



Smithsonian Institution

Archives Center - NMAH

Stylebooks: 1927-1943, Maidenform Collection

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The Maiden Form
BRASSIERE

[[image]]

The Maiden Form

BELT and BRASSIERE

The perfect combination for youth and grace. Belt of brocade or satin, gives the figure the straight youthful front line smart clothes demand, and a brassiere of net, tricot, or satin trimmed with both footing and rosebuds. Both models as dainty as they are practical.

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The Maiden Form
BRASSIERE

[[image]]

The Maiden Form
DANCE SET

Two delightful garments, exquisite in every detail of material and finish. Both are made of a beautiful lustrous quality of crepe de chine of crepe meteor, with the daintiest edgings of rosebuds and footing. They belong in the wardrobe of the fastidious dresser.

The Maiden Form
Brassiere

[[image]]

The Maiden Form

BLOOMER and BRASSIERE

Both garments of soft crepe meteor that will come up smiling from many tubbings. The brassiere daintily net lined. The bloomers tailored in front, with elastic at back. Lacings and tassels to match the pipings make them snug above the knee and very smart.



In white, flesh, peach, coral, orchid
and black.

The Maiden Form
BRASSIERE

[[image]]

The Maiden Form

BELT and BRASSIERE

Another combination that women
find irresistible--the MAIDEN FORM
Brassiere and this snugest of
girdles, which fits trimly over the
hips and has four hose supporters.
The brassiere of net, lace or silk,
lace of rosebud trimmed. The
girdle of satin and elastic.

No. 879.--Combination sanitary belt,
which saves wearing two belts, and is
dainty and neat fitting.

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