"The Art of Correct Corsetry," an interesting and instructive brochure revealing fashion facts essential to every well-informed woman, will be sent on request.

So cleverly fashioned that Madame scarcely feels its guiding presence, so luxuriously beautiful that it becomes a delightfully important requisite of every truly modish wardrobe—the Mme. Lyra Corset.

To help each woman enjoy to the fullest the style and comfort she desires, there are Mme. Lyra models for every individual type of figure. The more exclusive stores everywhere are displaying them; discriminating women everywhere are seeking the Mme. Lyra signature as an indication of corset excellence.

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