



In the whole wide world . . . only

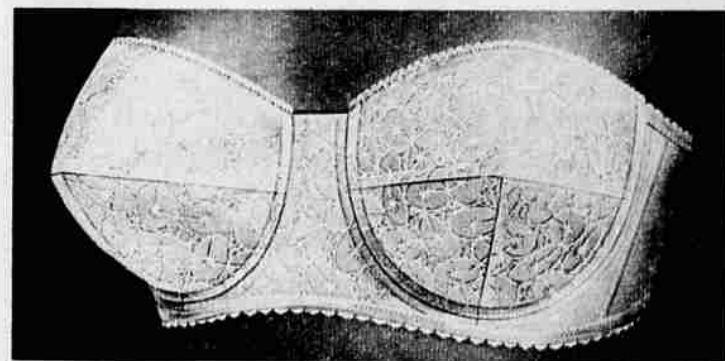
NEW

*playtex*TM

MAGIC CLINGTM

STRAPLESS BRA

has revolutionary new clinging back that stays in place as no other strapless can! Gives you an inch higher uplift . . . and in Heavenly Comfort too!



Stretch . . . reach . . . bend . . . do what you will . . . the back can't slip so the front stays up. Gives you a full inch higher uplift than any other strapless. The reason?

A new *kind* of elastic back, made of Anoset*.

Clings gently to your skin. Simply *can't* slide down, ride up. Divinely easy on you, because it doesn't *have* to be tight to stay in place. Contour cups shape you beautifully, naturally. Once you try a Playtex Magic Cling, you'll never wear any other strapless. Why don't you get one—today!

In white only . . . 32-A . . . to 38-C . . . **\$5.95**

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