

Thursday, November 30, 1911. wexcusable breval inde.



## The Bon Marche is the Sole Agent for Redjern Corsels

The fashionable woman knows that her figure is made by the corset. She may have beautiful natural lines from theartist's point of view, but she knows that her form must be modelled by the corset into the contour which is the mode.

On the boning of the fashionable corset rests the shaping power. The corset cannot take the natural figure and shape it into fashionable lines without a boning capable of the most sinuous curves.

Redfern Whalebone Corsets represent the best there is in corset designing and making.

Every part of the figure in a Redfern is relaxed. This pliancy while not due to any one feature, is largely due to the nature of the boning, which is the rarest whalebone.

There never has been a boning to supplant whalebone for fine corsets, nor is there a boning stibstitute that has the excellent lasting quality of whalebone. You may pay from $\$ 15$ to $\$ 35$ for a corset that is custom made--the trimming may please your eye, but the actual shaping and wearing do not compare with the Redfern Whalebone Corsets, which cost from $\$ 10.00$ down to $\$ 3.00$.
Closed Joday
Thanksgiving

Exira Values in all Departments Frr

