



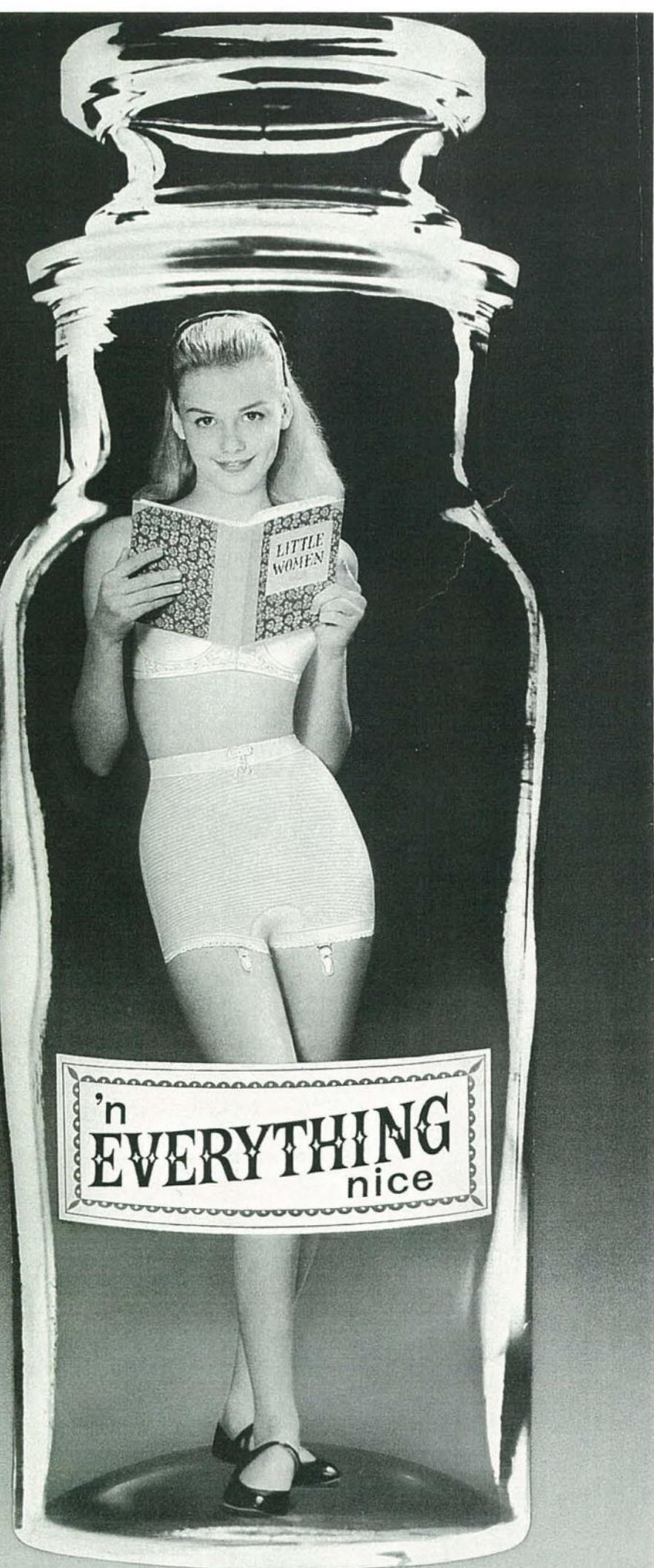
SUGAR

SPICE

I dreamed I was sugar and spice in my
maidenform® bra

Mmmm—what a confection! My figure's *perfection* in **UNDERTONE***, a honey of a bra that rounds out my curves so sweetly, so *neatly*! And since variety is the you-know-what of life, Maidenform does **UNDERTONE** in *two* delicious versions: Regular (1.50) and Pre-Shaped (\$2) with a secret lining of light foam rubber, to add gentle new curves you'd swear were *all you!* Embroidered cotton broadcloth. AA, A and B cups.

* REG. U. S. PAT. OFF. ©1960 MAIDEN FORM BRASSIERE CO., INC. NEW YORK 16, N. Y.



... and everything nice in my *maidenform* *girdle*

Sweetness and light lacy elastic—that's what CURTSY* is made of! Add a portion (*not a pinch*) of curve-control, and you have the formula for a *fabulous* figure! Girdle or pantie, XS, S, M, L, 3.95. Machine washable, too!

*REG. U. S. PAT. OFF. ©1960 MAIDEN FORM BRASSIERE CO., INC. NEW YORK 16, N. Y.

What can teen-agers do to help make the UN work?

Those who were born in the same year that saw the birth of the United Nations are now fourteen years old, but younger or older, all youth is facing the same challenge of working for a better understanding among peoples in the atomic and space age. The concept of a world forum to which nations could turn for peace, justice and order is an important element in our modern political thinking and international political structure.

For a student today, this concept constitutes the very climate in which he is born. He must know the community in which he is maturing, for as a citizen he will receive stability from it and in turn will be required to serve it, for the common good.

A student should find the United Nations an exhilarating study, for such an organization is founded on the noblest dreams, the highest aspirations of man, to which youth can bring purity, vitality and courage.

Can the UN ever give us a world without fear?

In two respects, at least, I think our hope of progress toward achieving the purposes to which we are committed is better founded than that of past generations. Therefore, our responsibility is also greater. Those before us did not possess the instrument of the United Nations. It is imperfect and experimental and it was born of extreme necessity. Nevertheless, it is a significant step toward a better organization of human society. We know also that the unprecedented advances in knowledge of our generation have confronted mankind both with its greatest danger and its greatest opportunity.

Has the UN brought us closer to a world without fear?

The main direction of the work of the United Nations indicates the path which the world must follow in order to preserve past achievements and lay a basis for a happier future.

Service of the United Nations, guided by the principles of the Charter, is profoundly meaningful—whether it bears immediate fruit or not. If it paves one more inch of the road ahead, one is more than rewarded by what is achieved.

How much strength does the UN have?

The Organization has not been able, always and fully, to master the great difficulties it has had to face. But it should in justice be said that it has paved the way for peaceful solutions of most of the conflicts on which it has been called upon to try its strength. Although it is a new venture, with possibilities only partly explored, it has justified the hopes of those who have served it. It may pave the way for a future structure of international life with the greater authority which, I believe, one day must come.

I dreamed
Paris
was at
my feet...
in my
maidenform
bra



New Dec-La-Tay* plunges in front.

Dips low in back.

Straps stretch smoothly over
shoulders. French blue,
white, and black. A, B, C cups, 5.00.

*Reg. U. S. Pat. Off. ©1964

by Maidenform, Inc., makers of bras, girdles,
swimwear and active sportswear.

I dreamed
I switched on
the stars
...in my
maidenform
bra

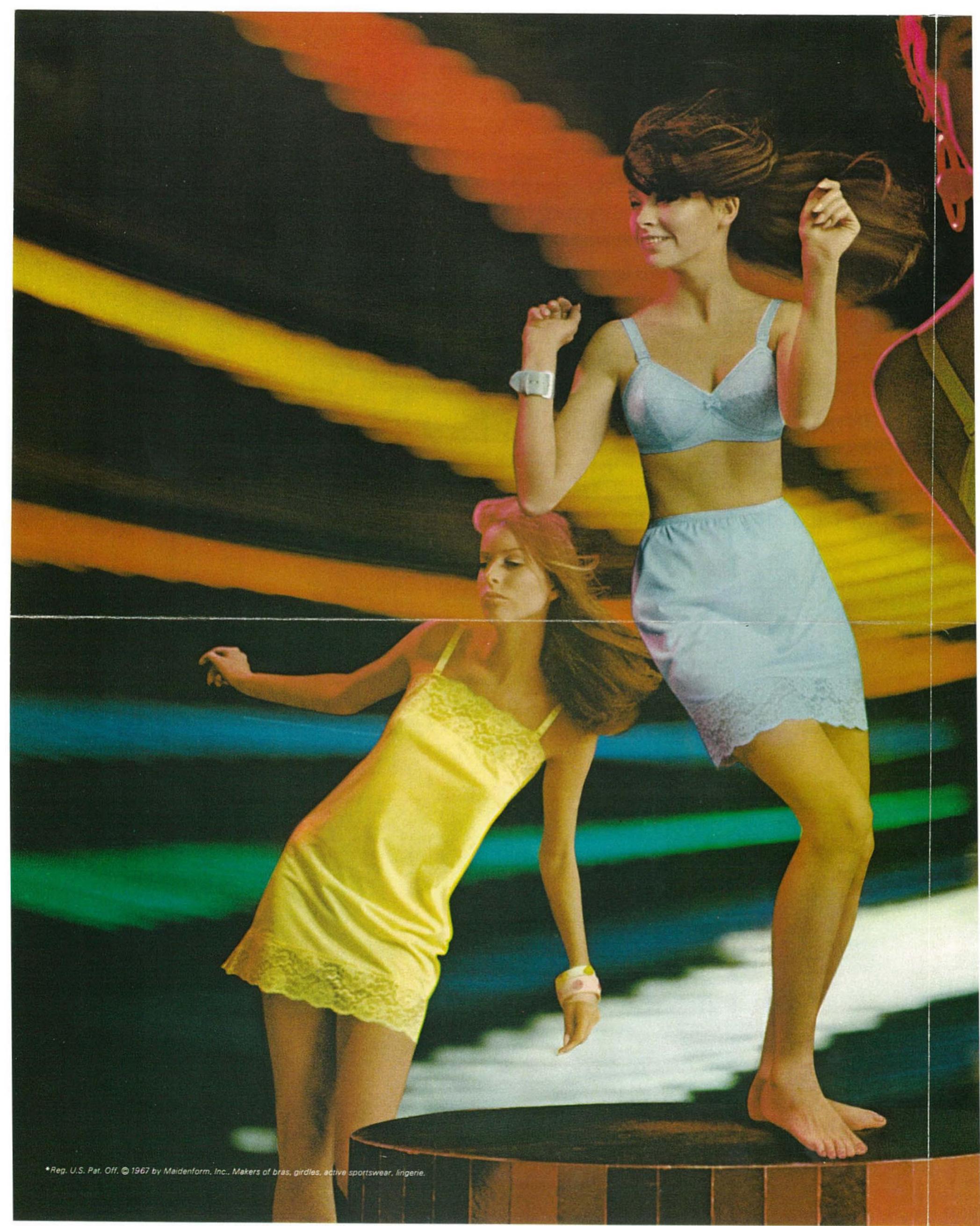
This is the dream you can be—
with Maidenform's* new 'Introduction.'*

Gently shaped cups, frosted with
dainty lace. Sizes 28 to 36 AA cup.

30 to 36 A cup. 2.00.

*Reg. U.S. Pat. Off. © 1965 by
Maidenform Inc., makers of bras,
girdles, active sportswear.





*Reg. U.S. Pat. Off. © 1967 by Maidenform, Inc., Makers of bras, girdles, active sportswear, lingerie.



I dreamed I had
a mod mod world
on a string

in my
maidenform
confections

My new Confection® collection
really turns me on! First, the
prettiest pantie-girdle with
LYCRA® to slim and trim. To
match, my low, lacy Confection
bra with whisper-thin Fiberfill . . .
a silky chemise slip and bikini
all in tricot of 100% ANTRON®
nylon edged in lace . . . In 6 heavenly colors: Pink, Blue,
Lemon Yellow, Pearl Beige, Black, White.

Bra (All nylon lace: Broadcloth "Dacron" polyester,
nylon, cotton) \$3.00 • Girdle (Power Net elastic:
nylon, "Lycra" spandex, exclusive of decoration) \$6.00 •
Demi-Petti \$4.00, Chemise \$6.00, Bikini \$2.50,
(all of "Antron" nylon, exclusive of decoration)



Maidenform® Magazine Advertising

Fall 1967

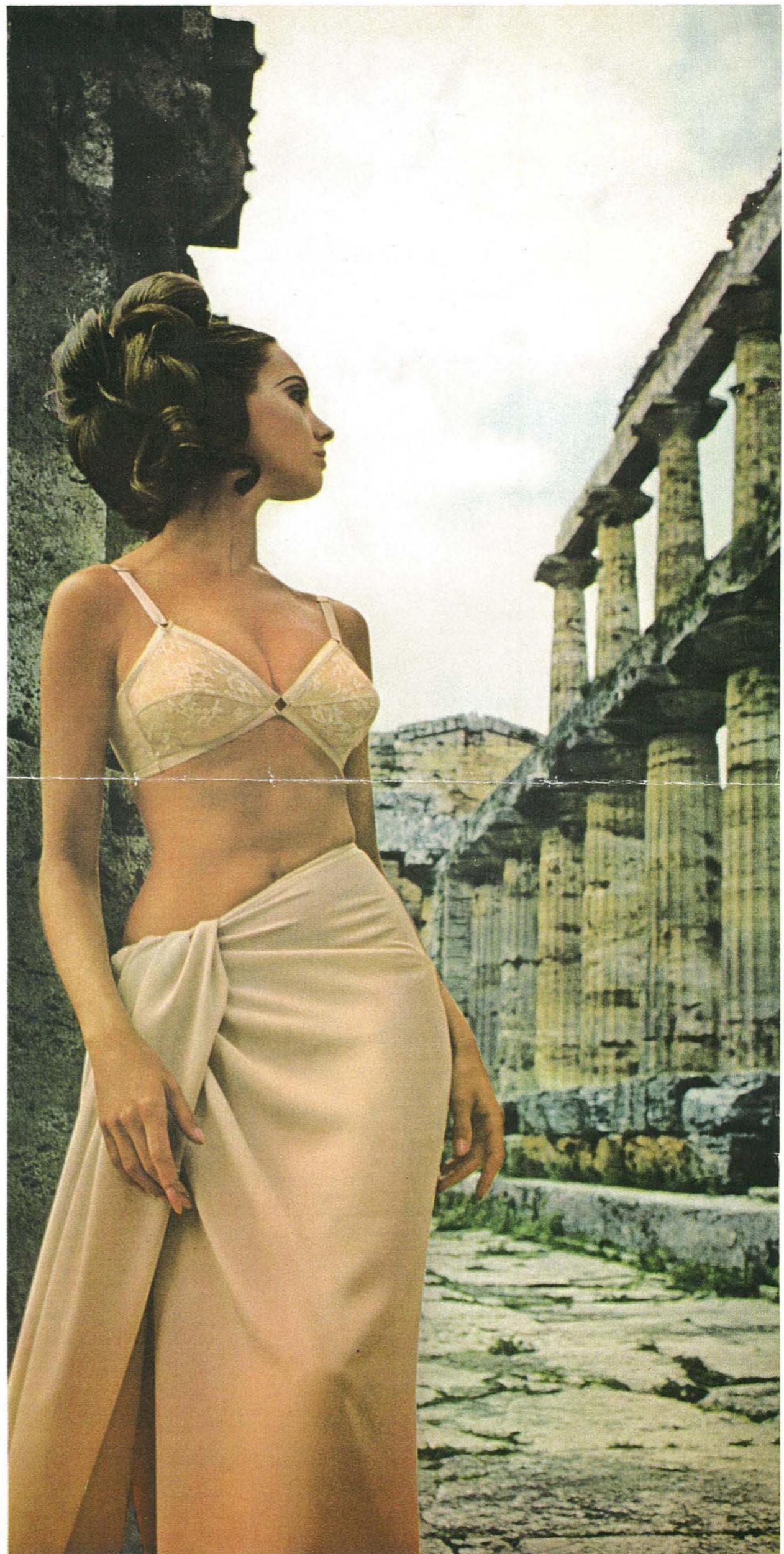
A. DELECTABLE® COORDINATES (4-Color Dream Ad) (70,514,000 READERS)

PUBLICATION	ISSUE	ON STAND
GLAMOUR	OCTOBER	SEPT. 20
MADEMOISELLE	OCTOBER	SEPT. 27
REDBOOK	NOVEMBER	OCT. 21
VOGUE	NOVEMBER 1	NOV. 1
HARPER'S BAZAAR	NOVEMBER	NOV. 1
N.Y. TIMES	OCTOBER 22	OCT. 22
McCALL'S	NOVEMBER	OCT. 21
LADIES' HOME JOURNAL	OCTOBER	SEPT. 25
GOOD HOUSEKEEPING	NOVEMBER	OCT. 24

B. CONFECTION® COORDINATES (4-Color Dream Ad) (50,252,000 READERS)

SEVENTEEN	AUGUST	AUG. 1
INGENUE	AUGUST	JUL. 24
	NOVEMBER	OCT. 24
GLAMOUR	AUGUST	JUL. 20
MADEMOISELLE	AUGUST	JUL. 29
COSMOPOLITAN	SEPTEMBER	AUG. 25
REDBOOK	SEPTEMBER	AUG. 21
VOGUE	OCTOBER 1	OCT. 1
HARPER'S BAZAAR	OCTOBER	OCT. 1
N.Y. TIMES	AUGUST 27	AUG. 27
PHOTOPLAY	OCTOBER	SEPT. 7
TRUE STORY	OCTOBER	SEPT. 7

I dreamed
I was
a classic beauty
...in my
maidenform
bra



This is the dream you can be—with
Maidenform's* new 'Sweet Nothing'* bra.

In shy nude lace, with a smooth
sweep of stretch across the back. A-B-C cups.

Also available with fiberfill contouring.
A-B cups. All in Nude, White, or Black. 5.00.

*Reg. U.S. Pat. Off. © 1965 by
Maidenform Inc., makers of bras,
girdles, active sportswear.

Photographed at the Temple of Neptune, Paestum, Italy.