

The Gossard Girls

From 1920-1976, the H. W. Gossard Company, a Chicago-based, women's undergarment company, operated two plants in Marquette County in addition to plants all over the world. For over

half a century these local factories employed hundreds and hundreds of workers, primarily female. This program pays tribute to the "Gossard Girls" whose contributions enriched the social, political and economic history of the area.

Presented by: **Phyllis Wong**
Northern Michigan University

THE *Gossard* CORSETS "They Lace In Front"

THAT certain something you call Parisian style and women in gowns worn by French women It is the result of their exquisite artistic sense. And to the creative result of that sense, American women owe much.

To one French woman belongs the credit for designing the first truly artistic corset.

Naturally, she was an artist. A famous one—Mme. Consuello Foulde de Grasse, whose paintings adorn the salons of Paris and the most famous galleries of America.

Mme. Consuello Foulde de Grasse conceived the idea of a habit back, front lacing corset which would mold women's forms in beautiful lines—and be easy to adjust. The idea was developed by that noted French gown-maker, Mme. Margaine La Croix. This corset was called L'Irresistible. The Gossard Corset, the American counterpart of L'Irresistible—with further valuable perfections built into it

—Is pre-eminently the most fashionable corset of today.

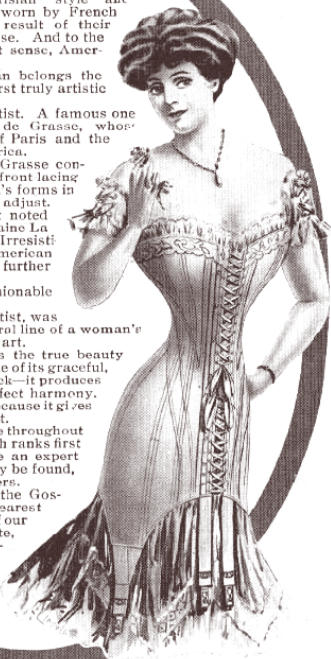
Hogarth, the famous English artist, was right when he said, that the natural line of a woman's spine is the most beautiful line of art.

The Gossard not only induces the true beauty line and the line of health, because of its graceful, smooth and supporting habit back—it produces side lines and front lines in perfect harmony.

It permits *smarter* *gowning* because it gives the modiste a better figure to fit.

Gossard Corsets are for sale throughout the country by the store which ranks first in class in every city, where an expert Gossard fitter will invariably be found, and by the best dressmakers.

Write for the name of the Gossard agent in the city nearest you, and a free copy of our charming storiette, "The Story that Babette Told," by a well known author.



The H. W. Gossard Company

Importers, Manufacturers, Retailers; Station C.10, Steinway Hall, Chicago
Factories: Belvidere, Ill., Dixon, Ill., Elkhart, Ind.



Wednesday, Feb. 29 at 7:00 p.m.

Peter White Public Library

Shiras Room

www.pwpl.info or 226-4318

no admission charge