Guide to the Maidenform Collection, 1922-1997

NMAH.AC.0585

by Jennifer Snyder and Mimi Minnick

August 1997-July 1999
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Collection Overview

Repository: Archives Center, National Museum of American History
Creator: Maidenform, Inc.
Title: Maidenform Collection
Dates: 1922-1997
Quantity: 35 cubic feet, 87 boxes, 1 oversize folder ; V
Language: Collection is in English.

Administrative Information

Acquisition Information
The collection was donated by Maidenform, Incorporated in May 1997.

Related Material
The Division of Home and Community Life holds Maidenform artifacts including brassieres, girdles, and "long-lines," and two of the costumes used in the "I Dreamed" campaign.

Processing Information
Processed by Jennifer Snyder and Mimi Minnick, August 1997-July 1999; revised Jennifer Snyder, 2002; revised Alison Oswald, 2003; corrections David Haberstich, 2005.

Preferred Citation
Maidenform Collection, Archives Center, National Museum of American History, Smithsonian Institution

Restrictions on Access
The collection is open for research use. Only reference copies of audiovisual materials may be used for research.

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Biographical Note

The history of Maidenform, Incorporated began at Enid Frocks, a small dress shop in New York City owned and operated by Enid Bissett. Ida Rosenthal was a Russian Jewish immigrant and seamstress at Enid's shop. In 1922, Ida and Enid decided that the fit and appearance of their custom-made dresses would be enhanced if improvements were made to the bandeaux style bras then in vogue. They gathered the bandeaux in the middle in a design modification that provided more support in a manner they believed enhanced, rather than downplayed, a woman's natural figure. Ida's husband, William, added straps and further refined the style. The called their bras "Maidenform", in counterpoint to the "Boyish Form" brand then in vogue. Initially, the bras were given away with each dress they sold. As the bras gained popularity they began selling them, and eventually the bras became so popular they stopped making dresses altogether and shifted to full-scale brassiere manufacturing. The first Maidenform plant opened in Bayonne, N.J. in 1925. After World War II, the company began marketing heavily in Europe and Latin America. Eventually, Maidenform operated plants in West Virginia, Florida, Puerto Rico and the Dominican Republic.

Documentation for the development and manufacture of a "pigeon vest" is also included in the collection. The pigeon vest allowed troopers to carry homing pigeons with them as they parachuted behind enemy lines. During World War II, Maidenform manufactured these pigeon vests and silk parachutes for the war effort.

Maidenform advertising campaigns were enormously successful, and generated controversy as well as praise. The now famous "I Dreamed" campaign was launched in 1949; this campaign ran for 20 years, making it one of the longest running campaigns in the history of advertising. The advertisements featured models in everyday or fantastic situations, elaborately costumed but wearing only a Maidenform bra above the waist. This campaign was followed by the "Maidenform Woman" campaign which was credited with boosting sales by 200 percent in some stores. The "Dares to Dream" campaign played off the "I Dreamed" tagline in 1984, and in 1987, the "Celebrity" campaign began. The "Celebrity" ads were notable for the absence of women in lingerie; instead, well-known male actors discussed their feelings about women and lingerie in print and commercial advertisements. The tone of the advertising shifted in 1992 with a series of ads called "The Women's Advocacy" campaign.

Maidenform was family owned and operated until 1997. After the death of William Rosenthal in 1958, his wife, Ida, became the president of their company. In 1963, she suffered an incapacitating stroke. At this time, son-in-law Dr. Joseph Coleman became head of the company. Upon his death in 1968, his wife (the only surviving child of Ida and William) Beatrice Rosenthal Coleman, gained complete control over the business until her death in 1990.

The Ida and William Rosenthal Foundation, a philanthropic and charitable institution founded in 1953, is run by granddaughter Catherine Brawer.

Scope and Content Note

Patent and trademark documents, advertisements, sales and marketing material, market research, photographs, packaging, company newsletters and magazines, and business records documenting the history of the Maidenform Company from 1922 to 1997.
Arrangement

Collection organized into eleven series.

Series 1, Company History, 1922-1990
Series 2, News Articles, 1941-1997
Series 3, Patents, Trademarks, and Registrations, 1871-1979
Series 4, Publications, 1931-1997
Series 5, Sales and Marketing Materials, 1929-1997
Series 6, Advertising, 1929-1997
Series 7, Photographs, 1927-1993
Series 8, Patterns, circa 1950s
Series 9, World War II Activities, 1941-1946
Series 10, Labor Relations, 1937-1990
Series 11, Miscellaneous Unprocessed Materials

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:
Advertising campaigns
Advertising--20th century
Brassieres--20th century
Homing pigeons--1940-1950
Parachutes--1940-1950
Sex in advertising
Symbolism in advertising
Women in advertising
World War, 1939-1945

Types of Materials:
Advertisements
Business records--20th century
Clippings
Newsletters--20th century
Photographs--20th century
Tear sheets
Videotapes
Names:
Avedon, Richard
Coleman, Beatrice
Coleman, Joseph
Rosenthal, Ida
Rosenthal, William
## Container Listing

### Series 1: Company History, 1922-1990

Series 1, Company History, 1922-1990, includes anniversary booklets, press releases, and information about the Rosenthal Foundation and Maidenform Museum. Of particular note is the transcript of an interview with Kitty D'Alessio, who worked extensively on the "I Dreamed" campaign and with the models. Also included is an item-level listing of what was donated to the Smithsonian. It contains information on the models, designers, and photographers used for the advertisements, as well as other pertinent historical information related to the photographs and documents in the collection.

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<td>Color Photocopy: Agreement for Employment, 1933</td>
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<td>Press Kit: Photographs: Corbin Bernsen, 1988</td>
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Box 1, Folder 27  Information Guide for Packing and Hanging of Objects, 1992
Box 1, Folder 28  Press Kit: Ogilvy & Mather, 1994
Box 1, Folder 29  Booklets: Rosenthal Foundation Grants and Guidelines, 1989-1996
Box 1, Folder 30  News Articles: Rosenthal Foundation, 1993
Box 70, Folder 1  Inventory of items donated to the Smithsonian, compiled by Maidenform, Inc, 1997
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Series 2: News Articles, 1941-1997


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Box 2, Folder 4  Ida Rosenthal's Trip to the Far East, 1959
Box 2, Folder 5  Beatrice Rosenthal Coleman, 1968-1995
Box 2, Folder 6  Dr. Joseph A. Coleman, 1960, 1964, 1968, 1957
Box 68, Folder 1  "Maidenform's Mrs. R: Concerning $14 Million Worth of Brassieres," Fortune, p. 75, 1950 July
Box 69, Folder 10  Maidenform Lady Is Now A Doctor, 1982
Box 71, Folder 12  "The Mother Figure of Maidenform," Working Woman, April 1987, 1987 April

Subseries 2.2: Advertising, 1950-1997

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Box 2, Folder 8  Sol Rubinstein, 1954, 1984, 1943
Box 2, Folder 9  Vanity Fur, parody magazine, 1988
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Subseries 2.3, Company, 1950-1997, include labor history, plant closings, etc.

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Box 2, Folder 11  Quality is Not a Sometime Thing, 1954
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Box 2, Folder 13  ILGWU strikes, Sept-Oct. 1941, 1971 September-October
Box 2, Folder 14  Princeton, West Virginia facility, 1943-1964
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Box 68, Folder 3  "Dreams for Sale: How the One for Maidenform Came True," Advertising Age, September 12, 1977 September 12
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Series 3, Patents, Trademarks and Registrations, 1871-1979, for Maidenform designs, 1927-1979 and bound volumes of United States patents on brassieres, 1871-1968. Also includes correspondence regarding patent disputes with Maidenform operators.

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Box 5, Folder 1  Papers Referring to Missing Patent and Trademark Registrations and Applications, 1934, 1926-1930
Box 5, Folder 2  Application for US Patent filed 10/12/26 "Original Maidenform Brassiere," same as Great Britain #279412 and Germany #460262, U. S. Patent 1,648,464, 1926 October 12
Box 5, Folder 4  Correspondence and Affidavit: "Full Fashion Brassiere-Fabrics and Affidavit, 1932-1933
Box 5, Folder 5  Typed Copies of Patent Specifications and Applications, [mechanical], 1932-1934
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Box 5, Folder 12  Typed Copies of Patent Specifications and Applications, [mechanical], 1938

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Box 5, Folder 14  U.S. Patent Office Print Registration Certificates, 1938-1939


Box 6, Folder 1  "P" U.S. Patent No. 2219460 - Stitched Open Work - Turrisi, 1940, 1938

Box 6, Folder 2  Correspondence: AA Turrisi Methods of Making Stitched Open Work, May 1943, 1943 May

Box 6, Folder 3  "BB" Turrisi- Methods and Means Making Stitched Open Work [Serial Application. No. 347400], 1942-1943


Box 6, Folder 5  Typed Copies of Patent Specifications and Applications [design] 1940, 1942

Box 6, Folder 6  "Y" Brassiere and Shoulder Strap constructions [Serial No. 320820] Filed 2/26/40 [W.R. & C.M. Sachs], 1940-1943

Box 6, Folder 7  Patent "X"-buckle, 1942

Box 6, Folder 8  Patent Matters: Front Closing Brassiere [51B(5)][Serial No. 666,371], 1957-1959


Box 6, Folder 10  Two-Piece Buckle: Canada Registration [51B(82)] No. 215/27990, 1965-1966

Box 6, Folder 11  German Front Close Clasp, 1976

Box 6, Folder 12  Correspondence: Lillian Knoblock, 1937, 1933-1935

Box 6, Folder 13  Bust pads, 1940, 1935

Box 6, Folder 14  Correspondence regarding oversales selling, 9/1/1938, 1938 September 1

Box 6, Folder 15  Postcard of patent confirmation, 1939 Postcard mailed by William Rosenthal to himself as proof of patent date, 1939

Box 6, Folder 16  Correspondence re: buckle 11/18/39 Agreement to manufacture buckle invented by William Rosenthal, 1939 November 18

Box 6, Folder 17  Correspondence and Drawings: Miss Sonne Reese, 1942 Please see the Costume Division for bra sample that was included in this file, 1942
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Box 17, Folder 11  Trademark Documents: T.M. "Kloth-Bak" [Serial No. 439202] Filed 12/26/40, 1940 December 26, 1940-1942

Box 17, Folder 12  Trademarked Tags: Exhibit HCH2, 1962

Box 17, Folder 13  Certificates of Copyright Registration, 1927, 1940, 1927-1940
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Box 17, Folder 14  Certificate of Copyright Registration Numbers, May 1940, 1940 May
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Box 17, Folder 16  Certificates of Registration of Claim to Copyright in a Periodical Published in the
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Box 71, Folder 2  Employment agreement assigning patent rights, 1933
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Box 22, Folder 10  Feb.-Dec. 1954
Box 22, Folder 11  Sept., Nov. 1955; Apr., Nov. 1960
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Box 22, Folder 30  Spring-Winter 1987
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Subseries 5.1, Market Research, circa 1947-1966, includes visual preference and wear tests for most products (including girdles), as well as research regarding the teen market, couponing, packaging and outdoor advertising.

Box 23, Folder 1  Photocopy: Market Survey, 1947
Box 23, Folder 2  Recommended Program for the Marketing Function, 1957
Box 23, Folder 3  Preference Test Write-Ups: "Miscellaneous," 1958, 1959, 1960s
Box 23, Folder 4  Preference Test Write-Ups: Wear Tests, 1959
Box 23, Folder 5  Preference Test Write-Ups: Evaluation of Preference and Wear Tests, 8 August 1962, 1962 August 8
Box 23, Folder 6  Preference Test Write-Ups: Purchaser Reaction to Arabesque #7730, 7789 Counterpoint #6621, 6630, 6 July 1961, 1961 July 6
Box 23, Folder 7  Preference Test Write-Ups: Blue Horizon, undated
Box 23, Folder 8  Preference Test Write-Ups: Girdles, undated
Box 23, Folder 9  Preference Test Write-Ups: Wear Tests: Girdles [1], undated
Box 23, Folder 10 Preference Test Write-Ups: Wear Tests: Girdles [2], undated
Box 23, Folder 11 Preference Test Write-Ups: Wear Tests: Girdles [3], undated
Box 23, Folder 12 Preference Test Write-Ups: Wear Tests: Brassieres [1], undated
Box 23, Folder 13 Preference Test Write-Ups: Wear Tests: Brassieres [2], undated
Box 23, Folder 14 Preference Test Write-Ups: Wear Tests: Brassieres [3], undated
Box 23, Folder 20 Preference Test Write-ups: Visual Preference: Girdles, undated
Box 23, Folder 22  Preference Test Write-ups: Other Studies, undated
Box 23, Folder 23  Preference Test Write-ups: Couponing, 30 Oct 1958, 1958 October 30
Box 23, Folder 24  Preference Test Write-ups: Outdoor Advertising Test, 29 May 1958, 1958 May 29
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Box 23, Folder 27  Apparel Wear Testing Calling Format, undated
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Subseries 5.2: Production and Distribution Statistics, 1929-1969
Subseries 5.2, Production and Distribution Statistics, 1929-1969, include information from United States and export markets.

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Box 25, Folder 6  Production and Shipping Records, 1943
Box 25, Folder 7  Production and Shipment Analyses, 1945
Box 25, Folder 8  Monthly Reports, Feb-Nov 1944, 1944 February-November
Box 25, Folder 9  Monthly Reports, Jan-Dec 1945, 1945 January-December
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Box 25, Folder 11  Supplement 1 to Annual Report, 1944
Box 76  Production and Distribution spreadsheets, 1935-1942
Box 77  Production and Distribution spreadsheets, 1947-1960 [U.S. and export markets]
Box 78, Folder 1  Production and Distribution spreadsheets, 1947-1948
Box 78, Folder 2  Production and Distribution spreadsheets, 1968-1969 [U.S. and export markets]
Subseries 5.3: Dealer Aids and Store Promotions, 1937-1964
Subseries 5.4, Stylebooks, 1929-1997, used by store buyers to place orders. The books include the styles offered for the season or year, wholesale and retail prices, and the colors and sizes available.

Box 67, Folder 1  
Foundation Sales Kit, 1937-1938

Box 67, Folder 2  
"Visual Display Bra Bar: Self-Selection: The Success Trend of Tomorrow, 1956

Box 67, Folder 3  
"Planning Your Dream Bra Department in 1957", circa 1957

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Stylebook, 1930

Box 71, Folder 4  
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Store Promotions, Fall 1954, 1954

Box 26, Folder 5  

Box 26, Folder 5  

Box 26, Folder 6  
Advertising Program, Spring 1966, 1966

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Box 27, Folder 2  
Sales Fold-Out: Concerto, 1957

Box 27, Folder 3  
Field Sales Guide, 1963

Box 27, Folder 4  
Book: Dealer Aids, Fall 1964, 1964

Box 27, Folder 5  
Lingerie Sales Guide, 1967

Box 27, Folder 6  
Booklet: "What You Should Know About 10 Best-Selling Maidenform Bras", undated

Box 27, Folder 7  
Booklet: "All You Ever Wanted to Know About Selling (But Were afraid to Ask)", undated

Box 27, Folder 8  
Booklet: "The Maidenform Woman, You Never Know Where She'll Turn Up", circa 1980

Box 27, Folder 9  
Booklet: "Intimate Understanding, Bold Communication, 1995

Box 27, Folder 10  
Advertising and Promotion Program, Fall 1988, 1988

Box 27, Folder 11  
Advertising and Promotion Program, Spring 1989, 1989

Box 27, Folder 12  
Advertising and Promotion Program, Fall 1989, 1989
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Box 27, Folder 14  Advertising and Promotion Program, Fall 1990, 1990
Box 27, Folder 16  Advertising and Promotion Program, Fall 1991, 1991
Box 27, Folder 17  Advertising and Promotion Program, Spring 1992, 1982
Box 27, Folder 18  Advertising and Promotion Program, Fall 1992, 1992
Box 27, Folder 19  Advertising and Promotion Program, Spring 1993, 1993
Box 27, Folder 20  Advertising and Promotion Program, Spring, 1994

Subseries 5.4: Stylebooks, 1927-1997
Note: There are also envelope stuffers in Series 5E which were sent to homes advertising the latest Maidenform styles

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Box 30, Folder 1-6  1980-Spring 1997

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Box 69, Folder 12  Price lists, 1930-1944, 1947

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Box 34, Folder 2 Color Photocopy: 1960
Box 34, Folder 3 1960-1967
Box 34, Folder 4 1970-1972
Box 34, Folder 5 1974-1978

Subseries 5.8: Hang Tags, 1984-1996
Subseries 5.8, Hang Tags, 1994-1996, used to help sell lingerie. Lingerie was not always sold “self-service” as it is today. Initially, bras and girdles were sold behind the counter with assistance from sales personnel. In the 1950s, Maidenform moved to packaged, self-service "bra bars." By the 1960s, bras increasingly were sold off the rack, with hang-tags offering price and product information.

Note: Additional hang tags may be found in the sales kits starting in the 1960s

Box 79 1993-1994, 1994
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Box 2 Internal Coding, undated [Contemporary]

Subseries 5.9: Sales Kits, 1956-1996
Subseries 5.9, Sales Kits, 1956-1996, used by salesman to present product and price information to store buyers and sales personnel.

Note: When looking at the kits it is important to remember that the collection was in some disarray, and not all items were dated. Most of the materials found in each kits stayed with that particular kit unless it was obvious where the found material went. Please see the oversize materials for additional sales kit materials.

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Box 67, Folder 4 1958
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Box 38, Folder 7-17 Fall 1963
Box 38, Folder 18 Spring 1964
Box 38, Folder 19-24 Fall 1964
Box 38, Folder 25 Spring 1965
Box 38, Folder 26 January 1965
Box 39, Folder 1-7 Spring 1966
Box 39, Folder 8 Photographs, late 1960s
Box 39, Folder 9 Fall 1966
Box 40, Folder 1-8 Spring 1967
Box 40, Folder 9-16 Fall 1967
Box 40, Folder 17-21 Spring 1968
Box 40, Folder 22-24 Fall 1968
Box 40, Folder 25-28 Spring 1969
Box 40, Folder 29-30 Fall 1969 - FRAGILE record of commercial inside folder
Box 41, Folder 1-5  Spring 1970 - FRAGILE record of commercial inside folder
Box 41, Folder 6-10  Spring 1971
Box 41, Folder 11-15  Fall 1971
Box 42, Folder 1-6  Spring 1972
Box 42, Folder 7-11  Fall 1972
Box 42, Folder 12-18  Spring 1973
Box 43, Folder 1  Fall 1973
Box 43, Folder 2  Spring 1974
Box 43, Folder 3  Fall 1974
Box 43, Folder 4  Spring 1975
Box 44, Folder 1-3  Fall 1975
Box 44, Folder 4-6  Spring 1976
Box 44, Folder 7-11  Fall 1976
Box 44, Folder 12-15  Spring 1977
Box 44, Folder 16-18  Fall 1977
Box 45, Folder 1-2  Spring 1978
Box 45, Folder 3-5  Fall 1978
Box 45, Folder 6-8  Spring 1979
Box 45, Folder 9-12  Fall 1979
Box 46, Folder 1  Spring 1980
Box 46, Folder 2  Fall 1980
Box 46, Folder 3  Spring 1981
Box 46, Folder 4  Fall 1981
Box 46, Folder 5  Spring 1982
Box 46, Folder 6  Fall 1982
Box 47, Folder 1-5  Spring 1983
Box 47, Folder 6-7  Fall 1983
Box 47, Folder 8-16  Spring 1984
Box 48, Folder 1-2  Fall 1984
| Box 48, Folder 3 | Spring 1987 |
| Box 48, Folder 4 | Fall 1987 |
| Box 48, Folder 5 | Spring 1988 |
| Box 48, Folder 6 | Fall 1988 |
| Box 48, Folder 7 | Spring 1989 |
| Box 48, Folder 8 | Fall 1989 |
| Box 48, Folder 9 | Spring 1990 |
| Box 48, Folder 10 | Oscar de la Renta Sales Kit, Spring 1992 |
| Box 49, Folder 1-2 | Spring 1992 |
| Box 49, Folder 3 | Fall 1992 |
| Box 49, Folder 4 | Spring 1993 |
| Box 49, Folder 5 | Fall 1993 |
| Box 49, Folder 6 | Spring 1994 |
| Box 49, Folder 7 | Fall 1994 |
| Box 49, Folder 8 | February 1995 |
| Box 49, Folder 9 | Spring 1995 |
| Box 69, Folder 9 | Order Forms, undated |

**Subseries 5.10: Counter Cards, 1980, 1949-1969**

Subseries 5.10, Counter Cards, 1949-1969, 1980, include items placed on counter-tops in stores.

| Box 62, Folder 1 | Allegro Long Line, 1940 |
| Box 62, Folder 2 | Allegro Bra, 1940 |
| | [Hand Colored] |
| Box 62, Folder 3 | Allo-ette, 1941 |
| | [Hand Colored] |
| Box 62, Folder 4 | "There is a Maidenform for Every Type of Figure, 1943 |
| Box 62, Folder 5 | Allo-ette, 1945 |
| Box 62, Folder 6 | Allo-ette, 1945 |
| Box 62, Folder 7 | Counterpoint, 1947 |
| Box 62, Folder 8 | Counterpoint "It's self-adjusting, 1947 |
Box 62, Folder 9  
Interlude "with plunging neckline, 1947

Box 62, Folder 10  
De-cla-tay, 1948

Box 62, Folder 11  
Allo-ette Longline, 1948

Box 62, Folder 12  
Maidenette Strapless: De-cla-tay "Lovely Lift! Lovely look! Brassieres that Follow Fashion's Necklines, 1949

Box 62, Folder 13  
Maidenette Strapless, 1949

Box 63, Folder 1  
Maidenette Longline, 1950

Box 63, Folder 2  
Maidenette Strapless, 1951

Box 63, Folder 3  
Chansonette, 1951

Box 63, Folder 4  
Over-ture, 1951

Box 63, Folder 5  
Chansonette Longline, 1952

Box 63, Folder 6  
Etude and Etude minor with built-in pads, 1952

Box 63, Folder 7  
Concerto and Concerto Tri-line [Spanish language], 1953

Box 63, Folder 8  
"I Dreamed I Went Back To School in My Maidenform Bra", 1955

Box 63, Folder 9  
Missing?

Box 63, Folder 10  
Pre-lude Six-Way, 1955

Box 63, Folder 11  
Pre-lude Six-Way Longline, 1955

Box 63, Folder 12  
Pre-lude Six-Way [Spanish language], 1955

Box 63, Folder 13  
Pre-lude Six-Way Once Over, 1956

Box 63, Folder 14  
Chansonette, 1957
[seven copies]

Box 64, Folder 1  
Sweet Music, 1959

Box 64, Folder 2  
Variation pantie girdle "made for machine washing", 1960

Box 64, Folder 3-5  
"I Dreamed I had a Swinging Time in My Maidenform Bra", 1963

Box 64, Folder 6  
Sweet Music "Keep Your Eye on Maidenform", 1964

Box 64, Folder 7  
Moreover Contour, 1964

Box 64, Folder 8  
Introduction, "I Dreamed I Switched the Stars in My Maidenform Bra", 1965

Box 64, Folder 9  
Dialogue, 1965

Box 64, Folder 10  
Innovation Contour, 1967

Box 64, Folder 10  
Shaperies bikini, brief, pantie, long leg, 1967
Box 64, Folder 11  Concertina girdle "Keep Your Eye on Maidenform, 1968
Box 64, Folder 12  Charade, 1969
Box 64, Folder 13  Dialogue, undated
Box 64, Folder 14  "I Dreamed I Went Whistle-Stopping in my Maidenform Bra", undated
Box 64, Folder 15  "Sone que posaba para un Anuncio de Modas en mi brassiere Maidenform", undated
Box 64, Folder 16  Etude Strapless, undated
Box 72, Folder 1  I Dreamed I Went to the Circus, 1953 I Dreamed I Went to the Flower Show, 1953
Box 72, Folder 2  I Dreamed I Lived Like a Queen, 1953
Box 72, Folder 3  I Dreamed I Won the Academy Award, 1953
Box 72, Folder 4  "I Dreamed" Contest, 1956
Box 72, Folder 5  Maidenform Juniors As Seen in Seventeen, 1968
Box 72, Folder 6  Un-Underwear, 1970
Box 72, Folder 7  Un-Underwear, 1970
Box 72, Folder 8  Women Power Controller, 1972
  [three copies]
Box 69, Folder 2  The Maidenform Woman You Never Know Where She'll Turn Up, 1980
Box 72, Folder 9  Sweet Nothings Push Up Bra, 1994
  [two copies]
Box 72, Folder 10  Chantilly Demi Bra, 1994
  [two copies]
Series 6: Advertising, 1929-1994


Subseries 6.1, Advertisements, 1929-1996, includes virtually complete set of I Dreamed advertisements. There are also advertisements from Maidenform Woman, Dares to Dream, Celebrity, and Women’s Advocacy.

Note: See sales kits for additional advertising material. Included in the kits are consumer ads as well as other ads that were only for store buyers to see.

Box 50, Folder 1       Mexican Cottons, circa 1943
                      [photocopy]
Box 50, Folder 2       Advertisements: 1950, 1952-1954
Box 50, Folder 3       Advertisement, 1953
                      [color photocopy]
Box 50, Folder 4       Advertisement, Co-Op Format, 1961
                      [color photocopy]
Box 50, Folder 5       Newspaper Ads from English Newspapers, 1963
Box 50, Folder 6       "The Maidenform Woman" Campaign, 1979-1981
Box 50, Folder 7       "The Maidenform Woman" Campaign, 1982-1983
Box 50, Folder 8       "Dares To Dream" Campaign, 1984
Box 50, Folder 9       "Dares To Dream" Campaign, 1984
                      [Color Photocopy]
Box 50, Folder 10      "The Maidenform Woman" Campaign, 1986
Box 50, Folder 11      Celebrity Campaign, 1987-1989
Box 50, Folder 12      Women's Advocacy Campaign, 1990-1991
Box 73, Folder 1       Advertisements, 1929-1949
                      [color photocopy]
Box 73, Folder 2       Advertisements, co-op format, "I Dreamed" campaign, 1950-1952
                      [color photocopy]
Box 73, Folder 3       Advertisements, "I Dreamed" campaign, 1955-1967
Box 73, Folder 4       Advertisements, "I Dreamed" campaign, 1949-1963
                      [color photocopy]
Box 73, Folder 5       Advertisements, "I Dreamed" campaign, 1960-1967
                      [color photocopy]
Box 73, Folder 6       Advertisements, 1970-1971
Box 69, Folder 5       The Slight Advantage, 1973
Box 73, Folder 7  Advertisements, "The Maidenform Woman" campaign, 1979-1980
Box 73, Folder 7  Advertisements, "Dares to Dream" campaign, 1984-1986 [?]
Box 73, Folder 11  Celebrity Campaign, 1987-1989
Box 73, Folder 12  Advertisements, 1993-1996
Box 26, Folder 1  "I Dreamed" Campaign, 1949-1961
Box 26, Folder 2  Cue magazine cover, 1950
Box 26, Folder 3  30 Millionth Chasonette, 1957
Box 83, Folder 1  Advertisements, 1960-1982
Box 83, Folder 2  Advertisements (posters), 1957-1989
Box 83, Folder 3  Advertisements (posters), 1957-1975


Subseries 6.2, Foreign Language Advertisements, 1951-1980, include advertisements in French, German, Spanish, Danish, Dutch, French and Chinese.

Box 68, Folder 5  "I Dreamed," Spanish and German language, undated
Box 74, Folder 1  "I Dreamed" Campaign [Spanish language] 1951, 1964 "The Maidenform Woman" Campaign" [Spanish language], 1980
Box 74, Folder 2  "I Dreamed" Campaign 1956, 1957, 1961 [in Spanish and Danish languages] [color photocopies] "The Maidenform Woman" Campaign 1980 [Spanish] [color photocopies]
Box 69, Folder 3  Maidenform Woman, 1979, 1980 [Chinese]
Box 74, Folder 3  Scrapbook of "I Dreamed" ads adapted or created for the French and German speaking markets in Switzerland, 1951-1962 [color photocopies]
Box 74, Folder 4  Scrapbook of Maidenform's activities in Denmark, 1962
Box 74, Folder 5-6  Hanging sign, undated [Chinese], [color photocopies] [two copies]
Box 69, Folder 14  Balloons from scrapbook, undated


Box 61, Item OV 585.1  [Television Commercials], circa 1950-1980
1 videocassette (vhs)
English
Archival Original
Digitized on SAMMA Solo to create the following files: Preservation Master - MJPEG2000; Protection Copy - MPEG2; Reference: Windows Media and Quicktime

Box 61, Item OV 585.2;
Box 61, Item RV 585.2

[Telelevision Commercials - Museum Exhibit Loop], 1991, 1950s-early 1990s
1 videocassette (betacamsp)

Archival original. Composite reel of television commercials run in a loop created by the Maidenform Museum to accompany an exhibit.

VHS reference copy produced from BetaCam SP archival original.

Box 61, Folder OV 585.3

[Telelevision Commercials - Levine, Huntley, Vick, and Beaver], 1991 September 13
1 videocassette (vhs), Duration: 1:30 minutes

Archival original. 1.5 minutes, 3 commercials.

Box 61, Item AC0585-MV0004;
Box 61, Item AC0585-MV0004

Maidenform Brassiere Cocktail Party, 1939
1 videocassette (vhs), Original film no longer exists.
1 videocassette (betacamsp), Video master.

Original film no longer exists.

Digital reference copy in Smithsonian Institution Digital Asset Management System (DAMS).

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• Subseries 7.3, Marketing, 1929-1960
• Subseries 7.4, Fashion Photos and Products, 1943-1962
• Subseries 7.5, Store Displays 1950s-1965
• Subseries 7.6, World War II and Pigeon Vest, 1942-1944
• Subseries 7.7, Events, 1948-1962
• Subseries 7.8, Awards, 1942, 1957

Subseries 7.1: Rosenthal Family, 1939-1993
Subseries 7.1, Rosenthal Family, 1939-1993, the Rosenthals and Colemans; Enid Bissett.

Box 51, Folder 1  William Rosenthal, circa 1950s
Box 51, Folder 3  Ida and William Rosenthal, 1950s
Box 51, Folder 4  Color Photocopies: Rosenthal/Coleman, 1950s
Box 51, Folder 5  Dr. Joseph A. Coleman, circa 1940s-1960s
Box 51, Folder 6  Color Photocopies: Dr. Joseph A. Coleman, 1950s-1960s
Box 51 70, Folder 7  Beatrice Rosenthal Coleman, 1919-1980s
Box 51 70, Folder 8  Robert Brawer and Elizabeth Coleman, 1991
Box 51 70, Folder 9  Missing?
Box 51 70, Folder 11  Enid Bissett, 1939
Box 51 70, Folder 12  "Celebration of Women", circa 1993

Subseries 7.2: Plants, Facilities, and Personnel, 1929-mid-1980s
Subseries 7.2, Plants, Facilities, and Personnel, 1929-mid-1980s, includes plant personnel at work, as well as group photographs, building interiors and exteriors, the original Enid Frocks dress shop and Maidenform showrooms in New York and Los Angeles. Also includes a photo of Eleanor Roosevelt with operators in Princeton, WV.

Box 52, Folder 1  36 West 57th Street, New York, NY, circa 1929
Box 52, Folder 2  Madison Avenue Showroom, 1942, 1958
Box 52, Folder 3  Color Photocopies: Madison Avenue Showroom, 1942
Box 52, Folder 4  Los Angeles, 1954, 1959
Box 52, Folder 5  Los Angeles, 1955
Box 52, Folder 6  ILGWU Bayonne Local 160 Girls Basketball Team, 1937
Box 52, Folder 7    Bayonne, NJ: Plant Worker, circa 1941
Box 52, Folder 8    Color Photocopies: Bayonne, NJ: Plant and Workers, 1930s-1960s
Box 52, Folder 9    Bayonne Machine Operators, 1956, 1957, undated
Box 52, Folder 10   Princeton, WV: Plant Annex, 1947
Box 52, Folder 11   Princeton, WV: Plant Exterior, 1950
Box 52, Folder 12   Princeton, WV: Pepsi-Cola Plant, 1950-1951
Box 52, Folder 13   Princeton, WV: Plant, 1951
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Box 52, Folder 17   Princeton, WV: Princeton and Clarksburg Plant Supervisors, undated
Box 52, Folder 18   Huntington, WV, 1945
Box 52, Folder 19   Huntington, WV: Women's Basketball Team, 1949-1950
Box 52, Folder 20   Huntington, WV: Employees borrowing books from plant library, 1950
Box 52, Folder 21   Huntington, WV, 1954
Box 52, Folder 22   Huntington, WV: Huntington Advertiser, 1954
Box 52, Folder 23   Jacksonville, FL: employees, 1983
Box 52, Folder 24   Jacksonville, FL: Happy 1st Anniversary cake, 1983
Box 52, Folder 25   Jacksonville, FL: Cutting Facility, mid-1980s
Box 52, Folder 26   Jacksonville, FL: Cuttery, circa 1992
Box 52, Folder 27   Jacksonville, FL: Negatives, 1992
Box 52, Folder 28   Createx plant, circa 1990s
Box 52, Folder 29   Createx plant: Negatives, circa 1990s
Box 52, Folder 30   Ponce, Puerto Rico: Beatrice Needlecraft employees, 1952, 1959
Box 52, Folder 31   Ponce, Puerto Rico: Beatrice Needlecraft employees, 1953
Box 52, Folder 32   Puerto Rico: Beatrice Needlecraft parade float, 1955
Box 52, Folder 33   Puerto Rico: Beatrice Needlecraft workers, 1957
Box 52, Folder 34   Puerto Rico: Beatrice Needlecraft presentation of first life insurance policy, 1957
Box 52, Folder 35  Puerto Rico: Beatrice Needlecraft Constitution Parade float, 1958
Box 52, Folder 36  Puerto Rico: Beatrice Needlecraft parade banner, 1958
Box 52, Folder 37  Puerto Rico: Beatrice Needlecraft Christmas Tables, 1958
Box 52, Folder 38  Puerto Rico: Beatrice Needlecraft softball team, 1962
Box 52, Folder 39  Mayaguez, Puerto Rico: Beatrice Needlecraft - Malecon Plant, 1953
Box 52, Folder 40  Ponce, Puerto Rico: Maidenform Truck, 1960
Box 52, Folder 41  Mayaguez, Puerto Rico: Malecon Plant, 1954
Box 52, Folder 42  Ponce, Puerto Rico: John Diaz Co., Buena Vista Plant, 1962
Box 52, Folder 43  Juana Diaz, Puerto Rico: Wilida Plant, 1962
Box 52, Folder 44  Ponce, Puerto Rico: Wilida, Inc, Elcath Plant, 1962
Box 52, Folder 45  Ponce, Puerto Rico: Puerto Rico Needlecraft Plant, 1962
Box 52, Folder 46  Puerto Rico: Catharine Needlecraft machine operators at work, 1959
Box 52, Folder 47  Mayaguez, Puerto Rico: Catherine Needlecraft, 1959
Box 52, Folder 48  Mayaguez, Puerto Rico adjacent to San Vicente plant, 1955
Box 52, Folder 49  Bra Production in Puerto Rico plant: color negative, 1991
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Subseries 7.3: Marketing Materials, 1929-1960
Subseries 7.3, Marketing, 1929-1960, includes advertisements and packaging

Box 51, Folder 10  Advertisements, 1929 and 1943
Box 51, Folder 11  Advertisement (French), 1960
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[color photocopy]

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Subseries 7.4, Fashion Photographs and Products, 1943-1962, of models wearing the garments in both professional fashion shoots and from a fashion show.
Box 51, Folder 13  Fashion Photos and Products, 1943 and circa 1950s
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Box 66, Folder 3  Scrapbook: International Maidenform displays, 1962-1966
Box 66, Folder 4  Oversized photographs: Maidenform woman with clown, undated

Subseries 7.5: Store Displays, 1950s-1965
Subseries 7.5, Store Displays 1950s-1965, from around the world and in-store displays from lingerie departments in the United States.

Box 51, Folder 16  Store Displays, 1950s-1960s
Box 51, Folder 17  Store Displays, 1950s-1960s
[Color photocopies]
Box 51, Folder 18  Store Displays, 1965
[Color photocopies]
Box 51, Folder 19  Foreign Window Displays, 1965
[Photocopies]
Box 51, Folder 20  Foreign Window Displays, 1965
[Color photocopies]
Box 74, Folder 7  Foreign Window Displays, 1961-1965
[Color photocopies]
Box 73, Folder 9  Window Displays, circa 1960s
[Color photocopies]
Box 73, Folder 10  Window Displays and Parade, 1965
[Color photocopies]

Subseries 7.6: World War II and Pigeon Vest, 1942-1944
Subseries 7.6, World War II and Pigeon Vest, 1942-1944, features the vest on a model pigeon as well as a paratrooper preparing to jump out of a plane with the bird attached to him.

Box 51, Folder 21  Paratrooper with Pigeon in Vest, 1940s
Box 51, Folder 22  Pigeon Vest, 1942, 1943
Box 51, Folder 23  Photocopies: Pigeon Vest Development Model, 1944
Box 51, Folder 24  Photographs: World War II Ambulance, circa 1940s
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Box 51, Folder 26  Photograph: World War II Plaque, circa 1940s
Box 51, Folder 27  Photograph: Employees with Mannequin, circa 1940s
Box 51, Folder 28  Photograph: Employees [?] and "6th War Loan" brochure, 1940
Box 51, Folder 29  Photographs: Minute Man Flag, 1942
Box 51, Folder 30  Photographs: Moe Rosenthal, Son Hillel, and personnel, V-J Day 1945

Subseries 7.8: Events, 1948-1962
Subseries 7.7, Events, 1948-1962, includes anniversaries, conventions, sales meetings.

Box 51, Folder 31  Photograph: Appalachian Electric Power Co. Coal Show, Bluefield, WV, Sept. 1948
Box 51, Folder 32  ILGWU Convention participants, 1950
Box 51, Folder 33  Sales Meetings, 1951-1952, 1958, 1962
Box 51, Folder 34  Bra Exhibition, Huntington, WV, 1954
Box 51, Folder 35  "Maidenform Congratulates Hawaii, the 50th State, 1959
Box 51, Folder 36  "Happy Return of Maidenform to Britain", undated
Box 51, Folder 37  40th Anniversary, 1962

Subseries 7.9: Awards, 1942, 1957
Subseries 7.8, Awards, 1942, 1957, includes a Twentieth Anniversary Plaque presented to Enid Bissett and Ida Rosenthal from their employees in 1942 and an Albert Einstein College of Medicine Award presented to William and Ida Rosenthal in 1957

Box 51, Folder 38  20th Anniversary Plaque, 1942
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Box 51, Folder 40  Negatives from publicity folder, circa 1965

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Series 8: Patterns, circa 1950s

Series 8, Patterns, circa 1950s, includes patterns, detailed instructions for sewing machine operators, and sample garments.

Box 59, Folder 1  Sewing instructions, with pattern and sample B operation #8481
Box 59, Folder 2  Sewing instructions, with pattern and sample B operation #8068 (pt.1)
Box 59, Folder 3  Sewing instructions, with pattern and sample B operation #8068 (pt.2)
Box 59, Folder 4  Sewing instructions, with pattern and sample B operation #8002
Box 59, Folder 5  Sewing instructions, with pattern and sample B operation #8034
Box 59, Folder 6  Sewing instructions, with pattern and sample B operation #8013
Box 59, Folder 7  Sewing instructions, with pattern and sample B operation #8089
Box 59, Folder 8  Sewing instructions, with pattern and sample B operation #8005
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Box 60, Folder 1  Sewing instructions, with pattern and sample - operation #8356
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Box 60, Folder 4  Sewing instructions, with pattern and sample B operation #8375
Box 60, Folder 5  Sewing instructions, with pattern and sample B operation #8929
Box 65, Folder 1  Cover of Pattern Binder and note, undated
Box 65, Folder 2  Copies of Patterns: #1755 through 1763, undated
Box 65, Folder 3  Copies of Patterns: #2133A through 2717AA, undated
Box 65, Folder 4  Copies of Patterns: #3109 through 3283/89B, undated
Box 65, Folder 5  Copies of Patterns: #4133 through 4949, undated
Box 65, Folder 6  Copies of Patterns: #5127 through 5523, undated
Box 65, Folder 7  Copies of Patterns: #6400 through 6517, undated
Box 65, Folder 8  Copies of Patterns: #7023/35 through 7433C, undated
Box 65, Folder 9  Copies of Patterns: #8833A through 8863C, undated
Box 65, Folder 10 Copies of Patterns: #9117A through 9122, undated
Box 65, Folder 11 Grading manual, undated
Box 69, Folder 11 Recommended Product Standard for Body Measurements, 1969
Series 9: World War II Activities, 1941-1946

Subseries 9.1: Pigeon Vest and Parachute Production, 1941-1946

Subseries 9.1, Pigeon Vest and Parachute, 1941-1946, includes binder of documents relating to the pigeon vest, blueprints of vest assembly and details, blueprints of parachute designed and manufactured by Maidenform.

Box 71, Folder 6
- Color Photocopies: Blueprints: Pigeon Vest Assembly, July 6, 1944

Box 71, Folder 7
- Color Photocopies: Blueprints: Pigeon Vest Details, July 5, 1945

Box 71, Folder 8
- Color Photocopies: Blueprints: Parachute Details, Aug. 12, 1941

Box 53, Folder 1
- Pigeon Vest PG-106/CB 19995-PHILA-45-63: Original Binder Cover, 1941-1946

Box 53, Folder 2
- Pigeon Vest PG-106/CB 19995-PHILA-45-63, 1941-1943

Box 53, Folder 3
- Pigeon Vest PG-106/CB 19995-PHILA-45-63, 1944

Box 53, Folder 4
- Pigeon Vest PG-106/CB 19995-PHILA-45-63, Jan.-March 1945

Box 53, Folder 5
- Pigeon Vest PG-106/CB 19995-PHILA-45-63, April-August, 1945

Box 53, Folder 6
- Pigeon Vest PG-106/CB 19995-PHILA-45-63, 1946

Box 53, Folder 7
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Box 54, Folder 1
- Blueprint: Flare, Aircraft, Parachute, M8A1, M24, and M26. Diagram for Folding Parachute, 13 June 1930

Box 54, Folder 2
- Blueprint: Flare, Aircraft, Parachute, M81, M24, and M26. Diagram for Attaching Flare to Parachute, 13 June 1930

Box 54, Folder 3
- Blueprint: Flare, Aircraft, Parachute, M26. Parachute Details, 28 June 1941

Box 54, Folder 4
- Blueprint: Flare, Aircraft, Parachute, M81, M24, and M26. Parachute Details, 12 Aug 1941

Box 54, Folder 5
- Blueprint: Net, Mosquito, Head (Camouflaged), 6 Jan 1943

Box 54, Folder 6
- Blueprint: Pigeon Vest PG-106/CB Assembly, 6 July 1944

Box 54, Folder 7
- Pigeon Vest Pattern, 1944

Box 54, Folder 8
- U.S. Army Specification Booklets, 1923-42

Box 54, Folder 9
- Color Photocopies: Pigeon Vest Documents, 1944

Box 54, Folder 10
- Photocopies: Pigeon Vest Documents, 1944

Box 54, Folder 11
- Correspondence with Dept. Of the Army, 15 Dec 1995

Box 54, Folder 12
- Correspondence re: Pigeon Vest Photos, 1945
Box 54, Folder 13  Letter to the Editor re Pigeon Vest, undated

Subseries 9.2: Government Relations, 1942-1945

Subseries 9.2, Government Relations, 1942-1945, includes petitions to the Office of Price Administration, the War Manpower Commission and the War Labor Board, relevant to Maidenform production, distribution and labor relations.

Box 55, Folder 1  Maiden Form Brassiere Co. With War Power Board (Violation of Steel Wire Order): Correspondence [File 3 8503 D10678 Closed 1/44], 1942-1943

Box 55, Folder 2  War Labor Board Application for Approval of New Classification and Rate Ranges for New York Office: Legal [8503-9 10684 Closed 11/17/45], 1943

Box 55, Folder 3  War Labor Board Application for Approval of New Classification and Rate Ranges for New York Office: Correspondence [8503-9 10684 Closed 11/17/45], 1943-1944

Box 55, Folder 4  Application to War Labor Board for Head Marker: Memos and Drafts [8503-19 D13028 Closed 10/17/47], 1945

Box 55, Folder 5  Application to War Labor Board for Head Marker: Correspondence [8503-19 D13028 Closed 10/17/47], 1944-45

Box 55, Folder 6  Application to War Labor Board for Off-Standard Workers: Memos and Drafts [8503-16 D13? Closed 10/17/47], 1944

Box 55, Folder 7  Application to War ManPower Commission to Declare Business Essential: Original Exhibits Supplementary Brief [8503-1], 1943-1944

Box 55, Folder 8  Magazine: Hygeia [page 580], August 1942

Box 55, Folder 9  "Why Corsets and Brassieres Are Essential: A Report From the Corset and Brassiere Association of America", circa 1944

Box 55, Folder 10  Supplementary Brief, [1944]

Box 55, Folder 11  Copies of Supplementary Brief - Statement Included, circa 1944

Box 55, Folder 12  Exhibits: Originals and Copies - First Brief, 1943

Box 55, Folder 13  Correspondence, 1943-44

Box 55, Folder 14  Office of Price Administration Problems: Correspondence [8503-03], 1946

Box 55, Folder 15  Office of Price Administration Problems: Memos and Drafts [8503-03], 1946

Box 56, Folder 1  Maidenform Brassiere Co. With War Labor Board for Individual Increases [8503 File 5 D10680 Closed 1/44], 1942-1943

Box 56, Folder 2  Maiden Form Brassiere Co. With War Power Board (Violation of Steel Wire Order): Memos and Drafts [File 3 8503 D10678 Closed 1/44], 1943

Box 56, Folder 3  War Labor Board Application for Approval of New Classification and Rate Ranges for New York Office: Memos [8503-9 10684 Closed 11/17/45], 1943
Box 56, Folder 4  Application to War Labor Board for Off-Standard Workers: Correspondence [8503-16 D130? Closed 10/17/47], 1944-45

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Series 10, Labor Relations, 1937-1990, ILGWU publications and correspondence; news articles about strikes and union activities.

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Box 57, Folder 8  Court Transcripts: Bayonne, NJ, Employees are charged with work stoppage that violated the collective bargaining agreement between Maidenform and the union, 1955
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Box 58, Folder 18  Booklet: Administrative amparo decretado a favor de la Sociedad Maidenform Brassiere Company, Inc. ..., 1958 Discusses a ruling in favor of Maidenform in which another company was found guilty of copyright infringement [in Colombia?]. The booklet talks mainly about the protection of the Maidenform trademark
Box 58, Folder 19  Publicity: 40th Anniversary dinner, Puerto Rico, 1963 Correspondence and related news articles for dinner in Puerto Rico commemorating three events: Maidenform's 40th birthday, the 30th anniversary of selling operation in PR, and the 10th anniversary of manufacturing there

Box 58, Folder 20  Correspondence: Puerto Rico Work stoppage, 1965

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Box 58, Folder 24  25th Anniversary of Maidenform in Puerto Rico, Invitation and Program, 1977


Box 58, Folder 26  News Article: Maidenform y Puerto Rico, 1992

Box 71, Folder 9  ILGWU newspaper: Justice, February 1954, June 1957

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Series 11, Miscellaneous Unprocessed Materials, includes materials that have not been processed or integrated into the collection. Only a folder level description is provided. This material also includes one oversize folder of advertisements and posters. Many are undated.

- Box 84, Folder 1: Binder of trademark records, circa 1970s (arranged alphabetically by trademark)
- Box 84, Folder 2: One (1) folder of foreign publicity, 1963-1965
- Box 84, Folder 3: One (1) folder of photocopied patents re: the first bra patented and correspondence from 1989
- Box 84, Folder 4: One (1) binder of registered trademark names arranged alphabetically
- Box 86, Folder 1: One (1) binder of Maidenform Consolidated Balance Sheet, 1934-1944 Report prepared by Homes & Davis Public Accountants
- Box 86, Folder 2: One (1) binder of Maidenform Consolidated Balance Sheet, 1945-1942 Report prepared by Homes & Davis Public Accountants
- Box 87, Folder 1: One (1) binder of Maidenform Consolidated Balance Sheet, 1953 Report prepared by Homes & Davis Public Accountants
- Box 84, Folder 5: One (1) folder of black and white international photographs
- Box 84, Folder 6: One (1) folder of foreign trademark registration correspondence
- Box 84, Folder 7: Argentina trademark, 1935
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- Box 85, Folder 3: Night gown visual study
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Box 70, Folder 12 Articles about Hong Kong, 1979
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Box 70, Folder O/S Fldr. 1 I dreamed I went shopping in my Maidenform, (2 copies), undated

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Box 70  Kitten soft Maidenform variation girdles and pantie girdles, undated
Box 70  From the day Maidenform went into business, we've been making more than bras, undated
Box 70  Maidenform Bra Chariot Race, 1963
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Box 70  14,400 times a day every time she breathes your customer needs a new concertina bra, undated
Box 70  One good stretch deserves another Day Dreams and Sweet Music, undated
Box 70  Maidenform medley contour with adjustable straps that stretch, undated
Box 70  I dreamed…Un-Underwear, undated
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