

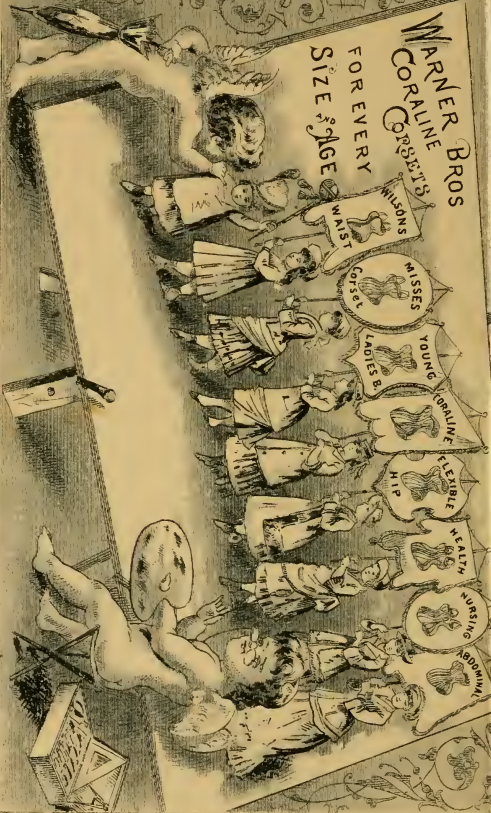
WARNER BROS.

CORALINE CORSETS



FOR SALE BY

WARNER BROS CORALINE CORSETS FOR EVERY SIZE & AGE



WILSON'S
WAIST
CORSET

MISSSES
CORSET

YOUNG
LADIES B.

CORALINE

FLEXIBLE
HIP

HEALTHY

NURSING

ABDOMINAL

WARNER BROS.
CORALINE
CORSETS

RBR
GT2073
W27
TC

Truths that it will pay you to Remember.



Cotton cord is not coraline.

Jute twine is not coraline.

Manilla cord is not coraline.

Mexican grass is not coraline.

Any twisted cord or twine is not coraline.

Coraline is sold under no name but coraline.

If any one tells you that these various cord imitations of coraline are made of the same material as Warner Bros.' coraline, they tell you an untruth.

Ask for coraline.

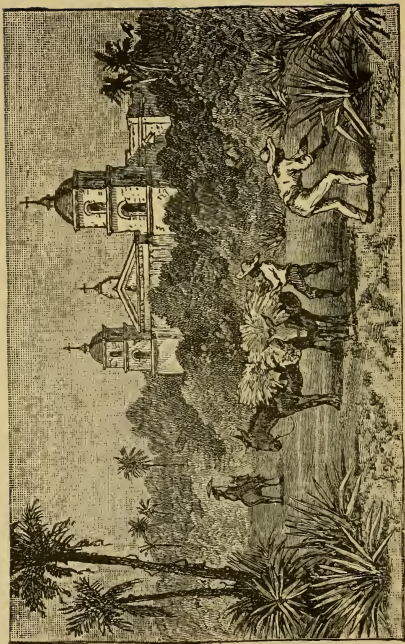
Ask for proof that it is coraline.

Ask if it is wound with thread.

Ask to see Warner Bros.' name on the box.

Ask to see the letters W. B. on the steel.

Read the following article on "What is Coraline?"



GATHERING THE MEXICAN IXTLE, OR CORALINE PLANT.

T. F. FISHER,

DEALER IN

Dry Goods & Groceries

WELLSVILLE, N. Y.

WHAT IS CORALINE ?

THE ladies who wear corsets boned with Coraline are now counted by the million, and there is accordingly a very general desire to know more about this wonderful material.

Coraline is manufactured from ixtle, a plant which grows in Mexico and some parts of South America. In general appearance, it resembles somewhat the American aloe or century plant, but its leaves are longer and more slender. Scattered through the centre of these pulpy leaves are a number of round, tough, elastic fibres like bristles, which average about two feet in length. These leaves are gathered by the natives, and in a crude manner they are pounded and bruised until these fibres are separated from the pulpy portion. This is then dried and put into bales, in which condition it is shipped to our factory. Here we go over it again, carefully hackling and combing it until we have separated all the waste material, leaving only the long and perfect fibres. These



THE WINDING MACHINE.

fibres are then fed into the winding machine and are bound by stout thread into a firm, continuous cord [see cut]. This cord, or "coraline," as it is now called, is then ready to be stitched into the corset, which is done in the same manner that ordinary cord is stitched between the folds of cloth.

[NOTE.—*There is no genuine Coraline unless wound with thread as described.*]

After the Coraline is stitched into the cloth, it passes through a tempering process by passing between heated dies. This is the most wonderful part of the invention, and it is its ability to receive a temper that makes Coraline so valuable as a stiffener for corsets. There is not more difference between soft iron and tempered steel, than between Coraline in its natural state and the same article after it has passed through this tempering process. No starch or artificial sizing of any kind is used, but it is a development of the natural elastic quality already existing in the Coraline, and this elasticity is therefore permanent. Corsets boned with cord may be so loaded with starch or glue that they will seem stiff when new, but this will disappear after a few days' use. Those stiffened with Coraline, on the other hand, grow more elastic with use. This is particularly noticeable in our bosom pads, and in the bust of the Health corsets, both of which

are stiffened with Coraline cloth. Rub these until the starch is out of the cloth, and they are much more elastic than when new.

[NOTE.—*The various cotton and manilla cord imitations of Coraline are no more to be compared with this tempered Coraline than lead with the finest tempered steel.*]

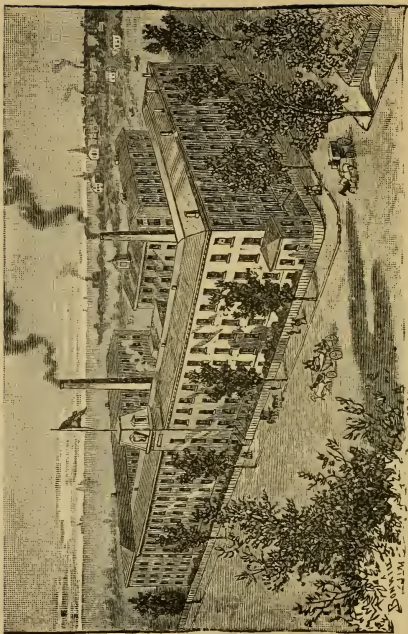
Coraline Compared with Whalebone.

THE question naturally arises “How does Coraline compare with whalebone as a stiffener for corsets?” In the first place, Coraline is more durable. The best of whalebone and horn will break, as every lady has learned to her sorrow. Coraline will not break, but will in every instance outlast the corset. So, also, Coraline will remain pliable and elastic as long as the corset is worn; while whalebone or horn will in a few days become set to the shape of the body.

But perhaps, the greatest advantage of Coraline over whalebone, is that it is more pliable and yielding to the movements of the body. The object of stiffness in a corset is not to convert the form into a rigid statue, to paralyze the action of the heart and lungs, to destroy a woman’s comfort and to ruin her health. All the benefit a corset

can give, is to afford just that degree of rigidity to the waist and chest which shall give graceful curves to the contour of the body, and enable the dress to fit smoothly. This result is much better secured by Coraline than by whalebone or horn. No lady who has ever experienced the ease, comfort, elasticity and grace of action which come from wearing a Coraline Corset, will ever return to her former instrument of torture.

The discovery and development of this remarkable invention is due wholly to the enterprising firm of Warner Brothers. The success of this firm is one of the marvels of business enterprise in this country. The two brothers who constitute the firm, I. De Ver Warner and Lucien C. Warner, are both regularly educated physicians, and previous to 1874 were engaged in the practice of their profession. The effects of badly fitting corsets upon the health of women first called their attention to this subject, and suggested to them the invention of a corset especially adapted to the wants of their lady patients. This met with so great success that they decided to extend the blessing of properly fitting corsets to the entire community ; and, giving up a large and lucrative practice, they entered the untried field of the manufacturer and merchant.



FACTORY OF WARNER BROTHERS, BRIDGEPORT, CONN.

OUR FACTORY.

THE accompanying cut is a correct representation of our factory at Bridgeport, Conn. It occupies a floor space of over two acres, is four stories high, and has a frontage on three streets of 536 feet. The upper part of the building overlooks Long Island Sound, which is less than half a mile distant. All the rooms are heated by steam, and are abundantly supplied with light and air. We employ in all about 1,200 hands, over four-fifths of whom are women. They are mostly New England girls, and very many of them know how to teach school as well as to stitch a corset. We find it is only by employing intelligent help that we can secure the superior quality of work which we demand.

The cloth which we cut into corsets in a single year, if drawn out in a continuous line, would more than extend from Boston to Chicago. The Coraline which we use in stiffening these corsets would extend over half way around the earth.

Every corset goes through the hands and under the eyes of four different inspectors before it goes into the packing-room, and any purchaser of our corsets will confer a favor by returning one which is discovered to be defective.

CAUTION!

You are cautioned against being imposed upon by any of these various cord imitations offered by dealers who wish to make large profits on inferior goods, by claiming that they have the meritorious qualities of Warner Brothers' Coraline.

Remember that all genuine Coraline Corsets bear the name of "Warner Brothers" on the bottom of the box, and the letters "W. B." on the inside of the corset steel.

The genuine Coraline Corsets give honest value and perfect satisfaction. Imitations are a fraud and are dear at any price.



\$10.00 reward will be paid for any Corsets in which the Coraline breaks with six months' ordinary wear.

There, Nellie, what did I tell you, you have just ruined that new dress under the arms because you did not have a Canfield Dress Shield.



THE CANFIELD

Patent, "Elastic Seamless"

❖ DRESS ❖ SHIELD ❖

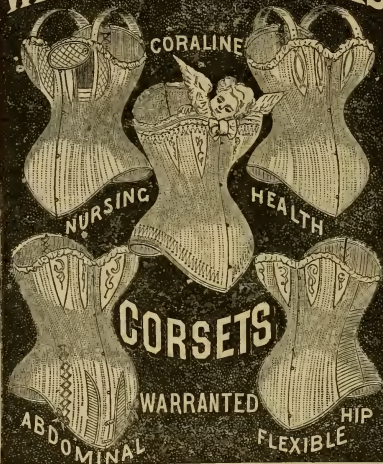
Patented in the U. S. and Europe.

This is the only **Seamless Dress Shield** manufactured. As it is composed of rubber and stockinet, it has the three-fold advantage of being elastic, water-proof, and at the same time an absorbent. It will not wrinkle upon being used, is easily shaped to the garment and has no offensive odor. All Shields with a seam are liable to chafe the person, and rip open when used. No other Shield combines so many advantages.

Beware of imitations. Use only the CANFIELD SEAMLESS DRESS SHIELD.

WARNER BROTHERS, Sole Agents.

WARNER BROTHERS



The above styles of Corsets are all boned with our celebrated "Coraline." You will be able to select from among them the Corset adapted to your wants.

We guarantee each perfect and satisfactory, or the money will be refunded.

WARNER BRO'S, NEW YORK AND CHICAGO.

DR. WARNER'S CORALINE

HEALTH
RESTORERS



ONE TRIAL

SATISFIED

ME THAT

I WANT

NO

OTHER

WARNER BROS



CORALINE

CORSETS

MANUFACTURED BY
WARNER BROS

BRIDGEPORT

CONN