Stylebooks: 1927-1943, Maidenform Collection

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The Maiden Form
BRASSIERE

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

The Maiden Form
DOUBLE SUPPORT POCKET
BRASSIERE

For women with full figures, or slender women with weak ligaments. In mesh, brocaded cotton, jersey, double net, crepe de chine, glove silk jersey. Self bands or bands of contrasting material. In flesh only. Footing, lace edging, or rosebud trimming. Bands, specially designed to give diaphragm support, are 1 1/2 or 4 inches wide.

The Maiden Form
BRASSIERE

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

The Maiden Form
BRASSIERE

The perfect figure moulding garment for the slender woman. In exquisite pastel shades and the daintiest materials. Rayon, plain and striped mesh, double net, crepe de chine, glove silk jersey, allover lace, trousseau crepe. Some with scalloped edgings, some lace edged, and quite a fez with dainty garlands of rosebuds.

The Maiden Form
BRASSIERE

For Style and Natural Loveliness

To retain or recapture those elusive lines of youth, the curves, grace and easy natural carriage of the Maiden Form figure, wear the Maiden Form Brassiere.

There are two models in a wide choice of materials, one for slender, one for full figures, both with the same magic youth-giving lines.
The Maiden Form Brassiere does not press or constrain the figure but gently moulds it, revealing the attractive Maiden Form curves every woman possesses.

The Maiden Form silhouette is the last word in fashion, and artistry in dress decrees it. It has the endorsement of science too, for Maiden Form support is normal and correct.

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

500

JOHANNA HEIMANN
THOMAS W. GARLAND
409-411 North Broadway
St. Louis

The Maiden Form BRASSIERE

[[image - photograph of a woman wearing a Maiden Form Brassiere]]

The Maiden Form
BRASSIERE

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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 comination that women find irresistible--the MAIDEN FORM Brassiere and this snuggest 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.
For the Modern Woman!

DEMAND THIS LABEL

The Maiden Form BRASSIERE
REG U.S PAT OFF.

“The Original Uplift Brassiere”

1928
Curves of Youth for the

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

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]]
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, Gloversilk 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.

The Maiden Form
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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.

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The Maiden Form
BELT and
BRASSIERE

Two dainty and practical garments that assure to every woman who wears them the smart youthful front line and the graceful Maiden Form silhouette. The Girdle has elastic sides and four elastic hose supporters. Daintily trimmed with lace edging at front. Brassiere of Satin or Brocade with delicate rosebud trimming.

The Maiden From
BRASSIERE

The Maiden Form TU-SOME

A Maiden Form innovation that really gives to women of full figure the natural curves of youth. The Concealed Pocket Brassiere is combined with a charming corselette for perfect diaphragm and garter support. Brocade body with Lace, Satine of Milanese brassiere. Skinner’s Satin body with Glovesilk or Satin brassiere. Body and brassiere both of Argyle Mesh.

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The Maiden Form
DECOLETTE

The ideal brassiere for wear throughout the social season. Low back for evening wear, yet giving the perfect, fashionable Maiden Form support. Can also be worn under daytime frocks. Narrow elastic strip at back; lace edge or braid edge. Made in Argyle Mesh, Ming Toy Crepe, Trosseau Crepe and Radium Silk.

The Maiden Form
BRASSIERE

The Maiden Form
NARROW BELT and BRASSIERE

This snuggest of Belts with the Maiden Form Brassiere is a delightful creation that meets every requirement of fashion and correct support. The girdle has four hose supporters. Brassiere has elastic at back. Made in Argyle Mesh, Satinise with pink or blue braid edging; Brocade or Super Net with lace edging.

The Maiden Form
BRASSIERE
No wardrobe is complete without these two delightful garments, exquisite in every detail of material and finish. Step-in of Crepe Meteor or Crepe-de-Chine with Allover Lace brassiere, Georgette with lace trimmed Georgette brassiere, Indestructible Voile Step-in with brassiere of Lace or Indestructible Voile, Lace trimmed.

A charming alliance that will delight every fastidious dresser. A form-fitting Maiden Form brassiere with a snug fitting bloomer, tailored in front, with elastic at back, and laced sides. Bloomer and brassiere both of Crepe Meteor, Satin, Crepe Satin or Charmeuse, with net footing.
The Maiden Form COMBINATION

[[image - drawing of a women wearing the Maiden Form Combination]]

The satisfying comfort of a clinging undergarment and the pleasure of Maiden Form support are happily combined in this tailored step-in with brassiere. In Ming Toy Crepe, Crepe-de-Chine, Indestructible Voile and Crepe Meteor; lace edged with lace sides and footing edged with footing sides.

The Maiden Form BRASSIERE

The Maiden Form BELT SET

[[image - drawing of a women wearing the Maiden Form Belt set]]

This is another model of th Belt Combination. Fits trimly over the hips and holds the figure to its natural youthful curves. Made with brassiere of Argyle Mesh, Satinese with pink or blue braid edging, Brocade or Super Net with lace edging.

The Maiden Form BRASSIERE
These Maiden Form Garments are Obtainable at

J. ALUFF
89-91 Osborn Street
Brooklyn, N.Y.

ENID MFG. COMPANY
245 FIFTH AVENUE, NEW YORK
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