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Archives Center - NMAH

Stylebooks: 1927-1943, Maidenform Collection

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The Maiden Form
BRASSIERE

[[image - drawing of a woman wearing the Maiden Form Brassiere]]

This universally popular garment moulds the figure into the natural, graceful curves of youth. In exquisite pastel shades and daintiest materials. Radium Silk, Crepe-de-Chine, Lace, Argyle Mesh, Double Net, Glovesilk Jersey, Trousseau Crepe and Ming Toy Crepe. Lace edging, braid edging, or rosebud trimming.

The Maiden Form
BRASSIERE

The Maiden Form
DOUBLE
SUPPORT
POCKET
BRASSIERE

For women of full figure or slender women with weak ligaments, this brassiere has a band designed to give diaphragm support. Elastic at center gently but firmly holds the figure to its natural youthful lines. Made in Pasadena Brocade, Wash Satin, Carlotta trimmed with mesh and Duroknit trimmed with brocade. Bands are 1 1/2 to 4 inches wide.

[[image]]

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