



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Maidenform Collection, 1922-1997

NMAH.AC.0585

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Maidenform Collection
Identifier:	NMAH.AC.0585
Date:	1922-1997
Extent:	35 Cubic feet (87 boxes, 1 oversize folder)
Creator:	Maidenform, Inc.
Language:	English .

Administrative Information

Acquisition Information

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

Related Materials

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

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

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Biographical / Historical

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. They 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 Contents

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

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.

Box 1, Folder 1	Minutes of the First Meeting of Incorporators and Subscribers, 1922
Box 70, Folder 2	Documentation for Atlantic City Billboard, March 1930 [photograph in box 69]
Box 70	Color Photocopy: Agreement for Employment, 1933
Box 1, Folder 2	Camp Lewis, 1958, 1946, undated
Box 1, Folder 3	Radio Transcripts, 1950
Box 1, Folder 4	"Jean Abbey", undated
Box 1, Folder 5	Brochure: Life Magazine Promotion, 1951
Box 1, Folder 6	Invitations, 1959, 1952
Box 1, Folder 7	Program: Annual Presentation of Service Awards, 1960
Box 70, Folder 3	Color Photocopy: Card from Ladies Home Journal, 1962
Box 1, Folder 8	Anniversary Booklets, 1972, 1962 Image(s)
Box 1, Folder 8	"Maidenform Mirror" July-August 1962 Issue, Page 2, image of Mr. Ernest Silvani, head of Maidenform designing department, checking bra fitting with Mr. Rosenthal

[Image\(s\): "Maidenform Mirror" July-August 1962 Issue, Page 2, image of Mr. Ernest Silvani, head of Maidenform designing department, checking bra fitting with Mr. Rosenthal.](#)

Maidenform, Inc., Collector
English.

Local Numbers

AC0585-0000004.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 1, Folder 9	Maidenform Fact Sheet, 1971
Box 1, Folder 10	Interoffice Communication: Statistics for 50th Anniversary, 1971
Box 1, Folder 11	Press Release: 50th Anniversary(2 copies), 1972
Box 1, Folder 12	History of the Company: 1922-1972, 1972
Box 1, Folder 13	Design Award for Packaging: "Sweet Nothings", 1977
Box 1, Folder 14	Maidenform, Inc, 1987, 1992, 1985
Box 1, Folder 15	Press Kit: Celebrity Advertisements, 1987
Box 1, Folder 16	Press Kit: Corbin Bernsen, 1988
Box 1, Folder 17	Press Kit: Photographs: Corbin Bernsen, 1988
Box 1, Folder 18	Press Kit: Pierce Brosnan, 1989
Box 1, Folder 19	Press Kit: Photographs: Pierce Brosnan, 1989
Box 1, Folder 20	Press Kit: Christopher Reeve, 1989
Box 1, Folder 21	Transcript: Interview with Kitty D'Alessio, August 8, 1990 August 8
Box 1, Folder 22	Map: Maidenform Peak, Grand Teton National Park, 1990
Box 1, Folder 23	Program at Community School 211, 1991
Box 1, Folder 24	Press Kit: "Take The Plunge!", 1992
Box 1, Folder 25	Press Kit: Maidenform Museum, 1992

Box 1, Folder 26	Press Kit: Maidenform Museum Traveling Exhibition, 1992
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
Box 71, Folder 1	60th Anniversary Booklet, 1982
Box 71, Folder 1	Camp Lewis, 1984
Box 69, Folder 13	Letter to "Willyum," 7 April 1945, 1945 April 7

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Series 2: News Articles, 1941-1997**Subseries 2.1: Rosenthal Family, 1950-1997**

- Box 2, Folder 1 William Rosenthal, 1958, 1953, 1952
- Box 2, Folder 2 Ida Rosenthal, 1973, 1950-1965, 1990, 1997
- Box 2, Folder 3 Ida Rosenthal, 1960, 1959, 1963-65
- 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 68, Folder 2 "Women Who Made Their Mark," re: Ida Rosenthal, New York Journal-American, 1959 January 13
- 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

- Box 2, Folder 7 Advertisement Campaigns, 1957-1997
- Box 2, Folder 8 Sol Rubinstein, 1954, 1984, 1943
- Box 2, Folder 9 Vanity Fur, parody magazine, 1988
[see page 52 for "Maidenfur" ad]

Subseries 2.3: Company, 1950-1997

Subseries 2.3, Company, 1950-1997, include labor history, plant closings, etc.

- Box 69, Folder 1 Publicity, 1948-1970
- Box 2, Folder 10 Maidenform, Inc, 1955, 1968, 1962, 1997
[Image\(s\)](#)
- Box 2, Folder 11 Quality is Not a Sometime Thing, 1954

Box 2, Folder 12	Bayonne, New Jersey facility, 1938-1973
Box 2, Folder 13	ILGWU strikes, Sept-Oct. 1941, 1971 September-October
Box 2, Folder 14	Princeton, West Virginia facility, 1943-1964
Box 2, Folder 15	Clarksburg, West Virginia facility, 1944-1962
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, Registrations, 1871-1979

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.

- Box 3, Folder 1 United States Mechanical Patents, 1927-1958
[Image\(s\)](#)
- Box 3, Folder 1 Patent drawing 1,649,736 for brassiere; November 15, 1927
[Image\(s\)](#)
Maidenform, Inc., Collector
English.

Local Numbers
AC0585-000002.tif (AC Scan)

Topic: Brassieres -- 20th century
- Box 3, Folder 2 United States Mechanical Patents, 1927-1976
[Image\(s\)](#)
- Box 3, Folder 2 Patent drawing for brassiere. # 1,648,464
[Image\(s\)](#)
Maidenform, Inc., Collector
English.

Local Numbers
03058519.tif (AC Scan)

Topic: Brassieres -- 20th century
- Box 4, Folder 1 United States Mechanical Patents, 1959-1979
- Box 4, Folder 1 United States Design Patents, 1935-1937
- Box 4, Folder 2 United States Design Patents, 1938, 1940-1941
[Image\(s\)](#)

Patent drawing, brassiere, Maidenform Company, 1938
[Image\(s\): Patent drawing, brassiere, Maidenform Company, 1938.](#)
Maidenform, Inc., Collector
English.

Local Numbers
03058504.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 4, Folder 3	United States Design Patents, 1948, 1944, 1950-1951
Box 4, Folder 4	United States Design Patents, 1955, 1956, 1959
Box 4, Folder 5	United States Design Patents, 1960-1964
Box 4, Folder 6	United States Design Patents, 1965-1967
Box 4, Folder 7	United States Design Patents, 1970
Box 4, Folder 8	United States Design Patents, 1976, 1971, 1973, 1975
Box 5, Folder 1	Papers Referring to Missing Patent and Trademark Registrations and Applications, 1926-1930, 1934
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 3	Letters Patent: "Stiffening Ribs, Protection Therefor and Method of Making the Same" [Serial No. 615781] Filed 6/8/32 [W.R.], 14 June 1932, 1932 June 14, 1932 June 8
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
Box 5, Folder 6	"C" Interlude Long Line Design Patent Application, filed 8/1/35, 1935 August 1
Box 5, Folder 7	Typed Copies of Patent Specifications and Applications, [design], 1935
Box 5, Folder 8	Typed Copies of Patent Specifications and Applications, [design], 1937
Box 5, Folder 9	Patent petition: "R" Stiffening Ribs or Stays, filed 11/12/38, abandoned 11/18/41, 1938 November 12, 1941 November 18
Box 5, Folder 10	Patent Petition: "Q" Brassiere Construction and Reinforcing Means Therefore: Strapless Brassiere [Serial No. 239947] Filed 11/12/38 Abandoned 11/12/41 [W.R.], 1941 November 12, 1938 November 12
Box 5, Folder 11	Typed Copies of Patent Specifications and Applications, [mechanical], 1937

- Box 5, Folder 12 Typed Copies of Patent Specifications and Applications, [mechanical], 1938
- Box 5, Folder 13 Typed Copies of Patent Specifications and Applications, [mechanical],
1938-1939
- Box 5, Folder 14 U.S. Patent Office Print Registration Certificates, 1938-1939
- Box 5, Folder 15 Patent Application: "S"Adagio Construction [Application No. 258376] U.S. Patent
2,343,476 Filed 2/25/39, 1939 February 25
- Box 6, Folder 1 "P" U.S. Patent No. 2219460 - Stitched Open Work - Turrisi, 1938, 1940
- 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 4 British Patent Documents: Turrisi- Stitched Open Work British Patent No.
525966, 1942-1943, 1939
- 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 9 Two-Piece Buckle: U.S. Patent [51B(82)] Patent No. 204,260, 1965-1966
- 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
[Image\(s\)](#)
- Box 6, Folder 18 Correspondence re: two-piece skirt, Enid Bissett, Sept. 16-20, 1942 September 16-20
- Box 6, Folder 19 Letter and patent: Catharine Elberfeld, Aug. 4, 1942 August 4
- Box 6, Folder 20 Correspondence re garment closures, 1942-1943
- Box 7 Bound Volume: U.S. Patents on Brassieres, etc. Vol. 1, 7 Nov. 1871-26 Aug. 1924, 1924 August 26
- Box 8 Bound Volume: U.S. Patents on Brassieres, etc. Vol. 3, 9 Dec. 1924-1 March 1938, 1924 December 9 - 1938 March 1
- Box 9 Bound Volume: U.S. Patents including Maiden Form Trademarks, Vol. 4, 15 March 1938-24 Aug. 1943, 1938 March 24 - 1943 August
- Box 10 Bound Volume: U.S. Patents on Brassieres, etc. Vol. 5, 18 April 1939-17 July 1951, 1939 April 18 - 1951 July
- Box 11 Bound volume: U.S. Patents on Brassieres, etc. including Maidenform Patents, Vol. 6
- Box 12 Bound volume: U.S. Patents on Brassieres, etc. including Maidenform Patents, Vol. 7
- Box 13 Bound volume: U.S. Patents on Brassieres, etc. including Maidenform Patents, Volumes 8 and 11
- Box 14 Bound volume: U.S. Patents on Brassieres, etc. including Maidenform Patents, Vol. 9
- Box 15 Bound Volume: U.S. Patents on Brassieres, etc. including Maidenform Patents, Vol. 10, 11 May 1965-19 Nov. 1968, 1965 May 11 - 1968 November 19
- Box 16, Folder 1 Bound Volume: Foreign Patents on Brassieres, etc. Vol. 1

Box 16, Folder 2	Items Found in Bound Volumes, undated
Box 17, Folder 1	Recorded Assignments, 1923, 1926-1928
Box 17, Folder 2	Recorded Assignments: Great Britain, Feb. 1, 1926
Box 17, Folder 3	Recorded Assignments: Canada, 1933, 1932, 1930
Box 17, Folder 4	Recorded Assignments, 1933, 1932, 1930
Box 17, Folder 5	Recorded Assignments, 1935-1936
Box 17, Folder 6	Recorded Assignments, 1937-1939
Box 17, Folder 7	Recorded Assignments, 1940, 1949
Box 17, Folder 8	Canadian Trademark, Dec. 9, 1927
Box 17, Folder 9	Correspondence re: Domestic and Foreign Trademark Registration, 1935, 1937-1938, 1933
Box 17, Folder 10	"Tric-o-Lastic" Trademark Application, August, 1937
Box 17	Trademarks: Great Britain, December 1940, 1940 December
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 A or AA--Book B--Magazine KK--print or pictorial work relating to merchandise The cards are a form of copyright certificate which verifies the registration; they are the same as the full page certificate. The card is the record of the work, while the certificate shows the registration.
Box 17, Folder 14	Certificate of Copyright Registration Numbers, May 1940, 1940 May [photocopy]
Box 17, Folder 15	Copyright Certificates, 1940-1946
Box 17, Folder 16	Certificates of Registration of Claim to Copyright in a Periodical Published in the United States, 1946-1947

Box 18 Volume 1: Maidenform International Trademark Registrations, 1953

Box 71, Folder 2 Employment agreement assigning patent rights, 1933
[Image\(s\)](#)
[photocopy]

Box 71, Folder 2 Maidenform Agreement for Employment; patents
[Image\(s\): Maidenform Agreement for Employment; patents.](#)
Maidenform, Inc., Collector
English.

Local Numbers

AC0585-0000029.tif (AC Scan)

Topic: Brassieres -- 20th century

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Series 4: Publications, 1931-1997

Subseries 4.1: Maidenform Mirror, 1962-1966, 1931-1955

Subseries 4.1, Maidenform Mirror Magazines, 1931-1955, 1962-1966, produced for retailers by Maidenform.

- Box 19 Bound Volumes of Maidenform Mirror: Vols. 1-7, 1931-1937 Vols. 7-17, 1937-1947 Vols. 14-19, 1944-1949 Vols. 19-25, 1949-1955
[Image\(s\)](#)
- "The Maiden Form Mirror"
[Image\(s\)](#)
Maidenform, Inc., Collector
English.
- Local Numbers
 01058501.tif (AC Scan)
- Topic: Brassieres -- 20th century
- Box 20 Bound Volumes of Maidenform Mirror: Vols. 20-32, 1952-1962 Vols. 36-41, 1962-1966
- Box 70, Folder 5 Maidenform Mirror, Oct 1950, Aug 1952, May 1954, Sept. 1954
[Image\(s\)](#)
- Box 70, Folder 6 Maidenform Mirror, April-May 1955, August-September 1955
- Box 70, Folder 7 Maidenform Mirror, Feb-March 1956, April -May 1956, Oct-Nov 1956
- Box 70, Folder 8 Maidenform Mirror, April-May 1957, August-September 1957, April-May 1958, August-September 1958
- Box 70, Folder 9 Maidenform Mirror, Feb-March 1959, August-September 1960, Feb-March 1961, Jan-Feb 1963
- Box 70, Folder 10 Maidenform Mirror, March-April 1964, July-August 1964, July-August 1965

Subseries 4.2: Maiden-Forum Newsletters, 1944-1995

Subseries 4.2, Maiden-Forum Newsletters, 1944-1995, an in-house newsletter, produced and for Maidenform employees. Includes some Spanish language editions produced for employees in Puerto Rico.

- Box 75 Bound volume, Maiden Forum, 1944-1949

Box 21	Bound Volume: Maiden Forum, 1950-1955
Box 21	Bound Volume: Maiden Forum, 1956-1960
Box 22, Folder 1	Nov. 1944-Nov. 1945, 1944 November-1945 November
Box 22, Folder 2	Jan.-Nov. 1946, 1946 January - November
Box 22, Folder 3	Jan.-Mar., May-Nov. 1947
Box 22, Folder 4	Feb./Mar.-Apr./May, Sept., Nov. 1948
Box 22, Folder 5	Jan., Feb., Apr., May, Oct., Dec. 1949
Box 22, Folder 6	Feb.-Dec. 1950
Box 22, Folder 7	Jan.-Mar., May, June, Aug.-Dec. 1951
Box 22, Folder 8	Jan., Mar.-May, Aug., Sept., Dec. 1952 Image(s)
Box 22, Folder 9	Jan., Feb., Apr., June, Dec. 1953
Box 22, Folder 10	Feb.-Dec. 1954
Box 22, Folder 11	Sept., Nov. 1955; Apr., Nov. 1960
Box 22, Folder 12	Feb., Nov 1962; Sept., Dec. 1963
Box 22, Folder 13	Feb., Jul., Sept., Dec. 1964
Box 22, Folder 14	Feb., Apr., June 1965
Box 22, Folder 15	Jan., Mar., Jul., Dec. 1966
Box 22, Folder 16	Feb., Jun., Oct 1967; Septiembre/Octubre 1967 (Spanish Edition)
Box 22, Folder 17	Jan., Mar., Jul. 1968; Enero/Febrero 1968 (Spanish Edition)
Box 22, Folder 18	Jan., Mar., Jun., Oct., Dec. 1969
Box 22, Folder 19	Mar., May, Sept., Dec. 1970

Box 22, Folder 20	Mar., June, Dec. 1971
Box 22, Folder 21	Feb., Sept. 1972
Box 22, Folder 22	Mar., June, Oct. 1973
Box 22, Folder 23	Jan., Apr., June, Oct. 1974
Box 22, Folder 24	Apr., Oct. 1979; Apr., June/July, Oct. 1980
Box 22, Folder 25	Jan., Apr., Jul., Oct. 1981
Box 22, Folder 26	Jan.-Fall 1982
Box 22, Folder 27	Spring-Winter 1983
Box 22, Folder 28	Spring-Winter 1984
Box 22, Folder 29	Spring, Summer 1985
Box 22, Folder 30	Spring-Winter 1987
Box 22, Folder 31	Spring, Fall 1991; Fall 1995

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Series 5: Sales and Marketing Materials, 1929-1997

Subseries 5.1: Market Research, circa 1947-1996

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 15	Preference Test Write-Ups: Combination Visual Preference and Wear Tests: Window Bra and Counterpart, 4 May 1966 and 17 June 1966, 1966 May 4, 1966 June 17
Box 23, Folder 16	Preference Test Write-ups: Visual Preference: Brassieres: Ariette through Counterpoint, 1950s and 1960s

Box 23, Folder 17	Preference Test Write-ups: Visual Preference: Brassieres: Dialog through Reverie, 1950s and 1960s
Box 23, Folder 18	Preference Test Write-ups: Visual Preference: Brassieres: "Scroll" through Sweet Music, 1950s and 1960s
Box 23, Folder 19	Preference Test Write-ups: Visual Preference: Brassieres: Tracery through Variette, 1950s and 1960s
Box 23, Folder 20	Preference Test Write-ups: Visual Preference: Girdles, undated
Box 23, Folder 21	Preference Test Write-ups: Visual Preference: Long Lines, 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
Box 23, Folder 25	Preference Test Write-ups: Packaging, undated
Box 23, Folder 26	Preference Test Write-up: Teen Age Market Study [conducted by Seventeen Magazine-survey included], 28 May 1958, 1958 May 28
Box 23, Folder 27	Apparel Wear Testing Calling Format, undated
Box 24	Bound Copy of A Study of Reactions to Four Girdles by A.J. Wood Research Corporation, June 1960, 1960 June

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.

Box 25, Folder 1	Maidenform Distribution Advertising, 1929-1930
Box 25, Folder 2	Business Correspondence re: Sales, 1941
Box 25, Folder 3	Notebook: Daily Production, 1932-1943
Box 25, Folder 4	Notebook: Total Daily Shipments, 1937-1941
Box 25, Folder 5	Notebook: Total Daily Shipments, 1942-1943

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
Box 25, Folder 10	Annual Report, 1944
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]
Box 69, Folder 4	Special Sales bulletin, 1963
Box 69, Folder 6	Internal coding, undated

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
Box 71, Folder 3	Stylebook, 1930
Box 71, Folder 4	Foundation stylebook, 1937-1938
Box 71, Folder 5	Stylebook supplements, 1957-1958, 1961
Box 26, Folder 4	Store Promotions, Fall 1954, 1954

- Box 26, Folder 5 Booklet: "The Maidenform Twice-Over: The First Circular Stitched Elastic Bra, 1957
[Image\(s\)](#)
- Box 26, Folder 5 Pamphlet: "What to Wear With What/What to Wear Under What, 1960
[Image\(s\)](#)
- Box 26, Folder 6 Advertising Program, Spring 1966, 1966
- Box 27, Folder 1 Mat Book, 1955-1956
- 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 "All you ever wanted to know about selling ... Maidenform", undated
[Image\(s\)](#)
[Image\(s\): Booklet: "All You Ever Wanted to Know About Selling \(But Were afraid to Ask\)"](#)
Maidenform, Inc., Collector
- Local Numbers
01058504.tif (AC Scan)
- Topic: Brassieres -- 20th century
- Box 27, Folder 8 Booklet: "The Maidenform Woman, You Never Know Where She'll Turn Up", circa 1980
- The Maidenform woman. You never know where she'll turn up. [Color advertisement.]
[Image\(s\)](#)
Maidenform, Inc., Advertiser
English.
Woman in bikini panties between two leaping male basketball players.
- Local Numbers
01058520.tif (AC Scan)

Topic: Basketball
Bikinis
Sex in advertising -- 1960-1970
Underwear
Women in advertising -- 1960-1970

Genre/
Form: Advertisements -- 1960-1970

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
Box 27, Folder 13	Advertising and Promotion Program, Spring 1990, 1990
Box 27, Folder 14	Advertising and Promotion Program, Fall 1990, 1990
Box 27, Folder 15	Advertising and Promotion Program, Spring 1991, 1991
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
Box 27, Folder 21	Advertising and Promotion Program, Fall 1994, Spring 1995, 1995, 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

Box 28, Folder 1-2	1927-1943 Image(s)
Box 28, Folder 3	1948-1949
Box 28, Folder 4-8	Fall 1940-1965

Box 29, Folder 1-4 1966-1979

Box 30, Folder 1-6 1980-Spring 1997

Subseries 5.5: Wholesale Price Lists, 1930-1959

Box 31, Folder 1 Wholesale Price Lists: Vol. 1: Wholesale Price Lists: Vol. 1, 1930, 1931, 1934, Spring 1936-Spring 1940 Duplicate Book: Spring 1936-Spring 1940

Box 31, Folder 2 Wholesale Price Lists: Vol. 2, Fall 1940-Fall 1949

Box 31, Folder 3 Wholesale Price Lists: Vol. 3, Spring 1950-Fall 1954 Vol. 4, Spring 1955-1959

Box 32, Folder 1 Retail Price Lists and Envelope Stuffers, 1930-1944, 1947

Box 32, Folder 2 Wholesale Price Lists, 1941-44

Box 32, Folder 3 Canada Price Lists-Wholesale and Trinidad Price List, Fall 1954-1958, 1959

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

Subseries 5.6: Color Cards, 1980-1994

Box 33, Folder 1 Color Cards, 1980-1982

Box 33, Folder 2 Color Cards, 1983-1985

Box 33, Folder 3 Color Cards, 1986-1987

Box 33, Folder 4 Color Cards, 1988-1989

Box 33, Folder 5 Color Cards, 1990-1991

Box 33, Folder 6 Color Cards, 1992

Box 33, Folder 7 Color Cards, 1993

Box 33, Folder 8 Color Cards, 1994

Subseries 5.7: Packaging, 1950-1978

Note: Additional packaging may be found in the Sales Kits

Box 34, Folder 1	1950-1959
Box 34, Folder 2	Color Photocopy: 1960
Box 34, Folder 3	1960-1967 Image(s) Maidenform starter bra box Image(s) Maidenform, Inc., Collector English. Local Numbers 01058502.tif (AC Scan) Topic: Brassieres -- 20th century
Box 34, Folder 4	1970-1972
Box 34, Folder 5	1974-1978 Maidenform starter bra box Image(s) Maidenform, Inc., Collector English. Local Numbers 01058503.tif (AC Scan) Topic: Brassieres -- 20th century

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	Hang Tags, 1993-1994, 1994
Box 80	Hang Tags, 1994
Box 81	Hang Tags, 1995, 1996 undated

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.

Box 69, Folder 7	Spring 1956
Box 67, Folder 4	1958
Box 35, Folder 1	Spring 1957
Box 35, Folder 2-6	Fall 1957
Box 35, Folder 7	1958
Box 35, Folder 8-14	Spring 1959
Box 35, Folder 15-19	Fall 1959
Box 36, Folder 1	Spring 1960
Box 36, Folder 2	Fall 1960
Box 36, Folder 3	Spring 1961
Box 36, Folder 4	Swimwear 1961
Box 37, Folder 1-9	Fall 1961
Box 37, Folder 10-18	Spring 1962
Box 69, Folder 8	Spring 1962
Box 37, Folder 19-21	Fall 1962
Box 38, Folder 1-6	Spring 1963

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 Missing ?	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, 1949-1969, 1980

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

- Box 63, Folder 11 Pre-lude Six-Way [Spanish language], 1955
- Box 63, Folder 12 Pre-lude Six-Way Once Over, 1956
- Box 63, Folder 13 Chansonette, 1957
[seven copies]
- Box 63, Folder 14 Sweet Music, 1959
- Box 64, Folder 1 Variation pantie girdle "made for machine washing", 1960
- Box 64, Folder 2 I dreamed I had a swinging time / in my maidenform [sic] bra [color
advertisement], 1963, 1963
1 Item (10.6 x 10.3 in.)
[Image\(s\): "I Dreamed I had a Swinging Time in My Maidenform Bra"](#)
[Image\(s\): I dreamed I had a swinging time / in my maidenform \[sic\] bra \[color
advertisement\], 1963.](#)
Maidenform, Inc., Advertiser
Image: photograph of a woman swinging from a vine in a tree.
Maidenform Collection, 1922-1997, 0585, Box 64, Folder 2.
- Local Numbers
03058515.tif (AC Scan)
- Topic: Advertising campaigns
 Brassieres -- 20th century
 Dreams
 Sex in advertising -- 1960-1970
 Swings
- Genre/Form: Advertisements -- 1960-1970
 Photographs -- 1960-1970 -- Color -- Reproductions
 Tear sheets -- 1960-1970
- Box 64, Folder 3-5 Sweet Music "Keep Your Eye on Maidenform", 1964
- Box 64, Folder 6 Moreover Contour, 1964
- Box 64, Folder 7 Introduction, "I Dreamed I Switched the Stars in My Maidenform Bra", 1965
- Box 64, Folder 8 Dialogue, 1965
- Box 64, Folder 9 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]

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Series 6: Advertising, 1929-1994

Subseries 6.1: Advertisements, 1929-1991

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
Image(s) |
| Box 50, Folder 6 | Maidenform woman as a commodities trader
Image(s)
Maidenform, Inc., Collector
English.

Local Numbers
03058508.tif (AC Scan)

Topic: Brassieres -- 20th century |
| Box 50, Folder 7 | "The Maidenform Woman" Campaign, 1982-1983
Image(s) |
| Box 50, Folder 7 | Maidenform woman as a big cat trainer
Image(s)
Maidenform, Inc., Collector
English.

Local Numbers
03058507.tif (AC Scan) |

Topic: Brassieres -- 20th century

Box 50, Folder 7 Maidenform woman as a Doctor
[Image\(s\)](#)
Maidenform, Inc., Collector
English.

Local Numbers

03058506.tif (AC Scan)

Topic: Brassieres -- 20th century

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
[Image\(s\)](#)

Corbin Bernsen in Maidenform ad "Lingerie does a lot for a woman."

[Image\(s\)](#)

Maidenform, Inc., Collector
English.

Local Numbers

01058518.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 50, Folder 12 Women's Advocacy Campaign, 1990-1991
[Image\(s\)](#)

Perhaps this ad will eliminate any confusion between / women and various unrelated objects. [Advertisement,], 1991

[Image\(s\): Perhaps this ad will eliminate any confusion between / women and various unrelated objects. \[Advertisement,\] 1991.](#)

Maidenform, Inc., Advertiser
English.

Four images: a chick, a doll, a tomato, and a fox.

Local Numbers

01058519.tif (AC Scan)

Topic: Chicks
Dolls
Foxes
Lingerie
Tomatoes
Underwear

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
[Image\(s\)](#)

I dreamed / I took the bull / by the horns.../ in my / maidenform [sic] bra
[color advertisement], 1962
1 Item (Ink on paper.; 15.5" x 11.5".)

[Image\(s\): I dreamed / I took the bull / by the horns.../ in my / maidenform \[sic\] bra \[color advertisement\].](#)

Maidenform, Inc., Advertiser

English.

Woman wearing a brassiere in field, holding a bull by his horns;
photographer unidentified.

Local Numbers

AC0585-0000015.tif (AC Scan)

In Box 73, Folder 3.

Topic: Brassieres -- 20th century
Bulls
Dreams
Sex in advertising -- 1960-1970
Women in advertising -- 1960-1970

Genre/ Advertisements -- 1960-1970
Form: Photographs -- 1960-1970 -- Color -- Reproductions
Tear sheets -- 1960-1970

I dreamed I stopped them in their tracks / in my maidenform [sic] bra [color advertisement], 1962

1 Item (Ink on paper.; 15.25" x 12".)

Image(s): [I dreamed I stopped them in their tracks / in my maidenform \[sic\] bra \[color advertisement\]](#).

Maidenform, Inc., Advertiser

English.

Color advertisement based on a photograph of woman wearing a brassiere, standing in front of a "locomotive" backdrop; photographer unidentified.

Local Numbers

AC0585-0000069(AC Scan)

In Box 73, Folder: I dreamed.

Topic:	Advertising campaigns Brassieres -- 20th century Dreams Locomotives -- 19th century Railroads Railroads -- Trains Sex in advertising Women in advertising -- 1960-1970
Genre/ Form:	Photographs -- 1960-1970 -- Color -- Reproductions Proof sheets -- 1940-1990 Tear sheets -- 1960-1970

I dreamed / I had the / world on a / string in my maidenform...bra... [etc.]
[color advertisement]

Image(s): [I dreamed / I had the / world on a / string in my maidenform...bra... \[etc.\] \[color advertisement\]](#).

Maidenform, Inc., Advertiser

English.

Text advertises all Maidenform products, not just brassieres.

Local Numbers

01058522.tif (AC Scan)

Topic:	Brassieres -- 20th century Brassieres -- 20th century Dreams Sex in advertising -- 1960-1970 Women in advertising -- 1960-1970
Genre/ Form:	Advertisements -- 1960-1970 Photographs -- 1960-1970 -- Color -- Reproductions Tear sheets -- 1960-1970

I dreamed I was a knockout / in my maidenform bra [color advertisement]

[Image\(s\): I dreamed I was a knockout / in my maidenform bra \[color advertisement\].](#)

Maidenform, Inc., Advertiser

English.

Woman wearing bra and boxing gloves in ring.

Local Numbers

01058521.tif (AC Scan)

Topic:	Boxing Brassieres -- 20th century Dreams Sex in advertising -- 1960-1970 Women in advertising -- 1960-1970
Genre/	Advertisements -- 1960-1970
Form:	Photographs -- 1960-1970 -- Color -- Reproductions Tear sheets -- 1960-1970

I dreamed I drove them wild / in my maidenform bra [color advertisement], 1961

[Image\(s\): I dreamed I drove them wild / in my maidenform bra \[color advertisement\], 1961.](#)

Maidenform, Inc., Collector

English.

Woman wearing helmet and brassiere, driving Roman chariot.

Local Numbers

00058503.tif (AC Scan)

Topic:	Brassieres -- 20th century Chariots Dreams Roman motifs Sex in advertising -- 1960-1970 Women in advertising -- 1960-1970
Genre/	Advertisements -- 1960-1970
Form:	Proof sheets -- 1940-1990

I dreamed I was a designing woman / in my maidenform [sic] bra [color advertisement]

[Image\(s\): I dreamed I was a designing woman / in my maidenform \[sic\] bra \[color advertisement\].](#)

Maidenform, Inc., Advertiser

English.

Local Numbers

01058528.tif (AC Scan)

Topic:	Brassieres -- 20th century
--------	----------------------------

Designers
 Dreams
 Sex in advertising -- 1960-1970
 Women in advertising

Genre/
 Form: Advertisements -- 1950-2000

I dreamed I walked a tightrope / in my maidenform [sic] bra [black-and-white advertisement.]

[Image\(s\)](#)

Maidenform, Inc., Donor
 English.

Local Numbers

02058501.tif (AC Scan)

Topic: Brassieres -- 20th century
 Dreams
 Sex in advertising -- 1960-1970
 Tightrope walking

Genre/
 Form: Advertisements -- 1950-2000
 Photographs -- 1950-1960 -- Black-and-white
 photoprints -- Reproductions

Box 68, Folder 13

I dreamed / I went / to work / in my / maidenform [sic] bra [color magazine advertisement, tear sheet]

[Image\(s\): I dreamed / I went / to work / in my / maidenform \[sic\] bra \[color magazine advertisement, tear sheet\].](#)

Maidenform, Inc., Collector
 English.

Local Numbers

03058517.tif (AC Scan)

Topic: Brassieres -- 20th century
 Dreams
 Offices
 Sex in advertising -- 1950-1960

Genre/
 Form: Advertisements -- 1950-2000
 Photographs -- 1950-2000 -- Reproductions
 Tear sheets

Box 73, Folder 3

Maidenform Advertisement: "I dreamed I was lost in a London Fog in my Maidenform bra." 1957 Big Ben clock and tower. England. Photographic image

[Image\(s\): Maidenform Advertisement: "I dreamed I was lost in a London Fog in my Maidenform bra." 1957 Big Ben clock and tower. England. Photographic image.](#)

Maidenform, Inc., Collector
English.

Local Numbers

AC0585-0000020.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 73, Folder 3

Maidenform Advertisement: "I dreamed I turned on the magic of Venice in my maidenform bra." 1966. Italy; canal

[Image\(s\): Maidenform Advertisement: "I dreamed I turned on the magic of Venice in my maidenform bra." 1966. Italy; canal.](#)

Maidenform, Inc., Collector
English.

Local Numbers

AC0585-0000019.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 73, Folder 3

Maidenform Advertisement: "I dreamed I was tickled pink in my maidenform bra." 1962. Pink elephant

[Image\(s\): Maidenform Advertisement: "I dreamed I was tickled pink in my maidenform bra." 1962. Pink elephant.](#)

Maidenform, Inc., Collector
English.

Local Numbers

AC0585-0000018.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 73, Folder 3

Maidenform Advertisement: "I dreamed I was Venus de Milo in my maidenform bra". 1955

[Image\(s\)](#)

Maidenform, Inc., Collector
English.

Local Numbers

AC0585-0000017.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 73, Folder 3

I dreamed I got a lift in my / maidenform bra [black-and-white advertisement, proof sheet,], 1959

[Image\(s\): I dreamed I got a lift in my / maidenform bra \[black-and-white advertisement, proof sheet,\] 1959.](#)

Maidenform, Inc., Advertiser

English.

Model is posed apparently holding onto construction equipment, high above city skyscrapers.

Local Numbers

AC0585-0000016.tif (AC Scan)

Topic: Brassieres -- 20th century
Construction
Dreams
Sex in advertising -- 1960-1970
Skyscrapers
Women in advertising

Genre/
Form: Advertisements -- 1950-2000

Box 26, Folder I
dreamed ads

Maidenform ad "I dreamed I went shopping ..." Photographic image; 1949

[Image\(s\): I dreamed I went shopping in my maidenform \[sic\] bra \[color advertisement\].](#)

Maidenform, Inc., Collector

English.

Local Numbers

03058512.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 73, Folder 4

Advertisements, "I Dreamed" campaign, 1949-1963

[Image\(s\)](#)

[color photocopy]

Box 73, Folder 4

Maidenform Advertisement: "I dreamed I went back to school in my maidenform bra." 1955

[Image\(s\)](#)

Maidenform, Inc., Collector

English.

Local Numbers

AC0585-0000021.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 73, Folder 5

Advertisements, "I Dreamed" campaign, 1960-1967

[color photocopy]

- Box 73, Folder 6 Advertisements, 1970-1971
[Image\(s\)](#)
- Box 73, Folder 6 Maidenform Advertisement: "You'll dream you're not even wearing your precious littles!" 1971; photographic image
[Image\(s\)](#)
Maidenform, Inc., Collector
English.

Local Numbers
 AC0585-0000022.tif (AC Scan)
 Topic: Brassieres -- 20th century
- Box 69, Folder 5 The Slight Advantage, 1973
- Box 73, Folder 7 Advertisements, "The Maidenform Woman" campaign, 1979-1980
[Image\(s\)](#)
- Box 73, Folder 7 Maidenform Advertisement: "The Maidenform woman. You never know where she'll turn up." Woman in underwear playing violins, a flute, a cello and a bass. Orchestra. Photographic image
[Image\(s\): Maidenform Advertisement: "The Maidenform woman. You never know where she'll turn up." Woman in underwear playing violins, a flute, a cello and a bass. Orchestra. Photographic image.](#)
Maidenform, Inc., Collector
English.

Local Numbers
 AC0585-0000023.tif (AC Scan)
 Topic: Brassieres -- 20th century
- Box 73, Folder 7 Advertisements, "Dares to Dream" campaign, 1984-1986 [?]
- Box 73, Folder 11 Celebrity Campaign, 1987-1989
[Image\(s\)](#)
- Box 73, Folder 11 Maidenform Advertisement: "Lingerie reveals more of a woman than just skin..." 1987
[Image\(s\)](#)
Maidenform, Inc., Collector
English.

Local Numbers
 AC0585-0000027.tif (AC Scan)

- Topic: Brassieres -- 20th century
- Box 73, Folder 11 Maidenform Advertisement: "Lingerie does a lot for a woman..." 1987
[Image\(s\)](#)
Maidenform, Inc., Collector
English.
Local Numbers
AC0585-0000024.tif (AC Scan)
Topic: Brassieres -- 20th century
- Box 73, Folder 11 Maidenform Advertisement: Pierce Brosnan "It was our first time in Monte Carlo..." 1989
[Image\(s\)](#)
Maidenform, Inc., Collector
English.
Local Numbers
AC0585-0000025.tif (AC Scan)
Topic: Brassieres -- 20th century
- Box 73, Folder 11 Maidenform Advertisement: "Lingerie says a lot about a woman..." 1987
[Image\(s\)](#)
Maidenform, Inc., Collector
English.
Local Numbers
AC0585-0000026.tif (AC Scan)
Topic: Brassieres -- 20th century
- Box 73, Folder 12 Advertisements, 1993-1996
[Image\(s\)](#)
- Box 73, Folder 12 Maidenform Advertisement: "Save this bra for those special occasions. Like taking your kids to the park, for instance." 1995. African American woman and girl
[Image\(s\): Maidenform Advertisement: "Save this bra for those special occasions. Like taking your kids to the park, for instance." 1995. African American woman and girl.](#)
Maidenform, Inc., Collector
English.
Local Numbers
AC0585-0000028.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 26, Folder 1

"I Dreamed" Campaign, 1949-1961

[Image\(s\)](#)

I dreamed I went shopping in my maidenform [sic] bra [color advertisement], 1949

1 Item (Ink on paper.; 11" x 9".)

[Image\(s\): I dreamed I went shopping in my maidenform \[sic\] bra \[color advertisement\].](#)

Maidenform, Inc., Advertiser

English.

Woman wearing a brassiere in a store; photographer unidentified.

Local Numbers

AC0585-0000015.tif (AC Scan)

In Box 26, Folder I dreamed ads.

Topic: Advertising campaigns
Brassieres -- 20th century
Dreams
Sex in advertising -- 1940-1950
Shopping. -- 1940-1950

Genre/ Photographs -- 1940-1950 -- Color -- Reproductions
Form: Tear sheets -- 1940-1950

I dreamed I was made over / in my maidenform bra [black-and-white advertisement,] 1958

[Image\(s\): I dreamed I was made over / in my maidenform bra \[black-and-white advertisement,\] 1958.](#)

Maidenform, Inc., Advertiser

English.

Maidenform Collection, 1922-1997, 0585, Box ?, Folder ?

Local Numbers

01058525.tif (AC Scan)

Topic: Brassieres -- 20th century
Dreams
Sex in advertising -- 1950-1960

Genre/ Advertisements -- 1950-1960
Form: Photographs -- 1950-1960 -- Reproductions
Tear sheets -- 1940-1970

I dreamed / I was an Egyptian dreamboat in my / maidenform bra [black-and-white advertisement], 1955

[Image\(s\): I dreamed / I was an Egyptian dreamboat in my / maidenform bra \[black-and-white advertisement\], 1955.](#)

Maidenform, Inc., Advertiser

English.

Although the image is based on a photograph, it is not a reproduction of an original photograph.

Local Numbers

01058523.tif (AC Scan)

Topic: Boats
Brassieres -- 20th century
Dreams
Egyptian motifs
Sex in advertising -- 1950-1960
Women in advertising

Genre/
Form: Advertisements -- 1950-1960

I dreamed / I barged down the Nile in my maidenform bra [color advertisement], 1962

[Image\(s\): I dreamed / I barged down the Nile in my maidenform bra \[color advertisement\], 1962.](#)

Maidenform, Inc., Collector

English.

Local Numbers

01058526.tif (AC Scan)

Topic: Brassieres -- 20th century
Brassieres -- 20th century
Dreams
Egyptian motifs
Sex in advertising -- 1960-1970
Women in advertising -- 1960-1970

Place: Nile River

Genre/
Form: Advertisements -- 1960-1970
Photographs -- 1960-1970 -- Color -- Reproductions
Tear sheets -- 1960-1970

Box 26, Folder I
dreamed ads

I dreamed I had Tea for Two / in my maidenform bra [black-and-white advertisement]

[Image\(s\): I dreamed I had Tea for Two / in my maidenform bra \[black-and-white advertisement\].](#)

Maidenform, Inc., Collector

English.

Two women in their bras sipping tea before a fireplace with a fire.

Local Numbers

03058513.tif (AC Scan)

Topic: Brassieres -- 20th century
 Dreams
 Sex in advertising -- 1960-1970
 Tea
 Women in advertising

Genre/ Advertisements -- 1950-2000
 Form: Photographs -- 1950-1960 -- Reproductions

Box 26, Folder I
dreamed ads

I dreamed I was cut out for fun in my / maidenform / bra [black-and-white advertisement]

[Image\(s\): I dreamed I was cut out for fun in my / maidenform / bra \[black-and-white advertisement\].](#)

Maidenform, Inc., Advertiser

English.

The design includes scissors and dotted lines around the female figure and three different brassieres, suggesting paper doll cutouts.

Local Numbers

03058514.tif (AC Scan)

Topic: Brassieres -- 20th century
 Dreams
 Paper dolls
 Sex in advertising -- 1960-1970
 Women in advertising

Genre/ Advertisements -- 1950-2000
 Form: Photographs -- 1950-1960 -- Reproductions

Box 26, Folder I
dreamed ads

I dreamed I played Cleopatra in my / maidenform bra. [Printed advertisement.]

[Image\(s\)](#)

Maidenform, Inc., Collector

English.

Model in Maidenform bra reclines on tiger skin rug. Egyptian motifs abound.

Local Numbers

03058511.tif (AC Scan)

Names: Cleopatra

Topic: Brassieres -- 20th century
 Dreams
 Egyptian motifs
 Sex in advertising -- 1960-1970
 Women in advertising

Genre/ Advertisements -- 1950-2000
Form: Photographs -- 1950-1960 -- Color -- Reproductions

- 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
[Image\(s\)](#)
- Box 83, Folder 3 Advertisements (posters), 1957-1975

I dreamed I was / way out in my / maidenform [sic] / bra [sic] [advertisement, tear sheet]

[Image\(s\): I dreamed I was / way out in my / maidenform \[sic\] / bra \[sic\] \[advertisement, tear sheet\].](#)

Maidenform, Inc., Collector

English.

NMAH Archives Center, Maidenform Collection, 1922-1997., 585, Box 68, Folder 13

Local Numbers

03058518.tif (AC Scan)

Topic: Brassieres -- 20th century
Dreams

Genre/Form: Advertisements -- 1950-2000
Photographs -- 1950-2000 -- Reproductions

Subseries 6.2: Foreign Language Advertisements, 1951-1980

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

Subseries 6.3: Audio Visual, 1950s-1994

Box 61, Item OV
585.1 [Television Commercials], circa 1950-1980
1 Videocassettes (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; [Television Commercials - Museum Exhibit Loop], 1991, 1950s-early 1990s
1 Videocassettes (BetacamSP)

Box 61, Item RV
585.2 English.
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 [Television Commercials - Levine, Huntley, Vick, and Beaver], 1991 September 13
1 Videocassettes (VHS) (Duration: 1:30 minutes)
English.
Archival original. 1.5 minutes, 3 commercials.

Box 61, Item AC0585-
MV0004; Maidenform Brassiere Cocktail Party, 1939
1 Videocassettes (BetacamSP) (Video master.)
Box 61, Item AC0585-
MV0004 *1 Videocassettes (VHS) (Original film no longer exists.)*
English.
Original film no longer exists.

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

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Series 7: Photographs, 1927-1993

- Subseries 7.1, Rosenthal Family, 1939-1993
- Subseries 7.2, Plants, Facilities, and Personnel, 1929-mid-1980s
- 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 sculptin in sand, circa 1950s
[Image\(s\): William Rosenthal](#)
[Image\(s\)](#)
Maidenform, Inc., Collector

Local Numbers
 03058516.tif (AC Scan)

Topic: Brassieres -- 20th century
- Box 51, Folder 2 Photograph of Ida Rosenthal, 1952, 1957, 1959, 1963
[Image\(s\): Ida Rosenthal](#)
[Image\(s\)](#)
Maidenform, Inc., Collector
NMAH Archives Center, Maidenform Collection, 1922-1997., 0585, Box 51,
Folder 2

Local Numbers
 AC0585-0000010.tif (AC Scan)

Topic: Brassieres -- 20th century
- Box 51, Folder 2 Ida Rosenthal, Capetown, South Africa, October 1957
[Image\(s\): Ida Rosenthal, Capetown, South Africa, October 1957.](#)
Maidenform, Inc., Collector
English.

Local Numbers
 03058510.tif (AC Scan)

Topic: Brassieres -- 20th century
- Box 51, Folder 3 Ida and William Rosenthal, 1950s

[Image\(s\)](#)

- Box 51, Folder 3 Ida and William Rosenthal 1956
[Image\(s\)](#)
Maidenform, Inc., Collector
English.

Local Numbers
 01058512.tif (AC Scan)

Topic: Brassieres -- 20th century
- Box 51, Folder 3 Photograph of Ida and William Rosenthal outside Christian Dior, Paris
[1952?]
[Image\(s\)](#)
Maidenform, Inc., Collector
English.

Local Numbers
 AC0585-0000009.tif (AC Scan)

Topic: Brassieres -- 20th century
- Box 51, Folder 22 Pigeon vest, [1942?]
[Image\(s\)](#)
Maidenform, Inc., Collector
English.

Local Numbers
 01058508.tif (AC Scan)

Topic: Brassieres -- 20th century
- 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
[Image\(s\)](#)
- Box 51, Folder 6 Image of Dr Coleman and Kay Daly at the lightbox, 1956

[Image\(s\): Image of Dr Coleman and Kay Daly at the lightbox, 1956.](#)

Maidenform, Inc., Collector

English.

Local Numbers

AC0585-0000008.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 51, Folder 7;
Box 70, Folder 11

Beatrice Rosenthal Coleman, 1919-1980s

[Image\(s\)](#)

Box 51, Folder 7

Image of Robert Brawer and Elizabeth Coleman, 1991

[Image\(s\): Image of Robert Brawer and Elizabeth Coleman, 1991.](#)

Maidenform, Inc., Collector

English.

Local Numbers

AC0585-0000007.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 70, Folder 11

[Beatrice Coleman, President of Maidenform, Inc. with the head designer, Ray Pioli, ca.1970?] [black-and-white photoprint]

[Image\(s\): \[Beatrice Coleman, President of Maidenform, Inc. with the head designer, Ray Pioli, ca.1970?\] \[black-and-white photoprint\].](#)

Maidenform, Inc., Collector

English.

Unrestricted research access onsite, by appointment. Gloves required with unprotected photographs.

Local Numbers

AC0585-0000003.tif (AC Scan)

Topic: Brassieres -- 20th century

Genre/ Photographs -- 1950-2000 -- Black-and-white

Form: photoprints -- Silver gelatin

Box 70, Folder 11

Robert Brawer and Elizabeth Coleman, 1991

Box 51, Folder 8

Enid Bissett, 1939

[Image\(s\)](#)

Box 51, Folder 8

Photograph of Enid Bissett 1939

[Image\(s\)](#)

Maidenform, Inc., Collector
English.

Local Numbers

AC0585-0000011.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 51, Folder 9 "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 Flocks 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

[Image\(s\)](#)

Box 52, Folder 1 36 West 57th Street, New York City, New York

[Image\(s\)](#)

Maidenform, Inc., Collector
English.

Local Numbers

04058501.tif (AC Scan)

Topic: Brassieres -- 20th century

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

[Image\(s\)](#)

Maidenform basketball team

[Image\(s\)](#)

Maidenform, Inc., Collector
English.

Local Numbers

01058513.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 52, Folder 7

Bayonne, NJ: Plant Worker, circa 1941

[Image\(s\)](#)

Box 52, Folder 8

Color Photocopies: Bayonne, NJ: Plant and Workers, 1930s-1960s

[Image\(s\)](#)

[Women at sewing machines in Maidenform factory : black-and-white photoprint.]

[Image\(s\)](#)

Maidenform, Inc., Collector
English.
Photographer unidentified.

Local Numbers

01058511.tif (AC Scan)

Topic: Brassieres -- 20th century
Factories -- 20th century
Garment workers
Sewing machines

Genre/ Form: Photographs -- 20th century -- Black-and-white photoprints -- Silver gelatin

[Woman factory worker at her job station : black-and-white photoprint.]

[Image\(s\)](#)

Maidenform, Inc., Collector
English.

Local Numbers

01058510.tif (AC Scan)

Topic: Brassieres -- 20th century
Factories
Women employees

Genre/ Form: Photographs -- 1940-1950 -- Black-and-white photoprints -- Silver gelatin

Box 52, Folder 8

Image of the Maidenform Basketball Team, Bayonne Plant, Year Unknown

[Image\(s\): Image of the Maidenform Basketball Team, Bayonne Plant, Year Unknown.](#)

Maidenform, Inc., Collector
English.

Local Numbers

AC0585-0000005.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 52, Folder 9	Bayonne Machine Operators, 1956, 1957, undated Image(s)
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
Box 52, Folder 14	Princeton, WV: Thorn Street Plant, 1957
Box 52, Folder 15	Princeton, WV: Eleanor Roosevelt [wearing JFK campaign button] with Plant Personnel, 1960
Box 52, Folder 16	Princeton, WV: Plant Parking Lot, 1964
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
[Image\(s\)](#)

Maidenform factory
[Image\(s\)](#)
Maidenform, Inc., Collector
English.
High-angle photograph of the Maidenform brassiere factory.
- Local Numbers
01058507.tif (AC Scan)
- Topic: Brassieres -- 20th century
 Factories
- 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
[Image\(s\)](#)

[Maidenform workers : black-and-white photoprint.]
[Image\(s\)](#)
Maidenform, Inc., Collector
English.
Male and female workers in three rows, standing near factory door.
- Local Numbers
01058506.tif (AC Scan)
- Topic: Brassieres -- 20th century
 Factories -- 20th century

Genre/ Photographs -- 20th century -- Black-and-white
Form: photoprints -- Silver gelatin

- 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
- Box 52, Folder 50 Slides, circa 1992
- Box 52, Folder 51 Photographs from publicity folder
[Image\(s\)](#)
- Box 52, Folder 51 Ilia Rodriguez [black-and-white photoprint], [ca. 1965.]

[Image\(s\): Ilia Rodriguez \[black-and-white photoprint, ca. 1965.\]](#)

Maidenform, Inc., Collector

English.

Young woman sewing a brassiere with a Singer sewing machine.

Local Numbers

AC0585-0000006.tif (AC Scan)

Topic: Brassieres -- 20th century
Sewing
Sewing machines

Box 66, Folder 1 Scrapbook: Maidenform delegation visit to Switzerland, 1955

Box 66, Folder 2 Scrapbook: Maidenform delegation visit to USSR apparel manufacturers, 1963

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

[Image\(s\)](#)

Box 51, Folder 10 Photo of Maidenform tearsheet that appeared in 1/14/1943 Women's Wear Daily

[Image\(s\)](#)

Maidenform, Inc., Collector

English.

Local Numbers

AC0585-0000001.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 51, Folder 11 Advertisement (French), 1960

Box 51, Folder 12 Counter Card, 1943

Box 73, Folder 8 Billboard, circa 1930 [?]
[color photocopy]

Subseries 7.4: Fashion Photos and Products, 1943-1962

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

- Box 51, Folder 14 Color Photocopies: Fashion Photos, circa mid-1950s and circa 1960
- Box 51, Folder 15 Color Photocopies: 40th Anniversary Fashion Show, 1962
- 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
[Image\(s\)](#)
- Box 51, Folder 16 Photograph of store display April 25th, 1950, Gumbels, Milwaukee, Wisconsin
[Image\(s\): Photograph of store display April 25th, 1950, Gumbels, Milwaukee, Wisconsin.](#)
Maidenform, Inc., Collector
English.

Local Numbers
AC0585-0000012.tif (AC Scan)

Topic: Brassieres -- 20th century
- 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
[Image\(s\)](#)
[color photocopies]
- Box 51, Folder 20 Image of a Maidenform Window, Switzerland, 1965

[Image\(s\): Image of a Maidenform Window, Switzerland, 1965.](#)

Maidenform, Inc., Collector
English.

Local Numbers

AC0585-0000013.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 51, Folder 33

Image of sales meeting- 14 men sitting around a board table

[Image\(s\): Image of sales meeting- 14 men sitting around a board table.](#)

Maidenform, Inc., Collector
English.

Local Numbers

AC0585-0000014.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 74, Folder 7

Foreign Window Displays, 1961-1965
[color photocopies]

Box 73, Folder 9

Window Displays, circa 1960s
[Image\(s\)](#)
[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
[Image\(s\)](#)

Box 51, Folder 21

Photograph of paratrooper with pigeon in vest standing in hatch of airplane; 1940's

[Image\(s\): Photograph of paratrooper with pigeon in vest standing in hatch of airplane; 1940's.](#)

Maidenform, Inc., Collector
English.

Local Numbers

AC0585-0000030.tif (AC Scan)

Topic: Brassieres -- 20th century

- Box 51, Folder 22 Pigeon Vest, 1942, 1943
- Box 51, Folder 23 Photocopies: Pigeon Vest Development Model, 1944
[Image\(s\)](#)
- Box 51, Folder 24 Photographs: World War II Ambulance, circa 1940s
- Box 51, Folder 25 Photograph: World War II - "Leo Rosenthal Box", circa 1940s
- 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
Box 51, Folder 39	Albert Einstein College of Medicine Award, 1957
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	Instruction card, 1958 Image(s) Image(s): Sewing instructions, with pattern and sample B operation #8068 (pt.1) Maidenform, Inc., Collector NMAH Archives Center, Maidenform Collection, 1922-1997., 0585, Box 59, Folder 2 Local Numbers 03058505.tif (AC Scan) Topic: Brassieres -- 20th century
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
Box 59, Folder 9	Sewing instructions, with pattern and sample B operation #8369
Box 60, Folder 1	Sewing instructions, with pattern and sample - operation #8356
Box 60, Folder 2	Sewing instructions, with pattern and sample B operation #8348
Box 60, Folder 3	Sewing instructions, with pattern and sample B operation #8364
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

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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	Pigeon Vest PG-106/CB 19995-PHILA-45-63, undated
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

[Image\(s\)](#)

Box 54, Folder 7

Pigeon Vest Pattern, 1944

[Image\(s\)](#)

Box 54

Pigeon vest developed by the Maidenform Company in 1944 for homing pigeons. The vest's and parachutes protected the birds during their descent from plane to earth

[Image\(s\): Pigeon vest developed by the Maidenform Company in 1944 for homing pigeons. The vest's and parachutes protected the birds during their descent from plane to earth.](#)

Maidenform, Inc., Collector
English.

Local Numbers

03058501.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 54

Pigeon vest developed by Maidenform Company in 1944 for homing pigeons. The vest's and parachutes protected the birds during their descent from plane to earth

[Image\(s\): Pigeon vest developed by Maidenform Company in 1944 for homing pigeons. The vest's and parachutes protected the birds during their descent from plane to earth.](#)

Maidenform, Inc., Collector
English.

Local Numbers

03058502.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 54

Pigeon vest developed by Maidenform Company in 1944 for homing pigeons. The vest's and parachutes protected the birds during their descent from plane to earth

[Image\(s\): Pigeon vest developed by Maidenform Company in 1944 for homing pigeons. The vest's and parachutes protected the birds during their descent from plane to earth.](#)

Maidenform, Inc., Collector
English.

Local Numbers

03058503.tif (AC Scan)

Topic: Brassieres -- 20th century

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

[Image\(s\)](#)

Page 2 from "Why Corsets and Brassieres are Essential" a report from the Corset & Brassiere Association of America; New York, New York

[Image\(s\): Page 2 from "Why Corsets and Brassieres are Essential" a report from the Corset & Brassiere Association of America; New York, New York.](#)

Maidenform, Inc., Collector

English.

Local Numbers

01058517.tif (AC Scan)

Topic: Brassieres -- 20th century

Why Corsets and Brassieres are Essential-- / A report from the Corset & Brassiere Association of America; New York, New York

[Image\(s\): Why Corsets and Brassieres are Essential-- / A report from the Corset & Brassiere Association of America; New York, New York.](#)

Maidenform, Inc., Collector

English.

Local Numbers

01058516.tif (AC Scan: cover)

Topic: Brassieres -- 20th century
Corsets

Genre/ Form: Reports

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
- Box 56, Folder 5 Application to War Labor Board for Head Marker: Legal [8503-19 D13028 Closed 10/17/47]
- Box 56, Folder 6 Application to War Man Power Commission to Declare Business Essential: Memos and Drafts of Brief [8503-1], 1943-1944
- Box 56, Folder 7 Maiden Form Brassiere Co. With War Power Board (Violation of Steel Wire Order): Legal [File 3 8503 D10678 Closed 1/44]
- Box 56, Folder 8 Application to War Labor Board for Off-Standard Workers: Legal [8503-16 D130? Closed 10/17/47]
- Box 56, Folder 9 OPA Problems: Legal [8503-30], 1946 [closed 4/29/47]

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Series 10: Labor Relations, 1937-1990

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

- | | |
|--------------------|---|
| Box 57, Folder 1-4 | ILGWU Correspondence: West Virginia, 1943-1952 |
| Box 57, Folder 5-7 | National Labor Relations Board: Puerto Rico, 1953-1954 |
| 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 |
| Box 57, Folder 9 | National Labor Relations Board, 1951, 1966 |
| Box 58, Folder 1 | Booklet: "Maidenform - Control Through Supervision", 1947 |
| Box 58, Folder 2 | Xerox Market Brief: "A Xerographic Solution at Maidenform", circa 1970s |
| Box 58, Folder 3 | News Articles: Union Activities, 1937, 1948, 1961 |
| Box 58, Folder 4 | Speech and response letter re: ILGWU, 1941 |
| Box 58, Folder 5 | Booklets: ILGWU Union Agreements, 1942, 1960
Image(s)

"Agreement by and between Maidenform, Inc. and The International Ladies' Garment Workers' Union"
Image(s)
Maidenform, Inc., Collector
English.

Local Numbers
01058509.tif (AC Scan)

Topic: Brassieres -- 20th century |
| Box 58, Folder 6 | News Article: ILGWU Bayonne Local 160 Girls Basketball Team, 1937 |
| Box 58, Folder 7 | Booklet: ILGWU agreement with Maidenform, Inc, 1969 |
| Box 58, Folder 8 | Invitations to Clarksburg Anniversary Balls, 1945, 1949 |
| Box 58, Folder 9 | City map: Clarksburg, WV, late 1940s |

Box 58, Folder 10 Memo: Princeton plant, 1951

Box 58, Folder 11 News Articles: Huntington, WV, 1949-1957

Box 58, Folder 12 Pamphlet: "Your Union is the ILGWU, AF of L, 1953

Box 58, Folder 13 ILGWU correspondence, West Virginia, 1953-1957

Box 58, Folder 14 News Articles: Huntington and Princeton WV plant closings, 1990

Box 58, Folder 15 News articles: Puerto Rico, 1953-1966

Box 58, Folder 16 Interoffice communication: Wage hearings [Puerto Rico], 1954

Box 58, Folder 17 Correspondence: labor relations in Puerto Rico, 1955

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

Box 58, Folder 21 Interoffice communication: Operation Start Dates, Puerto Rico plants, 1966

Box 58, Folder 22 Puerto Rico Plant magazine, 1967

Box 58, Folder 23 Covers of Puerto Rico Plant magazine "el Sosten", 1967-1968

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

Box 58, Folder 25 Press release: "Maidenform and Puerto Rico: A successful 40-Year Partnership, 1992

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

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

Box 71, Folder 10 ILGWU newspaper: Justice, May, June, October, November, 1958

Box 71, Folder 11 ILGWU newspaper: Justice January 1959; March 1972

Box 58, Folder 27 Pay Wallet bag from Puerto Rico, 1960

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Series 11: Miscellaneous (unprocessed materials), undated

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
Box 84, Folder 8	Colombia trademark, 1934
Box 84, Folder 9	El Salvador trademark, 1937
Box 84, Folder 10	Norway trademark, 1936
Box 84, Folder 11	Peru trademark, 1936
Box 84, Folder 12	Puerto Rico trademark, 1936
Box 84, Folder 13	Sweden trademark, 1936
Box 84, Folder 14	United States trademark, 1924 and 1936

Box 84, Folder 15	Venezuela trademark, 1936
Box 84, Folder 16	Maidenform girdles in Great Britain
Box 85, Folder 1	Purchase of factory in Huntington WV
Box 85, Folder 2	History of the Export Department
Box 85, Folder 3	Night gown visual study
Box 85, Folder 4	Mr. Metzger's pictures
Box 85, Folder 5	Various advertisements from magazines and newspapers
Box 85, Folder 6	Black and white photographs from Hong Kong
Box 85, Folder 7	Maidenform The Company and the People, a booklet for employees
Box 85, Folder 8	Total purchases and promotional payments, 1959-1960
Box 85, Folder 9	Photos of department store displays
Box 85, Folder 10	Maidenform stamps, 1969, 1972
Box 85, Folder 11	Sales data, 1947-1962
Box 85, Folder 12	One (1) unidentified color slide
Box 85, Folder 13	All You Ever Wanted to Know About Selling But Were Afraid To Ask
Box 70, Folder 4	Ad parodies, circa 1970s
Box 70, Folder 12	Articles about Hong Kong, 1979
Box 70, Folder 13	Sales Reports, Hong Kong, 1979-1981
Box 70, Folder 14	Advertisements and Marketing Plans for Hong Kong, 1979
Box 70, Folder 15	Advertisements Scrapbook, 1961
Box 70, Folder 16	Consumer Catalog (missing page), 1930
Box 70, Folder 17	Catalog page, forms and fixtures (color copy), circa 1960s

- Box 70, Folder 18 Sales kits, undated
- Box 70, Folder O/S Fldr. 1 I dreamed I went shopping in my Maidenform, (2 copies), undated
- Box 70 After 10 bras and girdles by Maidenform, undated
- 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
- Box 70 Maidenform Swimweek Contest, undated
- 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
- Box 70 Maidenform Medley the new Sweet'n lady bra, undated
[Image\(s\)](#)
- Maidenform Medley pre-packs display specifications and pricing information
[Image\(s\)](#)
Maidenform, Inc., Collector
English.
- Local Numbers
01058515.tif (AC Scan)
- Topic: Brassieres -- 20th century
- Box 70 Venezia (poster), undated
- Box 70 New York Times Macy's ad, 1970
- Box 70 Sunday News Abraham & Strauss ad, 1970

- Box 70 You Can See Why I'm A Maidenform Woman, undated
- Box 70 Splendor of the Sea...Maidenform Mother of Pearl Collection, 1979
- Box 70 Alitalia Airlines (poster), undated
- Box 70 From the Sea Dream Collection by Maidenform, 1969
[Image\(s\)](#)
- Maidenform Sea Dream collection swatch card
[Image\(s\)](#)
Maidenform, Inc., Collector
English.
- Local Numbers
01058514.tif (AC Scan)
- Topic: Brassieres -- 20th century
- Box 70 I dreamed I was made over in my Maidenform bra, 1958
- Box 70 I dreamed I was a heavenly body In My Maidenform bra, 1958
- Map-folder 1;
Box 70 I dreamed I sang A duet at the met in my Maidenform bra...and a solo in my Maidenform girdle (2 copies), 1959
- Box 70 I dreamed I looked in the mirror at my Maidenform bra...and saw myself in my Maidenform girdle, 1959
- Box 70 I dreamed I accentuated the positive in my Maidenform bra...and minimized the negative in my Maidenform girdle, (2 copies), 1959
- Box 70 I dreamed I was sugar and spice in my Maidenform bra...and everything nice in my Maidenform girdle, 1960
- Box 70 I dreamed I raced with the wind in my Maidenform bra (Concerto) (2 copies), 1957
- Box 70 Presentation binder, 1959
- Maidenform sales aids

[Image\(s\)](#)

Maidenform, Inc., Collector
English.

Local Numbers

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Topic: Brassieres -- 20th century

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