

YOU SAW IT IN

seventeen

*I dreamed I went
to the Circus in my
maidenform bra*

I'm the Circe of the circus...the gal in the gallery
with the gala Maidenform figure! Clowns jump for joy in
the center ring—and the applause is all for my curves...
circled so smoothly, so spectacularly by circular-stitched Chansonette*!

Shown: Maidenform's Chansonette, in your favorite fabrics... from 2.00

Send for free style booklet. Maidenform, New York 16

There is a *maidenform* for every type of figure*



*REG. U. S. PAT. OFF.

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CLOWN COSTUME: TISH CADWALLADER

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*I dreamed I went
to the Flower Show* in my
maidenform[®] bra*

No shrinking violet, I! Wallflowers go green with envy
over my firm fresh uplift...and every Sweet William
in the flower-bed has lost his head over me.

Small wonder! Maidenform's Over-ture bra makes
me the American beauty the judges always pick!

Shown: Maidenform's Over-ture*; in acetate satin,
broadcloth, nylon lace and taffeta...from 1.75.

There is a *maidenform* for every type of figure*.

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*REG. U. S. PAT. OFF. ©1953 MAIDENFORM BRASSIERE CO., INC. SKIRT: JULIE LYNNE CHARLOT