



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

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

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## 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

Archives Center, National Museum of American History  
Estelle Ellis Collection (AC0423)  
Dorothy Shaver Papers (AC0631)  
Virginia "Jimmie" Booth Collection (AC0729)  
NW Ayer Advertising Agency Records (AC0059)  
Ming-Ju Sun Garfinckel's Fashion Drawings (AC0897)  
California Shop Records (AC0572)  
Division of Costume Audiovisual Collection (AC0801)  
National Cotton Council Photographs and Film (AC1177)

### 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

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## Biographical / Historical

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

During the 1960s, Betty Brader (born 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.

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## Scope and Contents

Collection primarily consists of 103 color and black and white illustrations advertising merchandise for the store. There are also illustrations promoting the staff and store events. In addition, store decorations are also included among the materials. Collection is arranged in three series: Series 1, Merchandise, 1963-1968; Series 2, Fashion Perspectives, 1967; and Series 3, Events and Holidays, 1963-1968.,

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## Arrangement

The collection is arranged in three series.

Series 1, Merchandise, 1963-1968

Series 2, Fashion Perspectives, 1967

Series 3, Events, circa 1963-1968

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## 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

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## Container Listing

### Series 1: Merchandise, 1963-1968

Scope and Contents: Consist of illustrations for store merchandise including dresses, evening gowns, pants, blouses, business suits, casual outfits, raincoats, wool coats, jackets, fur coats, stoles, lingerie, sleepwear, loungewear, shoes, hats, jewelry, cosmetics, sunscreen, and moisturizers. The materials are arranged by type of product.

|                 |  |
|-----------------|--|
| Box 1, Folder 1 | Clothing<br><a href="#">Image(s): Fashion</a>  |
| Box 1, Folder 2 | <a href="#">Outerwear</a>  |
| Box 1, Folder 3 | Lingerie, sleepwear, and loungewear<br><a href="#">Image(s): Lingerie, Sleepwear, and Loungewear</a> |
| Box 1, Folder 4 | Accessories<br><a href="#">Image(s): Accessories: Shoes, Hats, Jewelry</a>                           |
| Box 1, Folder 6 | <a href="#">Cosmetics</a>  |

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## Series 2: Fashion Perspectives, 1967

Scope and Contents: Comprise of illustrations featuring a buyer for a specific department for the Joseph Magnin department stores. In addition, there is information relating to each staff member on the illustration. The materials are arranged alphabetically by the person's last name.

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

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## Series 3: Events and Holidays, 1963-1968

Scope and Contents: Contain illustrations for events such as store openings and designer and make-up artist special appearances. In addition, there are decorations for holidays including Christmas and New Year's. Materials are arranged by event.

Box 1, Folder 7      Store openings, 1963-1968  
[Image\(s\): Store Openings](#)

Box 1, Folder 8      Special appearances  
[Image\(s\): Special Appearances](#)

Box 1, Folder 9      Holidays  
[Image\(s\): Holiday](#)

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