



Smithsonian Institution

Archives Center - NMAH

Stylebooks: 1927-1943, Maidenform Collection

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[[image]]

The Maiden Form
INVISIBLE
POINTED
BRASSIERE

A dainty garment for evening and daytime wear. Invisible skin colored shoulder straps and low back. The pointed effect adds unusual charm, at the same time giving perfect Maiden Form support. Elastic in center and elastic strip at back. Made in Lace, Net and Double Net. Net lined; footing edge or lace edge.

The Maiden Form
BRASSIERE

The Maiden Form
CONCEALED
POCKET
BRASSIERE

A delightful garment ideal for attaining the fashionably slender silhouette. A supporting pocket is formed as the garment is worn without the use of extra material. A strip of elastic webbing down the entire front gives firm support and gently moulds the figure. Made in Milanese, Glovesilk, Brocade, and Striped Glovesilk.

[[image]]

The Maiden Form
BRASSIERE



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