



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Joseph Magnin
Poster Collection, 1963-1968

NMAH.AC.0355

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Joseph Magnin Poster Collection
Identifier:	NMAH.AC.0355
Date:	1963-1968
Extent:	0.3 Cubic feet (1 oversized folder)
Creator:	Magnin, Ellen Newman Magnin (Joseph) Stores Magnin, Donald Brader-Ashley, Betty, 1924-1986
Language:	English .

Administrative Information

Acquisition Information

This collection was donated to the Archives Center of the National Museum of American History in November 1984 by members of the Magnin family.

Related Materials

The Archives Center holds several collections dealing with women in business (#423 Estelle Ellis Collection, #509 Brownie Wise, #631 Dorothy Shaver), costume design (#729 Virginia "Jimmie" Booth Collection), and advertising (#59 N W Ayer Advertising Agency Records).

Processing Information

Processed by Jennifer Snyder, archives technician, 1997; supervised by Vanessa Broussard Simmons, archivist.

Preferred Citation

Joseph Magnin Poster Collection, 1963-1968, Archives Center, National Museum of American History. Gift of Donald and Ellen Newman Magnin

Restrictions

Collection is open for research.

Conditions Governing Use

Reproduction restricted due to copyright or trademark. Museum received non-exclusive rights.

Biographical / Historical

In 1913, Joseph Magnin (son of Isaac Magnin, founder of the I. Magnin stores) founded a department store bearing his name. In 1967, the chain reached its peak popularity with over 32 stores. It had become one of the premier luxury department store chains in the country. The Magnin family sold the chain to Amfac Corp. in 1969. In September 1984, bankruptcy closed the remaining 24 stores.

During the 1960s, Betty Brader (b. 1923) became one of the chief illustrators of Joseph Magnin posters; this collection is comprised primarily of her work. She also worked for Neiman-Marcus, Saks, Franklin Simon, and various advertising agencies. Brader won numerous awards throughout her career for her innovative illustrations. Her style of fashion illustration is copied widely today by fashion illustrators. The posters she produced for Joseph Magnin were highly acclaimed in the San Francisco Bay Area. Brader died in 1986 after a long illness.

Biographical / Historical

Chain of department stores, begun in 1913 by Joseph Magnin, based in San Francisco. The chain closed in 1984, due to bankruptcy.

Scope and Contents

103 illustrated advertisements, posters, and store decorations: 51 color, 52 black and white.

Arrangement

This collection is arranged in six series as follows:

- Series 1: Clothing, circa 1963-1968
- Series 2: Fashion Perspectives, 1967
- Series 3: Cosmetics, circa 1963-1968
- Series 4: Store Openings, circa 1963-1968
- Series 5: Special Appearances, circa 1963-1968
- Series 6: Holiday, circa 1963-1968

Names and Subject Terms

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

Subjects:

Costume design
Fashion merchandising
advertising

Types of Materials:

Posters

Container Listing

Series 1: Clothing, circa 1963-1968

Subseries 1.1: Fashion, ca. 1963-1968

Includes dresses, evening gowns, pants, blouses, business suits, and casual outfits.

Box 1, Folder 1 Fashion
[Image\(s\)](#)

Subseries 1.2: Outerwear, ca. 1963-1968

Box 1, Folder 2

Raincoats, wool coats and jackets, fur coats and stoles.

Box 1, Folder 2 Outerwear
[Image\(s\)](#)

Subseries 1.3: Lingerie, Sleepwear, and Loungewear, ca. 1963-1968

Box 1, Folder 3 Lingerie, Sleepwear, and Loungewear
[Image\(s\)](#)

Subseries 1.4: Accessories, ca. 1963-1968

Shoes, hats, and jewelry.

Box 1, Folder 4 Accessories: Shoes, Hats, Jewelry
[Image\(s\)](#)

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Series 2: Fashion Perspectives, 1967

Arranged alphabetically by person's last name. Each poster features a buyer for a specific department for the Joseph Magnin department stores.

Box 1, Folder 5 "Fashion Perspectives"
[Image\(s\)](#)

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Series 3: Cosmetics, circa 1963-1968

Max Factor, Revlon, sunscreen, and moisturizer are all featured products of these posters.

Box 1, Folder 6

Cosmetics

[Image\(s\)](#)

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Series 4: Store Openings, circa 1963-1968

Features locations of the new stores.

Box 1, Folder 7

Store Openings

[Image\(s\)](#)

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Series 5: Special Appearances, circa 1963-1968

Joseph Magnin store location and times of designer and make-up artist special appearances.

Box 1, Folder 8

Special Appearances

[Image\(s\)](#)

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Series 6: Holiday, circa 1963-1968

Posters produced for Christmas and New Year's.

Box 1, Folder 9

Holiday

[Image\(s\)](#)

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