



Smithsonian Institution

Archives Center - NMAH

Stylebooks: 1927-1943, Maidenform Collection

Extracted on Mar-29-2024 12:45:16

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Curves of Youth for the

[[image]]

For Style
and Natural
Loveliness

To retain or recapture those elusive curves of youth, the graceful Maiden Form figure, which is the basis of the modern mode, wear the Maiden Form Brassiere.

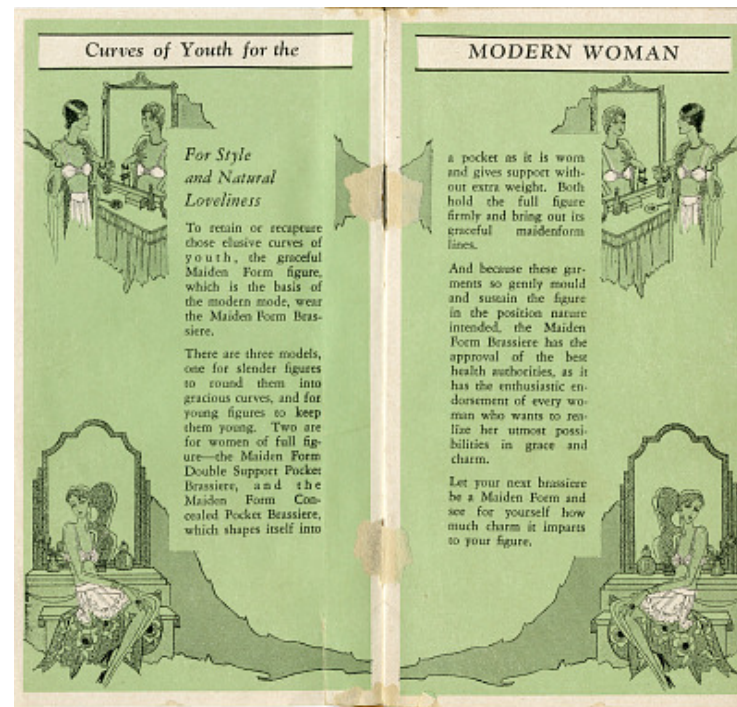
There are three models, one for slender figures to round them into gracious curves, and for young figures to keep them young. Two are for women of full figure -- the Maiden Form Double Support Pocket Brassiere, and the Maiden Form Concealed Pocket Brassiere, which shapes itself into

[[image]]
[[image]]

a pocket as it is worn and gives support without extra weight. Both hold the full figure firmly and bring out its graceful maidenform lines.

And because these garments so gently mould and sustain the figure in the position nature intended, the Maiden Form Brassiere has the approval of the best health authorities, as it has the enthusiastic endorsement of every woman who wants to realize her utmost possibilities in grace and charm.

Let your next brassiere



be a Maiden Form and
see for yourself how
much charm it imparts
to your figure.

[[image]]

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