

as seen in

The New York Times Magazine

*I dreamed I won the
Academy Award in my
maidenform bra*

I'm the brightest star in cinema circles...
the leading figure among filmland's dream
girls. With Maidenform's Etude bra in the
supporting role, mine is the best-rounded
performance of the year.

Shown: Maidenform's Etude* in white broadcloth
or nylon taffeta, from 2.00. For the small
bosomed figure Etude Minot, the same dream
styling with built in padding...from 3.00

