



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Target Stores Collection of Fashion Advertising Using Models with Disabilities

NMAH.AC.0436

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1998

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Target Stores Collection of Fashion Advertising Using Models with Disabilities
Date:	1990-1991
Identifier:	NMAH.AC.0436
Creator:	Target Stores (Creator)
Extent:	1 Folder
Language:	English .
Summary:	Documents Target Stores use of disabled models in their advertisements from 1990-1991.
Digital Content:	Image(s): Target Stores Collection of Fashion Advertising Using Models with Disabilities
Container:	Box 1 (Shared box)

Administrative Information

Immediate Source of Acquisition

Immediate source of acquisition unknown.

Related Materials

Materials in the Archives Center, National Museum of American History

Elaine Ostroff Universal Design Papers (NMAH.AC1356)

Disability Reference Collection (NMAH.AC.1319)

Processing Information

Collection processed by Vanessa Broussard- Simmons, 1998

Preferred Citation

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Biographical / Historical

The Dayton Company, founded in 1902 as the Dayton Dry Goods Company by American banker and real estate investor, George Draper Dayton (March 6, 1857-February 18, 1938) opened its first Target store in Roseville, Minnesota on May 1, 1962. The new subsidiary was intended to be a discount store chain as opposed to the family run department store chain of its parent company. Company leadership sought a mass market approach to offering consumers quality merchandise at a good price; family-oriented amenities: wide aisles, accessible displays, swift checkout, improved parking; while serving the cultural, social, and economic needs of the community. In the 1990s, the pioneering spirit of the company furthered its goal of serving a more inclusive consumer base and its commitment to the community by using models with disabilities in its advertisements.

Source: corporatetarget.com

Scope and Contents

Collection documents Target Stores's pioneering use of featuring disabled models in their advertisements. It consists of seven sales circulars dating from 1990-1991 and is contained in one folder.

Arrangement

Collection arranged in one series.

Names and Subject Terms

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

Subjects:

- Consumers with disabilities
- Disabilities
- Fashion
- Fashion merchandising
- People with disabilities
- advertising