were made of white or drab coutil and white batiste. They both sold for \$1. The Nuform 406 was better for “medium figures” and was described as having a “deep hip with unboned apron extension, staunch enough to restrain the overfleshiness of hips and abdomen.” It sold for \$1.50 or \$2, depending upon the size.

**WARNER'S
Rust-proof Corsets**

FASHION says that waists are smaller, decidedly round, the lines rather tapering, with the bust higher—in fact, the outline of the form clearly defined—nothing radical in this. It is a comfortable, pretty figure fashion. This type of form may be easily obtained from the shaping of a

WARNER'S RUST-PROOF

These corsets are all equipped with the famous “Security” Rubber Button Hose Supporters—a splendid corset and an equally splendid hose supporter.

Price, One to Five Dollars per Pair

THE WARNER BROTHERS COMPANY, New York, Chicago, San Francisco

Every Pair Guaranteed

From a 1905 Warner’s ad that proclaimed, “Fashion says that waists are smaller, decidedly round, the lines rather tapering, with the bust higher... This type of form may be easily obtained from the shaping of a Warner’s Rust-Proof... Price, one to five dollars per pair.”

LA LUETTE
CORSET
BONED WITH **WALOHN**



The
Perfect Corset
CUSTOM FITTED
HAND FINISHED
Fitted to your measure
Fitted to your form
Fullest freedom of action
Greatest aid to health
Price \$3.75 to \$7.50
Stylish, Dainty, Durable.
Full of Grace and Comfort.
**For Slender, Medium
and Stout**
Boned throughout with
"Walohn." Superior to
Whalebone. Acknowledged
the only boning not affected
by wear, water or heat.
*Corset and Boning Fully
Guaranteed.*
FREE Our Photograph-
ically Illustrated
book, "Corset Comforts and
Corset Dangers." It will be
a revelation to you.
**LA LUETTE CORSET
COMPANY**
CUSTOM DEPT. E
27 E. 22d St., New York

Whalebone and steel were used in most corsets of this period, but this 1905 La Lulette ad boasts the use of "walohn," a man-made "bone" mentioned well into the 1910s.

Chez la Reine du Corset
M^{me} C. GUILLOT
10, Rue de la Paix, 10



**CORSET-
G A I N E**
Breveté
en tricot de soie inextensible,
absolument flexible.

La Mode et les Sports ont inspiré cette création
Sans base devant il se porte sous les robes « princesse » et légères
C'EST LE CORSET IDÉAL DE TOUS LES SPORTS

A 1906 French ad stressing flexibility for active women.

INSIST ON HAVING
Royal Worcester
 OR
BON TON CORSETS
 The **BEST** in the WORLD

LENGTHENING WAIST MODELS GIVE NEEDED SUPPORT AND MAKE FATIGUE IMPOSSIBLE.

Send For ROYAL BLUE BOOK FREE

ROYAL WORCESTER
 and
BON TON CORSETS
 Impart grace and style... Try a pair to day
 — SOLD EVERYWHERE BY DEALERS —
 If you cannot get style desired we will supply you postage paid on receipt of price.
ROYAL WORCESTER CORSET CO.
 Main Office and Factory WORCESTER, MASS.
 Branches: CHICAGO, NEW YORK, SAN FRANCISCO, LOS ANGELES

CAUSE and EFFECT

Royal Worcester corset ad from the October 1905 issue of *The Delineator*.

J.C.C. Corsets

1905 \$1.00

FASHION HIP \$1.00

SUPERB FORM \$1.50

THREE J. C. C. GRACES

The perfect contour of these splendid models denotes the *style* standard for all J. C. C. Corsets. In beauty of fabric, embellishment of lace, and in strength virtue, a J. C. C. is full up to all that is expected of a good corset.

You will find these worthy models at first-class stores. An order by mail will be promptly filled, either by your dealer or by us. The styles here listed are up to fashion's need, and are an assured *fit* for the types of figure designated.

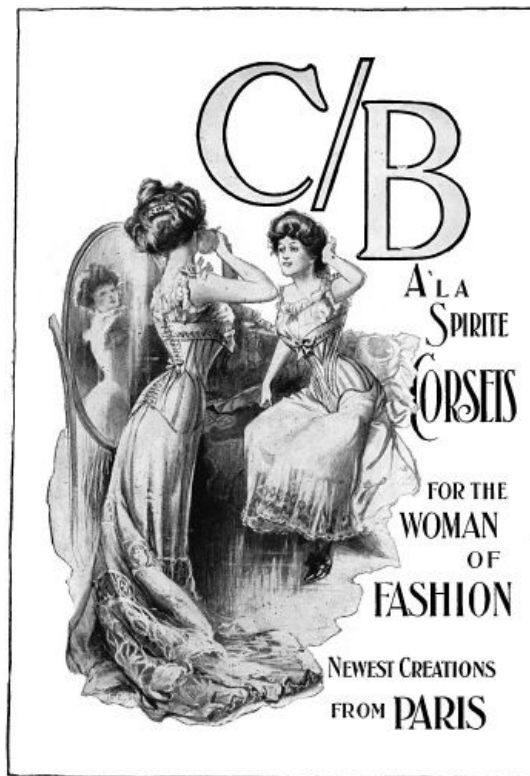
"1905," Long Skirt	} average figures	{ \$1.00 per pair 1.75 extra fine material
"Fashion Hip".....		
"Peerless".....	} slender figures	{ 1.00 per pair 1.50 per pair
"Royales".....		
"Gold Medal".....	} medium full figures	{ 1.00 per pair 1.50 per pair
"Allright".....		
"Superb Form" ...	} stout figures	{ 1.50 per pair 1.50 per pair
"New Grand".....		

THE JACKSON CORSET CO., Jackson, Mich.

Corsets from the Jackson Corset Company, selling in 1905 for \$1 to \$1.50.



An unusual corset from 1905, featuring an abdominal belt.



Corsets for “spirited” women, by C/B in 1906.

A Boon to the Slender Woman
 No lady need show a deficient bust measure.

Sahlin Perfect Form and Corset Combined is the only garment that builds up the figure, producing the high bust and tapering waist effect so essential to present styles. No padding or interlining required. No pressure on heart, lungs or stomach. The illustrations show the merit of the garment. The back view shows the manner of adjustment. Try the position; it will throw your shoulders back naturally and expand the chest.

No Hooks
 No Clasps
 No Eyelets
 No Strings
 No Heavy Steels

\$1.50 Ask your DEALER for **SAHLIN**
\$1.00 for

It is your guarantee against unsatisfactory substitutes. If they cannot supply you, send us your order with dealer's name. Two styles; high or low bust. Made in corset sateen, white or drab, also white summer netting. Best grade, **\$1.50; Medium, \$1.00.** Postage prepaid. Give bust and waist measure, and length of waist from armpit to waistline. Write for interesting Catalogue. **FREE.**

THE SAHLIN CO., 1322 Wabash Ave., Chicago.



Being too slender was a real concern for many Victorian women. Corsets of any type helped define the hips and bust, but the Sahlin corset promised even better results—without padding. It worked by pulling the shoulders back, which naturally pushed the bust forward. As featured in the August 1906 issue of *The Delineator*.

STOUT WOMAN'S REMEDY



WEAR THE **NEW Nemo** SELF-REDUCING CORSET.

Promising to reduce the figure—especially the abdomen—of the stout woman “without the slightest discomfort,” the Nemo Self-Reducing Corset sold for \$3 in 1906.



2174 Price \$1.50

The Right Idea

The body needs support; the corset needs wearing; but the ideal is not an oppression. The right idea is found in the Ferris Good Sense Waist, a flexible garment, beautifully adapted to the making, the most exquisite lines of nature being exactly reproduced. Every curve of bust, waist and hip is moulded to the fabric and the

FERRIS GOOD SENSE WAIST

fits the form as a well knit glove fits the hand, yielding to every breath and motion. That is the advantage of this new silk lined and elastic, non-stretch material and frequently saves the wearer. And you have the women who count upon thousands of backless, beautiful, well-dressed women, are wearing Ferris Good Sense Waists—the right idea.

Size 27
Young ladies 14 to 22 years.
Fine quality material.
Bones front, steel back.
Sleeve 13 to 15 inches.
Waist and Chest.

Size 28
Single girl and young ladies.
Fine quality material.
Sleeve 14 to 16 inches.
White only.

Size 29
Medium and well-developed quality corset.
Beautiful garment.
Reasonably long good style.
Full bustness.
Sleeve 14 to 16 inches.
White only.

Ferris Waists are sold by leading druggists. Your garments will wear the more.

Send for the Ferris Book, free. It fully explains all Ferris Good Sense and Equilibrium Waists and shows how to choose the one that will best fit you. It also contains any waist found to be defective in either material or workmanship.

THE FERRIS WAIST COMPANY, 345 Broadway, New York.


“The body needs support” a 1906 Ferris Good Sense Waist ad claimed. But compressing corsets made the body rebel; a Ferris Good Sense Waist, the manufacturer claimed, is flexible, and only gently aids nature.

W. B. CORSETS!

Each pair of W. B. Corsets, is made with the idea constantly before us, that the entire responsibility for the reputation of the product rests in this particular garment. W. B. Corsets fit at every point because there is a special model for every type of figure.


They are made well enough to warrant; and every dealer who sells them stands sponsor for their satisfaction to you, just as we guarantee their value to him. For sale everywhere in every store.

WEINGARTEN BROTHERS, Mfrs., 377-379 Broadway, New York




REDUSO
W. B. CORSETS

Reduso 750 The long-armed pattern, made for large figures, requiring strong material. It not only yields over elasticity but moulds the figure into a slender, graceful form. A horizontal feature in the spine over the abdomen band is such a support to the center with the center of the spine. Best in use. Made of extra strong white and dark wools. These supporters front and sides. Size 19 to 20. Price **\$3.00**



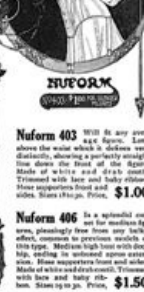
NUFORM
W. B. CORSETS

Nuform 403 Will fit any sort of figure. Long above the waist which is delicate very elastic, allowing a perfectly straight line down the front of the back. Made of white and dark wool. Trimmings with lace and baby ribbon. These supporters front and sides. Size 19 to 20. Price **\$1.00**



NUFORM
W. B. CORSETS

Nuform 446 For well-developed figures, in a severe graceful style, featuring back-bone, a construction which supports the development below the back. Medium high bust, low front and extra long back. Made of white wool, trimmed with lace and baby ribbon. These supporters front and sides. Size 19 to 20. Price **\$2.00**



NUFORM
W. B. CORSETS

Nuform 406 In a splendid corset for the medium figure, pleasingly free from any bulky effect, combines the greatest strength of this type. Medium high bust with drop hips, giving an unbroken appearance. These supporters front and sides. Made of white and dark wool. Trimmings with lace and baby ribbon. Size 19 to 20. Price **\$1.50**

W. B. corsets advertised widely throughout the late 19th and early 20th centuries, and made a wide variety of corset styles, hoping to please women of all figure types. This ad appeared in the September 1906 issue of *The Ladies Home Journal*.

YOU CAN WASH

"H & W"

Corset Waists

This garment combines a perfect fitting corset waist and handsome lace trimmed corset cover in one. Illustration shows style No. 396, made of imported batiste. Sizes 19 to 30.

Price \$1.00

ONLY ONE

MATERNITY
(REGISTERED)

THE **WAIST**

"H & W"

Soft and pliable, with lacings on each side which can be adjusted to the comfort of the wearer, all steels removable. This waist holds the figure at all times in proper position, bringing physical and mental comfort. It is a boon to the expectant mother.

Price \$1.50

At Corset Dept. All Stores
Or sent prepaid on receipt of price. Address

THE H & W CO.
NEWARK, N. J.

Grand Prize St. Louis 1904




A 1906 H & W corset ad featuring a maternity corset of "soft and pliable" material, with adjustable lacing along the sides.

A Perfect Figure to Every Lady

WHO WEARS A

Sahlin Perfect Form and Corset Combined

Ladies who have worn this garment are anxious to testify to its merits. The illustrations tell what space does not allow us to print. The Back View shows the manner of adjustment; try the position. It will naturally throw your chest forward, shoulders back and cause you to stand erect—thus broadening the chest, expanding the lungs and strengthening the heart and stomach.

No Hooks
No Clasps
No Eyelets
No Strings
No Heavy Steels

\$1.00

\$1.50

Ask your dealer for **SAHLIN**

It is your guarantee against unsatisfactory substitutes. If he cannot supply you, send us your order with dealer's name. Two styles: high or low bust. Made in corset sateen, white or drab, also white summer netting. Best grade \$1.50; medium \$1.00. Postage prepaid. Give bust and waist measure and length of waist from armpit to waist line. Write for interesting catalogue. Free.

THE SAHLIN COMPANY
1326 Wabash Avenue, Chicago




Designed to "throw your chest forward, shoulders back, and cause you to stand erect," the Sahlin corset sold for between \$1 and \$1.50 in 1906.



A Faultless Figure

has the long lines, well accentuated round waist, modified hips and a graceful waist line. All these and from two to four inches longer waist are given by the

G-D Justrite CORSET.

In the variety of models offered by this scientifically designed corset, every fault is corrected, every good line and graceful curve brought out.

Ask at the corset department for G-D Justrite. Have several styles fitted to you until you find *your* corset. If a store does not keep the G-D Justrite *don't* buy an inferior corset. Write us and we will see that you are supplied *at once*. The extreme comfort and the attractiveness of your figure in a G-D Justrite make it *pay* you to *insist* upon getting this corset.

Our "Corset Book" is the latest authority on the correct lines of the figure. We send it *free*.
Gage-Downs Co., 265 Fifth Ave., Chicago

A 1906 ad for G-D Justrite corsets promised a "faultless figure."

THE AERIENNE

REGISTERED

BUST SUPPORTER

Laces in Front and is
Boned Throughout with "Walohn"

The AERIENNE prevents ugly corset lines in the back when sitting or bending forward as well as unsightly breaks in bust line in front.

The AERIENNE laces in front, can always be fitted snugly and perfectly over any corset, high or low, holding the bust firmly and insuring natural, graceful, tapering lines to any figure.

The AERIENNE is simple, graceful and practical. It gives elegance of figure with the greatest comfort to the wearer.

AERIENNE Bust Supporters can be washed, boiled and ironed without removing the boning.

They launder as easily and daintily as an ordinary corset cover. Get the AERIENNE today and be stylish and comfortable. If your dealer cannot supply you send us his name and address, your bust measure, and your own name and address, with \$1.00, and we will send you at once an AERIENNE, made from dainty white Batiste. Extra fine grade of Batiste costs \$2.00, and Silk \$3.00. If you are not satisfied, return the garment and your money will be cheerfully refunded.

Address Dept. 1

Notice the front lacing.
Insures perfect adjustment at waist and bust.

LILY OF FRANCE CORSET CO., Inc.,
625 BROADWAY, NEW YORK

Attempting to find favor with those looking for an alternative to rigid, traditional corsets, this 1908 Aerienné ad calls its product a "bust supporter."

Conformo Corsets



\$2.50

GUARANTEED TO RESTORE NORMAL FIGURE

A reducing corset that will bring the figure into proper alignment with perfect comfort. Every wearer will at once feel an exhilarating effect of support and easy carriage. In addition, **CONFORMO** has our special adjustable bust supporter.

We offer **CONFORMO** with a guarantee to refund money if found unsatisfactory, and at a price less than was ever asked for a reducing corset. Write for our interesting Fashion Book on Corsets—free upon request.

CONFORMO comes in medium high bust, medium long hip—medium high bust, long hip—high bust, long hip. Made of high-grade white coutille.

Sizes 18 to 30, \$2.50; 31 to 36, \$3.00; 38 to 40, \$3.50. Give actual waist and bust measures, also size of corset now worn.

We Want Agents
Ladies desiring to increase their income by handling this high-grade specialty should write us at once. Outfit prepaid.

WOMAN'S APPAREL SUPPLY CO.
1319 Wabash Ave., Chicago, Ill.

Although corsets were worn by fashionably-sized women, too, this 1908 corset ad targets overweight women.

W.B. Reduso CORSETS




The supreme in corsets—

REDUSO, ERECT FORM and NUFORM, imparting shapeliness to the largest as well as the slenderest of women.

THE REDUSO FOR LARGE WOMEN

Fleishiness need not be unbecoming

The **REDUSO** will improve the figure of over-developed women. It accomplishes remarkable results with the greatest ease, effecting a positive reduction of from **one to five inches**, entirely by its scientific construction and entirely without the aid of cumbersome straps or harness-like devices.

REDUSO, Style 776 (as pictured) for tall, large women. Made of very attractive white coutil or batiste with three joint bone supporters. Sizes 19 to 36. **PRICE \$3.00.**

REDUSO, Style 772—for short, large women. Made of durable white coutil and batiste, same construction and bone supporters as style 770. Sizes 19 to 36. **PRICE \$3.00.**

REDUSO, Style 774—a most desirable corset for tall, large women. Made of the same material as style 770, but of a material, specially woven to withstand extreme wear and strain. Three joint bone supporters. Sizes 19 to 36. **PRICE \$3.00.**

REDUSO, Style 778—another model for tall, large women. This garment is perfection in all essentials of this type of corset. Fabric is the finest striped imported coutil, richly trimmed and especially bound to insure extra durability and increased strength. Sizes 19 to 36. **PRICE \$3.00.**

NUFORM
W.B. BROS.

Reduso
W.B. BROS.

W. B. NUFORM—THE HIP-SUBDUING CORSET

That precise hip fit to your costumes and gowns, the "long figure" effect, is entirely dependent on the construction of the corset you wear. Whenever the full benefit of a corset is desired, the **NUFORM** or the **ERECT FORM** is sure to prove the pride of the wardrobe. These corsets are made in a great variety of shapes, insuring an absolute fit for every type of figure.

EXTRA!—The **W. B. "HEALTHY BONES"**—the most fascinating, healthful corset—containing many signs of health-giving and life-inspiring statistics about the perfect form—the use and making of beautiful at home—the art of acting and corset fitting, and valuable information about improving the form and figure. Prettiest illustrated and artistically printed. Mailed **FREE** upon request.

WEINGARTEN BROS., Makers, 377-379 Broadway, New York.

At the turn of the century, and for many years before and after that time, to be either overweight or too slender was considered equally unfortunate. W. B. ran this 1908 ad targeting larger women, saying their Reduso corset made women up to 5 inches thinner. Since corsets tended to make hips large, they also stress their corset is “hip-subduing.”

Are You Getting Stout?



You can have as good a figure as any woman if you wear one of my **Ewing Reducing Garments** and you need not diet, take drugs or tiresome exercises. I make the Ewing Hip and Abdominal Reducing Band, and the Ewing Bust Reducing Garment. They are beautifully made of light materials, lined with thin rubber, ventilated, cool and comfortable to wear. No buckles, straps or steels. They will reduce you 4 to 14 inches the first time worn and without the slightest harm or inconvenience. **I make them to your measure to reduce just the parts you wish.** Every garment guaranteed. No corset can reduce you permanently, and no other Reducing Garments are hygienic and comfortable—I know because I have tried them all. The Ewing Reducing Garments do not bind or distribute the flesh to other parts—they **draw the fat completely away.** The Ewing Hip and Abdominal Reducer weighs **only 5 oz.** Sold and recommended by the leading dry goods stores in Chicago. Endorsed by eminent Physicians and hundreds of men and women wearers. Wear the band a few weeks before having your fall gowns made.

Send 2-cent stamp for my illustrated booklet and measurement blanks. Don't go a week longer without knowing what I can do for you. Society women, leading women of the stage, and men and women in all walks of life are my satisfied and grateful patrons.

ELIZABETH EWING, Dept. F-W, 1000 Sheffield Ave., Chicago

Although technically not a corset, this “reducing band” was similar. Meant to control rounded stomachs, it was essentially a rubber girdle, advertised in 1908.

A Graceful Figure



is woman's most lasting charm. Cultivate and preserve it by wearing the **G-D Justrite CORSETS** No. 2020

Whatever your figure, the **G-D Justrite** naturally produces the now desired round, slender waist and hip effect. It slopes gently and gracefully in at the waist line, leaving plenty of room for deep breathing. It has the perfect hip. Each model shapes the form to the lines of its ideal.

For Every Form there's a *Justrite* Fit

Ash your Dealer to show you the **G-D Justrite Model** that is just right for YOU. Write us for **FREE CORSET BOOK** a complete guide to corset selection

GAGE-DOWNS COMPANY
268 Fifth Avenue - Chicago, Ill. ☐

Judging by advertisements of the era, including this 1908 G-D Justrite ad, by the early 1900s women were more interested in being able to breathe while wearing a corset.



STYLISH
WOMEN WEAR

**BON TON
CORSETS**

EVERY corset virtue is fully expressed in the exquisite new Spring models.

Among other exclusive features, those distinctively new are the high bust, long flat front, longshapely back, and the very new, long flat hip effect, Fashion's latest requirements.


\$3 to \$10 SOLD EVERYWHERE

ROYAL WORCESTER CORSET CO.

WORCESTER NEW YORK
CHICAGO SAN FRANCISCO

MAKERS OF
**ROYAL WORCESTER
AND BON TON CORSETS**

"Bon Ton" (meaning "the fashionable elite") was a term adopted by many fashion makers, including those of the Bon Ton corset. This ad is from the May 1908 issue of *The Delineator*.



**Warner's
Rust-Proof Corsets**

DO you know that the boning, clasps, side steels and backbone of Warner's Corsets are guaranteed not to rust, break or punch through the fabric and that the eyelets cannot rust or pull out? The question is most satisfactorily answered by wearing.

The way a corset is put on has much to do with the shaping and everything with the comfort. Properly selected and properly fitted a Warner's Corset is without a parallel.

We have a little folder which has been prepared by the designers of these noted corsets, which not only tells you how to adjust and wear these corsets, but how to care for corsets. Send for this helpful folder. There are more than fifty styles in Warner's Corsets, and there are enough of these styles carried by retailers everywhere to guarantee a perfect fit for every size form, from the slimmest to the stoutest.

Security Rubber Button Hose Supporters attached to every pair.

\$1.00 to \$5.00 Per Pair

The Warner Bros. Co., New York, Chicago, Oakland

EVERY PAIR GUARANTEED

Even though corsets were seen only by the women who wore them, their maids, and perhaps their husbands, having them in disrepair was not acceptable—even if the eyelets were slightly rusted from wear or cleaning. As seen in this 1908 *Delineator* ad.

W. B. CORSETS



Reduso 322

W. B. REDUSO
The perfect corset for large women
It places over-developed women on the same basis as their slender sisters. By its scientific construction it tapers off the bust, and absolutely reduces the abdomen and hips from 1 to 6 inches, without the aid of torturing straps or harness-like devices.

NEW W. B. REDUSO No. 770—For Large Tall Women. Made of white coutil. Hose supporters front and sides. Sizes 20 to 30. PRICE \$3.00.

NEW W. B. REDUSO No. 771—Is the same as No. 770 but made of light weight white batiste. Hose supporters front and sides. Sizes 20 to 30. PRICE \$3.00.

NEW W. B. REDUSO No. 772 for Large Short Women. It is made as No. 770 except that the bust is somewhat lower all around. Made of white coutil. Hose supporters front and sides. Sizes 20 to 30. PRICE \$3.00.

NEW W. B. REDUSO No. 773—Is the same as No. 770, but made of light weight white batiste. Hose supporters front and sides. Sizes 20 to 30. PRICE \$3.00.



Reduso 322

THE NEW W. B. "HIP-SUBDUING" MODELS
will produce the correct figure for prevailing modes. The scientific construction of W. B. Corsets has never been as thoroughly demonstrated as in the garments illustrated herewith.

These corsets in a very extensive range of models are constructed to produce for figures varying from extreme stoutness to unusual slenderness the graceful hip lines necessary as a foundation for the prevailing clinging gowns and the general long line appearance which is characteristic of the very modish woman.

From \$1.00 to \$3.00 the pair.
WEINGARTEN BROS., Mfrs.,
377-379 B'way, New York.



Nuform 446

For well-developed figures, is a reverse gore model. The gore lines run backwards, a construction which restrains undue development below the back. Medium high bust, long hips and extra long back. Made of an excellent quality of white coutil and white batiste. Hose supporters front and sides. Sizes 19 to 30. PRICE \$2.00. Also made in \$2.00 quality.

ASK ANY dealer anywhere to show you the corsets illustrated on this page, or any of our numerous styles, which are made to such a degree as to guarantee a perfect fit for every type of figure.



Nuform 406

Is a splendid corset for medium figures. Medium high bust and deep hip, ending in an unboned apron extension. Made of white and drab coutil and white batiste. Hose supporters front and sides. Sizes 18 to 30. PRICE \$1.50.

Also made in \$2.00 and \$3.00 qualities.

ERECT FORM 753—A corset for average figures. Has medium bust and long hip. Made of white and drab coutil and white batiste. Hose supporters on front and sides. Sizes 18 to 30. PRICE \$1.00.



Nuform 406

W. B. corset ads, like this one from the May 1908 issue of *The Delineator*, often targeted slender or “stout” women.

How to Gain a Graceful Figure

Slenderness Depends largely on a Correct Fit of Clothes and Corset

By MILLENT MARVIN

IT SEEMS to be the object of all women just now, to become slender; for women of pronounced embonpoint have not been taken into consideration by the designers of the new corsets. They will have to struggle along as best they can and modify their figures gradually.

It is the slim woman and the one that is just plump enough to look well who are the chief concern as well as the great joy of the corsetier and modiste. They have no bulging hips to reduce and none of the other trials of the very stout person. It is commonly believed that the only way to reduce the apparent size of the hips is by lacing them up in very tight corsets. This really only makes them look larger. There are ways of arranging and adjusting other lines of the figure so that one looks almost sly-like. It is a study, however, requiring much thought and consideration. I shall be very glad to send general suggestions and rules concerning these lines to any woman who will send me her height and weight, enclosing a self-addressed, stamped envelope for a reply. I also will be pleased to send a very effective hip-reducing exercise that will work wonders in helping one to get rid of bulging hips.

The Importance of Sitting Properly
It is through sitting properly—directions for which may be had for the asking—exercising and eating, or rather avoiding certain kinds of food, that one may reduce weight. Proper sitting will also do much towards reducing a prominent abdomen, as the wrong position pushes it forward and disproportionately develops it.

Many women have the habit of sitting or leaning in a one-sided fashion, which sooner or later shows its results in the shoulders and hips. This is especially so with those whose duties compel them to sit several hours daily in front of a desk.

There is also a tendency among women to a drooping position when standing. The back should be flat, that is, the shoulder-blades should not protrude, and with the exercise of proper care there is no reason why they should.

Under the straight front regime, the hips were made to look smaller because the waist was larger; but fashion has decreed that the small waist is the thing, and the hour of the long, extremely long-waisted woman is at hand.

There is absolutely no doubt that either a fat woman or an extremely thin one may be given a charming

outline by wearing the correct style of corset. It is always an excellent plan for the woman with a large figure to be well fitted to this boned article of dress, and always to have an eye to its balancing properties.

Never choose a corset that produces a good waistline at the expense of the hips, or a good hip curve to the detriment of the waist.

If you are in doubt as to what style of corset you should wear to improve your figure, and will enclose a self-addressed stamped envelope to this department, I shall be glad to help you.

Waist-Reducing Belts of Rubber
A corset coming well down over the hips will serve to keep down too pronounced plumpness, and it gives a continuity of line that is most desirable in the case of large hips.

New routes to slenderness are opened periodically, and women travel them with all the enthusiasm of which they are capable, hoping above all to gain a slender waist and a pretty figure. The latest waist-reducing fad—the rubber belt—has met with great success. It is simplicity itself in arrangement and adjustment, and its effect is almost instantaneous.

For the most part these waist-reducing belts are of home manufacture. These belts are quite simple and easy to make. They are made of the finest and purest rubber that can be bought.

Rubber that the dentists use is excellent on account of its fineness and elasticity, while it will withstand considerable strain. Such rubber is expensive, but it comes wide, and as only a narrow strip is required the actual cost of one of these belts is small.

The belt must be made to fit the individual and its width depends entirely upon the build of the wearer. There are no bones in it and no stiffening is required. Each belt rounds down slightly at the front to suit the figure.

No sane woman is going to risk her health for the sake of reducing her waistline, but she need have no fear of a properly worn rubber belt. The directions for making these belts, as well as a very helpful waist-reducing exercise, may be had by writing to this department.

The main reason for superfluous flesh about the waist is that the muscles there are not used as they should be and therefore become flabby. For this a devoting exercise is beneficial.

Narrow chests, bent shoulders and undeveloped busts are other beauty ills that confront the woman with an ungainly figure. They all tell their own story. The lungs have not been used to their full working capacity, and the unexercised muscles and joints of the upper portion of the body have remained undeveloped.

Breasts Duly to Develop Your Chest

Chest development is the most beneficial when it comes through regular breathing exercises and a few simple arm and shoulder exercises kept up daily. These exercises may be secured by writing this department. There is no woman with a flat chest, or an undeveloped bust who cannot correct this ill if she chooses.

A pretty pair of shoulders—curving out from a graceful neck and sloping down to a happy arm, will always call forth admiration and they, too, can easily be accented by the right sort of exercise. Their joints, too, must be perfect, and their lines graceful. By writing to this department information will be given how to develop the arms, shoulders and neck into shapely outlines; and recipes for an ointment and a lotion to whiten the skin will be sent.

Sometimes a face as fair as a sly fox set above shoulders and arms as rough as a grater and almost as red as the proverbial boiled lobster.

The roughness consists of a pimply surface, the pimples being minute and dry. Such shoulders should be washed every night with warm water and a fine soap or almond milk, a recipe for which may be had by writing for it to this department. After thoroughly drying the shoulders and arms, a good skin food should be applied. I will be glad to send a recipe for an excellent skin food.

Undergarments Should Fit Smoothly

Next in importance to exercise and correct corseting in improving an ungainly figure comes the lingerie worn. A perfect combination has been evolved, the pattern for which may be had for a few cents, which adds practically nothing to either the hip or waist measurement. The combination most in favor is the one which provides corset cover and drawers. The garment is fashioned in several pieces set together with seam binding.

The difference achieved by wearing a combination garment instead of the ordinary arrangement of the separate pieces can readily be appreciated; so many women with large hips stammered cling to the old-fashioned gowns which cannot fail to make them look lumpy and ungainly.

They have at least three thicknesses at their waistline, while puckers and gathers make ridges where everything should be smooth and trim. A chemist increases the hip circumference at least an inch, while a corset cover ending just above or just below the curve of the hips will add even more. If one can gain two or three inches, or possibly more, by the careful adjustment of the undergarments is it not worth while?

Fortunately for the woman with large hips, it is fashionable to have wide-shouldered gowns. This provides a way to decrease the appearance of the hips considerably.



The new combination garment



The proper lacing of the corset



A correct sitting position

Fashions of the early 1900s favored the young and slim. This 1908 editorial from *The Delineator* discusses how best to wear fashions if the figure is more rounded.

For The Slender

FIGURE

For The Stout

SAHLIN PERFECT FORM
and Corset Combined
Has no hooks, clasps, eyelets, strings, nor heavy steels. Without jaddling or interlining, it produces the high bust and tapering waist which present styles demand. Thousands of women recommend it.

No pressure on heart, lungs or stomach. Throws shoulders back naturally and expands the chest.

Comes in high, medium high, or low bust. Made in white or drab corset Satin, also white taitise. Give actual waist measure and bust measure desired and length from armpit to waistline. Best grade—\$1.50, medium \$1.00.

There are no substitutes. Ask your dealer for "SAHLIN," which is your guarantee. Money refunded if goods are not perfectly satisfactory.

THE SAHLIN CO., Sole Makers, 1318 Wabash Ave., CHICAGO.

SAHLIN Form Reducer

This is the only reducing corset that brings the stout figure into proper proportion permanently and with perfect comfort.

The function of this garment is support and shaping which is accomplished without binding or straining. The result is exhilarating and healthful from the moment the corset is put on. The operation of the Sahlin Form Reducer is simplicity itself and will *without fail gradually reduce until a proportionate figure is obtained.* Made to conform to any figure; Medium high bust, medium long hip—Medium high bust, long hip—High bust, long hip. Give size of corset worn. Prices: Sizes 18 to 20 \$2.50; 31 to 36 \$3.00; 38 to 40 \$3.50.

Every stout woman will eventually wear this corset.

\$2.50

This 1908 Sahlin ad promises to either plump or slenderize the figure.



Nemo corsets for "stout" and "slender" women.

THE AERIENNE
REGISTERED
BUST SUPPORTER

"The kind that laces at the front"
Boned throughout with "Waloan"

Makes Your Figure Trim and Graceful

The AERIENNE prevents ugly corset lines in the back when sitting or bending forward as well as unsightly breaks in bust line in front.

The AERIENNE laces in front, can always be fitted snugly and perfectly over any corset, high or low, holding the bust firmly and insuring natural, graceful, tapering lines to any figure.

The AERIENNE is simple, graceful and practical. It gives elegance of figure with the greatest comfort to the wearer.

AERIENNE Bust Supporters can be washed, boiled and ironed without removing the boning.

They launder as easily and daintily as an ordinary corset cover.

Get the AERIENNE today and be stylish and comfortable. If your dealer cannot supply you send us his name and address, your bust measure, and your own name and address, with and we will send you at once an AERIENNE, made from dainty white Batiste. Extra fine grade of Batiste costs \$2.00, and Silk \$3.00. If you are not satisfied, return the garment and your money will be cheerfully refunded.

Address Dept. 2

Notice the front lacing. Insures perfect adjustment at waist and bust.

LILY OF FRANCE CORSET CO., Inc.,
625 BROADWAY, NEW YORK

Modern women complain bras create ugly bulges on their back. Women in 1908 complained corsets did the same thing. Enter the Aerienné Bust Supporter, which, among other things, claimed to eliminate this bulge.



Nemo corsets from a Lipman, Wolfe & Co. catalog, featuring corsets for almost every problem figure.



C/B corsets, selling for between \$1 and \$5 in the Lipman, Wolfe & Co. catalog. The same catalog also featured mohair and silk corset laces, as well as perspiration shields to protect corsets and dresses.

Ferris Good Sense Waists

T839. Plain Corded
Waist; short; white or
drab; sizes 12 to 26
for ages 8 to 12 years;
for ages 13 to 16, sizes
12 to 26; price.....25c

T843. Misses' Ferris
Waist; 8 to 12 years;
jean; button front;
laced back; white or
drab; sizes 19 to 28;
price.....75c

T847. Misses' Waist, 11
to 17 years; platted
back; drab and white;
sizes 21 to 24; price
each.....\$1.00

T851. Young Ladies'
Ferris Waist, 14 to 17
years; button front;
white only; sizes 21 to
26; price.....\$1.00

T855. Fine Cambric
Shirred Waist; embro-
idery of lace and rib-
bon; 8 to 14 years.....50c
Similar, plain.....25c

T841. Ladies' Athletic
Waist; fine batiste;
sizes 19 to 25.....\$1.00
In ordering give exact
size of corset wanted.

T845. Ladies' Waist,
straight front; fine
batiste; white only;
button front; sizes 18
to 25; price.....\$1.00

T849. Ladies' Dip Hip
Waist; button front;
white only; sizes 21 to
28; price.....\$1.00

T853. Ladies' Waist;
soft full bust; white
batiste; button front;
sizes 22 to 28; price
each.....\$1.00

T857. Ladies' Waist;
button front; drab
only; sizes 22 to 28;
price.....\$1.00
Sizes 21 to 24.....\$1.25

Ferris Good Sense Waists, as featured in the Lipman, Wolfe & Co. catalog. The children's corsets were corded and cost just 25c and up. The athletic waist was \$1. Although reform fashions never caught on for most American women, Ferris corsets were often advertised. They were probably worn by women involved in sporting activities or by young children.

30 LIPMAN, WOLFE & CO.'S SUPPLEMENT TO CATALOGUE No. 40

Superb Corsets — Finest Models

Our complete corset section contains every adjunct for fashionable fitting and dress improving, in practically every make

W.B. and LaVida
CORSETS

ERECTFORM 458-2-00

ERECTFORM 407-31-75

LaVida 356-15-50

ERECTFORM 474-1-00

LaVida 1697-15-50

ERECTFORM 745-31-50

ERECTFORM 741-31-00

W. B. corsets, as featured in the Lipman, Wolfe & Co. catalog of the early 1900s.



A suggestive French drawing from the early 1900s, showing two men tightening a woman's corset.



A naughty photo of the early 1900s, showing a lounging woman with a shockingly small waist.



A French corset from the turn of the century.



Women could tighten their own corsets by crossing the strings in the back and pulling them around the front of the waist.



A long corset for the new Regency-style fashions of the early 1900s.



The C/B Spirite corset was popular at the turn of the century.



A maternity corset featured in a *Bon Marché* catalog from the early 1900s.



An early 1900s Coronet corset ad, showing how “superior” a new style corset was to the figure.



A racy photograph postcard from the early 1900s, showing a woman removing a ribbon corset. These short corsets were made of strips of cloth or ribbon and were designed primarily for sportswear.



A maternity corset with elastic at the hips and laces in back and on the sides.



A woman cinching in her waist with a S-curve corset. Notice how the corset has an open area at center front; this is designed to help create the "pigeon bosom" so popular at this time.

MADAME BELLANGER
la Créatrice des Corsets "STELLA"

AVANT la possibilité de réaliser les bascules françaises et étrangères, il est difficile de concevoir un corset qui soit à la fois confortable et élégant. Madame Bellanger a su résoudre ce problème en créant les corsets "STELLA" qui sont à la fois confortables et élégants.

AVANT de la proposer à Paris, elle a été portée à Londres, puis à New York, et elle a été accueillie avec un grand succès.

Le No 148 est un corset en tulle et satin. Fond blanc broché noir, avec un liseré de dentelle. Le buste est en tulle et satin. Les bretelles sont en tulle et satin. Le corsage est en tulle et satin. Le bas est en tulle et satin. Le poids est de 100 grammes. Prix: 25 francs.

Le No 149 est un corset en tulle et satin. Fond blanc broché noir, avec un liseré de dentelle. Le buste est en tulle et satin. Les bretelles sont en tulle et satin. Le corsage est en tulle et satin. Le bas est en tulle et satin. Le poids est de 100 grammes. Prix: 25 francs.

Le No 150 est un corset en tulle et satin. Fond blanc broché noir, avec un liseré de dentelle. Le buste est en tulle et satin. Les bretelles sont en tulle et satin. Le corsage est en tulle et satin. Le bas est en tulle et satin. Le poids est de 100 grammes. Prix: 25 francs.

Le No 151 est un corset en tulle et satin. Fond blanc broché noir, avec un liseré de dentelle. Le buste est en tulle et satin. Les bretelles sont en tulle et satin. Le corsage est en tulle et satin. Le bas est en tulle et satin. Le poids est de 100 grammes. Prix: 25 francs.

Les modèles ci-dessus sont les seuls de Madame Bellanger en cette matière de lingerie. Ils sont tous réalisés par elle-même, et elle est seule à Paris à fabriquer ces corsets.


Les Catalogues (P) de Corsets et Lingerie sont envoyés franco sur demande.

Préciser d'indiquer les mesures suivantes: le contour de la taille et la mesure prise à la taille sur le moule du corset habituel; donner en plus pour la ceinture de hanche, le contour de hanche pris à la partie la plus saillante.

Téléph. 162-18 47, Boul. Haussmann, PARIS à l'Extérieur

Madame Bellanger corsets, as seen in a 1910 issue of *La Mode Illustrée*.

Warner's
Rust-Proof
Corsets



The artist has been able to portray this beautiful figure because of the perfect corseting of the model.

The designing and boning are the vital parts of the corset. These you cannot see. For their value you must depend upon our word and the word of your merchant, and your knowledge must come through actual wear.

All we ask is that you try Warner's Corsets. Give them hard wear. You will find all parts equal to whatever wearing strain may be put upon them.

The Warner policy is to make corsets so perfect in pattern, workmanship and material that no part will become useless until the whole garment is worn out.

There is a shaping power in a Warner's Model which must be appreciated by every woman, whatever her figure. The attached bone supporters, now an integral part of the corset, are the

Seawall
Warner's
Bone Supporters

Sold everywhere
\$1 to \$7 per pair
Every Pair Guaranteed

The Warner Brothers Company
New York Chicago San Francisco

Warner Brothers began in 1874 and was run by two women's disease "specialists." Warner's continued making corsets and other lingerie through the late 1960s, when the business diversified and changed its name. This corset was featured in the September 1910 issue of *Ladies' Home Journal*.



A typical long line corset of the 1910s.



**LE
CORSET
PERSEPHONE**

N° 910

Ce merveilleux corset qui vous engage d'une façon si parfaite, vous assure, Madame, même avec une robe très simple:

*LA SUPRÊME ÉLÉGANCE
& LA PLUS JEUNE ALLURE*

Il a, en outre, ce très réel avantage de vous procurer, par sa construction ingénieuse

*UNE AISANCE TOUT A
FAIT EXCEPTIONNELLE*

ENTRÈS JOLI TISSU PÉKINÉ. PRIX 29 FRANCS.
CHEZ

BATBY 187, Rue S. Honoré **PARIS**
M^{me} BOISSIÈRE, 21, Rue de la République, **ROUEN**
M^{me} DAVID, 75, Rue de **PARIS**, **LE HAVRE**
M^{me} MILLETRE, 24 Rue du Calvaire, **NANTES**.

The new, long corset, as it appeared in an ad in the June 12, 1910 issue of *La Mode Illustrée*.



A corset for a young teen, from 1911.



A 1912 ad for a French corset.



A 1912 Ferris corset without boning. It was stiffened with less restrictive cording.

W.B. Reduso

CORSETS

W. B. NUFORM CORSETS combine style perfection and fit with comfort, at popular prices. They fit the figure with the exactness of custom tailoring, and afford most effective foundations for fashionable gowns. A large variety of individual designs is provided in all sizes and lengths, so that every woman can find a model specially adapted to her requirements, giving the figure superb, graceful lines.

W. B. NUFORM CORSETS are firmly boned, retain permanently their perfect lines and are guaranteed to give satisfaction. NUFORM boning will not rust.

Made of specially woven fabrics, both in light and heavy weight, attractively finished with lace, embroidery, ribbon, and hose supporters.

W. B. REDUSO CORSETS do not squeeze, do not force, do not press the figure. Without the aid of any strap or attachment,—simply by the scientific arrangement and placing of the gores, the W. B. REDUSO actually accomplishes the remarkable reduction of **one to five inches** in the measurement of hips and abdomen, without pressure or discomfort.

Extra durable fabrics, firm boning and splendid tailoring enable W. B. REDUSO CORSETS to retain their shape indefinitely. They are made in a variety of models to insure a perfect fit for tall, medium and short, developed figures.

The W. B. REDUSO ingeniously supports the fallows of the figure and bust, producing most graceful outlines.

NUFORM, Style 478. The most popular of all. \$1.50 long even. Shoulder, back, over long hips and back. Made of washable material, usually finished. Size 12-20.
Price, \$1.00

NUFORM, Style 482. Full strap. Square. Made of heavy fabric, long over hips, back and abdomen. Material of double cord. 2 pairs hose supporters attached.
Size 12-20.
Price, \$1.50

NUFORM, Style 488. A splendid model for all average figures. High in back, long over hips, back and abdomen. The material is washable. 2 pairs hose supporters attached.
Size 12-20.
Price, \$2.00

NUFORM, Style 114. A superb model for average or well developed figures. High in back, long over hips, back and abdomen. Material of double cord. 2 pairs hose supporters attached.
Size 12-20.
Price, \$2.50

NUFORM, Style 118. A low line model, very long over hips and back, especially built for the slender of well developed and even figures. Material of double cord. 2 pairs hose supporters attached.
Size 12-20.
Price, \$2.00

REDUSO, Style 784.—Life pattern. A model of scientific arrangement and placing of the gores. The hips, back and abdomen are very long. The darts are in form of great loops, perfect in construction. 2 pairs hose supporters.
Size 12-20.
Price, \$2.00

REDUSO, Style 781. The ideal corset for developed figures. The high back, long over hips and abdomen. Made of double white cord. 2 pairs hose supporters.
Size 12-20.
Price, \$2.50

REDUSO, Style 776. For average well developed figures. The high back, long over hips and abdomen. Made of double white cord. 2 pairs hose supporters.
Size 12-20.
Price, \$2.00

REDUSO, Style 776. For tall, well developed figures. The high back, long over hips and back. The material is washable. 2 pairs hose supporters.
Size 12-20.
Price, \$2.00

REDUSO, Style 778. Medium line, long over hips and back. The material is washable. 2 pairs hose supporters.
Size 12-20.
Price, \$4.00

NUFORM **Reduso**

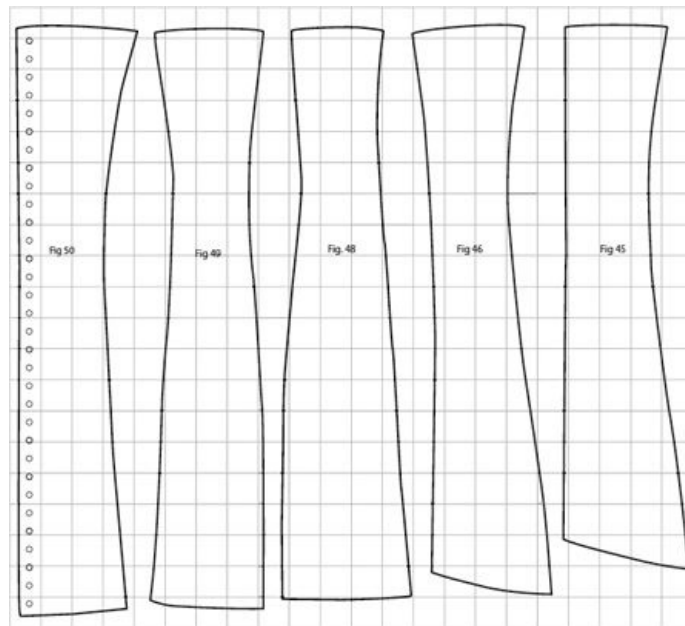
W. B. FORM CORSETS give a full bust effect to figures of slight bust-development. Style 107—\$2.00. Style 112—\$2.50. Style 113—\$3.00

WEINGARTEN BROS., Makers, 34th Street and Broadway, NEW YORK

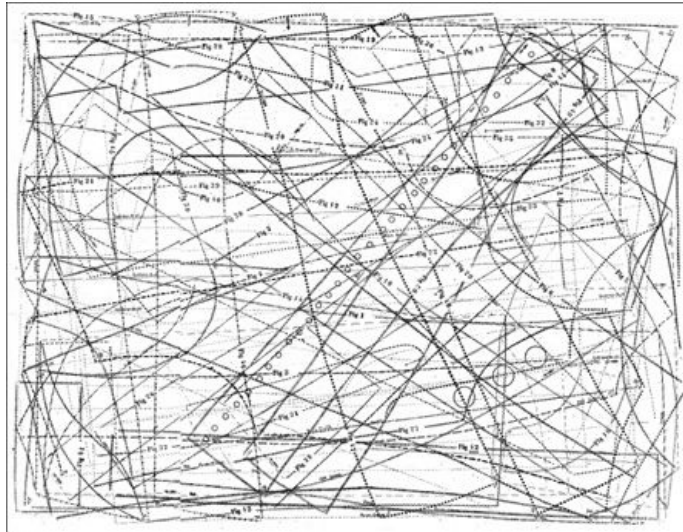
The fashion for less rigid corsets died when long, lean fashions took hold. Now it was more common for corset manufacturers to brag their corsets were “firmly boned” and wouldn’t become misshapen, as with this ad from a 1910 issue of *Ladies’ Home Journal*.



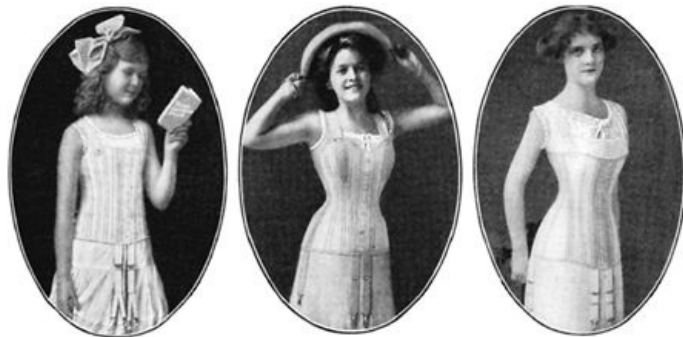
Newest corset design, 1917.



Scaled pattern for the same corset, redrawn for the modern sewer. 1 square = 1''



Pattern as presented in the June 3, 1917 issue of *La Mode Illustree*.



Corded—not boned—corsets by Ferris, designed just for girls of 1912.



A 1913 image showing how necessary it was to have long corsets with the new lean fashions.

The Season's
**Correct
 Corsets**

There is only one correct corset for the season. It is the one that is made of batiste, and is made in the American style. It is the one that is made in the American style. It is the one that is made in the American style.

*American
 Lady*
CORSETS

They wear
 American Lady Corsets for the reason that they are made of batiste, and are made in the American style. They are made in the American style. They are made in the American style.

**At Your
 Dealer's
 \$1 to \$10**

Send for the
 American Lady
 Corset Co.
 New York, N. Y.



Madame
 Lya

We Will
 Send
 You

American Lady Corset Co.
 New York, N. Y.

An American Lady corset for “medium figures, low bust, extra long hip, extra long back, batiste...\$2” in 1912.

**The Corset
 that supports &
 reduces**



LEADING doctors and specialists have testified to the health-value of this wonderful yet simple corset, and their opinions are further endorsed by the fact that hundreds of the most notable of fashion's devotees wear them regularly. Prices range from 6/11 to 45/-.

Send for the Free Book describing and illustrating the Jenyn's Patent Reducing and Supporting Corset to-day.

**Corsets, Box 185, G.P.O.,
 MANCHESTER**

The **JENYNS' PATENT**
 REDUCING & SUPPORTING CORSET
 Patent Nos 15044/1910 & 1591/1912

With its many laces and clasps, this 1913 corset was designed to slim the stomach and hips for the

long, lean dresses of the period.

“TREO” TRIUMPHS

“TREO” GIRDLE
The All-Elastic Corset
With the Feature Strip

THE “TREO” GIRDLE
MADE entirely of porous woven surgical elastic web, which “gives” freely to every movement of the body, yet firmly holds the figure. Lends grace with absolute comfort. Our patented method of construction and character of materials used make it equally desirable for street, dancing, evening or sport wear; white or flesh tint. Retail, Misses’ lengths, \$3.00 to \$7.50; Adults’ lengths, \$4.00 to \$10.00.

CAUTION. The TREO GIRDLE has the feature strip of elastic above the elastic waist-line band, and, therefore, supports the body above and below the waist-line. Other similar all-elastic garments are simply hip-confiners, and Not Elastic Corsets. If your dealer cannot supply you, write for FREE Booklet.

TREO “Paraknit” Brassiere is made of “Paraknit,” a new kind of light weight, open work, elastic material, invented by us which is very, very flexible, extremely stylish, and healthful. Reinforced elastic diaphragm strip at lower edge supports and reduces diaphragm without pressure, and is a very great advantage. Retail \$2 and \$2.50 at dealers, or write for illustrated booklet.

TREO COMPANY, Inc.
160-B Fifth Avenue, New York
In Canada, Address, EISMAN & CO., Toronto

“TREO” Paraknit Elastic Brassiere
Reinforced Diaphragm Strip

Now that the tango and similar dances were common, corsets had to allow better freedom of movement. And as corsets became more like girdles, brassieres were often sold alongside them, as in this 1919 ad.

—it’s the same with hats,
some make you look younger—just so with Corsets.

YOU do look younger when you are correctly corseted.
Be wise and wear a G-D Justrite Corset which has been designed over a living model with ideal figure lines.

Select the style of G-D Justrite for your figure type and in continuing to wear it, your figure is molded into the same outline. You will surely see this change. **IT’S THE G-D JUSTRITE DESIGNING DOES IT.**

Priced from \$25 down, according to material.

There is a Model designed for your type of figure. Good stores and Corset Shops sell G-D Justrite Corsets. Free Booklet “Corset Secrets.”

GAGE-DOWNS COMPANY, Dept. C
Makers of G-D Justrite Corsets. 2706 Wabash Ave., Chicago

G-D Justrite Corsets

The 1910s were the beginning of fashions love of all things youthful, and this 1919 ad promised to make women look younger if only they’d wear a G-D Justrite corset.

Prospective Mothers

H. & W.

**Maternity
No. 2215
\$3.50**

Every prospective mother may have a stylish appearance, safety for the little one and comfort for herself during the maternity period. For twenty-five years the H. & W. Maternity Corset Waist has been by far the most favored product in this highly popular line.

It gives support where most needed, is soft and pliable, with lacings on either side adjustable to the comfort of the wearer, and thus after confinement, as well as before, holds the figure stylishly and naturally.

Particularly, also, is it invaluable after surgical operations and in every convalescence, correcting weaknesses and properly preserving the figure at all times with perfect safety and comfort.

Made in a variety of styles and prices. We especially recommend Number 2215, here illustrated. Price \$3.50 at all dealers. If your dealer hasn't it, write and we will see that you are supplied.

Write for booklet

The H. & W. Co., Newark, N. J.



A maternity corset from 1919, designed for "a stylish appearance, safety for the little one and comfort" for the mother.



LET your mirror reflect you at your best. You cannot do yourself justice unless you wear a perfect fitting corset.

THOMSON'S
"Glove-Fitting"
CORSETS

AMONG the latest models is one which will give your figure those slender youthful lines.

"The Standard Corset of the World" for 64 years.

GEO. C. BATCHELLER & CO.
130 Fifth Ave., New York
Chicago San Francisco

A Thomson's Glove-Fitting Corsets ad from 1919—64 years in the corset business.



MODART CORSETS
ALWAYS FRONT LACED

The preference of the best stores nearly everywhere to feature the Modart is but the reflection of the satisfaction this truly remarkable corset has given to their most valued patrons.

MODART CORSET COMPANY, SAGINAW, MICHIGAN

There is No Other Corset
Like the Modart
A Trial Fitting is enough and you will
find it better than any other.
Remember, ladies, purchase from the store
that has the Modart Corset.
Remember, in seasons of high prices,
you will find the Modart Corset a real
value.
And remember, a corset that won't hurt
you will save you money and make you
look better. Remember, you'll find it in the store
that has the Modart Corset, where you can
fit it to your figure.
Do you want the best?
Do you want the best?
Do you want the best?

Modart ads always stressed a proper fitting, and their saleswomen were trained to take “scientific measurements.” This ad appeared in the September 1919 issue of *Ladies' Home Journal*.



A 1910s era maternity corset—not much more modern than those during the Victorian period.



An “athletic” corset from the 1910s.



A Spirella corset from the 1910s.



A 1910s era racy photograph showing a long corset with garters attached.

Woven Wire Boning 23B303 \$3.59

Medium Bust, Gored Hips 23B314 \$7.39

Embroidery Trimmed Jean Corset 23B320 \$1.39

Elastic Insets, Top and Bottom 23B321 \$7.69

Unbreakable Woven Wire Boning 23B303 \$3.59

Popular Model at a Popular Price 23B314 \$2.39

Low Bust—Long Over Hip 23B325 \$2.89

Short Stout 23B316 \$1.98

Free Hip Bone 23B322 \$1.39

23B323 \$7.89

23B324 \$1.39

23B325 \$7.69

156 We Pay Delivery Charges on Every Article on This Page Charles William Stores

“Woven wire boning” was more flexible than flat steel bones or feather or whalebone. As seen in a Charles William Stores catalog from the 1910s.

Ventilated Back 23B312 \$2.59

Reducer 23B346 \$7.98

Reduces Over-Developed Abdomen 23B346 \$7.98

Approved Form Fitting Corset 23B325 \$3.98

Brocade Satteen Front Lacing Style 23B316 \$3.98

Ventilated Back Brocade 23B309 \$3.98

An Ideal Corset for Medium Figures 23B312 \$2.59

Smart Lines Good Fitting 23B325 \$2.49

23B382 \$2.49

23B382 \$2.49

23B382 \$2.49

156 Charles William Stores We Pay Delivery Charges on Every Article on This Page 156

Corsets for a medium figure, as seen in a *Charles William Stores* catalog.



A flexible, slightly boned corset made in soft Goodwinette fabric, giving the natural lines to the body. It is the acme of comfort and service.



ATHLETIC. A light, low top corset, adapted from the T model, which may be used for athletics or regular wear.



A lightly boned corset designed for the youthful or slight figure and for sensitive persons who need very little corseting.



A short, very lightly boned corset for misses and those with slight figures.

Just as doctors once recommended certain brands of cigarettes, doctors also once recommended certain makes of corsets as seen on these 2 pages. In 1922, Goodwin corset makers claimed “world eminent doctors and surgeons recognized” their corset’s “corrective powers.”



A long, firmly boned corset for full figure having heavy thigh muscles.



Like model K below waist. Cut out under bust, but high enough to support diaphragm in corset front.



A very practical corset, suited to the average person of medium height. It is well boned and adapted to all sizes.



Especially adapted for the woman with heavy, pendulous shoulders. Extra long model.

Corsets for All Figures

Back Reducer
23 B 50-4
\$4.98

Back Reducing Feature Corset
23 B 50-4 white boned \$4.98
This corset is made of heavy quality silk, with the fashionable front lacing. Back lacing is front to back and extends to the top of the bust. The corset is made of heavy silk, with the fashionable front lacing. Back lacing is front to back and extends to the top of the bust. The corset is made of heavy silk, with the fashionable front lacing. Back lacing is front to back and extends to the top of the bust.

For Fashionable, Graceful Lines
23 B 333 white boned \$4.98
This corset is made of heavy quality silk, with the fashionable front lacing. Back lacing is front to back and extends to the top of the bust. The corset is made of heavy silk, with the fashionable front lacing. Back lacing is front to back and extends to the top of the bust.

Woven Wire Stayed Front Lacing Style
23 B 333 white boned \$3.98
This corset is made of heavy quality silk, with the fashionable front lacing. Back lacing is front to back and extends to the top of the bust. The corset is made of heavy silk, with the fashionable front lacing. Back lacing is front to back and extends to the top of the bust.

Brocade Corset Athletic Type
23 B 336 Front Lacing \$2.19
This corset is made of heavy quality silk, with the fashionable front lacing. Back lacing is front to back and extends to the top of the bust. The corset is made of heavy silk, with the fashionable front lacing. Back lacing is front to back and extends to the top of the bust.

How to Order Right Size Corset
Order Back Lacing Corset 8 inches smaller than waist measure taken over dress with corset on. For Brocade, 2 1/2 inches smaller than waist measure taken over dress with corset on. 22 inches, order 24 inches, order 26 inches, order 28 inches, order 30 inches, order 32 inches, order 34 inches, order 36 inches, order 38 inches, order 40 inches, order 42 inches, order 44 inches, order 46 inches, order 48 inches, order 50 inches, order 52 inches, order 54 inches, order 56 inches, order 58 inches, order 60 inches, order 62 inches, order 64 inches, order 66 inches, order 68 inches, order 70 inches, order 72 inches, order 74 inches, order 76 inches, order 78 inches, order 80 inches, order 82 inches, order 84 inches, order 86 inches, order 88 inches, order 90 inches, order 92 inches, order 94 inches, order 96 inches, order 98 inches, order 100 inches.

Charles William Stores *We Pay Delivery Charges on Every Article on This Page* 153

According to this 1921 Charles William Stores catalog, back lacing corsets fit best if ordered about 3 inches smaller than the actual waist measurement, while front lacing corsets needed to only be 1 inch smaller than the waist.

TREO FASHIONS for 1925

These fashions for 1925



TREO
SADDLE BACK—
made of surgical elastic webbing. For the latest fashions.

These fashions for 1925



TREO
BRA AND GIRDLE—
made of surgical elastic webbing.

These fashions for 1925



TREO
PANEL BACK—
made of surgical elastic webbing. For the latest fashions.

These fashions for 1925



TREO
ALTERNATING SEC-
TIONS of surgical elastic webbing with
steel panel back.

These fashions are all made of surgical elastic webbing—“light weight web”—“French web”—and “French style of hand-finished surgical web”—combined with various fibrous materials which encourage reducing and give the gracefully restricted figure with fashionable freedom.

Charming Treo fashions—original creations superbly suited to the season’s styles and to the needs of every figure. The Treo Anchor Band holds the garment in place while the Feature Strip restrains the abdomen and supports the back.

Write for illustrated booklet

TREO ELASTIC GIRDLE

The More Elastic the Corset—the More Quiescent the Figure

TREO COMPANY, Inc., Manufacturers, 247 Fifth Avenue, N. Y. C.

Over Britain: Distributing Corp., Ltd., 60 White St., Finsbury Sq., London, E. C. 1
Canada: Evans & Co., 24 Beckett Avenue, Toronto
Paris: T. H. B. 26, Rue des Franciscains Color: Brown, Applique 123

Made of “surgical elastic webbing,” these 1925 corsets were designed to “encourage reducing and give the gracefully restricted figure...fashionable freedom.”



A 1924 Spirella corset.

BON TON

Mysteria

TRADE MARK

Rubber Reducing Corsets

For those hours when one must be doubly certain that the lovely afternoon frock shall look just right, or to assure the perfect drape of evening dress, corsetry in the Bon Ton model just suited to your own particular need is, of course, the proper thing.

ROYAL WORCESTER CORSET COMPANY
WORCESTER NEW YORK CHICAGO SAN FRANCISCO LONDON

Which Figure is Yours?
There is a BON TON Model for Every Figure
Made by The House of Royal Worcester



As seen in the March 1925 issue of *Ladies' Home Journal*.

The Newer Corsetry

It really began twenty years ago, when small waists went out, and "straight fronts" came in! From that day on, "corsets" have been gradually getting to be more and more comfortable—less and less unkind.

Now every woman insists on being straight, slender, her figure firmly yet flexibly held in. Yet she herself must be just as much at ease as if she had no kind of a corset on at all!

So the corset house that has been meeting her whims from "way back when she wanted a small waist"—yes, she did, once, is today giving her just the easy, yet firmly controlling underthings her fastidious soul demands.

There are many types of foundation garments which the House of Nemo is now offering under the new name of Nemo-flex.

The flexible girdle, girdles of back laces, has generous panels of soft yet firm elastic webbing which does the holding in so much better and more gently than bones did. A long braisette tops this, to permit not the slightest "break" under your slenderest frock.

The combination, which so cleverly combines in one a girdle with a braisette, is another high in the favor of modern women. And Nemo-flex combinations are proportioned to fit five different types of figure. So no matter what your

of corsetry with the pump on, this braisette and elastic girdle firmly holds the figure over the hips and chest—no "top" on the waist line. It is for this group all hands, just enough support for the bustline figure. It is, of course, the combination girdle and braisette in one, in this combination which so cleverly meets "the hot-spot" back. American braisette. \$2.50 to \$3.50.

proportions, you can be suited in these most comfortable of all modern foundations.

Back-laces, front-laces, every type of model has undergone scrupulous revision to accord with your new needs.

The modern woman looking back at what used to be says: "I am straighter, slenderer, happier!"

The joy of corsets that will hold your figure in without heavy lacing is the magic of modern times!

And the athletic, modern, sensibly-slender girl who wants next-to-nothing-at-all under her slim frocks, finds Nemo-flex light bandeaux

and practically boneless little girdles exquisite in detail and flexible as her own body.

In all you will find the workmanship that has always distinguished corsetry from the House of Nemo. Shoulder straps are well made and firmly sewed on, garters are of the finest quality.

The very elastic inserts that go into Nemo-flex girdles or braisettes are a special patent, lighter and more flexible where you want them so, firmer where the figure is heavier.

Things you never thought of—elastic shoulder straps, adjustable fastenings—all anticipated for you in these lovely Nemo-flex models.

If you would like to see them and try them on, just ask for them in any store, where you will find them at varying prices, according to the fabric. For the excellence of the foundation garments Nemo makes has long been known to every store in America. Nemo, the House of Complete Corsetry, 120 East 16th St., New York City.



Fit the back for the narrow figure adorned by means of this light-colored girdle (A), with elastic side panels. Girdle and braisette. \$2.00 to \$3.00.

Fit the figure one by one, with special discharge control. Braisette, plain and combined with bandeaux. \$1.50 to \$2.50.

Fit the figure one by one, with special discharge control. Braisette, plain and combined with bandeaux. \$1.50 to \$2.50.

Fit the figure one by one, with special discharge control. Braisette, plain and combined with bandeaux. \$1.50 to \$2.50.

Nemo-flex
GIRDLES
BRASSIERES
COMBINATIONS

"It really began twenty years ago, when small waists went out, and 'straight fronts' came in! From that day on, 'corsets' have been gradually getting to be more and more comfortable..." As seen in a 1925 issue of *Ladies' Home Journal*.



A woman in complete 1920s underwear, from a *Barcley Custom Corsets* catalog.



A typical corset from the 1920s.



A 1920s corset for a woman with a fuller figure. The bands at the abdomen are designed to flatten.

Popular Models that Give Slender Lines Comfort-Quality-Fit

Maternity Combination
We offer you here a new and improved maternity combination made of a good quality pink cover. The elastic inserts on front and back as illustrated, and may be bound as either side. Fastens on front. Has long adjustable lace supports. Bust up about 36 to 38 to 44 bust measure. Size 36. Ship weight, 1 pound.
38800 Price.....\$1.79

Brocade Corset
This garment made of a good quality uncolored brocade material that is lightly lined throughout and with an elastic support top is best for the average or slender figure. Back lace with stars. 11 inches. Front slash, 7 1/2 inches. Four good adjustable lace supports. Black color. Size, 30 to 32 waist measure. Size 30. Ship weight, 1 pound.
38277 Price.....99c

Step-in Girdle
Light weight elastic mesh girdle that comes over or under the bust. It has a long elastic front and back. It is made of a very comfortable mesh. Size 30 to 32 waist measure. Size 30. Ship weight, 1 pound.
38271 Price.....\$1.59

Popular Corset
A favorite corset for average or slender figure. Made of the well wearing black color coutil. Front clasp, 17 1/2 inches back lace, 18 inches. Elastic quality top. Heavy lined and reinforced. Four adjustable lace supports. Size, 30 to 32 waist measure. Ship weight, 1 pound.
38285 Price.....89c

Average and Slender
Well made strong corset for the average or slender figure. Made of the well wearing black color coutil. Front clasp, 17 1/2 inches back lace, 18 inches. Elastic quality top. Heavy lined and reinforced. Four adjustable lace supports. A perfect flat iron made and gives excellent service. Size, 30 to 32 waist measure. Ship weight, 1 1/4 pounds.
38288 Price.....\$1.69

Misses' Corset Waist
Made of a good quality coutil. This corset waist is especially designed for growing girls between the ages of 12 and 14 years. Lightly lined throughout, in back, front, upper edge and bottom. Elastic top. White and pink. Size, 20 to 24 waist measure. Ship weight, 1 1/2 pounds.
38299 Price.....\$1.98

New and Dainty
Attractive and alluring with wide side panels of elastic working and rayon. Lined with laces to match. Girdle Back at front and back of rayon brocade and finished with lace. Four adjustable lace supports. Size, 30 to 32 waist measure. Size 30. Ship wt. 1 lb.
38312 Price, per set.....\$1.99

2-piece Set
Heavy Rayon Brocade
\$1.99

Popular Corset
A favorite corset for average or slender figure. Made of the well wearing black color coutil. Front clasp, 17 1/2 inches back lace, 18 inches. Elastic quality top. Heavy lined and reinforced. Four adjustable lace supports. Size, 30 to 32 waist measure. Ship weight, 1 pound.
38285 Price.....89c

Pretty and Dainty Dresses for Girls at Surprisingly Low Prices—Pages 19 to 21

Corsets of a wide variety of types, including “corset waists” for girls and a maternity corset. From the M. W. Savage Co. catalog from 1927-28.

New Bandeaux and Brassieres For Every Figure

39¢ up

Brassiere Top Model
Perfect combination of well-boned support and attractive design. Made of mesh and rayon. Features three snap fasteners. State size. \$3.00. 29893 From \$3.00 55¢

3 for 45¢

Special
Temperature breaker or handkerchief made of a mesh and mercerized cotton bandeaux. Edge are bound with blue lace and mesh are double stitched. Top closure covers all back and fastens with hooks and eyes. Type 20 bust measure. State size. Shipping weight, 6 ounces. 29897 From 3 for 45¢

Value
25 BANDIETS
15 ALASKA AROUND
45¢

25 BANDIETS

15 ALASKA AROUND

45¢

Here is a very conservative and well made popular style brassiere for summer wear. Made of a rayon bandeaux material. Bound the elastic with blue top and elastic covers all sides. Closure at top is in front. State size. \$2.00. 29898 From \$2.00 25¢

49¢

Girdle Hose Supporter
This is a very popular number in a girdle hose supporter made with a three-inch mercerized elastic band with covered front which fastens with three snap fasteners. Has four adjustable hose supporters. Closure in back only. Sizes, 26, 27 and 28 waist measure. State size. \$1.50. 29810 From \$1.50 49¢

47¢

Children's Garter Waist
Especially perfect for the little girl. It has a wide elastic band and a snap fastener. State size. \$1.00. 29808 From \$1.00 47¢

75¢

Stout Model Brassiere
Made of heavy rayon bandeaux cotton material that will give excellent support. Bound across front with elastic panels at sides. Features four adjustable hose supporters. State size. \$2.00. 29809 From \$2.00 75¢

59¢

Popular Girdle
Rayon striped girdle of flesh colored well wearing cotton material. Strong elastic panels at sides. Lightly boned across front. Four adjustable hose supporters. Band values and especially made. Sizes, 22 to 30 waist measure. State size. 29889 From \$1.50 59¢

© 1929 by J. C. Mathers—Order the Next Suit for Your Boy from Savage—Satisfaction Guaranteed. Pages 99-101 of "New Bulletin" No. 43

When bust-supporting corsets went out of style, brassieres took over. Unlike most corsets, though, they weren't designed to uplift the bosom. They did the opposite, and flattened the breasts. Notice also the child's "waist" designed to support the stockings.

BUILT FOR HEALTH AND COMFORT

APPROVED MATERNITY MODELS

3

BIG BARGAIN

1.69

A Popular Model
In high and simple to the Maternity Model that all mothers who wear lightly supporting and comfortable. The special design of this model is to give support to the abdomen and to provide for the protruding breasts. It has three adjustable hose supporters. State size. \$1.50. 29894 From \$1.50 1.69

1.98

The Good Section of It is Maternity Model
This model is made of mesh and rayon. It has a wide elastic band and a snap fastener. State size. \$1.50. 29895 From \$1.50 1.98

1.98

POPULAR STEP-IN ALL ELASTIC GIRDLE
One of the most popular and well wearing girdles. It is made of mesh and rayon. It has a wide elastic band and a snap fastener. State size. \$1.50. 29896 From \$1.50 1.98

1.98

POPULAR STEP-IN ALL ELASTIC GIRDLE
One of the most popular and well wearing girdles. It is made of mesh and rayon. It has a wide elastic band and a snap fastener. State size. \$1.50. 29897 From \$1.50 1.98

1.98

POPULAR STEP-IN ALL ELASTIC GIRDLE
One of the most popular and well wearing girdles. It is made of mesh and rayon. It has a wide elastic band and a snap fastener. State size. \$1.50. 29898 From \$1.50 1.98

IF POSTAGE IS LESS THAN WE SPECIFY, WE WILL REFUND THE DIFFERENCE.

Today, most women take to loose clothes soon after discovering they are pregnant. But throughout most of history, women wore maternity corsets or girdles. These maternity girdles are from the Charles William Stores catalog from 1928.

**FOR STYLE AND COMFORT
BUY THESE
CORSETS**

**It Satisfies Every Customer
Improves Every Figure**

Our special C. W. S. Great Tone Abdominal Belt makes the abdomen and hips without the slightest bit of discomfort. It is made of rust-proof flexible Corset, having a wide, comfortable, elastic band, which is the only one of its kind. It is made of rust-proof flexible Corset, having a wide, comfortable, elastic band, which is the only one of its kind. It is made of rust-proof flexible Corset, having a wide, comfortable, elastic band, which is the only one of its kind.

How to Order:
Your Corset, Corset Size
Back Less Corset—Order 1 inch smaller than
Waist, Front Less Corset—Order 1 inch smaller
than Waist, Lingerie Corset—Order according to
or Natural waist measure.

**BE SURE TO STATE SIZE WHEN ORDERING, READ CAREFULLY
DIRECTIONS ON HOW TO ORDER CORSETS**

Charles William Stores

Girls and young women continued corseting in the 1920s. Like the “waists” of the Victorian era, their corsets or girdles had shoulder straps and were less compressing than models made for adults. From Charles William Stores catalog from 1928.

STYLED FOR EVERY FIGURE

Improve Your Figure
This low back, heavily boned Corset fits and adjusts to any figure. For Medium or Stout figures it has extra support. For slender figures it has the lightest padding. It has a wide, elasticated waistband. It has a wide, elasticated waistband. It has a wide, elasticated waistband.

33 H 88010 From \$1.98
Pattern, in Extra

Be Sure to State Your Current Size

Our Well-Known C/W "Ste-Boned" Reducing Corset

FOR STOUT FIGURES

798

Very Rich Looking
The Corset holding Ste-Boned Corset is made with finest material. The front, back and side panels are all elasticated. The side panels are elasticated at the side and back giving a very rich looking appearance. Our pattern is very low, we would like to see you in it.

33 H 88008 From \$2.49
Pattern, in Extra

Special Value

33 H 88012 From \$1.98
Pattern, in Extra

FOR STOUT WOMEN

33 H 88009 From \$2.49
Pattern, in Extra

Our Well-Known C/W "Ste-Boned" Reducing Corset

This Corset Girdle for the Stout Woman is not only a support but a beauty treatment. It corrects the shape, keeps the weight off the hips and gives a smooth, firm, flat surface to the body. It is made of a very fine, elasticated fabric which gives and holds together while you are wearing it. It is made of a very fine, elasticated fabric which gives and holds together while you are wearing it.

33 H 88011 From \$2.98
Pattern, in Extra

The Healthful Way to Reduce
Reducing is not when you have lost weight. It is gradually tightening the muscles of the body. It is gradually tightening the muscles of the body. It is gradually tightening the muscles of the body.

33 H 88013 From \$1.39
Pattern, in Extra

A Special Value in a Back Lace Model Medium and Stout Figures
We are offering this special value to the thousands of women throughout the country who want a girdle that will support and hold together while you are wearing it. It is made of a very fine, elasticated fabric which gives and holds together while you are wearing it.

33 H 88014 From \$1.98
Pattern, in Extra

IF POSTAGE IS LESS THAN WE SPECIFY, WE WILL REFUND THE DIFFERENCE

The Charles William Stores 1928 catalog claimed girdles were "the healthy way to reduce" the figure. "By gradually tightening" some girdles, "you can reduce your hips from one to three inches."

Lastex
the most comfortable, accurate, and suitable of all Foundation Fabrics

3288

Figures Control in a Stretch-Step-In Girdle
This girdle is made of Lastex fabric. It is made of Lastex fabric. It is made of Lastex fabric.

3288

TWO-WAY STRETCH GARMENTS are like a SECOND SKIN

Stretch Hosiery with Two-Way Stretch-Bank!
This hosiery is made of Lastex fabric. It is made of Lastex fabric. It is made of Lastex fabric.

\$1.19

There's a Two-Way Stretch Bank in This Corset, too!
This corset is made of Lastex fabric. It is made of Lastex fabric. It is made of Lastex fabric.

\$1.88

Not a home in its body!

Step-In Girdle
This girdle is made of Lastex fabric. It is made of Lastex fabric. It is made of Lastex fabric.

\$1.00

Every Inch of This ROLL-ON GIRDLE
This girdle is made of Lastex fabric. It is made of Lastex fabric. It is made of Lastex fabric.

\$2.68

Ward Quality Is Better Quality

Notice how extreme flexibility was emphasized for these girdles from the 1934 *Montgomery Ward* catalog. Girdle makers and sellers often emphasized undergarments with “not a bone in its body,” but many girdles still contained feather boning or spiral steels.

FIRM SUPPORT without an INNER BELT

Our Lowest Priced Corset with the Two Way Stretch Back
A Corset that really gives support and satisfaction from the front and back. Made of stretch fabric and elastic. Fully lined with soft, smooth fabric. Back opening for ease of dressing. Fully lined. Length 24 to 28 inches. \$1.39

DIAB CONTROL does the trick ...and it's really LOW PRICED
Diab Control does the trick. It's really LOW PRICED. Exceptionally FINE QUALITY. \$1.19

Our LOWEST PRICED Corset . . . Perfect for Slender Figures!
If you want the best but lowest priced corset, this is the one. Fully lined with soft, smooth fabric. Back opening for ease of dressing. Fully lined. Length 24 to 28 inches. \$1.39

Waistline Models for FIRM ABDOMINAL SUPPORT

Clasp-around for those smooth BACK LINES
You can always adjust a Back Lace to fit!
High Back Model \$1.00
Fully Boned \$1.00
Waistline Model \$1.39

Wards DUROLASTIC in Three Lengths
18-Inch Length for Light Support \$1.00

It Costs You Less When You Buy by Mail

The simpler styles in the top row of this *Montgomery Ward* catalog page look very much like modern day shape wear, available at any department store.

For Comfort and Control wear an Adjustable Back Lace Corset

\$3.29

\$1.88

Taper Your Waistline

Reinforced Back and Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

\$2.88

Smartly Styled

Smartly styled and reinforced back. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

\$2.40

Clever Take an Easy to Adjust

Take an easy to adjust. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

\$2.59

Reinforced for Thigh Control

Reinforced for thigh control. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

FLAY as a backbone! SUPPLE as a spring!

Coilwire

BENDS WITH YOUR BODY

GUARANTEED UNBREAKABLE

\$2.88

Adjustable Lace Front

Adjustable lace front. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

\$1.88

Waterline Style

Waterline style. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

Complete Index on the Pink Pages in the Back of This Book

Boned girdles, guaranteed to not break within 6 months.

WARDS GIRDLES

for Average and Light Support

89

Wards Special Haskadee in Three Lengths

Wards Special Haskadee. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

69

All Elastic for Maximum Control

All elastic for maximum control. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

39

You Won't Have a Roll at Waist with This Haskadee!

You won't have a roll at waist with this Haskadee. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

1.59

Wards Finest Haskadee

Wards Finest Haskadee. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

1.29

Famous Disk Control

Famous Disk Control. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

35

Durokette Haskadee

Durokette Haskadee. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

98

Flexible One-Way Stretch Roll-On

Flexible One-Way Stretch Roll-On. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

74

Special Value in a Haskadee

Special Value in a Haskadee. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

45

Coaster Roll Girdle

Coaster Roll Girdle. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

64

10-In. Haskadee Girdle

10-In. Haskadee Girdle. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

98

Reinforced Back and Cotton Falls

Reinforced Back and Cotton Falls. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

39

Abdominal Roll Support

Abdominal Roll Support. Control Front. The "Waistline" is the most important feature of this corset. It is made of a special material that will keep you in shape all day long.

It Costs You Less When You Buy by Mail

Short and lightweight girdles for slender figures.

Bonwit Teller

Underneath it all..

Start up left and go clockwise:

MOULBETTE BY CARTER. Seal-sleek pantie or girdle. Peach or white, each 3.00

BONTELL BY TRESO. Pantie girdle of lightest power net for a silky look. 2.00

DAMEL OF HOLLYWOOD EXCLUSIVE. Lace-lance® pantie girdle. Peach, white, 3.00

FLASH BY BISH JOHNS. All-in-one of rayon seals lastex®. Dufrene panels. 3.00

BONTELL BY TRESO. Darken rayon satin, lastex® power net. Peach, blue, 3.00

POLLY TUCKER BY BISH JOHNS. Exclusive pantie girdle, removable garters. Peach, white, 3.00 Pully Tucker bra, 1.00

BRIEF BY DAMEL OF HOLLYWOOD. Airy nothing-with-sinuous-will. Peach, white, 3.00

BONTELL BY CARTER. Girdle or pantie girdle of drama net. Peach, white, each 3.00

ALSO AT WHITE PLAINS © Reg. U.S. Pat. Off.

A variety of girdles by Bonwit Teller, made from white, peach, or blue power net and Lastex, selling for \$2 to \$5 in 1941.

**WARNER'S
LE GANT® STA-UP-TOP®**

WONT ROLL OVER

Don't let your figure go to seed!

... keep your chassis streamlined with a Warner's Le Gant! Here's a pantie-girdle that meets all specifications: it's comfortable—it controls bulges—the Sta-Up-Top won't flop over at your waistline—it fits your budget, too! And the bra is grand with sweaters!

Le Gant pantie-girdles \$3 and up
(Waistlines for as little as \$20)
The bra is only \$1!

Write for illustrated booklet "Recipes for Figure Beauty".
The Warner Brothers Company, 350 Madison Avenue, New York, N. Y.
Pho. 9-9-08. In Canada: Toronto Carter Mfg. Co., Ontario. Pat. No. 2,108,700

With a special "Sta-Up-Top" of wide elastic, this 1941 Warner girdle promised to solve a common problem: Roll down.

"Maiden" has
and also makes
having a model
to appearance
— \$5, \$12, \$15
and so, others
with "Carry"
see our model
Patricia Corbett
No. 108— \$12

**MAIDEN FORM helps you to
Get your 'B.S.
in Figures!**

You, in the right foundation by Maiden Form, will be one of your B.S. — Better Silhouette — that supports better posture. Degree in the girdle to hold and hold normal. You'll just have and look better in the girdle. Maiden Form has created your new Maiden Form girdle, made for your figure type. You can choose the girdle with a wide elastic top or a "Sta-Up-Top" of wide elastic. Or, if you prefer, you can choose the girdle with "Oreo-Oreo" wide elastic. Maiden Form's new braless top.

1941
"Maiden Form"

"Oreo-Oreo" with
new wide elastic
body action and
"Maiden" braless
top for extra
support and
"lift". The bra-
less braless
back and shoulder
action, to give it
to a figure of an
only — \$12

AT ALL LEADING STORES

Maiden Form
MAIDEN FORM GIRDLES
S. A. S. I. R. I. S.
1941
"There is a Maiden Form for Every Type of Figure"

Maiden Form was founded in 1922, and always promoted womanly figures. By the time fashion caught up with Maiden Form designers, the company was a leader in bras and girdles. This ad appeared in the August 1941 issue of *Harper's Bazaar*.

Rear Guard

...that's war-talk for wonderful Jantzen panty-girdles that bring down the rear, trim the ribs, belittle the waist, smooth the tummy, streamline the hips...put you at ease in your slacks and uniforms. They stay up at the top, down at the bottom without pinching, poking, binding or twisting. They're sheer and sure...cool and comfortable...as flexible as Jantzen swim suits...wash as easily as your skin... 5.00 to 7.50. Other Jantzen foundations 2.95 to 10.00 at all leading stores.

JANTZEN FOUNDATION DIVISION • DOVER, N. J.

Jantzen THE FOUNDATION OF NATURAL BEAUTY

Jantzen, a maker of swimsuits since the teens, produced many girdles in the 1940s. This 1942 ad plays heavy on WWII and the “slacks and uniforms” women sometimes wore at that time.

TIME TO Cool Down

... Gossard is an old hand at making non-elastic foundations... and we don't mean ironsides! Gossard's new JOBS are now "About Town"... and are they COOL numbers!

The GOSSARD Line of Beauty
 THE H. W. GOSSARD CO., Chicago • New York • San Francisco
 Dallas • Atlanta • Toronto • Melbourne • Sydney • Buenos Aires

Gossard, a Victorian favorite, was still advertising corsets and girdles in 1942.



Call Chapman gown
Joy Thorpe

ACTION-EASE

Corsees

WITH THE NEW "EXTENDO" CLOSING

You can slim your figure
to smooth fashion curves...in light and
lovely Corsees...created for your
youthful, active figure.

The advertisement features a black and white photograph of a woman in a light-colored, long-sleeved dress with a ruffled hem, standing against a dark background. To the right of the woman is a circular inset showing a diagram of the 'EXTENDO' closing mechanism, which appears to be a zipper-like closure. The text 'ACTION-EASE' is positioned to the left of the woman's waist. The brand name 'Corsees' is written in a large, stylized cursive font. Below it, the text 'WITH THE NEW "EXTENDO" CLOSING' is printed in a bold, sans-serif font. At the bottom, a short paragraph describes the product's benefits. A small credit line 'Call Chapman gown Joy Thorpe' is located to the right of the woman's head.

By the 40s, zippers were often found in women's clothing in general, and corsets in particular. This corset appeared in the October 1947 issue of *Charm*.

*Lithe
and
lovely*

You'll be lithe and lovely in your brilliantly styled Hickory Pantie. That slim, trim athletic look, those lovely, smooth, firm lines are yours in Hickory creations. Hickory Panties gently but firmly mold your figure yet give you complete and unrestricted comfort. You can always trust Hickory—the trademark that has stood the test of time. See Hickory Panties and Girdles at fine stores everywhere—always higher in quality than in price.

Enjoy a Perma-Lift bra—America's only bra with "The Lift That Never Lets You Down"—Another Hickory Success.

HICKORY
SANTICOR
THE FOUNDATION OF LINGERIE

A. STERN & COMPANY, Chicago, New York

Hickory “panties” from 1945, designed to “gently but firmly mold our figure yet give you complete and unrestricted comfort.”

*Silhouette
for Summer*

... day
into
evening

QUITE a sensation, the Flexnit label in underneath fashions—where the streamlining of your summer outline starts. With a Flexnit Foundation, you'll rejoice in the figure you cut in your business clothes—and revel in the comfort and freedom with which that dramatic smoothness is achieved. It's a comfort that carries you through working hours fresh for the enchantment of mid-summer evenings . . . a freedom that keeps you in good form later in your glamour togs—in spirit as well as in figure!

It's the better shops and stores that carry Flexnit Foundations. But please be patient if you have to wait a little.

ALL-IN-ONES • GIRDLES • PANTIS-GIRDLES
PANTIES • GARTER BELTS • HOSE-SUPPORTERS

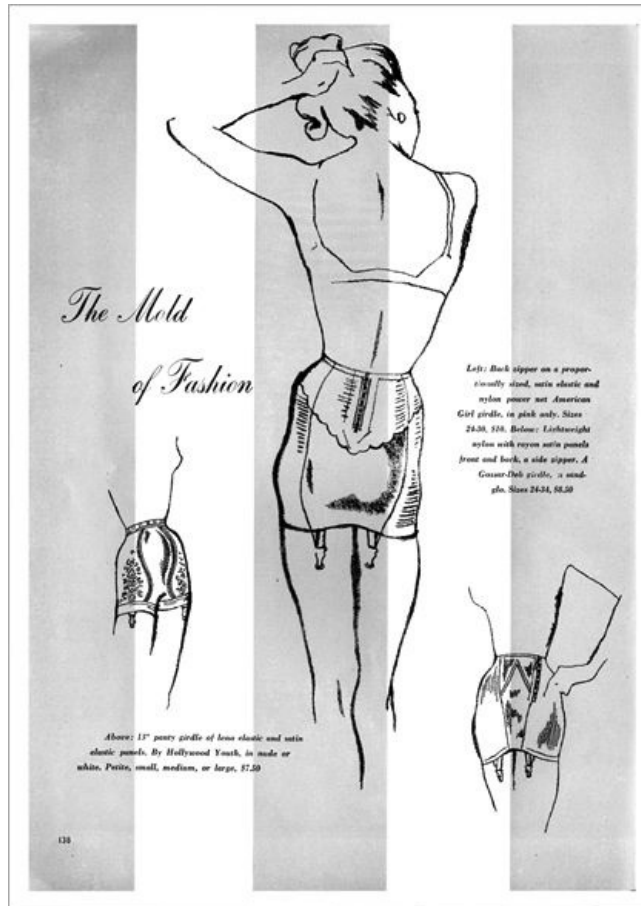
Look for This Label!

FLEXNIT
FOUNDATIONS

Shown: Flexnit Girdle with Talon slide-fastener closing, four all-elastic garters, fagot-stitched front panel, up-and-down stretch rayon satin back panel, two-way stretch side sections.

FLEXNIT, 200 Madison Avenue, New York 16, New York

A 1945 Flexnit ad featuring a girdle with a zipper closing, made of stretch rayon satin.



Girdles with legs were called “panty girdles.” Most girdles of this time period were now made with nylon netting and elastic. These girdles came in white, pinks, or nude and were featured in a 1947 issue of *Charm*.



This Cupid girdle from 1947 received the Good Housekeeping Seal of Approval.

Amazing Free Trial Offer!

Here's the new 2-way stretch everyone is talking about . . . covered with that wonder-material DuPont Nylon! You'll be thrilled by this pre-shrunk fabric that washes and dries so miraculously fast. And you'll be enchanted by the form-hug design that gently restrains embarrassing bulges. Two lovely styles . . . panty girdle with removable snap-button crotch and removable garter straps, or the beautifully styled regular type. Colors: Nude, White, Blue and Black.

WASHES "LIKE A DREAM"

Examine and wear this soft, comfortable, tenderizing NYLON girdle for ten days without risk. You must be convinced that this is the biggest bargain in 2-way-stretch girdles you have ever worn, or it costs you absolutely nothing. Send no money . . . just the coupon NOW!

NEW NYLON 2-WAY STRETCH GIRDLE

ENJOY THESE AMAZING FEATURES

- Nylon Fabric
- Pre-Shrunk
- Dries in Minutes
- Form-hug Design
- Low Cost
- 2 Thrilling Styles

ANNETTE FASHIONS CO., Dept. L162
45 E. 17 St., New York 3, N. Y.

Bush NYLON girdles Panty Regular. I will pay postman only \$3.98 each (\$4.98 for waist sizes 31-36,) plus postage. Send extra crotches at 49c each C.O.D. plus postage. If not completely satisfied I may return within 18 days for full purchase price refund.

X Small 23-25 Medium 26-27 Large 28-30
 X Large 31-32 XX Large 34-36 XXX Large 37-39

Check color: Nude White Blue Black
 Check here if you enclose money now. We pay postage. Same refund guaranteed.

Name _____
Address _____
City _____ Zone _____ State _____

Annette Fashions advertised this nylon, 2-way stretch girdle in 1947.

*Restrain Yourself...
in Real-form*

Don't reach for that cookie, cookie, but do reach for a Real-form Girdle or Panty Girdle! These super smoothers are Raschel-Knitted, fashioned to fit of 2-way stretch Lastex. Guaranteed non-run. With removable crotch. Also with panels. \$5.
Write for Free Illustrated Booklet, Dept. 4-C

REAL-FORM GIRDLE CO. • 358 FIFTH AVE., NEW YORK 1, N. Y.

"Don't reach for that cookie, cookie, but do reach for a Real-form Girdle or Panty Girdle!" Made from knitted Lastex, this girdle was \$5 in 1947.



Gossard-Dee MADE IN U.S.A. Extravogantly feminine — is the word for you. Infinitesimal of waist . . . longer of mid-riff . . . higher of bosom . . . gently curving of hipsline. Gossard achieved, with Talon fastened, all Nylon step-in (satin paneled, satin leno elastic), Nylon sheer bra.

the Gossard line of beauty

Designed to shrink the waist and lengthen the midriff, Gossard sold this nylon girdle in 1947.

**Magnetic new
glamor...with Life**

No other bra and girdle can give you this glamorous figure line, above the waist and below. Because only Life Bra and Life Girdle are so cleverly tailored to fit and work together, for enticing curves without any ripple or discomfort. No wonder more women wear these Formfit creations than any other underfashions. Life Bras \$1.25 to \$3.50. Life Girdles \$7.50 up. Be fitted today. At better stores everywhere.

**A Formfit
CREATION**

MADE ONLY BY THE FORMFIT COMPANY, CHICAGO, NEW YORK

“No wonder more women wear these Formfit creations than any other underfashions” a 1947 Formfit ad proclaimed.

In your size... your correct length

Warner's go any length to please you. Now you can choose from short, medium, long or extra long lengths... one just right for you. Only Warner's make Half-Size corselettes, like the one shown here. They're long on contact, if you're short-waisted.

..... your correct hip size

You don't mind taking a trimming where hips are concerned. But a girdle that's too small at the hips causes unsightly thigh bulges. One that's too wide ripples down the sides. For the smoothest trimming over, Warner's girdles and corselettes are hip-sized; straight, average and full.

..... your choice of control

You'll be hugged but never squeezed in your Warner's... whether you choose the easy-does-it control of light, mesh elastics or the stronger control of tightly woven elastics. Warner's corselettes are ABC cup-sized, too, just like all famous-for-fitting Warner's bras.

From a 1949 ad, which stressed that Warner girdles came in “short, medium, long and extra long” lengths.

At Last!...the Wonder Girdle!

Ah!—what a wonderful feeling of comfort—what a sigh of relief! the instant you put on FIRMASTYLE . . . the famous 3-way control girdle! Preferred by thousands of fashion-conscious women for its perfect fit. Weighs only 6½ ounces yet meticulously designed to give heavenly lines to heavier figures. Holds and supports firmly but gently. FIRMASTYLE flattens tummy, curves hips and diminishes waist from 1 to 2 inches. 3 to 6 inch spread at bottom for comfortable sitting.



Proportioned to 6 figure lengths. Made of Skinner's fine satin nylon and nylon leno elastic. At leading stores, or write us for name of store nearest you and copy of "Tips on How to Achieve Figure Charm." Note: FIRMASTYLE is approved by the Journal of the AMA.

PRECIZE Foundations
14 East 32nd St.
New York 1, N. Y.

MEMBER OF A GROUP OF FIRMS
Guaranteed by
Good Housekeeping
FOR AN UNMATCHED RECORD

Weighing just 6 ½ ounces, 1949's Firmastyle girdle was supposed to give “heavenly lines to heavier figures.”

You'll find new corset comfort with Spirella



BUT comfort isn't all my new Spirella gives. Now my figure gets proper support. The perpetual tiredness that spoiled my fun is gone. I look and feel younger with more pep than I've had in years. All because I tried the "press and lift" test (shown below) and learned the secret of healthful Spirella support.



Press down on stomach. That's the cramped feeling of ordinary garments.

Now lower your hands and lift up! That's like Spirella's all day comfort.

How do you get this new comfort? Only from the Spirella Corsetiere who calls at your home. In quiet and privacy, while you're comfortably supported in a special modeling garment, she measures you for your Spirella.

For name of your local Spirella Corsetiere, write
In the U. S. THE SPIRELLA CO., INC. NIAGARA FALLS, N. Y.
In Canada THE SPIRELLA CO., LTD. NIAGARA FALLS, ONT.

Get a natural lift with Spirella

303

Claiming to “press and lift” the middle, 1949's Spirella girdles were said to make women “feel

younger.”



**"YOU LOOK LOVELIER—
Naturally"**

Beautiful, shapely, youthful—
just the way nature intended—
that's the picture of you wearing
a NATURFLEX bra and girdle.

Your figure is molded into
lovelier lines than you would have
dreamed possible—yet so naturally—
so artfully—this perfection
seems your very own!

Bra 69¢ to \$1.00 & \$1.19 (AA, A, B & C cups)
Girdles from \$1.00 to \$1.98

Naturflex
GIRDLES & BRAS
53 West 23rd St., N.Y. 10, N.Y.

Styled for the discriminating.
Priced for the budget-minded.

AT YOUR
FAVORITE
CHAIN
AND
VARIETY
STORE

A 5
NATIONALLY
ADVERTISED
Naturflex
PRODUCTS

Guaranteed by
Good Housekeeping
LOOK FOR THIS LABEL

This Naturflex girdle sold for \$1 to \$1.98 in 1949.



beauty under
control

the
waistlette

So easy to whittle away your waist!
An adjustable elastic band tops a gleaming
satin panel to make you inches smaller.
With exclusive Kant Roll keeping the top up,
without boning—comfortably!
In nude, black, white, blue.
Small, Med., Large, Extra Large. Only \$3.95
at fine stores

True Form

358 Fifth Ave., New York

Guaranteed by
Good Housekeeping

In 1949, True Form advertised this waist-whittling corset without boning.



***SPORTIME GIRDLE.** Natural rubber. Wear it under bathing suits, shorts, slacks or play clothes. Pantie style with perforated crotch. Petal Pink, Powder Blue, Gardenia White. Small, medium, large. \$1.50.

A sports girdle designed by Kleinerts for wear under bathing suits or any other sports clothes. Made of rubber, it came in pink, blue, and white and was featured in the June 1949 issue of *Ladies' Home Journal*.

Real-form
GIRDLES OF GRACE

SKY-HI

if you're
5'5"
OR OVER

Designed especially for you tall gals. Higher at the waist, longer at the bottom . . . with Thi-Kontrol, a special thigh trimming and slimming feature exclusive with Real-form. Raschel knitted with nylon, rayon and Lastex.* In pink and white, girdle and panty girdle, sizes 26 to 32.

Front and back panels for firm control \$6
Front panel for gentle control \$5
Also with removable crotch.

If not available at your local store, write

REAL-FORM GIRDLE CO., Dept. LJ-1, 358 Fifth Avenue, New York 1

This Real-form ad from 1949 indicated girdles with front and back panels “for firm control” were available, as were “lighter” versions “for gentle control.”

Slim, narrow Fall Fashions by America's greatest designers call for
NEW INVISIBLE PLAYTEX® LIVING® GIRDLE



New fashion silhouette is the slimmest in years. No longer are designers camouflaging little bulges at hip and thigh. Today, fashion starts with a woman's figure.

No other girdle slims and trims like PLAYTEX—with such comfort, such freedom of action. Made of tree-grown latex, PLAYTEX hasn't a single seam, stitch or bone. It's invisible under the sleekest fabrics, the slenderest skirts.

PLAYTEX washes in ten seconds, pats dry with a towel. And women say — if you wear PLAYTEX faithfully, the next PLAYTEX you buy will probably be a size smaller.



In slim, silvery latex, PLAYTEX LIVING GIRDLES and PANTY GIRDLES with garters: Blossom Pink, Gardenia White, Heavenly Blue. Extra small, small, medium and large **\$3.95**
 PLAYTEX PANTY GIRDLE **\$3.50**
 Extra Large PLAYTEX GARTER GIRDLE **\$4.95**
 Sensational PINK-ICE for extra comfort \$4.95

At all modern corset and notion departments and better specialty shops
INTERNATIONAL LATEX CORP'N.
 Playtex Park, Dover, Del. 91949

INVISIBLE UNDER THE SLEEKEST CLOTHES, PLAYTEX COMBINES FIGURE-SLIMMING POWER WITH COMPLETE COMFORT.

“The new fashion silhouette is the slimmest in years. No longer are designers camouflaging little bulges at hip and thigh,” said a 1949 Playtex girdle ad. These girdles were made from “tree-grown latex” without seams or bones, and the ad claimed they washed “in ten seconds” and could be pat dried with a towel.

BEAU-BRA
NEW WAIST NIPPER



New Beau-Bra girdle combines the two most important features of the year. “CRISS-CROSS” for abdominal control and “WAIST NIPPER” for the new slender silhouette.
 Girdle 2947. (Patent #747) Small 23-25, Medium 26-28, Large 29-31. White, Tones, Blue.

PRICE **\$2.99**
 Size 2275—Famous SKINNER'S SATIN—
 White, Blue, Pink, Orchid, Navy, Maroon
 A cup 32-36, B cup 32-38, C cup 34-40.

PRICE **\$1.69**

The Beau-Bra was said to combine “the two most important features of the year. ‘CRISS-CROSS’ for abdominal control and ‘WAIST NIPPER’ for the new slender silhouette.” As seen in the September 1949 issue of *Glamour*.

THE TOUCH THAT
dramatizes
FIGURE
SECRETS

For the alluring figure fashion dictates, smart women turn to the Miss America "Lacette" girdle and STRAPLESS "Scinta-bra." If your own dealer does not have them, write for information.

SOLD BY
BETTER STORES EVERYWHERE

Miss America
BRAS AND GIRDLES

411 S. SANGAMON ST., CHICAGO 7, ILL.

A classic girdle of 1949, sold by Miss America Bras and Girdles.

SLIMSTERS!
You're sleek 'n' free
in "Skippies 3"

1. BRA 2. GIRDLE 3. PANTY. Feather-light and action-right... exactly as you want 'em... with a whisper of control and a world of comfort... without heavy bones! "Skippies 3" are downy-soft, malleable, quick-drying. Panties and girdles come in a variety of elastic fabrics and lengths, with lots of styles and colors to choose from. Get a set to suit you today at any of the better stores.

1. Bra from \$1.75
2. Girdle from \$3.00
3. Panties from \$3.50
(4 detachable garters)

P.S. If your mother's a slimmer, remind her she can wear "Skippies 3," too!

THE FORMFIT COMPANY, CHICAGO, NEW YORK

"Skippies 3"
BY
Formfit

The Formfit girdles of 1949 were designed for light support and lots of comfort—and the manufacturer stressed they were made “without heavy bones!”

Fashion Says: "Look Slim-Waisted!"

The new slim-waisted silhouette can be yours—beautifully, comfortably, thanks to Sears' corsetry! What does your figure need... modern, laced-in corsets, or clever designs that shape you perfectly without lacing? Choose from this gala array of grand values; Sears is the place to buy Corsets.

© Laces a la 1940

\$2.50 Value **\$3.74**

You, you are whittle 2 or 3 inches from your waist in comfort! One of America's leading corset girdle designers has done it for you. This new design is the latest in the art of lacing-in. It features the finest and lightest of modern fabrics for comfort. Shimmering rayon and nylon are used for panels, lacing and trim. The new design is light, delicate, and comfortable. It is laced-in with fine cotton laces. Flexible elastic webbing is used for the side panels. This new design is laced-in with fine cotton laces. Flexible elastic webbing is used for the side panels. This new design is laced-in with fine cotton laces. Flexible elastic webbing is used for the side panels.

For Ladies in Bust Figures—See Page 163
For Ladies in Larger Busts—See Page 163
For Ladies in Bust Figures—See Page 163
For Ladies in Larger Busts—See Page 163

© Gorgeous Fit

\$10.00 Value **\$4.84**

Give yourself the new Victorian silhouette... high bust, corset-like waist, and long, sleek, covered legs. This is the latest! Exclusive materials and designings. Luxurious rayon and nylon are used with beautiful matching laces. The up-and-down stretch back and elastic side panels in this new design are made of fine cotton laces. Flexible elastic webbing is used for the side panels. This new design is laced-in with fine cotton laces. Flexible elastic webbing is used for the side panels.

Read Madame La Mont's Letter and "How To Measure" on Page 173 For Easy Terms, See Page 1038



The New "Wasp Waist" Corset with Clever Back Lacing. The Glamorous "Hour Glass" Corset Longer Over Hips. SEARS PAGE 163

Waist whittling went in and out of fashion during the 1940s, along with neo-Victorian dresses. In 1940, the *Sears, Roebuck and Co.* catalog featured these girdles, both designed to trim the waist up to 3 inches.

Look like a new woman... stand beautifully erect... take years off your figure, gracefully

Gale Health Belts

These Health Belts are approved by many doctors for wear after operation and childbirth... to help relieve that nagging backache... to assist you to get your old spring support, these ordinary corsets and girdles of nylon, Mrs. Sarah J. Tuck's of Quakertown, Pennsylvania writes: Your Gale Health Belt is the best for the best money. I've found. In shipping about, the \$2.99 girdles did not compare with it. I wear it every day in comfort.

How to Measure for Corsets
Please do not guess your size—use a tape measure. If you haven't a tape measure, there will give you without charge. Measure waist at narrowest part over dress. Measure hips at fullest part over dress. State all measurements requested. See full Measuring Instructions on Page 173. For Maternity Corsets, see following page.

Famous Gale Two-Lace Model

Actual Value **\$2.84**
\$6.50 Value

Scientifically designed for general wear, to help relieve backache and fatigue. Recommended for phases, muscular tension, after operations or childbirth. Fine professional rayon knitted mesh or cotton mesh. Non-stretch lacing. Cotton elastic top bands. Two professional rayon knitted mesh side panels. For Ladies in Bust Figures—2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42 in. Bust waist and hip measure. Front lacing, 1 1/2 in. to 2 in. Adjust front. For Ladies in Bust Figures—2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42 in. Bust waist and hip measure. Front lacing, 1 1/2 in. to 2 in. Adjust front. For Ladies in Bust Figures—2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42 in. Bust waist and hip measure. Front lacing, 1 1/2 in. to 2 in. Adjust front.



- Gale Side-Lace Thigh Control** \$2.98 Three elastic-lacing panels... \$2.98
- Gale Girder Type For Fuller Hips** \$3.79 Bonded for abdominal support... \$3.79
- Gale Belt Lightweight** \$2.50 Lightly bonded support... \$2.50
- Gale Side-Lace Groin-Line Model** \$3.98 Specialized abdominal support... \$3.98
- Gale Bra Back Lacing** \$1.25 Lightly bonded front by diagonal rayon... \$1.25

These complicated girdles look like ancient contraptions but were common in catalogs from the 1940s.



Girdles of this period were designed to flatten the stomach, smooth bulges— especially at the hips—and make the waist more trim. These girdles were featured in a 1940 *Sears, Roebuck and Co.* catalog.



Lightweight girdles from a 1940 *Sears, Roebuck and Co.* catalog. Also note the waist cinchers. The “Tiny Waisted” is really a short Victorian corset.

Our Finest
C.H. & S.
Comfort—Health—Style
Back Lacer

- Extra Strong Cord
- Well Reinforced Front
- Fine, Flexible Binding

\$178

A triumph in value-
ing. Removable steel
27 in. laces for grip.
Gives splendid support
and controls shape waist
and rounds hip beauti-
fully.

Front Backless bon-
ing. Removable steel
27 in. laces for grip.
Gives splendid support
and controls shape waist
and rounds hip beauti-
fully.

For Bust 30 to 32 in.
Waist 25, 26, 27,
28, 29, 30, 31, 32, 33
34, 35, 36, 37, 38, 39, 40, 41 in.
Style waist and 1 1/2
inches. Front strap 1 1/2
inches. Steel 27 in. laces
each. 1 lb. 10 oz.
Steel in 100 pieces.
Front length, 23 in.;
side and back, 19 in. 1/2.
182 233.....\$178

For Bust 30 to 32 in.
Waist 25, 26, 27,
28, 29, 30, 31, 32, 33
34, 35, 36, 37, 38, 39, 40, 41 in.
Style waist and 1 1/2
inches. Front strap 1 1/2
inches. Steel 27 in. laces
each. 1 lb. 10 oz.
Steel in 100 pieces.
Front length, 23 in.;
side and back, 19 in. 1/2.
182 234.....\$178

Lengths
Lace 33
Height 5

1940 Fashion Says...
Laces whittle inches off your waist...

Keep corsets fresh and dainty with LUX
Why not buy that extra corset on Sears Easy Terms

**New "Little-Waist"
Back Lace Girdle**
\$179 • Made 4 to 2 in.
above the waist
it cinches the waist
also waist and rounds hip.
Flashed Lacer Tulle features: step-
in model. Front-back straps. Lace
round control. Elastic. Heavy white
lined top. 2 1/2 in. waist and
front length. 18 in. steel cord.
1 1/2 in. Flat garters. 2 in. back,
2 in. back. Tulle.....\$179

For all Height Figures
Bust 30, 31, 32, 33, 34, 35, 36, 37, 38,
39, 40, 41, 42 in. Steel cord and
1 1/2 in. garters. Steel wt. 1 lb.
182 240.....\$179

**New, Modern
Talon-Front Corset**
\$198 • New high-waisted
back lacer! Gives
you the most
and best. Shaped Tulle shows
unmistakable lightweight non-
stretching. Front-back straps. Heavy
white lined top. Cotton and rayon
elastic garter. Front length, 4 1/2
inches. Steel cord. Made 2 in.
above waist and front, 3 in. at
back. Front length, 17 in. at
back. 17 in. New Style color.
Stretch in back. • For bust 30 to 32
in. Larger than waist.
Bust 30, 31, 32, 33, 34, 35 and 36 inches.
Side waist and hip measure, read
How to Order at left. Shipping
weight, 1 lb. 1 oz.
182 218.....\$198

Fine Figure Controlling C.H. & S. Lace Corsets

How to Order Back and Front Lace Corsets
Don't alter the spread of lace, elastic and steel and
the measurements taken snugly over dress. Use a tape
measure. If you haven't one, Sears will send you one
without charge. For additional measuring instruc-
tions, see Page 175.

C.H. & S.
Comfort—Health—Style
**Pull-Strap Control
Back Lace Model**
\$198

To also waist and hip-
line. Also control in
waist. Strong cord
with hand, reinforced,
Tulle.

For Bust 30 to 32 in.
Waist 25, 26, 27, 28,
29, 30, 31, 32, 33, 34, 35,
36, 37, 38, 39, 40, 41 in.
Style waist and 1 1/2
inches. Front strap 1 1/2
inches. Steel 27 in. laces
each. 1 lb. 10 oz.
Steel in 100 pieces.
Front length, 23 in.;
side and back, 19 in. 1/2.
182 237.....\$198

Lengths
Lace 33
Height 5

SEARS PAGE 182 •

Regular High-Waist Model

Special Value 94c Steady return
control. Back
laced, well-
reinforced.
Waist high back, 2 1/2 in.
overall front length, 14 in.;
back length, 16 1/2 in. Tulle
and elastic.

Thigh Control \$159 Adjustable
high-strap.
Girdle with
reinforced.
Back length, High back,
4 in. Steel cord, 1 1/2 in. 1/2,
Steel girth, 1 1/2 in. Chaps,
1 1/2 in. Tulle.

\$1.29 Value 94c Style and qual-
ity of a low
cost. 1 1/2 in. 1/2,
1 1/2 in. back. Tulle.
For bust 30 to 32 in.
Larger than waist

Smooth Back \$188 Pre-stretch
rayon lace
control. Cotton and rayon
elastic. Front length,
7 1/2 in. Front back, 14
in. back, 17 in. Tulle.

For Bust 30 to 32 in.
Waist 25, 26, 27, 28,
29, 30, 31, 32, 33, 34, 35,
36, 37, 38, 39, 40, 41 in.
Style waist and 1 1/2
inches. Front strap 1 1/2
inches. Steel 27 in. laces
each. 1 lb. 10 oz.
Steel in 100 pieces.
Front length, 23 in.;
side and back, 19 in. 1/2.
182 240.....\$188

A true corset with a zipper front is featured on this page from a 1940 Sears catalog, as well as stomach belts, and spiral steel boned girdles.

you'll look
lovelier
naturally...

Naturflex
BRAS GIRDLES

BRAS 59¢ to \$1.00
SIZES: AA, A, B & C cups
GIRDLES from \$1.00 to \$1.98

at your favorite
Chain and Variety Store.

Naturflex 53 West 23rd Street, New York 10, N. Y.

REASSURANCE OF A RETURN OF MONEY
Guaranteed by
Good Housekeeping
NOT AS ADVERTISED THROUGH

As advertised in a 1950 issue of *Good Housekeeping*, this Naturflex girdle sold for between \$1 and \$1.98.

curbs your curves from waist to hip

Made of flexible, airy nylon, this is a girdle to control your pounds, extoll your curves. Giving you hips you'll hoo-ray, a waist worth buying a belt for. All at a purse-easy price—with money over for the matching bra. ■ Style 5452—14" sizes 25 to 32. ■ Style 5652—16" sizes 26 to 36. White and pink. \$5.00 ■ Matching nylon bra—style 6094. \$1.50

BESTFORM

no finer fit at any price

This 1950 Bestform girldle was made from “flexible, airy nylon” and would give wearers “a waist worth buying a belt for.”

LILY OF FRANCE
Cormiere

...TOO BEAUTIFUL TO BE CALLED A CORSET

There's a change in the fashion world. The corset has emerged from its chrysalis. Cormiere is its name . . . beautiful creation with elegant French touches. Ribbons and satins and embroidery . . . Cormiere . . . to pleasingly slim you, mold you in one smooth, unbroken line. All-in-one of power net . . . 29.50. Also available with shoulder straps.

FRANCOISE

High top pasty of sheer nylon elastic, 12.50
Bra . . . nylon taffeta, nylon lace trim, 3.00

Hi-Hi waisted of sheer nylon elastic, 18.50
Bra . . . satin and nylon lace, 5.00

Four-section of point d'esprit Power Bobbinette and nylon voile, 18.50. Bra . . . nylon voile, 3.50

Lily of France called these 1952 girldes “too beautiful to be called a corset.”

*to Smart Women
who Shop for Fashion...*

**this flexees girdle at \$12.95
is today's first choice!**

It's the shape that makes the fashion . . .
and makes all fashions fit better. It's
Flatterin'-Hi Girdle . . . created by
Flexees . . . of wisp-light nylon power
net—for greater beauty, blissful ease.
One glance and you'll see it's a rare
value: **\$12.95.** Flexees ward,
deep-plunge strapless Bra . . .
glamour-shaper. Of embroidered
nylon and nylon marquisette. **\$3.95**
Each a beauty . . . in white or black.
Ask your favorite store for Flexees!

flexees

Available in black or white, this 1952 girdle cost \$12.95 and was made by Flexees.

The WITCHING POWER

A new Warner-Wonderful original in imported Chantilly lace and powernet.

Elegant as it is effective, this is Warner's freedom-loving translation
of the new linear look . . . with a French accent.

See how world-famous Warner's coaxes your midriff into longer lines
with carefree comfort . . . makes you fit for fashion.

WARNER'S
Bras · Girdles · Corsets
MADE IN U.S.A. PAT. 2,871,000

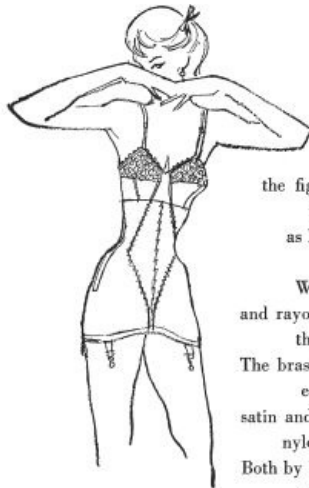
Proving girdles could be beautiful as well as slimming was this 1952 Warner's creation, made from

Chantilly lace and powernet.



- Under a bare dress,
a strapless brassiere that
reaches to the waist—
embroidered nylon
marquisette, cut very
low in front. \$8.95.
- The girdle, white nylon
strengthened both
front and back
with panels of rayon
satin. \$10.95.
- Both by Flexees, at Altman.

Harper's Bazaar described this 1952 girdle as being made of white nylon, "strengthened both front and back with panels of rayon satin. \$10.95" by Flexees.



- A girdle to smooth
the figure above
the waist as well
as below it, fitting close
against the ribs.
White elasticized nylon
and rayon, zipped up
the side. \$12.50.
- The brassiere (long
enough to meet the girdle),
satin and embroidered
nylon marquisette. \$3.50.
- Both by Perma-lift,
at Arnold Constable.

Fitted close to the ribs, this girdle was made from white elasticized nylon and rayon, with a zipper. It sold for \$12.50 from Perma-lift.



- A girdle that concentrates
on the waist—white
elasticized nylon
with an extra band
to pull in the waist,
a satin panel to flatten
the stomach. \$5.
- The brassiere, nylon net
and taffeta stitched
in circles. \$2.
- Both by Formfit
at May Company, Cleveland.

This girdle "concentrates on the waist," and in 1952 it sold for \$5 from May Company.

Girdles had a tendency to either roll down at the waist or ride up at the bottom. This 1955 Perma-lift girdle promised to do neither.

The Girdle That Will Launch a Thousand Shapes

LOUISE BAIN, WOLFE



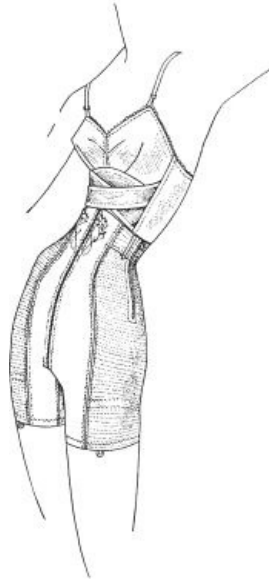
• All-over shaping is just about the most important fashion accessory now. Clothes with the new narrow lines ask for more than a corset—the whole body must take on a longer line, a smoothness that starts above the waist and reaches way below it. **THE HIGH-WAISTED GIRDLE (right)** that controls inches north and south of the waist. Black nylon power net and embroidered marquisette. About \$25. The bralette, black nylon embroidered lightly with flowers. About \$4. Both by Lily of France. **THE HIGH-WAISTED GIRDLE (opposite)** nylon elastic that brings the diameter of the waist down, and flattens generally by means of diamond insets (rayon and satin elastic). About \$14. The long bralette, black nylon over pink. About \$5. Both by Lily of France. All four at Saks Fifth Avenue, New York; Julius Garfinkel; I. Magnin; Marshall Field; Saks. For a list of stores in other cities, see page 255.

HARPER'S BAZAAR, OCTOBER 1952

“All-over shaping is just about the most important fashion accessory now,” wrote the editors of *Harper's Bazaar* in October of 1952. This high-waisted girdle (right) was made of embroidered black power net and sold for about \$25 from Lily of France.



“Not so long ago a corset was a monstrous thing made of whalebone, steel, and lacing,” wrote the editors of *Today's Woman* in 1953. Naturally, they felt modern corsets emphasized “the natural look.” This long-waisted girdle is paired with a bra with “elastic diaphragm control.”



A long line bra that smoothly met the girdle, from the October 1952 issue of *Today's Woman*.



A "brasselette gives wider separation to the bosom, [and] a nice long line to the diaphragm and waist," this 1952 ad claimed.



A seamless, boneless latex girdle from 1953.

light, light control
IN FORMFIT'S PENNY-WISE Skippies

Kind to your budget, even kinder to you, Formfit's wing-light, cloud-soft Skippies. No heavy bones. No pinch, poke or bind. Skippies slim you smoothly with the gentlest of control! Girdles and panties in your exact length—your favorite styles and elastics. Wash and dry in a twinkling. Skippies . . . for alimsters of all ages. At all nice stores!

Girdles and Panties
 from \$3.95
 Skippies Foundations
 from \$10.95

THE FORMFIT COMPANY,
 CHICAGO, NEW YORK



Made by the manufacturers of the famous Life Bras

Skippies girdles, made by Formfit, were “penny-wise” at just \$3.95 and up in 1953.

**the new
 American figure
 from head to toe**



For the new slim look—the all-over wonder of featherlight elastic is designed to give comfortable control without bones or extra reinforcements.

Stockings, Burlington—
 Skippers, David Cross—
 Saks, Schaeffert

Sheer wool printed in Paisley design for fall. Collarless dress has elbow-length sleeves. Black on royal blue or red. 18-18, about \$25. Jerry Gilman. At Joseph Magpie, San Francisco.

Hat, John Frederick
 Shoes, Dornelle
 Bag, Arvid
 Shaw, Schaeffert
 Stockings, Diamond

OCTOBER 1953

“The new American figure from head to toe,” the editors of *Today's Woman* proclaimed in 1953,

featuring an “all-in-one corselet of featherweight elastic to give comfortable control without bones or extra reinforcement.”



FOR THE FIRST TIME IN 5,000 YEARS—

a girdle that slims
so much—
so comfortably...
and without bones!

PETER PAN
Egyptian Queen!

At last—the first of elastic, boneless girdle that brings you comfort as you like it plus control where you need it!

- An inch or more off your waistline and hips! Take the tape-measure test—and see the difference!
- Exclusive elastic “muscles” with X-tra support at those important places where these elastic bands cross. (see diagram)

All styles... from 8.95 to 18.50

Her bra is *Hidden Treasure®*, of course!

PETER PAN FOUNDATIONS, INC. • NEW YORK 16

PETER PAN
Another great exclusive by the creators of *Hidden Treasure®*, *Inner Circle®*, and *Merry-Go-Round®* bras.
CHARM June, 1955

Elastic as a second skin—
Keeps derrière
and tummy in!

The Peter Pan girdle claimed to be the first girdle without any bones, made entirely of elastic. It also claimed to cinch in the waist by one inch. As advertised in the June 1955 issue of *Charm*.

Just picture yourself
in **3-D** wearing a *Lewella*
convertible sports bra...

... with true bra construction
... a lens eye view of you smartly attired
for leisure ... for smart sportswear. In easy-to-care for
Dan River
WRINKL-SHED Poplin.

LEWEL MFG. CO.
149 MADISON AVENUE, NEW YORK 16, N.Y.

Although this 1955 garment was considered a bra, it resembled a corset, complete with boning.

I owe it
all to
goddess
for a cool
comfortable
summer.

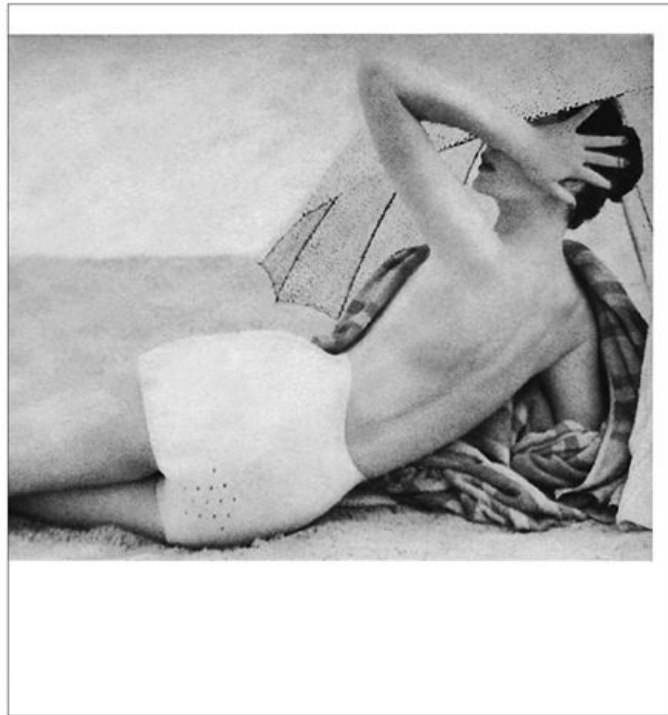
Walttime cools you beautifully and keeps curves comfortably controlled when the temperature is on the up and up. Exquisitely detailed with sheer nylon upper cups. It is gently wired for divine comfort with strapless and scoop necklines. Elastic back lets you breathe easily!

Walttime WHITE EMBROIDERED COTTON
In three styles

BRASLETTE (closed)	
Size 32-36A, 32-38B, 32-40C	\$5.95
LONGLINE Size 32-36 B and C	3.95
BANDU Size 32-36A, 32-38B, 32-40C	3.50

of smart shores, or wife
GODDESS BRA
America's Foremost Manufacturer of Wired Bras
710 Main Street, Cambridge 16, Mass.
326 Fifth Avenue, New York 1, N.Y.

Made of breathable, pretty lace, this "braselette" sold for \$5.95 in 1955.



Just as Victorian women wore corsets under their bathing suits, women in the 1950s often wore girdles. A 1955 *Charm* editorial claimed this girdle was “invisible under the sleekest suit, a latex panty girdle shaped to smooth the way for a closely figured swimsuit... It has a non-roll top, no bones or garters, is fabric-lined and perforated.”

NYLON ALL-IN-ONE \$10⁹⁸
bares your shoulders

Half bra with oval wires and lovely embroidered nylon sheer cups tops a slimming all-in-one. Nylon Lastex side panels and a walk-free front gore are embroidered nylon sheer. Long zipper back closing and SIX ribboned garters. White or black.

A Cup: 32-36 B Cup: 32-42 C Cup: 32-42

An all-in-one garment, combining bra and girdle. Made of nylon, it cost \$10.98 in 1955.

WHITTLES DOWN
YOUR WAISTLINE
INSTANTLY
INCHES
SEEM TO
DISAPPEAR

NEW!
French Figure
REDUCER

Its secret magic laces give you a fresh custom-made fitting every day. Adjustable to daily changes in your figure. Superbly made of fine fabrics which absorb perspiration and help keep you cool. French Figure REDUCER is guaranteed to keep its stretch and shape. Will not roll or curl at the top. Washes like a dream. Molds your figure into Fashion's Newest Silhouette; inches seem to disappear from waist, hips and thighs with the greatest of ease and comfort, sitting or stretching.

\$4.98

IN NUDE, WHITE and BLUE
Reg. Girdle or Panty Girdle, snap-bottom crotch and garters.
Small (25-26), Med. (27-28), Large (29-30), Ex. Large (31-32).
"Plus" sizes for the fuller figure: XX (33-35), XXX (36-38), XXXX (39-40), XXXXX (41-43), XXXXXX (44-46).

Harkening back to laced up Victorian corsets, this 1955 girdle was designed to whittle the waist.

Supporting an American Princess on a Holiday:
Warner's very new "Le Gai." And what wonderful support—gentle and comfortable, yet persuasive and reassuring. High-waisted, with stretch back, and a uniquely designed front lace panel. Beguiling on its own, it's a delicate combination of Brazilian Brown with ecru. Nylon lace, marquisette and sheer power net. #921; also in white...\$25.00. Matching bra, #1021...\$7.50.

Girdle and bra by **WARNER'S**
MADE IN U.S.A.

"Beguiling on its own," this Warner's girdle was fashioned from deep brown and ecru nylon lace and cost \$25. As featured in the November 1955 issue of *Harper's Bazaar*.

for warm weather wear...
NYLON LACE has a
PLACE next
 to you!

Curtis
Effortless

For the
 "CUTE
 GIRL
 LOOK"

Underneath it all, it's the comfort
 you'll welcome from Curtis this
 summer.

- Longline Strapsless bra in embro-
 dered Nylon Marquise, gently
 lined with Nylon, lightly padded
 for a natural look. Black or white.
 A. B. C. cups \$4.98
- Slimming Nylon Lace Lingerie
 "Blossom" Party with honey-
 combing front panel. White, pink,
 blue or black. As shown \$4.98
- Same style in elegant Nylon Lace
 Girdle or Panty \$2.98
- Garter belt, 2 inch wide, in
 Nylon Lace with satin lining panel.
 White, pink or black \$2.50

All in sizes small medium and large
 ... all so wonderful to wash!

Write for name of store nearest you
 Curtis, Edythe Co., 20 West 23rd St., N.Y. 10

A long-line, strapless bra worn with a Lastex girdle, from 1955.



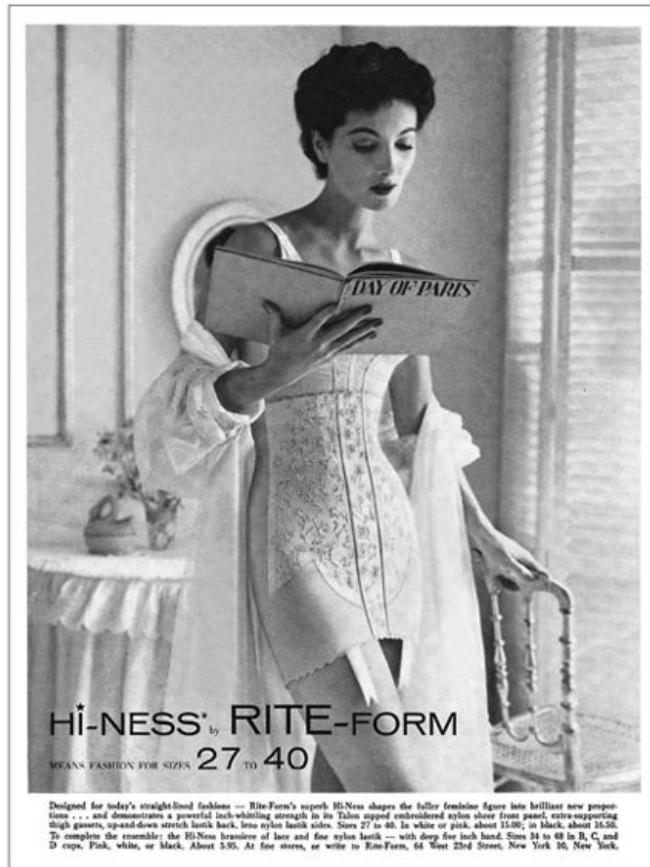
A 1955 *Harper's Bazaar* editorial on foundations noted that "to judge from this autumn's collections—or from a glance along any city street from noon to midnight—black is better, if possible, than ever." Among the many black girdles featured was this one piece wonder with power net and satin elastic.



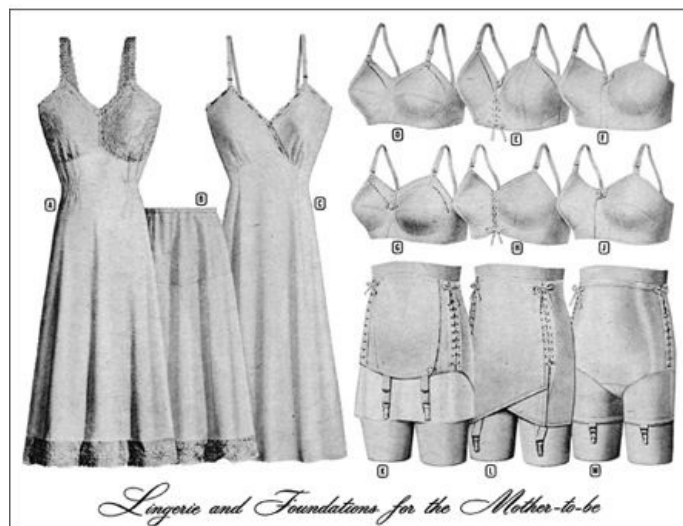
Made from black Sacron elastic with boning, this 1955 lacy girdle cost about \$15 from Bali.



Embroidered with rosebuds, this girdle was designed for slender women and cost about \$8.95 from Gossard in 1955.



“Designed for today’s straight-lined fashions” this Rite-Form whittled the waist, flattened the stomach, and controlled the thighs. It was available in white, pink, or black and sold for \$15 to \$16.50 in 1955.



“Scientifically designed maternity supports” from the Fall & Winter 1956-57 *Montgomery Ward* catalog. The lacing along the sides, for a growing stomach, show maternity corsets hadn’t changed much since the Victorian era.



Nylon power net girdles for "lightweight control" from *Montgomery Ward*.

Although this girdle from the *Montgomery Ward* catalog had no bones, it firmly controlled the body with power net, rayon satin elastic panels, and a zipper.



Girdles in black, blue, white, pink, and red from the 1956-57 *Montgomery Ward* catalog.

Featuring spiral boning, nylon, and zippers, these *Montgomery Ward* girdles offered more definite shaping.

Proportioned to Fit Regular, Half-size, Tall Figures

SLIMMING DUAL CONTROL... DOWY-PERFECTOR BACK... CROSS-STRAPCH SIDES

• PERFECTLY BALANCED FRONT... cross-stitch sides plus down-stitch back.
 • FULLY BALANCED BACK... down-stitch sides plus down-stitch back.
 • FLATTONED HOOT BUSTIONS... well rounded neckline, give extra-wide width.

• FINE FABRICS... made with careful styling and expert workmanship.
 • PROPERLY FITTED... to fit your particular figure requirements accurately.
 • LABORATORY APPROVED... to insure satisfaction in like-garment.

POWER BAND CONTROL 9.98

① Briefed for support by control, this DOWY-PERFECTOR Back Power Band Control offers...
 ② Three-way handling control, Band Span...
 ③ Full Bust Size 36, 38, 40, 42, 44, 46, 48, 50 inches.
 ④ Full Bust Size 37, 39, 41, 43, 45, 47, 49, 51 inches.
 ⑤ Full Bust Size 38, 40, 42, 44, 46, 48, 50 inches.
 ⑥ Full Bust Size 39, 41, 43, 45, 47, 49, 51 inches.
 ⑦ Full Bust Size 40, 42, 44, 46, 48, 50 inches.
 ⑧ Full Bust Size 41, 43, 45, 47, 49, 51 inches.
 ⑨ Full Bust Size 42, 44, 46, 48, 50 inches.
 ⑩ Full Bust Size 43, 45, 47, 49, 51 inches.
 ⑪ Full Bust Size 44, 46, 48, 50 inches.
 ⑫ Full Bust Size 45, 47, 49, 51 inches.
 ⑬ Full Bust Size 46, 48, 50 inches.
 ⑭ Full Bust Size 47, 49, 51 inches.
 ⑮ Full Bust Size 48, 50 inches.
 ⑯ Full Bust Size 49, 51 inches.
 ⑰ Full Bust Size 50 inches.

ALL LEAD ELASTIC 7.98

① Meshless control with minimum weight...
 ② Full Bust Size 36, 38, 40, 42, 44, 46, 48, 50 inches.
 ③ Full Bust Size 37, 39, 41, 43, 45, 47, 49, 51 inches.
 ④ Full Bust Size 38, 40, 42, 44, 46, 48, 50 inches.
 ⑤ Full Bust Size 39, 41, 43, 45, 47, 49, 51 inches.
 ⑥ Full Bust Size 40, 42, 44, 46, 48, 50 inches.
 ⑦ Full Bust Size 41, 43, 45, 47, 49, 51 inches.
 ⑧ Full Bust Size 42, 44, 46, 48, 50 inches.
 ⑨ Full Bust Size 43, 45, 47, 49, 51 inches.
 ⑩ Full Bust Size 44, 46, 48, 50 inches.
 ⑪ Full Bust Size 45, 47, 49, 51 inches.
 ⑫ Full Bust Size 46, 48, 50 inches.
 ⑬ Full Bust Size 47, 49, 51 inches.
 ⑭ Full Bust Size 48, 50 inches.
 ⑮ Full Bust Size 49, 51 inches.
 ⑯ Full Bust Size 50 inches.

CROSS-CRIB CONTROL 7.98

① Proportioned Side Side...
 ② Full Bust Size 36, 38, 40, 42, 44, 46, 48, 50 inches.
 ③ Full Bust Size 37, 39, 41, 43, 45, 47, 49, 51 inches.
 ④ Full Bust Size 38, 40, 42, 44, 46, 48, 50 inches.
 ⑤ Full Bust Size 39, 41, 43, 45, 47, 49, 51 inches.
 ⑥ Full Bust Size 40, 42, 44, 46, 48, 50 inches.
 ⑦ Full Bust Size 41, 43, 45, 47, 49, 51 inches.
 ⑧ Full Bust Size 42, 44, 46, 48, 50 inches.
 ⑨ Full Bust Size 43, 45, 47, 49, 51 inches.
 ⑩ Full Bust Size 44, 46, 48, 50 inches.
 ⑪ Full Bust Size 45, 47, 49, 51 inches.
 ⑫ Full Bust Size 46, 48, 50 inches.
 ⑬ Full Bust Size 47, 49, 51 inches.
 ⑭ Full Bust Size 48, 50 inches.
 ⑮ Full Bust Size 49, 51 inches.
 ⑯ Full Bust Size 50 inches.

COTTON-KNIT LACQUER 5.98

① For your Girdling...
 ② Full Bust Size 36, 38, 40, 42, 44, 46, 48, 50 inches.
 ③ Full Bust Size 37, 39, 41, 43, 45, 47, 49, 51 inches.
 ④ Full Bust Size 38, 40, 42, 44, 46, 48, 50 inches.
 ⑤ Full Bust Size 39, 41, 43, 45, 47, 49, 51 inches.
 ⑥ Full Bust Size 40, 42, 44, 46, 48, 50 inches.
 ⑦ Full Bust Size 41, 43, 45, 47, 49, 51 inches.
 ⑧ Full Bust Size 42, 44, 46, 48, 50 inches.
 ⑨ Full Bust Size 43, 45, 47, 49, 51 inches.
 ⑩ Full Bust Size 44, 46, 48, 50 inches.
 ⑪ Full Bust Size 45, 47, 49, 51 inches.
 ⑫ Full Bust Size 46, 48, 50 inches.
 ⑬ Full Bust Size 47, 49, 51 inches.
 ⑭ Full Bust Size 48, 50 inches.
 ⑮ Full Bust Size 49, 51 inches.
 ⑯ Full Bust Size 50 inches.

Jean Broome's Finest Quality with Colours Boning

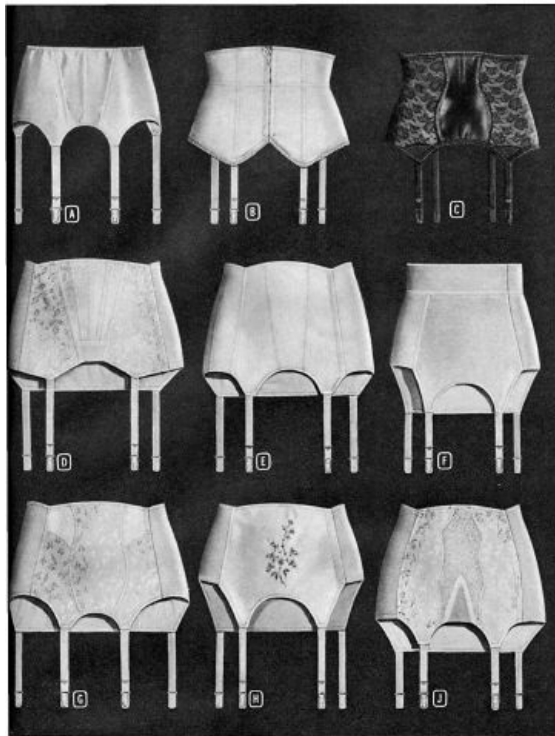
Girdles featuring boning, zippers, and "power band" control, from the Fall & Winter 1956-57 *Montgomery Ward* catalog.

Jean Broome's Finest Quality with Colours Boning

For "troublesome" figures, these well boned girdles from *Montgomery Ward* hearken back to an earlier era, featuring lacing, metal clasps, and coil wire boning.



Montgomery Ward called these "waist cinchers" or "bracelettes."



Waist whittlers with bones and elastic, from the *Montgomery Ward* 1956-57 catalog.

All-in-one flatlery
EXPERT DESIGNS TO GIVE SUPPORT BY 3 LINES.

WARD SELECTION OF CORSELETS WITH 3 TYPES OF ABDOMINAL CONTROL.

1. Multiple horizontal give abdominal control without bulk of wire bonedlike 18 and 20.
2. Lightly boned, broad front panel or wire comes lower elastic give gentle control 12 and 15.
3. Broad horizontal give firm abdominal support in figure demanding wire control 12 and 15.

PATENTED BUILD IN BIKERSHIELD 5.95

① Elastic control with an elastic front panel... ② Built up elastic body or lower back will cover back legs. All month... ③ Built up elastic body or lower back will cover back legs. All month... ④ Built up elastic body or lower back will cover back legs. All month...

EVEN PUP, 5.95 AND 6.95

⑤ Built up elastic control... ⑥ Built up elastic control... ⑦ Built up elastic control... ⑧ Built up elastic control... ⑨ Built up elastic control... ⑩ Built up elastic control...

320 WARD'S

These girdles had enough figure-shaping power that *Montgomery Ward* called them "corselets."

American Modern...
casual freedom of fashion today
for a naturally beautiful figure

Skippies
by
Formfit

Here is the girdle that suggests the shape... doesn't insist on having its own hand way with your figure. Result... a naturally beautiful line, achieved with the comfort and freedom of fashion today... American Modern. No wonder Skippies is America's favorite girdle. See why... be fitted in Skippies at your favorite store.

Formfit

MADE BY SKIPPY • 100% COTTON • 100% ELASTIC

The light touch of silencing... Skippies Girdle No. 945. White or Black Nylon elastic and with bump-stopping front panel, 29-in. waistband. (Also available as Florida No. 940 S.M.L. Co. L. 95.25. Shown with "TWO" No. 957 in cotton, \$2.50)

THE FORMFIT COMPANY • CHICAGO • NEW YORK • CANADIAN PLANT, TORONTO

178

Although this girdle appears more restrictive than many others of the era, in 1957 the makers of

Formfit promised it “doesn’t insist on having its own hard way with your figure.”



not a seam to cut you anywhere!
Silk Skin Pastie Girdle is so firm . . . so friendly . . . has no crotch seams to cut and bother, yet moulds and controls beautifully! Make the “inside-out test” and discover that only Silk Skin exclusive girdling knit is just as velvety smooth on the inside as it is on the outside—feels so good next to you. Full-fashioned . . . pre-drunk in white, also in black. Nylon elastic, \$5.95. Silk elastic, \$10.95. As shown, \$5

NOW AVAILABLE IN SILK SKIN'S SUPER CONTROL
An extra-firm knit that combines amazing support and spring-back with comfort! \$5.95

Silk Skin



SHE'S
SHE'S
SHE'S

THESE-OUT COMFORT TEST

Most girdles had slit openings to make using the restroom easier, but this 1957 ad for the Silk Skin girdle bragged about “no crotch seams.”



Lacies
by
SIMONE

FOR YOUR
JUNIOR
FIGURE

*... support
in the style
you'll love to
become
accustomed to*

At fine stores everywhere or
write for the one nearest you

Girdle No. 4265
and matching
pantie No. 4555
Nylon lace with
satin Lastex
panel and French
V waistline. Wht.
& Blk, S, M, L, XL
each about \$6.50
Matching garter belt
No. 3055 about \$3.95

Simone

THE SIMONE COMPANY, INC.
136 Madison Avenue, New York 16, N. Y.

Lace and Lastex made up many girdles of the late 50s, such as this one featured in the March 1957 issue of *Seventeen*.

NEW! FRONT ZIPPER
SLEEKETTE
 for that **SLIM** and **TRIM** appearance!



Stop twisting and straining to fasten old-fashioned back hooks. Wear clever, modern come-apart **FRONT ZIPPER Sleekette** to glorify your figure. So easy to get into—so comfortable to wear.

CONTOUR BRA lightly reinforced with foam rubber. Under-cup wire to assure uplift.

WAIST-CINCH to shape your torso from bosom to thigh.

GIRDLE that moulds your figure into new slender lines with maximum comfort.

DETACHABLE STRAPS—wear 4-ways—strapless, halter, off-the-shoulder or as a regular torsolette bra.

ZIPPER Front Opening... Easy to slip into!

Extra long front garters and long trolley garters in back.

Batiste elastic sides and back panel. Special gores on either side to give firm support with maximum control and modern freedom. Lavishly embroidered nylon or fine preshrunk broadcloth. Light as a feather. \$12.50 value for only \$7.98. Black or white in A cup 32-36, B cup 32-42, C cup 32-42.

LOW CUT BACK for HIP CONTROL



ONLY \$7.98

BROADCLOTH OR NYLON

SATISFACTION GUARANTEED

Although claiming to be modern, this 1957 Sleekette corset really hearkened back to an earlier era, with it's front clasps, long line, and shoulder straps.



Obviously, the lady doesn't know

Perma-lift's Magic Oval Pantie
CAN'T RIDE UP—EVER!

Apparently the young lady strolling on your left doesn't know that "Perma-lift's" Magic Oval Pantie "Can't Ride Up—Ever! And how can a girl relax when her girdle won't stay put. But you can be comfortable all day, in a "Perma-lift" Magic Oval Pantie. It will never ride or creep—rub or wrinkle. Be fitted today.

Pantie 3808—Nylon Power Net. In five colors. Only \$5.
 Bra 33—Circular stitched cups. In Dueton. \$3.95.

*Reg. U. S. Pat. Off. A product of A. Stein & Company, Chicago-New York-Los Angeles **Pat. No. 2,706,882



This 1957 Perma-lift ad calls it a pantie, but it's still a girdle. Made of nylon power net, the makers promised wearers would be "comfortable all day."



A lightweight girdle advertised in *Seventeen* magazine in May of 1957.

"LOVELY-ETTE"
Ideal PANTY for the OUTDOOR GIRL!



**Wear it
 Under
 Slacks,
 Shorts,
 Bathing
 Suit . . .
 for your
 Summer
 Wardrobe**

**with Removable Inner Crotch—
 so easy to wash—and**

FREE—an extra "spare" Nylon tricot crotch attached to each garment.

You'll love this dainty, smart, practical, light power net brief, with embroidered satin lastex downstretch front, 2½" waistband to hold you in. Helanca trim scalloped elastic edging feels so soft and comfortable on your legs; 4 detachable plus-lined garters. A lovely, light, slimming, comfortable brief that gives you maximum freedom and enjoyment for all activities.

Small (24-25), Medium (27-28), Large (29-30) and Extra Large (31-32) in white only. A beauty at only \$4.98.

-Send "LOVELY-ETTE Brief" C.O.D. . . . I'll pay \$4.98 plus postage.

I enclose \$4.98. YOU pay postage.

Size(Be sure to include Name & Address).

**WILCO FASHIONS, Dept. LA610F,
 35 S. Park Ave., Rockville Centre, N. Y.**

"Designed for the outdoor girl," this 1957 ad proclaimed, the Wilco panty girdle was suitable for

under bathing suits as well as for any part of the Summer wardrobe.

with the revolutionary air of American Modern...
it's comfortable figuring first...with

Skippies
Formfit

Here is the girdle that takes a long look at your figure... then proceeds to slim you gently from high waistband all the way to mid-thigh. All ease... no squeak... for a naturally beautiful look that's a Skipper's specialty. But see for yourself why Skipper's is America's favorite shape-maker... be fitted at your favorite store.

Formfit

© 1957 Formfit Company

You're naturally beautiful with Skipper's Pantie No. 85. Nylon elastic cut with heart panel and 2 1/2" in. waistband. (Also available as Girdle No. 953 S.M.L. \$1.00. Shown with "Romance" Bra No. 96 in White cotton. \$2.00)

THE FORMFIT COMPANY - CHICAGO - NEW YORK - CANADIAN PLANT, TORONTO

A 1957 Formfit girdle designed to “slim you gently from high waistband all the way to mid thigh... for a *naturally* beautiful look.”

It's not done with mirrors...
 it's done with **LEWELLA'S**
 nylon power net *Lanolinized*
TUMMY TUCKER



*miracle soft girdle
 and panty containing
 pure cosmetic
 lanolin for the
 ultimate in
 comfort and beauty*

The figure perfect girdle, made
 unobtrusively soft, always
 smooth and protects against
 irritation. Dac-A-Sepin treated
 to eliminate perspiration odors.
 Artfully styled at all times.
 100% nylon power net with
 elasticized waist and leg bands,
 fastened seams. Girdle or panty
 S, M, L, XL, white. About \$3.00.
 Bra \$11 about \$3.00.

AT LEADING DEPARTMENT
 AND SPECIALTY STORES
*Remember... Lewella fits you
 and your budget too!*

LEWEL MFG. CO., 180 MADISON AVE., NEW YORK 16, N. Y.

This 1957 Lewella's girdle was "unbelievably soft" because it contained "pure cosmetic lanolin for the ultimate in comfort and beauty."

it's true!
LEWELLA
fits you...and your budget too!



"Trim-N-Slim"
 panty brief
 in Power Net
 with removable
 crotch shield.
 S, M, L, XL. \$4.00
 Bra in A-B-C
 cups. \$1.50

AT LEADING
 DEPARTMENT
 AND SPECIALTY
 STORES

LEWEL MFG. CO., 180 MADISON AVE., NEW YORK 16

This Lewella ad appeared in the October 1957 edition of *Seventeen* magazine.

Vanishette The Latest
Figure Slimming
 "Magic Lastic Waist Band" will
INSTANTLY
Vanish 4 inches
OFF YOUR WAIST
It's Light as a Feather



In complete comfort, "Vanishette", gently but firmly trims your torso into pencil-slim lines. Made of nylon two way power knit, it can't curl, roll or pinch. No digging, sticking bones. Washes like a dream... dries in a jiffy. It's exquisitely tailored... truly a beauty to behold. Regularly \$18.00

Now **\$8.98** Black, White, Pink
 ONLY

Small (24-26), Medium (27-28), Large (29-30), Plus Sizes \$9.98
 Extra Large (31-32), XX (33-34), XXX (35-36), XXXX (37-38), XXXXX (39-40)

Send "Vanishette" C.O.D., I'll pay \$8.98 plus postage.
 I enclose \$8.98, YOU pay postage.

Size.....Color.....
 Be Sure to Include Name and Address

WILCO FASHIONS, Dept. M10N
35 S. Park Ave., Rockville Centre, N. Y.

The '50s brought back the small waist, so many girdles began advertising the ability to take "inches off your waist." This girdle was featured in the November 1957 issue of *Seventeen*.

DO YOU WANT A DREAM FIGURE?

Satin latex front and back panels combine with nylon power-net sides to mold your figure into fashion's version of the perfect womanly form.

The DREAM FIGURE ALL-IN-ONE, eliminates pinching or rolling. Has long front zipper for ease in slipping in and out. Criss-cross walk-a-way design gives freedom of movement when bending, sitting, stretching or walking. The DREAM FIGURE has wonderful "hold in" power that's comfortable and effective to properly shape your torso. No Bones about it. Makes you look slim, yet lets you feel free.



- Exciting fluid drape.
- Unbroken line from bustline to thigh.
- High bosomed bandeau.
- Gives a flat tummy, a neat back view, yet permits rounded hips.

\$5.95 pink, white or black
 (panty girdle style) \$8.50

Size	A cup	32-36
	B cup	32-42

WILCO FASHIONS, Dept. S-410-N
 35 So. Park Ave., Rockville Centre, N. Y.

Please send me "DREAM FIGURE". I want to try on approval for 10 days. If I am not completely satisfied, I may return for refund of purchase price.

I enclose \$..... You pay postage.
 Send C.O.D. I will pay postal charges.

Regular Girdle Panty Girdle Black
 White Pink

Bra Size.....Waist Size.....

Send me.....extra trotches at 49c each.

NAME.....
 ADDRESS.....
 CITY.....ZONE.....STATE.....
 (Name approx. To be sending check or money order)

To avoid bulges between the bra and girdle, many corsets were made "all in one," like this girdle from 1957.

frederick's
OF HOLLYWOOD

NOW... EXTRA HIGH UPLIFT + LOW BACK!!



#3052

MONEY BACK GUARANTEE!

By Sacony.

#3052 SWORD POINT
The most perfect sweater bra you've ever seen is designed to point up bosom glory with gloriously high points! Youthful support and comfort assured by finest quality satin Laces. Colorful daisies peek through sheer Nylon marquisette at too of bust. Peek-a-boo straps between busts. Notice especially designed low back. Perfect "all purpose" bra! White only. Sizes 32-36A, 32-38B, 32-40C cup. **\$3.95**

Send 10c for our big colorful catalogue of Hollywood's Fabulous Fashions or 25c for a year's subscription.

Pull in Those Inches... CONTROL YOURSELF!

For Capris!



#3130
#3249

#3130 SKIN TIGHT
You'll look glamorous in pants—or anything else—when you tame your hips and thighs in these light-as-a-feather skin-tight pants in Nylon Tissue Knit Power Net. Specially designed leg won't slip or ride up. Controls full 18" below waist. Hemstitched center front and back. Bow trim. One piece crotch. Hidden tabs for detachable garters. A slimmer! Black, White, Pink or Blue. Sizes 22" to 30" waist.
Just \$5.95

#3249 . . . Same as #3130 but in Rayon Power Net. White only. Same sizes.
Special Bargain. only \$3.95

Special Bargain! \$3.95

A unique girdle designed for wearing under tight pants, as seen in a 1958 issue of *Charm*.

Sensationally NEW!

O-P-E-N FRONT "All-in-One"

JUST SLIP IT ON... ZIP IT UP!




SIZES
A Cup, 32-36
B Cup, 32-42
C Cup, 34-48

At last! A figure-slimming all-in-one you can slip into as easy as a coatdress! This marvelous new two-way stretch corseletto has a full-length 20" zipper that closes the open front from very top to very bottom, to give your form the smooth unbroken line the new glamorous fashions demand. A batiste Luster inner shield gives extra stomach control. Embroidered nylon sheer bra tops, with two-ply satin under cups. White only.


\$4.98

A Wilco, zip-up girdle from 1958.

WHILE WAITING



Maternity-minded
Adjustable girdle and bra. Charms. White or black. Bra: nylon lace and lambs-weave elastic of Dacron. 32 to 38 B, 32 to 40 C. About \$6. Girdle: nylon power net, satin woven with elastic. S,M,L,XL. About \$12
Lena Brown, New York
The Maternity Shop, Boston

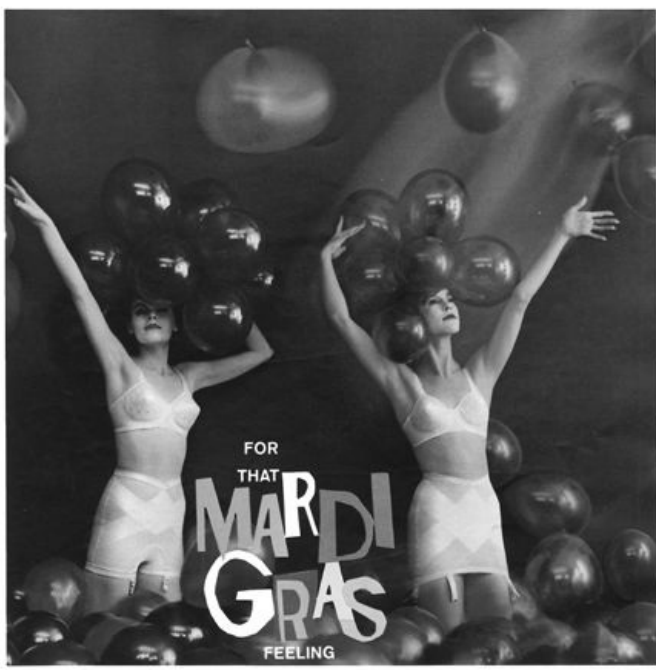


Adaptable slip
The slip with Helanca yarn inserts, that expand as you do. Lacy bodice and trim; adjustable shoulder straps. Expecta-Slip by Farris. Nylon tricot and nylon lace. 32 to 42. About \$6
Farris's, Houston
J. W. Robinson, Los Angeles
CHARM, July 1958

Victorian women wore corsets well into their pregnancies, and 1950s women often wore maternity girdles, as this 1958 girdle proves.



A Vassarette "extra long pantie girdle" made of nylon power net, from the September 1959 issue of *Ladies Home Journal*.



FOR
THAT
**MARDI
GRAS**
FEELING

What fun to frolic... and figure right in your fashions, too! **Answer** is the original design* with inner elastic bands that gently you in. Try on **Answer**. See how this boneless wonder glamorizes you.

Gossard's **answer**

Left: Answer Deb pantie
Featherweight style to put fun in function for debonair figures. Pantie with detachable garters \$8.95. Matching girdle \$7.95

Right: Original Answer girdle
Takes a couple of inches to make you even 'neath your splinter fashions. \$10.95. Matching pantie \$12.50
Bra in embroidered cotton, covered with foam rubber \$3.95

MADE IN U.S.A.
©1959, THE H. **Gossard** CO., CHICAGO

Gossard's was a popular line of women's underwear in 1959.



A "full figure" girdle with firm control from 1959 by Vassarette.



Vassarette's "all-elastic knit girdle" from 1959.



A nylon powernet pantie girdle from 1959, by Vassarette.



Vassarette's "Stay There" pantie girdle from a 1959 issue of *Ladies' Home Journal*.

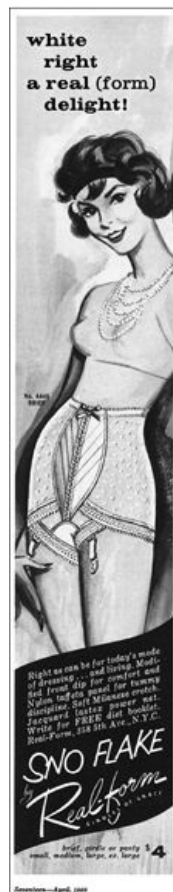
A black and white advertisement for Olga Corsetry. The main image shows a woman from the back, wearing a light-colored, adjustable waist girdle. The girdle has a thin, vertical strap down the center and a small bow at the waist. The woman is standing with her right hand on her hip and her left arm raised. The background is dark with some foliage. At the bottom of the image is a black rectangular box with the word "Olga" in a large, white, serif font, and "CORSETRY" in a smaller, white, sans-serif font below it.

Fandango girdle, adjustable waist, 16.50. For store name and free figure beauty booklet write Olga, Dept. J99, 7915 Haskell, Van Nuys, Cal.

An adjustable waist girdle by Olga. It sold for \$16.50 in 1959.



A “bare minimum” panty girdle in a “freedom loving design,” costing \$10 from Bien Jolie.



This Real-form girdle is typical of 1960, with a nylon tummy control panel and attached garters.

ONE OF
THE
NICEST
SURPRISES
IN YOUR
LIFE...



Surprise
bra and girdle

LONGLEO PANTIE - nylon lace and
powernet - removable croch shield
#391, S, M, L, XL, White — \$12.50

MATCHING LACE CONTOUR BRA
#392, A,B,C cups — \$3.50

See other styles on page
SURPRISE BRASSIERE CO., INC.
102 Madison Ave., N. Y. 17, N. Y.

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Revlon Inc. - April 6, 1957

A long line panty girdle by Surprise Brassiere Co., Inc.

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