

Description List/Text Sheet

Individual Design Support

Tamar Stone © 2008

Outside/Cover Corset:

Antique salesman sample girdle.

Machine stitched, cotton embroidered text. Lined with satin/polyester rose patterned fabric.

Height: 8 1/2" (12" including garters)

Width closed: 9" top, 11 1/2" bottom

Width open: 24" at widest edge

Interior Pages:

Cotton, satin and organza fabric.

Digital ink-jet prints on 40mm silk satin and sheer organza fabric.

Machine embroidered images on pink cotton fabric.

Machine embroidered and hand-stitched stitched pages bound with vintage negligee straps.

Page Height: 6 1/2"

Page Width: 5"

Sources (partial list):

Advertisements:

Bien Jolie Brassiere

Harness Magnetic Corset

Jackson Corset Waist

NuLife Corsets

Books/Periodicals:

The Art of Beauty, Mrs. H. R. Haweis, 1878

Corset and Underwear Review, Jan 1915, July, 1915, Feb 1922

Spencer Individually Designed Supports, 1947

The Story of the Jenysn Patent Corset booklet, 1911/1912

Title
Embroidered outside
corset front

Individual Design Support

Embroidered inside
corset

In her own mind, at least, no woman is ever just what she wants to be.
Harriet Hubbard Ayer, 1899

Book Cover

Individual Design Support [image: Female figure silhouette]

embroidered

Correct Posture

*back cover
(inside book)*

It's light, smooth, pretty and your Spencer Support gives you these 3 benefits!

1. Supports sagging abdomen in position to regain natural flatness and to enable abdominal organs to function better.
2. Guards against back-fatigue by guiding your body into restfully balanced posture.
3. Rids you of unlovely bulges, thus induce a happier mental outlooks.

Your Spencer Support will give you *what* you need *where* you need it, because we create a support especially for you. Every line is *individually designed* to solve your problem – ad yours alone. And you'll be amazed at how little your Spencer will cost.

Sheer 1

*"Women do not manage to articulate their madness:
they suffer it directly in their body"* Diane Herndl, 1993

X-ray showing position of woman's stomach.

X-ray of same woman in her Spencer. See how her stomach has been lifted. Her health improved immediately.

[image: pelvis x-ray with/without corset]

X-rays like these are *very familiar* to your family doctor.

Page 2 front

These photographs show an ordinary support and a Spencer after 6 weeks wear by the same woman.

In her own mind, at least, no woman is ever just what she wants to be.
Harriet Hubbard Ayer, 1899

*"...a corset gives to a woman the sense of being completely dressed, and thus
contributes to her peace of mind, which is beneficial"*

Dr. Lorenz, 1922

Building a corset is a science...it all depends on where the squeeze comes.

back *Dress is the second self, a dumb self, yet a most eloquent expositor of the person.*

The back... will follow the figure, but will tend toward straightness rather than curve.
The front will be straight.

The defined figure has come.

To obtain a smooth and artistic fitting dress waist she must have the proper foundation to build on, and nothing furnishes this better than a light, smooth fitting corset that conforms to every line of the body.

Page 3 front *Rests back. Supports abdomen.*

Exceedingly light, flexible, comfortable.

Designed for girls and slim women to encourage and maintain healthful posture and give smooth figure lines.

These new corsets are very welcome to the lady who is striving to regain her waistline.

These corsets tend to lend the figure a graceful in-curve at the side, while maintaining a perfectly straight front line. July, 1915

back 9 Health Promotion Points

Straightens the poise of the head.

The Corset supplies the long-felt want of a corset and surgical belt in one, and must be a great comfort and benefit to ladies suffering with abdominal and uterine troubles.

(and for reducing the figure it is invaluable.)

These Designers also create Surgical-Medical Supports for such conditions as: back derangements and following spinal, abdominal or breast operation; dropped abdominal organs, movable kidney; maternity and after childbirth; heart conditions; where abdominal support is helpful.

Sheer 4 Which of these Figures is the most like yours?

[image: Female figure silhouette with skeleton]

Proper adjustment Assures Perfect Fit and Comfort.

Page 5 front BULGING DIAPHRAGM
embroidered

back

Compels deep breathing

The secret of the success of this corset has attained lies in its perfect adaptation to the female anatomy.

Where other corsets interfere with nature by displacing or compressing vital organs, this corset gives support and aids nature to preserve Perfect Health.

After wearing this corset nearly a year I would not change it for any other make. I endured much suffering before I tried it, but now enjoy comfort. Another thing, I always feel properly dressed now. My clothes fit me nicely, which they never did before. K.P

Page 6 front

FATIGUE POSTURE

embroidered

back

Supports the Spine.

The Chest is Aided in its Healthy Development and the entire system is invigorated.

The support is light, flexible and comfortable.

The binder strap encircles the pelvic girdle, is instantly adjusted from outside (*gives quick relief from sacroiliac pain*).

Page 7 front

HIGH, FULL ABDOMEN

embroidered

back

Equalizes Weight of Body to *Normal*.

Add to the Beauty of the Figure by emphasizing the Natural Lines.

To my idea, your patent Belt is all you claim for it; it really supports the abdomen in every position, making it easy for me to get about without the heaving, dragging feeling in the abdomen, loins, and back. I find it also will reduce too prominent hips, and render the figure more graceful. Shortly put, your Corset with patent Band is a thorough success in my case, and should prove a great boon to every woman suffering as I was."

Yours very faithfully, LP

Page 8 front

PENDULOUS ABDOMEN

embroidered

back Supports abdomen without binding.

The abdomen and breast of most women waken and sag because they receive less support from the bony structure than other parts of the body.

If sagging abdominal muscles are neglected, serious displacement of organs (Ptosis) may result.

Freedom of action in stooping, bending – doing one’s housework, gardening, farming, office and industrial work, driving (*and gives restful support to abdomen, breasts and back!*).

Page 9 front FULL BACK WITH PENDULOUS BREASTS
embroidered

back Prevents internal disorders due to sagging – it puts the *bust back* where it *belongs*. Beautiful Bust and Shoulders are possible if you will wear a scientifically constructed Individual Designed Support.

The dragging weight of an unconfined bust so stretches the supporting muscles that the contour of the figure is spoiled.

Sagging breasts are a warning signal of weakened breast tissues. They impair circulation through breasts, inducing unhealthful conditions. *And they ruin the lines of even the costliest clothes!*

Page 10 front LORDOSIS POSTURE
embroidered

back Fills out hollows in the neck and chest.

This Breast Support will hold your breasts in the healthful position nature intended for good circulation and firm tone of tissues.

Breasts that are thus supported are less likely to disease.

The Perfect Figure will lose its best qualities if poor posture becomes habitual. Rounded shoulders are matched by sagging breasts; the stomach seems to protrude; Grace of Movement disappears.

Page 11 front SPREADING HIPS
embroidered

back Reduces hips without discomfort.
The curve at the hip well serve to make the back even flatter, as the additional freedom directly at the hip allows room for a more equal adjustment of the flesh.
The free hip bone is still in evidence and quite necessary for comfort to naturally slim figures.
Some time ago I was persuaded to purchase this corset. I shall never regret it. Previously I had worn ordinary corsets — trying one make after another — but they cause me so much pain and discomfort that I determined to wear simply an abdominal belt in the future. Instead, I was prevailed upon to this corset a trial, and my troubles disappeared at once. I am entirely free from pain and abdominal trouble of any kind, and the improvement in my figure is a revelation. A.G

Page 12 front ROLL OF FLESH OVER TOP OF CORSET
embroidered

back Keeps all internal organs in proper positions.
These supports are designed in one piece for those for whom they are suitable.
The light-weight inner belt is adjustable from outside the support.
The most Delightfully Satisfactory Garment that was ever invented for women.
The complacency with which a woman regards herself in the mirror when she has adjusted a bust supporter that Moulds Her Figure into Soft Curves and Perfect Proportions is a Revelation of Satisfaction that the woman herself would hardly know how to express. 1915

Sheer 13 It will Comfortably mould the figure in Authentic Line.
[image: Female figure silhouette with measurements]

Page 14 front By wearing these Perfectly Designed Corsets the most awkward figure becomes
(inside back cover) *Graceful and Elegant*, the internal organs are speedily strengthened.
Lovely clothes look lovelier on a figure beautified by a Corset.

outside back cover [image: Female figure silhouette with skeleton]
embroidered

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