

I dreamed I was
a lady editor in my
maidenform bra



Pamper your figure with
Maidenform's dreamy **Allo-ette**

You've never had such an exciting lift! Allo-ette moulds your figure firmly, surely, upward... emphasizes the natural loveliness of your lines. Come try it on... see how truly your figure becomes a fashion figure in Allo-ette*!

In your favorite fabrics in a large variety of colors... from 2.00.

STORE NAME

MF-261A — 300 lines

I dreamed I was Cinderella
in my *maidenform bra*



It's the strapless bra come true
Maidenform's **Maidenette Strapless**

Maidenform plays fairy godmother to your curves, gives them the lift you've dreamed of with the new Maidenette* Strapless! And all in comfort too. Come in and discover its flattering figure magic. It's yours in white or black in your favorite fabrics... from 2.00.

STORE NAME

MF-262A — 300 lines

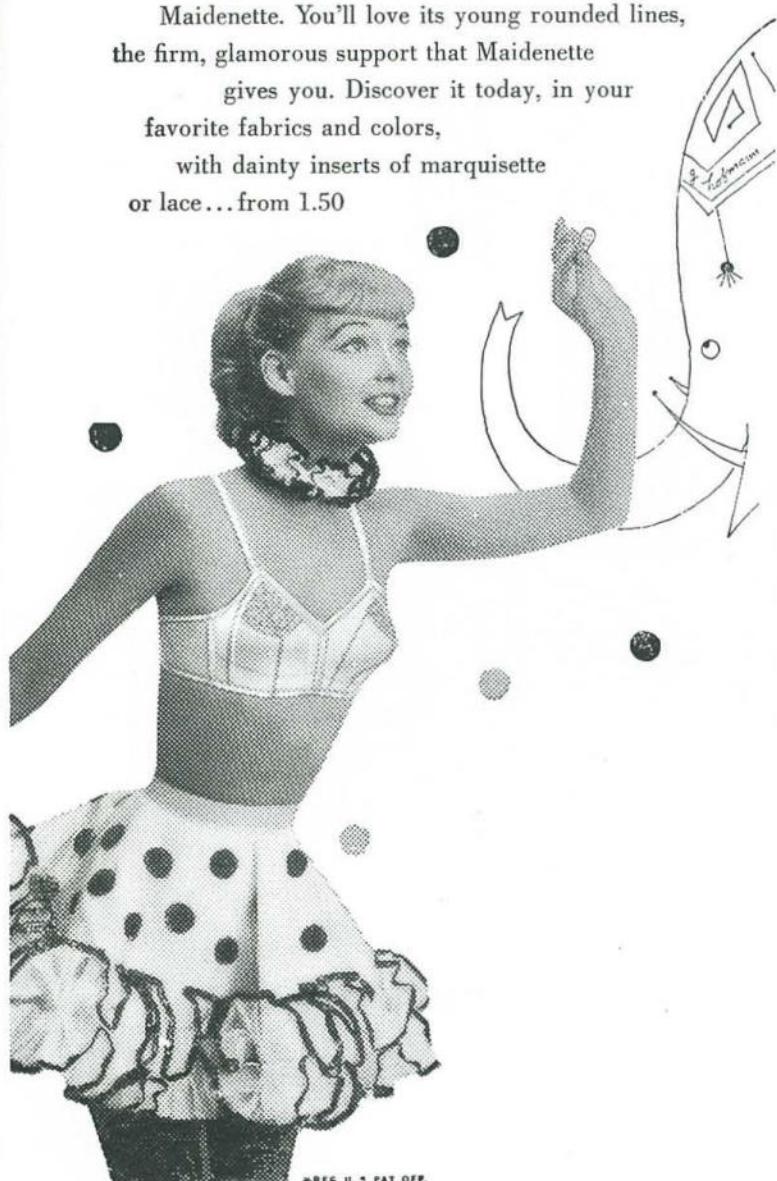
REG. U. S. PAT. OFF.

[1951]

I dreamed I joined
the circus in my
maidenform bra

Your figure stars in Maidenform's Maidenette* Bra

You're a miracle of control . . .
breathtakingly poised, daringly lifted in world-famous
Maidenette. You'll love its young rounded lines,
the firm, glamorous support that Maidenette
gives you. Discover it today, in your
favorite fabrics and colors,
with dainty inserts of marquisette
or lace... from 1.50



MF-393 — 246 lines

[1952]

I dreamed I got caught
in the rain in my
maidenform bra



showers of compliments
in *maidenform's over-ture bra*

That appealingly pretty figure you've always
dreamed of—it's yours in Maidenform's Over-ture.
Come in and see for yourself the sweet young
uplift, the firm support it gives your curves. And
marvel at the added zest and silhouette-smartness
it gives every costume you own! Choose your
Over-ture* in your favorite fabric and color...
from 1.75

store name

*REG. U. S. PAT. OFF.

MF-264A — 300 lines

[1951]

**Use these Advertisements
and see why Maidenform's Dreams
are the largest-selling bras on earth!**

*
For the most heavenly figures on earth...

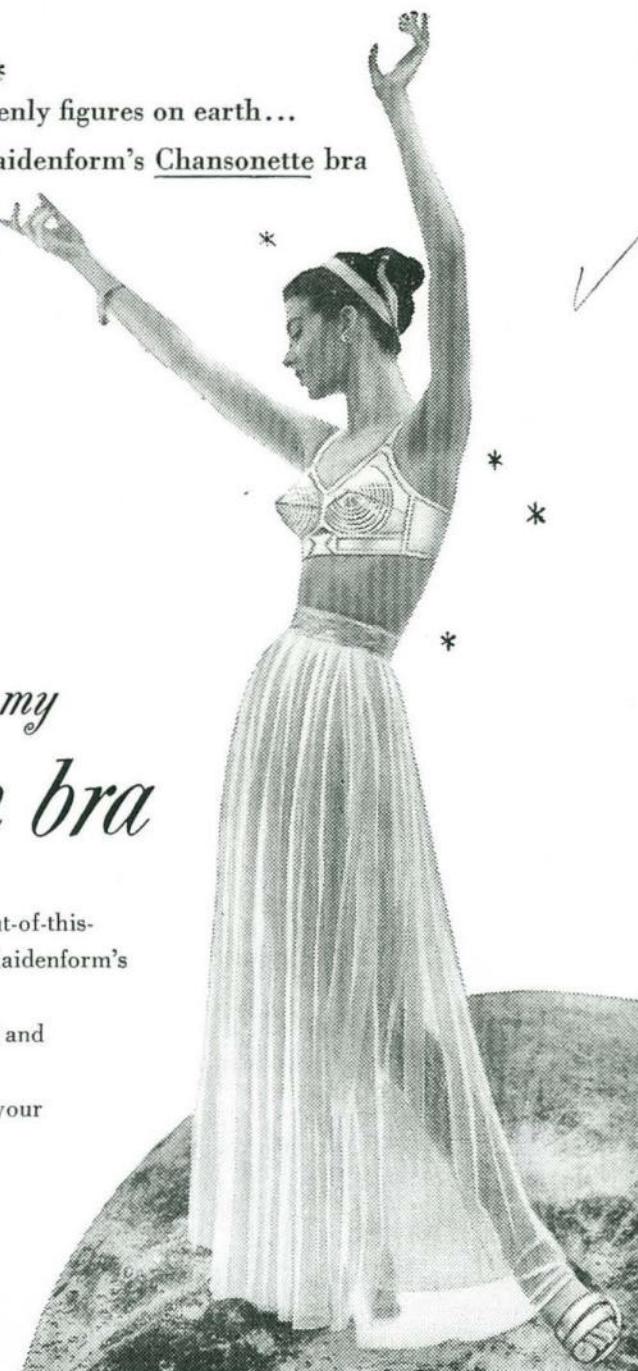
Maidenform's Chansonette bra

*I dreamed I lived
on the moon in my
maidenform bra*

This moon-goddess look . . . this out-of-this-world flattery—it's yours with Maidenform's wonderfully rounded Chansonette* bra.

Designed to give superb support and uplift, circular-stitched to accentuate those precious curves of yours! Choose your Chansonette in white broadcloth, satin, or nylon marquisette and sheer; cup sizes...from 2.00

STORE NAME



*REG. U. S. PAT. OFF.

MF-181C — 300 lines

[1950]



*I dreamed I danced
a ballet in my
maidenform bra*

Your figure's in the spotlight
in Maidenform's Allo-ette

Cheers, applause, bravos for your lovely Allo-ette* figure—nothing but the star performance of this Maidenform* dream bra will suit you! The way it fits and flatters, the inspired uplift it gives you...you're in truly beautiful form. Choose your Allo-ette in any number of wonderful fabrics and colors, sizes 32 to 42...from 2.00

STORE NAME

*REG U.S. PAT. OFF.

There is a Maiden Form for every type of figure!

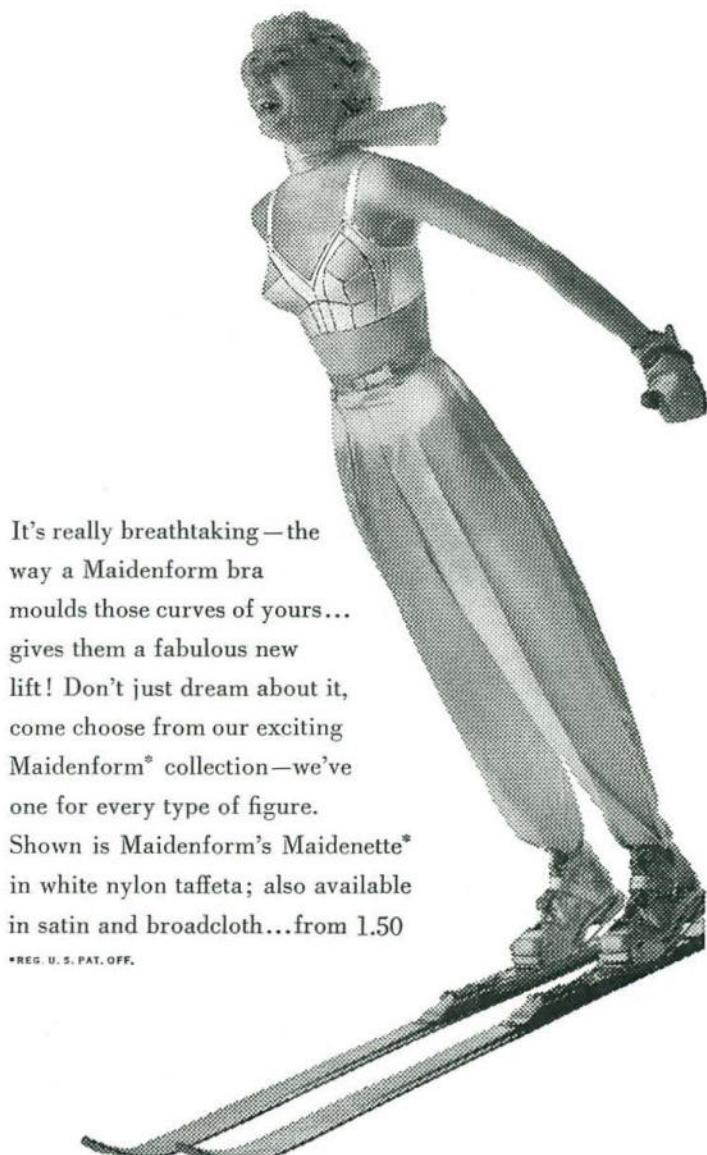
MF-235 — 300 lines

[1950]

*I dreamed I went skiing in my
maidenform bra*

It's really breathtaking—the way a Maidenform bra moulds those curves of yours... gives them a fabulous new lift! Don't just dream about it, come choose from our exciting Maidenform* collection—we've one for every type of figure. Shown is Maidenform's Maidenette* in white nylon taffeta; also available in satin and broadcloth...from 1.50

*REG U.S. PAT. OFF.



STORE NAME

MF-240 — 256 lines

[1951]

I dreamed I broke the bank
at Monte Carlo in my

*maidenform*bra*



Win a fabulously lovely figure
in Maidenform's **Chansonette Bra**

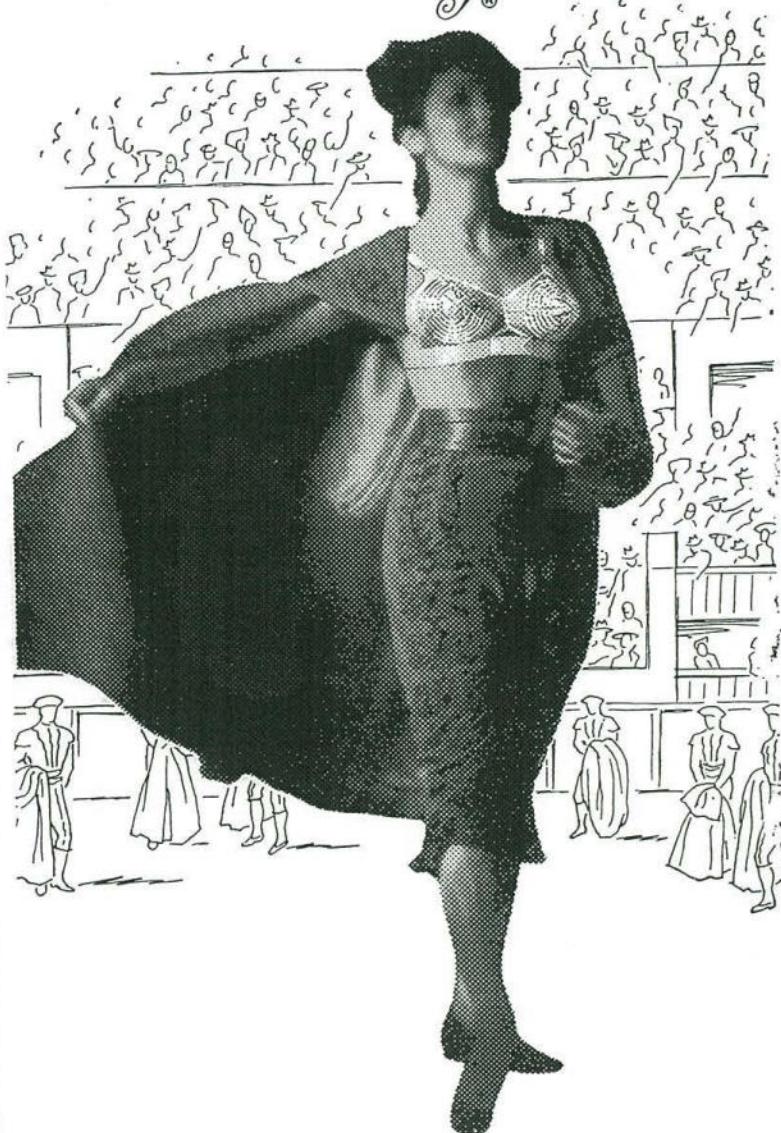
Want to look like a million... without knocking your budget for a loop? Just ask for Maidenform's Chansonette*, and a fabulous figure is yours for a trifle! Circular stitching rounds your curves beautifully, supports you in superb style. And a spoked center design gives wonderful accentuation! Come in today—choose your Chansonette in your favorite fabrics. In cup sizes... from 2.00.

REG. U. S. PAT. OFF.

STORE NAME

MF-258A — 300 lines

I dreamed I was a
Toreador in my
maidenform bra



from Town Name to Mexico City
the dreamiest figures
wear Maidenform's **Chansonette**

You're in perfect form always—in Maidenform's Chansonette. Chansonette's circular stitching rounds you as nothing else will! Exclusive spoked-center design really defines your curves. And oh—what an inspired uplift! Hurry in, you owe it to your figure. Select your Chansonette* in your favorite fabric...from 2.00.

STORE NAME

REG. U. S. PAT. OFF.

MF-259A — 300 lines

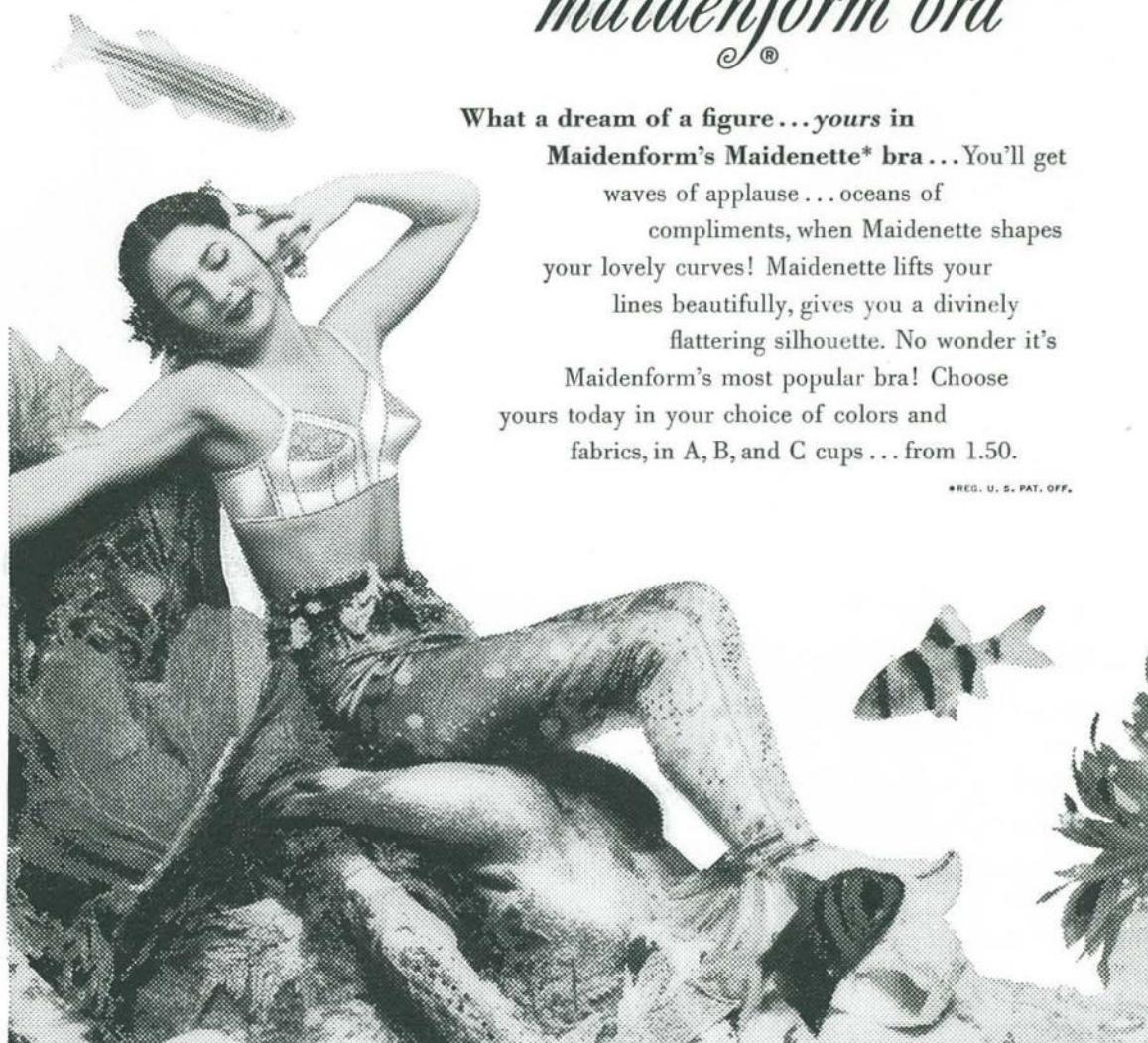
[1951]

[1951]

Your customers
are dreaming of the figures
they'll have
in Maidenform Bras

Store Name

I dreamed I was a mermaid in my
maidenform bra
®



MF-333 — 300 lines

What a dream of a figure...yours in
Maidenform's Maidenette* bra... You'll get
waves of applause... oceans of
compliments, when Maidenette shapes
your lovely curves! Maidenette lifts your
lines beautifully, gives you a divinely
flattering silhouette. No wonder it's
Maidenform's most popular bra! Choose
yours today in your choice of colors and
fabrics, in A, B, and C cups... from 1.50.

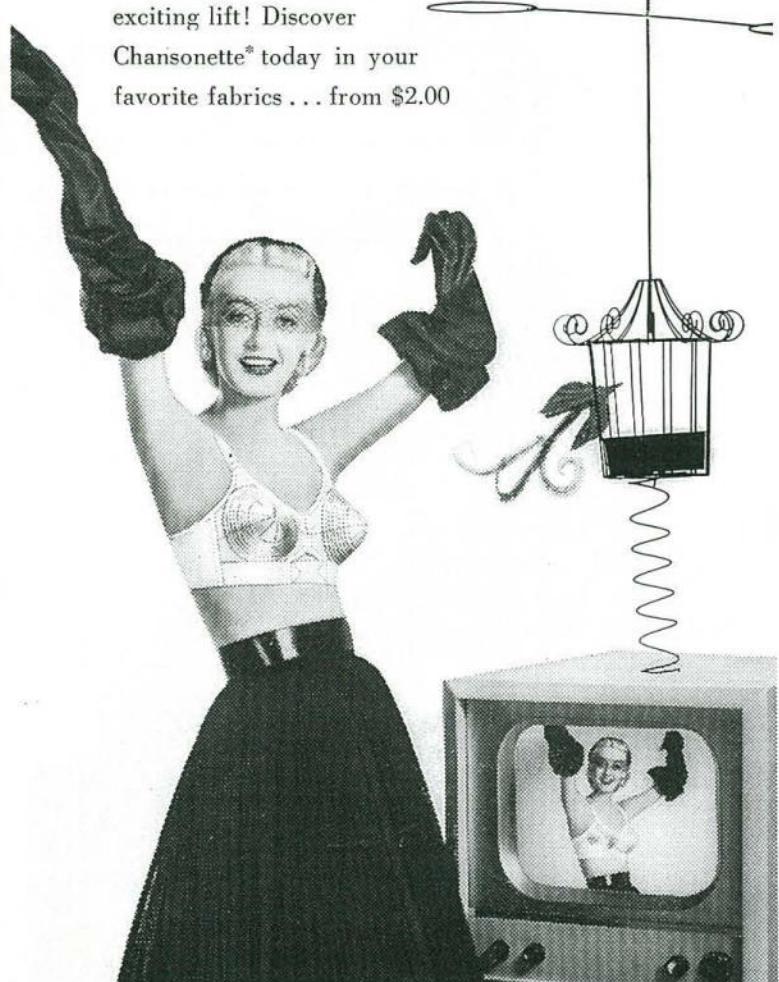
*REG. U. S. PAT. OFF.

[1951]

I dreamed I starred on television in my
maidenform bra
®

Leading ladies' choice...
Maidenform's Chansonette Bra

Your figure can have dreamy lines, too!
Chansonette's circular stitching rounds your
curves superbly—with spoked center
cups giving just the accentuation
you want. And oh, what an
exciting lift! Discover
Chansonette* today in your
favorite fabrics... from \$2.00



STORE NAME

*REG. U. S. PAT. OFF.

MF-362 — 246 lines



I dreamed I was an artist in my
maidenform bra
®

The masterpiece is your figure in Maidenform's
Over-ture* bra. See the beauty of line, of form, of listed
curves—that can be yours with Maidenform's
Over-ture. It's a dream of a bra! Artful darts give
excellent figure definition, and Over-ture's undercup
stitching supports you fabulously! You must
try it. In your favorite colors and fabrics... from 1.75.

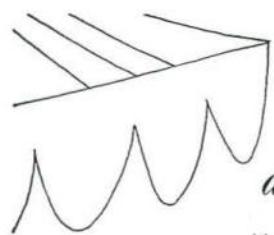
*Reg. U. S. Pat. Off.

Store Name

MF-349 — 246 lines

[1951]

[1952]



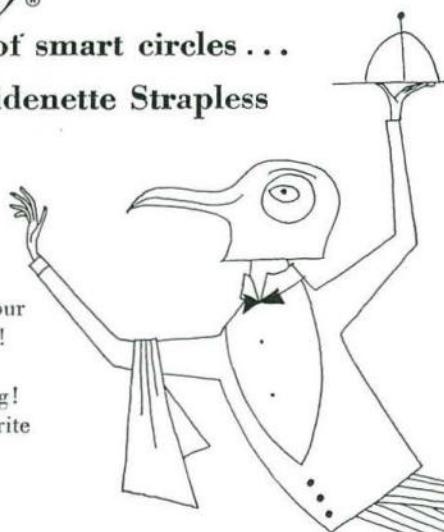
*I dreamed I stopped
at a Sidewalk Cafe in my
maidenform bra*

The toast of smart circles . . .

Maidenform's Maidenette Strapless

On dreamy summer days and nights . . . the perfect bra for your bare-look fashions! Maidenette* Strapless gives your figure exciting roundness, clasps your curves firmly in its embrace! And it's so comfortable, so uplifted . . . so superbly fitting! White or black in your favorite fabrics . . . from 2.00

*REG. U. S. PAT. OFF.



MF-396 — 246 lines

*I dreamed I rode a streetcar
in my maidenform bra*

**Most exciting lift in town . . .
Maidenform's ALLO-ETTE**

What keeps your figure on the right track? Maidenform's Allo-ette*, of course. You'll never transfer, because no other bra accentuates so beautifully, gives you such fabulous curves. Favorite fabrics and colors . . . from 2.00.

*REG. U. S. PAT. OFF.



store name

MF-468A — 246 lines

Helpful Information

Any mat, whether for a complete ad or a single element, is merely a faithful mold of a printing plate. Your newspaper uses it as a simple cast in molding the metal for your ad, and adds other elements, such as your name and address, by setting additional type to fit the available space.

Your newspaper can use as little or as much of a mat as you specify. Never cut into a mat, just indicate on its proof which parts are desired for reproduction.

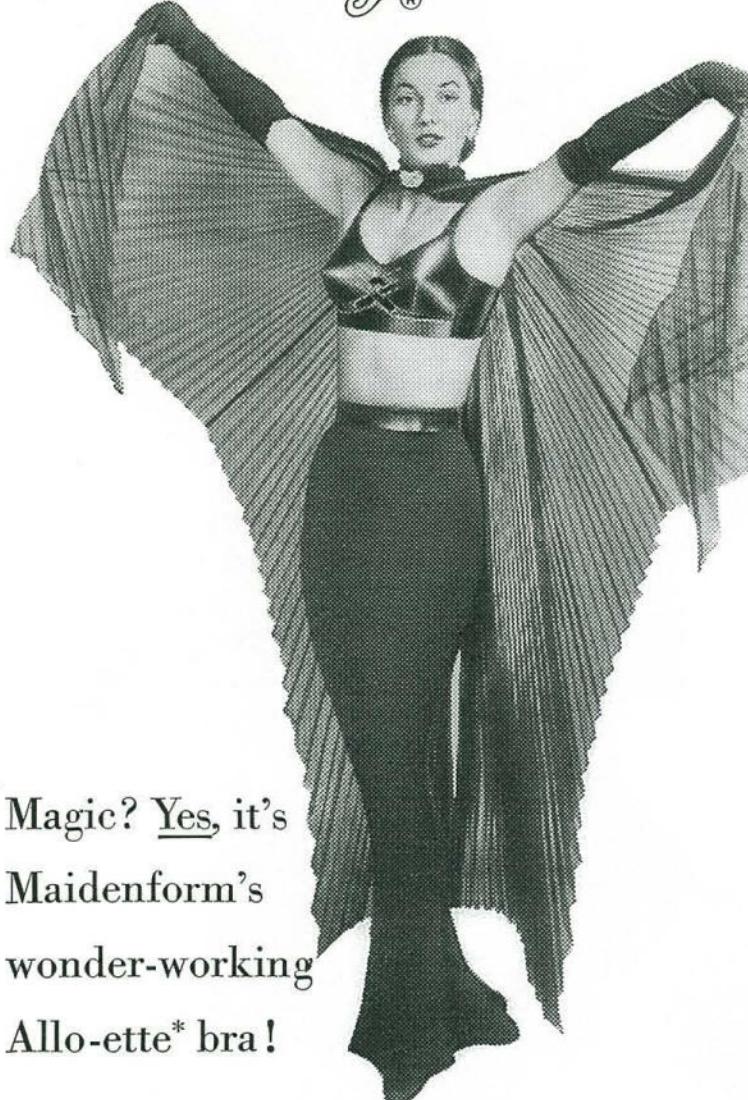
Maidenform's mats are of the highest quality available . . . can be used many times . . . good reason for keeping them intact.

Order the Maidenform Mats you want for your store's promotions by using the convenient check lists on the following pages. Simply check the mats you want, fill in your name and address, and send the list to Maidenform.

**Every Woman's Dreams
give you Perfect Sales Themes!**

I dreamed I was bewitching in my

maidenform ^{*} *bra* [®]



Magic? Yes, it's
Maidenform's
wonder-working
Allo-et* bra!

The things it does for your curves! Lifts them,
accentuates them, gives really superb figure separation.
Allo-et's firm, figure-molding support is the most
effective witchery we know of! Try it today. In your
favorite fabrics and colors... from 2.00.

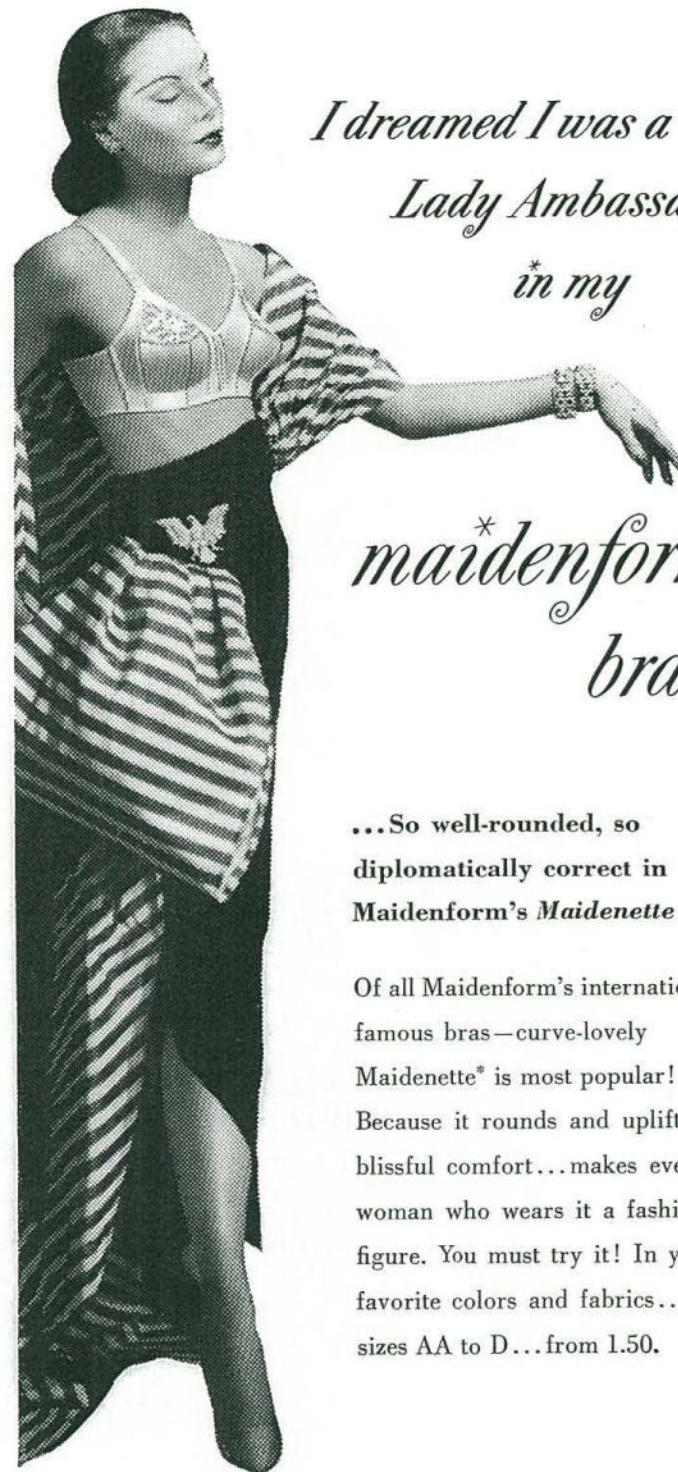
store name

MF-360 — 246 lines

•REG. U. S. PAT. OFF.

*I dreamed I was a
Lady Ambassador
in my*

maidenform ^{*} *bra* [®]



...So well-rounded, so
diplomatically correct in
Maidenform's *Maidenette bra*

Of all Maidenform's internationally
famous bras—curve-lovely
Maidenette* is most popular! Why?
Because it rounds and uplifts in
blissful comfort...makes every
woman who wears it a fashionable
figure. You must try it! In your
favorite colors and fabrics...cup
sizes AA to D...from 1.50.

STORE NAME

MF-361 — 246 lines

•REG. U. S. PAT. OFF.

19527

*I dreamed I had
a screen test in my
maidenform bra*

"Lights! Camera! Action! I never felt so like a star... and all because my Maidenform* bra plays my best supporting role! See why Maidenform and I make a rave-notice picture? See why Maidenform is your dream bra come true!"

Shown: New 3-way Maidenette-Declatay.* Wear it with straps, without straps, with straps tied halter-fashion—and always decollete. White nylon sheer and marquisette, 3.00... just one of our vast collection.

There is a *Maiden Form* for every type of figure.



store name

*Reg. U. S. Pat. Off.

MF-117V — 246 lines

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

**Win a fabulous figure in
Maidenform's new ETUDE BRA**

Who needs a racing form! Maidenform's new Etude* makes your own form the top favorite, puts your figure out front with the loveliest curves! Tic-tac-toe stitching gives a full, rounded look to your contours, emphasizes their natural shapeliness. In broadcloth and nylon taffeta... from 2.00.

REG. U. S. PAT. OFF.



store name

MF-395 — 246 lines

[1952]