NEW Maidenform TWICE-OVER

FALL '57

fashion-ad promotion

[[image - drawing of camera and lights]]

featuring the first CIRCULAR STITCHED ELASTIC BRA
this eye opening display unit means more sales!

[[image - photograph of a display with a bra on a mannequin and packages of Maidenform bras]]

maidenform* twice-over* $3.95 elastic bra

TWICE-OVER®
FALL 4 COLOR PACKAGE PROMOTION
TWICE-OVER® made of Acetate and cotton elastic and cotton broadcloth

[[9 column table]]

style | cup | color | 32 | 34 | 36 | 38 | 40 | price
P-8531 | A | W | 3 | 4 | 3 | - | - | $27 doz.
P-8531 | B | W | 4 | 9 | 7 | 3 | 1 | $27 doz.
P-8531 | C | W | 2 | 4 | 4 | 3 | 1 | $27 doz.

4 DOZEN TO A CONTAINER... $108 per carton DIMENSIONS: HEIGHT 19 1/4" (with form 31") WIDTH 9 1/2" DEPTH 8 1/2"

Order this striking counter card, mats and layouts from our Dealer Aid Department
154 Avenue E
Bayonne, N.J.
here's Maidenform's fabulous TWICE OVER national ad schedule

<table>
<thead>
<tr>
<th>publication</th>
<th>issue</th>
<th>date on stand</th>
<th>size and color</th>
<th>circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life</td>
<td>Nov. 4</td>
<td>10/31</td>
<td>2 page spread, 1 page 4 color, 1 page B/W</td>
<td>6,000,000</td>
</tr>
<tr>
<td>Ladies' Home Journal</td>
<td>Nov.</td>
<td>10/29</td>
<td>2 page spread, 1 page 4 color, 1 page B/W</td>
<td>5,250,000</td>
</tr>
<tr>
<td>Vogue</td>
<td>Oct. 15</td>
<td>10/15</td>
<td>2 page spread, 1 page 4 color, 1 page B/W</td>
<td>392,507</td>
</tr>
<tr>
<td>Family Circle</td>
<td>Nov.</td>
<td>10/28</td>
<td>2 page spread, 1 page 4 color, 1 page B/W</td>
<td>3,837,723</td>
</tr>
</tbody>
</table>

NOW! tie-in your promotion with these special mat ads!

Look twice at TWICE-OVER the new Maidenform bra.
1. Criss-cross cut to stay more supple, stronger!
2. Elastic where elastic counts!
3. Firm cotton broadcloth where support counts!
Here's the first and only elastic bra that's firm where a bra should be firm!
One look! You see a light, fantastic elastic bra. It's flexible as you are, -
breathes as you breathe. It's cut criss-cross under the arms...keeps its
just-bought shape, feels like next to nothing on!
Another look! You see the cups are fashioned of silky cotton broadcloth,
circular-stitched to mould and hold you as you'd expect only from the
finest embroidered-cup bras! So don't put off till tomorrow what you can
put on today...new Maidenform Twice-Over!

I dreamed I posed for a fashion ad in my Maidenform bra.

Store name
57-39

Transcribed and Reviewed by Digital Volunteers
Extracted Apr-14-2020 12:49:49
The new maidenform(R) bra...

[images - front and back drawings of a women wearing a Twice-Over maidenform bra.]

firm cotton broadcloth where support counts!

smooth non-irritating criss-cross elastic cut to stay more supple, stronger!

TWICE-OVER
the first and only STITCHED CUP ELASTIC bra that's firm where a bra should be firm!
I dreamed I posed for a Fashion Ad

in my maidenform* bra

MF-1191-A  Life-November 4, 1957
  Ladies' Home Journal-November, 1957

MF-1191-B  Vogue-October 15, 1957

MF-1191-C  Family Circle-November, 1957

Transcribed and Reviewed by Digital Volunteers
Extracted Apr-14-2020 12:49:49
Look twice at TWICE-OVER** - newest maidenform* bra!

Here's the first and only elastic bra that's firm where a bra should be firm!

One look! You see a light, fantastic elastic bra. It's flexible as you are — breathes as you breathe. It's cut criss-cross under the arms — keeps it just-bought shape, feels like next to nothing on!

Another look! You see the cups are fashioned of silky cotton broadcloth, circular-stitched to mold and hold as if it were made just for you! Don't put off till tomorrow what you can put on today...new Maidenform Twice-Over!

[[image - drawing the back of woman with a bra on]]
Criss-cross cut double elastic under the arms. It's more supple and stronger, lasts much longer than ordinary elastic bras!

[[image - drawing of woman wearing a bra]]
Elastic outlines and underscores the cups, for comfort and cling where it counts. Twice-Over fits better, feels better on!

[[image - drawing of woman wearing a bra]]
Firm cotton broadcloth where support counts — in the double-stitched cups, center and straps! Keeps its shape better!

[[image - Maidenform bra package]]
34B maidenform*
TWICE-OVER 3.95
I dreamed
I posed for a fashion ad in my maidenform* bra
[[image]]
3.95
Look for this colorful package at fine stores everywhere!

NEW maidenform* TWICE-OVER
COSTUME BY SYLVAN RICH **PAT.PEND. *REG.U.S.PAT.OFF.
LEADING ELASTIC BRASSIERES
retailing at $3.95

consumer preference*

[bar graph]

maidenform* (Twice-Over) 55.8%
BRAND B 31.5%
NO PREFERENCE 12.7%

*Source: Survey conducted by Pulse, Inc. April 12-19 among women over 16 in New York • Philadelphia • Atlanta • Chicago • Kansas City • Los Angeles • Seattle • Albany • New Orleans

pricing and markup structure

maidenform* twice-over yields...43.1%
BRAND B YIELDS.....................40.0%

Cost $27.00 per doz...retail $3.95

invoice terms

maidenform* 8/10/EOM
BRAND B 2/10/EOM
The mission of the Smithsonian is the increase and diffusion of knowledge - shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world. Founded in 1846, the Smithsonian is the world's largest museum and research complex, consisting of 19 museums and galleries, the National Zoological Park, and nine research facilities. Become an active part of our mission through the Transcription Center. Together, we are discovering secrets hidden deep inside our collections that illuminate our history and our world.

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