



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Maidenform Collection, 1922-1997

NMAH.AC.0585

Jennifer Snyder and Mimi Minnick

August 1997-July 1999

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Collection Overview

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

Administrative Information

Acquisition Information

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

Related Materials

Materials at the National Museum of American History

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

Other Resources

[Undergarment ads in the United States, 1947-1970](#)

Processing Information

Processed by Jennifer Snyder and Mimi Minnick, August 1997-July 1999; revised Jennifer Snyder, 2002; revised Alison Oswald, 2003; corrections David Haberstick, 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

Scope and Contents: 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 Notes: [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 |
| Box 1, Folder 8 | <p>"Maidenform Mirror" July-August 1962 Issue, Page 2, image of Mr. Ernest Silvani, head of Maidenform designing department, checking bra fitting with Mr. Rosenthal</p> <p>Collector: Maidenform, Inc. Language: English. Notes: AC0585-0000004.tif (AC Scan) Topic: Brassieres -- 20th century</p> |
| 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 Notes: [see page 52 for "Maidenfur" ad] |

Subseries 2.3: Company, 1950-1997

Scope and Contents: Subseries 2.3, Company, 1950-1997, include labor history, plant closings, etc.

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|------------------|---|
| Box 69, Folder 1 | Publicity, 1948-1970 |
| Box 2, Folder 10 | Maidenform, Inc, 1955, 1968, 1962, 1997 |
| 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

Scope and Contents: 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](#)

Box 3, Folder 1 [Patent drawing 1,649,736 for brassiere; November 15, 1927](#)
 Collector: Maidenform, Inc.
 Language: English.
 Notes: AC0585-0000002.tif (AC Scan)
 Topic: Brassieres -- 20th century

Box 3, Folder 2 [United States Mechanical Patents, 1927-1976](#)

Box 3, Folder 2 [Patent drawing for brassiere. # 1,648,464](#)
 Collector: Maidenform, Inc.
 Language: English.
 Notes: 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](#)

[Patent drawing, brassiere, Maidenform Company, 1938](#)
 Collector: Maidenform, Inc.
 Language: English.
 Notes: 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 |
| 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 Notes: 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 Notes: [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 Notes: [photocopy] |
| Box 71, Folder 2 | Maidenform Agreement for Employment; patents Collector: Maidenform, Inc. Language: English. Notes: 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

Scope and Contents: 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](#)

"The Maiden Form Mirror"

Collector: Maidenform, Inc.
Language: English.
Notes: 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](#)

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

Scope and Contents: 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 |
| 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

Scope and Contents: 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

Scope and Contents: 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 Notes: [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 Notes: [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

Scope and Contents: 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" |
| Box 26, Folder 5 | Pamphlet: "What to Wear With What/What to Wear Under What, 1960" |
| 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): Booklet: "All You Ever Wanted to Know About Selling (But Were afraid to Ask)" Image(s) Collector: Maidenform, Inc. Notes: 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.] Advertiser: Maidenform, Inc. Language: English. Notes: 01058520.tif (AC Scan) Woman in bikini panties between two leaping male basketball players. Topic: Bikinis Basketball Sex in advertising -- 1960-1970 Women in advertising -- 1960-1970 Underwear 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

Scope and Contents: 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 |
| 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, 1950-1978Scope and Note: Additional packaging may be found in the Sales Kits
Contents:

Box 34, Folder 1 1950-1959

Box 34, Folder 2 Color Photocopy: 1960

Box 34, Folder 3 [1960-1967](#)[Maidenform starter bra box](#)

Collector: Maidenform, Inc.

Language: English.

Notes: 01058502.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 34, Folder 4 1970-1972

Box 34, Folder 5 1974-1978

[Maidenform starter bra box](#)

Collector: Maidenform, Inc.

Language: English.

Notes: 01058503.tif (AC Scan)

Topic: Brassieres -- 20th century

Subseries 5.8: Hang Tags, 1984-1996

Scope and Contents: 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 Notes: [Contemporary] |

Subseries 5.9: Sales Kits, 1956-1996

Scope and Contents: 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

Scope and Contents: 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 Notes: [Hand Colored] |
| Box 62, Folder 3 | Allo-ette, 1941 Notes: [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 Notes: [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 | <p>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) Advertiser: Maidenform, Inc. Notes: 03058515.tif (AC Scan) Maidenform Collection, 1922-1997, 0585, Box 64, Folder 2. Image: photograph of a woman swinging from a vine in a tree.</p> <p>Topic: Advertising campaigns Sex in advertising -- 1960-1970 Brassieres -- 20th century Dreams Swings</p> <p>Genre/Form: Advertisements -- 1960-1970 Photographs -- 1960-1970 -- Color -- Reproductions Tear sheets -- 1960-1970</p> |
| 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 Notes: [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 Notes: [two copies] |
| Box 72, Folder 10 | Chantilly Demi Bra, 1994 Notes: [two copies] |

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Series 6: Advertising, 1929-1994

Subseries 6.1: Advertisements, 1929-1991

Scope and Contents: 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 Notes: [photocopy] |
| Box 50, Folder 2 | Advertisements: 1950, 1952-1954 |
| Box 50, Folder 3 | Advertisement, 1953 Notes: [color photocopy] |
| Box 50, Folder 4 | Advertisement, Co-Op Format, 1961 Notes: [color photocopy] |
| Box 50, Folder 5 | Newspaper Ads from English Newspapers, 1963 |
| Box 50, Folder 6 | "The Maidenform Woman" Campaign, 1979-1981 |
| Box 50, Folder 6 | Maidenform woman as a commodities trader Collector: Maidenform, Inc. Language: English. Notes: 03058508.tif (AC Scan) Topic: Brassieres -- 20th century |
| Box 50, Folder 7 | "The Maidenform Woman" Campaign, 1982-1983 |
| Box 50, Folder 7 | Maidenform woman as a big cat trainer Collector: Maidenform, Inc. Language: English. Notes: 03058507.tif (AC Scan) Topic: Brassieres -- 20th century |
| Box 50, Folder 7 | Maidenform woman as a Doctor Collector: Maidenform, Inc. Language: English. Notes: 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 |

Notes: [Color Photocopy]

Box 50, Folder 10 "The Maidenform Woman" Campaign, 1986

Box 50, Folder 11 [Celebrity Campaign, 1987-1989](#)[Corbin Bernsen in Maidenform ad "Lingerie does a lot for a woman."](#)

Collector: Maidenform, Inc.

Language: English.

Notes: 01058518.tif (AC Scan)

Topic: Brassieres -- 20th century

Box 50, Folder 12 [Women's Advocacy Campaign, 1990-1991](#)[Perhaps this ad will eliminate any confusion between / women and various unrelated objects. \[Advertisement,\], 1991](#)

Advertiser: Maidenform, Inc.

Language: English.

Notes: 01058519.tif (AC Scan)

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

Topic: Chicks
Dolls
Foxes
Tomatoes
Lingerie
UnderwearBox 73, Folder 1 Advertisements, 1929-1949
Notes: [color photocopy]Box 73, Folder 2 Advertisements, co-op format, "I Dreamed" campaign, 1950-1952
Notes: [color photocopy]Box 73, Folder 3 [Advertisements, "I Dreamed" campaign, 1955-1967](#)[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".)

Advertiser: Maidenform, Inc.

Language: English.

Notes: AC0585-0000015.tif (AC Scan)

In Box 73, Folder 3.

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

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

Genre/Form: Advertisements -- 1960-1970
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".)

Advertiser: Maidenform, Inc.

Language: English.

Notes: AC0585-0000069(AC Scan)

In Box 73, Folder: I dreamed.

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

Topic: Dreams
Locomotives -- 19th century
Women in advertising -- 1960-1970
Advertising campaigns
Railroads
Railroads -- Trains
Sex in advertising
Brassieres -- 20th century

Genre/Form: Tear sheets -- 1960-1970
Photographs -- 1960-1970 -- Color -- Reproductions
Proof sheets -- 1940-1990

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

Advertiser: Maidenform, Inc.

Language: English.

Notes: 01058522.tif (AC Scan)

Text advertises all Maidenform products, not just brassieres.

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

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

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

Advertiser: Maidenform, Inc.

Language: English.

Notes: 01058521.tif (AC Scan)

Woman wearing bra and boxing gloves in ring.

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

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

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

Collector: Maidenform, Inc.
Language: English.
Notes: 00058503.tif (AC Scan)
Woman wearing helmet and brassiere, driving Roman chariot.
Topic: Roman motifs
Chariots
Sex in advertising -- 1960-1970
Women in advertising -- 1960-1970
Brassieres -- 20th century
Dreams
Genre/Form: Proof sheets -- 1940-1990
Advertisements -- 1960-1970

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

Advertiser: Maidenform, Inc.
Language: English.
Notes: 01058528.tif (AC Scan)
Topic: Women in advertising
Designers
Brassieres -- 20th century
Dreams
Sex in advertising -- 1960-1970
Genre/Form: Advertisements -- 1950-2000

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

Donor: Maidenform, Inc.
Language: English.
Notes: 02058501.tif (AC Scan)
Topic: Tightrope walking
Brassieres -- 20th century
Dreams
Sex in advertising -- 1960-1970
Genre/Form: Photographs -- 1950-1960 -- Black-and-white photoprints -- Reproductions
Advertisements -- 1950-2000

Box 68, Folder 13

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

Collector: Maidenform, Inc.
Language: English.
Notes: 03058517.tif (AC Scan)
Topic: Sex in advertising -- 1950-1960

Offices
 Brassieres -- 20th century
 Dreams
 Genre/Form: Tear sheets
 Advertisements -- 1950-2000
 Photographs -- 1950-2000 -- Reproductions

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](#)
 Collector: Maidenform, Inc.
 Language: English.
 Notes: 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](#)
 Collector: Maidenform, Inc.
 Language: English.
 Notes: 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](#)
 Collector: Maidenform, Inc.
 Language: English.
 Notes: 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](#)
 Collector: Maidenform, Inc.
 Language: English.
 Notes: 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](#)
 Advertiser: Maidenform, Inc.
 Language: English.
 Notes: AC0585-0000016.tif (AC Scan)
 Model is posed apparently holding onto construction equipment, high above city skyscrapers.
 Topic: Women in advertising
 Skyscrapers
 Construction
 Brassieres -- 20th century
 Dreams
 Sex in advertising -- 1960-1970
 Genre/Form: Advertisements -- 1950-2000

| | |
|----------------------------------|--|
| Box 26, Folder 1 dreamead 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] . Collector: Maidenform, Inc. Language: English. Notes: 03058512.tif (AC Scan) Topic: Brassieres -- 20th century |
| Box 73, Folder 4 | Advertisements, "I Dreamed" campaign, 1949-1963 Notes: [color photocopy] |
| Box 73, Folder 4 | Maidenform Advertisement: "I dreamed I went back to school in my maidenform bra." 1955 Collector: Maidenform, Inc. Language: English. Notes: AC0585-0000021.tif (AC Scan) Topic: Brassieres -- 20th century |
| Box 73, Folder 5 | Advertisements, "I Dreamed" campaign, 1960-1967 Notes: [color photocopy] |
| Box 73, Folder 6 | Advertisements, 1970-1971 |
| Box 73, Folder 6 | Maidenform Advertisement: "You'll dream you're not even wearing your precious littles!" 1971; photographic image Collector: Maidenform, Inc. Language: English. Notes: 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 |
| 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 Collector: Maidenform, Inc. Language: English. Notes: 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 |
| Box 73, Folder 11 | Maidenform Advertisement: "Lingerie reveals more of a woman than just skin..." 1987 |

| | |
|-------------------|---|
| | <p>Collector: Maidenform, Inc. Language: English. Notes: AC0585-0000027.tif (AC Scan) Topic: Brassieres -- 20th century</p> |
| Box 73, Folder 11 | <p>Maidenform Advertisement: "Lingerie does a lot for a woman..." 1987 Collector: Maidenform, Inc. Language: English. Notes: AC0585-0000024.tif (AC Scan) Topic: Brassieres -- 20th century</p> |
| Box 73, Folder 11 | <p>Maidenform Advertisement: Pierce Brosnan "It was our first time in Monte Carlo..." 1989 Collector: Maidenform, Inc. Language: English. Notes: AC0585-0000025.tif (AC Scan) Topic: Brassieres -- 20th century</p> |
| Box 73, Folder 11 | <p>Maidenform Advertisement: "Lingerie says a lot about a woman..." 1987 Collector: Maidenform, Inc. Language: English. Notes: AC0585-0000026.tif (AC Scan) Topic: Brassieres -- 20th century</p> |
| Box 73, Folder 12 | Advertisements, 1993-1996 |
| Box 73, Folder 12 | <p>Maidenform Advertisement: "Save this bra for those special occasions. Like taking your kids to the park, for instance." 1995. African American woman and girl Collector: Maidenform, Inc. Language: English. Notes: AC0585-0000028.tif (AC Scan) Topic: Brassieres -- 20th century</p> |
| Box 26, Folder 1 | <p>"I Dreamed" Campaign, 1949-1961</p> <p>I dreamed I went shopping in my maidenform [sic] bra [color advertisement], 1949 1 Item (Ink on paper.; 11" x 9".) Advertiser: Maidenform, Inc. Language: English. Notes: AC0585-0000015.tif (AC Scan) In Box 26, Folder I dreamed ads. Woman wearing a brassiere in a store; photographer unidentified.</p> <p>Topic: Shopping. -- 1940-1950 Sex in advertising -- 1940-1950 Advertising campaigns Brassieres -- 20th century</p> |

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

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

Advertiser: Maidenform, Inc.
Language: English.
Notes: 01058525.tif (AC Scan)
Maidenform Collection, 1922-1997, 0585, Box ?, Folder ?
Topic: Dreams
Sex in advertising -- 1950-1960
Brassieres -- 20th century
Genre/Form: Advertisements -- 1950-1960
Tear sheets -- 1940-1970
Photographs -- 1950-1960 -- Reproductions

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

Advertiser: Maidenform, Inc.
Language: English.
Notes: 01058523.tif (AC Scan)
Although the image is based on a photograph, it is not a reproduction of an original photograph.
Topic: Women in advertising
Egyptian motifs
Sex in advertising -- 1950-1960
Dreams
Brassieres -- 20th century
Boats
Genre/Form: Advertisements -- 1950-1960

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

Collector: Maidenform, Inc.
Language: English.
Notes: 01058526.tif (AC Scan)
Topic: Egyptian motifs
Women in advertising -- 1960-1970
Sex in advertising -- 1960-1970
Brassieres -- 20th century
Dreams
Brassieres -- 20th century
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 \[black-and-white advertisement\]](#)

Collector: Maidenform, Inc.
 Language: English.
 Notes: 03058513.tif (AC Scan)
 Two women in their bras sipping tea before a fireplace with a fire.

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

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

Box 26, Folder I
 dreamed ads

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

Advertiser: Maidenform, Inc.
 Language: English.
 Notes: 03058514.tif (AC Scan)
 The design includes scissors and dotted lines around the female figure and three different brassieres, suggesting paper doll cutouts.

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

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

Box 26, Folder I
 dreamed ads

[I dreamed I played Cleopatra in my / maidenform bra. \[Printed advertisement.\]](#)

Collector: Maidenform, Inc.
 Language: English.
 Notes: 03058511.tif (AC Scan)
 Model in Maidenform bra reclines on tiger skin rug. Egyptian motifs abound.

Names: Cleopatra

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

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

Box 26, Folder 2 Cue magazine cover, 1950

Box 26, Folder 3 30 Millionth Chasonette, 1957

Box 83, Folder 1 Advertisements, 1960-1982

Box 83, Folder 2 [Advertisements \(posters\), 1957-1989](#)

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

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

Collector: Maidenform, Inc.

Language: English.

Notes: 03058518.tif (AC Scan)

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

Topic: Dreams

Brassieres -- 20th century

Genre/Form: Advertisements -- 1950-2000

Photographs -- 1950-2000 -- Reproductions

Subseries 6.2: Foreign Language Advertisements, 1951-1980

Scope and Contents: 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
Notes: [in Spanish and Danish languages] [color photocopies] "The Maidenform Woman" Campaign 1980 [Spanish] [color photocopies]

Box 69, Folder 3 Maidenform Woman, 1979, 1980
Notes: [Chinese]

Box 74, Folder 3 Scrapbook of "I Dreamed" ads adapted or created for the French and German speaking markets in Switzerland, 1951-1962
Notes: [color photocopies]

Box 74, Folder 4 Scrapbook of Maidenform's activities in Denmark, 1962

Box 74, Folder 5-6 Hanging sign, undated
Notes: [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) Language: English. Notes: Archival Original Digitized on SAMMA Solo to create the following files: Preservation Master - MJPEG2000; Protection Copy -MPEG2; Reference: Windows Media and Quicktime |
| Box 61, Item OV 585.2; Box 61, Item RV 585.2 | [Television Commercials - Museum Exhibit Loop], 1991, 1950s-early 1990s 1 Videocassettes (BetacamSP) Language: English. Notes: VHS reference copy produced from BetaCam SP archival original. Archival original. Composite reel of television commercials run in a loop created by the Maidenform Museum to accompany an exhibit. |
| Box 61, Folder OV 585.3 | [Television Commercials - Levine, Huntley, Vick, and Beaver], 1991 September 13 1 Videocassettes (VHS) (Duration: 1:30 minutes) Language: English. Notes: Archival original. 1.5 minutes, 3 commercials. |
| Box 61, Item AC0585- MV0004; Box 61, Item AC0585- MV0004 | Maidenform Brassiere Cocktail Party, 1939 1 Videocassettes (BetacamSP) (Video master.) 1 Videocassettes (VHS) (Original film no longer exists.) Language: English. Notes: 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

- Arrangement:
- 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

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

| | |
|------------------|---|
| Box 51, Folder 1 | <p>William Rosenthal sculptin in sand, circa 1950s Image(s): William Rosenthal Image(s) Collector: Maidenform, Inc. Notes: 03058516.tif (AC Scan) Topic: Brassieres -- 20th century</p> |
| Box 51, Folder 2 | <p>Photograph of Ida Rosenthal, 1952, 1957, 1959, 1963 Image(s): Ida Rosenthal Image(s) Collector: Maidenform, Inc. Notes: AC0585-0000010.tif (AC Scan) NMAH Archives Center, Maidenform Collection, 1922-1997., 0585, Box 51, Folder 2 Topic: Brassieres -- 20th century</p> |
| Box 51, Folder 2 | <p>Ida Rosenthal, Capetown, South Africa, October 1957 Collector: Maidenform, Inc. Language: English. Notes: 03058510.tif (AC Scan) Topic: Brassieres -- 20th century</p> |
| Box 51, Folder 3 | <p>Ida and William Rosenthal, 1950s</p> |
| Box 51, Folder 3 | <p>Ida and William Rosenthal 1956 Collector: Maidenform, Inc. Language: English. Notes: 01058512.tif (AC Scan) Topic: Brassieres -- 20th century</p> |
| Box 51, Folder 3 | <p>Photograph of Ida and William Rosenthal outside Christian Dior, Paris [1952?] Collector: Maidenform, Inc. Language: English.</p> |

Notes: AC0585-0000009.tif (AC Scan)
Topic: Brassieres -- 20th century

Box 51, Folder 22

[Pigeon vest, \[1942?\]](#)

Collector: Maidenform, Inc.
Language: English.
Notes: 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](#)

Box 51, Folder 6

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

Collector: Maidenform, Inc.
Language: English.
Notes: AC0585-0000008.tif (AC Scan)
Topic: Brassieres -- 20th century

Box 51, Folder 7;
Box 70, Folder 11

[Beatrice Rosenthal Coleman, 1919-1980s](#)

Box 51, Folder 7

[Image of Robert Brawer and Elizabeth Coleman, 1991](#)

Collector: Maidenform, Inc.
Language: English.
Notes: AC0585-0000007.tif (AC Scan)
Topic: Brassieres -- 20th century

Box 70, Folder 11

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

Collector: Maidenform, Inc.
Language: English.
Notes: AC0585-0000003.tif (AC Scan)

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

Topic: Brassieres -- 20th century
Genre/Form: Photographs -- 1950-2000 -- Black-and-white photoprints -- Silver gelatin

Box 70, Folder 11

Robert Brawer and Elizabeth Coleman, 1991

Box 51, Folder 8

[Enid Bissett, 1939](#)

Box 51, Folder 8

[Photograph of Enid Bissett 1939](#)

Collector: Maidenform, Inc.
Language: English.

Notes: AC0585-000011.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

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

Box 52, Folder 1 [36 West 57th Street, New York, NY, circa 1929](#)

Box 52, Folder 1 [36 West 57th Street, New York City, New York](#)
Collector: Maidenform, Inc.
Language: English.
Notes: 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](#)

[Maidenform basketball team](#)
Collector: Maidenform, Inc.
Language: English.
Notes: 01058513.tif (AC Scan)
Topic: Brassieres -- 20th century

Box 52, Folder 7 [Bayonne, NJ: Plant Worker, circa 1941](#)

Box 52, Folder 8 Color Photocopies: [Bayonne, NJ: Plant and Workers, 1930s-1960s](#)

[\[Women at sewing machines in Maidenform factory : black-and-white photoprint.\]](#)
Collector: Maidenform, Inc.
Language: English.
Notes: 01058511.tif (AC Scan)
Photographer unidentified.
Topic: Garment workers
Sewing machines

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

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

Collector: Maidenform, Inc.
Language: English.
Notes: 01058510.tif (AC Scan)
Topic: Women employees
Factories
Brassieres -- 20th century
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](#)
Collector: Maidenform, Inc.
Language: English.
Notes: AC0585-0000005.tif (AC Scan)
Topic: Brassieres -- 20th century

Box 52, Folder 9 [Bayonne Machine Operators, 1956, 1957, undated](#)

Box 52, Folder 10 Princeton, WV: Plant Annex, 1947

Box 52, Folder 11 Princeton, WV: Plant Exterior, 1950

Box 52, Folder 12 Princeton, WV: Pepsi-Cola Plant, 1950-1951

Box 52, Folder 13 Princeton, WV: Plant, 1951

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 Maidenform factory Collector: Maidenform, Inc. Language: English. Notes: 01058507.tif (AC Scan) High-angle photograph of the Maidenform brassiere factory. 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 [Maidenform workers : black-and-white photoprint.] Collector: Maidenform, Inc. Language: English. Notes: 01058506.tif (AC Scan) Male and female workers in three rows, standing near factory door. Topic: Brassieres -- 20th century Factories -- 20th century Genre/Form: Photographs -- Black-and-white photoprints -- Silver gelatin -- 20th century |
| 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 |
| Box 52, Folder 51 | <p>Ilia Rodriguez [black-and-white photoprint], [ca. 1965.]</p> <p>Collector: Maidenform, Inc.</p> <p>Language: English.</p> <p>Notes: AC0585-0000006.tif (AC Scan)</p> <p>Young woman sewing a brassiere with a Singer sewing machine.</p> <p>Topic: Sewing Sewing machines Brassieres -- 20th century</p> |
| 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

Scope and Contents: Subseries 7.3, Marketing, 1929-1960, includes advertisements and packaging

Box 51, Folder 10 [Advertisements, 1929 and 1943](#)

Box 51, Folder 10 [Photo of Maidenform tearsheet that appeared in 1/14/1943 Women's Wear Daily](#)
 Collector: Maidenform, Inc.
 Language: English.
 Notes: 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 [?]
 Notes: [color photocopy]

Subseries 7.4: Fashion Photos and Products, 1943-1962

Scope and Contents: 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

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

Box 51, Folder 16 [Store Displays, 1950s-1960s](#)

Box 51, Folder 16 [Photograph of store display April 25th, 1950, Gumbels, Milwaukee, Wisconsin](#)
 Collector: Maidenform, Inc.
 Language: English.
 Notes: AC0585-0000012.tif (AC Scan)
 Topic: Brassieres -- 20th century

| | |
|-------------------|--|
| Box 51, Folder 17 | Store Displays, 1950s-1960s Notes: [color photocopies] |
| Box 51, Folder 18 | Store Displays, 1965 Notes: [color photocopies] |
| Box 51, Folder 19 | Foreign Window Displays, 1965 Notes: [photocopies] |
| Box 51, Folder 20 | Foreign Window Displays, 1965 Notes: [color photocopies] |
| Box 51, Folder 20 | Image of a Maidenform Window, Switzerland, 1965 Collector: Maidenform, Inc. Language: English. Notes: AC0585-0000013.tif (AC Scan) Topic: Brassieres -- 20th century |
| Box 51, Folder 33 | Image of sales meeting- 14 men sitting around a board table Collector: Maidenform, Inc. Language: English. Notes: AC0585-0000014.tif (AC Scan) Topic: Brassieres -- 20th century |
| Box 74, Folder 7 | Foreign Window Displays, 1961-1965 Notes: [color photocopies] |
| Box 73, Folder 9 | Window Displays, circa 1960s Notes: [color photocopies] |
| Box 73, Folder 10 | Window Displays and Parade, 1965 Notes: [color photocopies] |

Subseries 7.6: World War II and Pigeon Vest, 1942-1944

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

| | |
|-------------------|--|
| Box 51, Folder 21 | Paratrooper with Pigeon in Vest, 1940s |
| Box 51, Folder 21 | Photograph of paratrooper with pigeon in vest standing in hatch of airplane; 1940's Collector: Maidenform, Inc. Language: English. Notes: 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 |
| 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

Scope and Contents: 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

Scope and Contents: 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

Scope and Contents: 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 | <p>Instruction card, 1958</p> <p>Image(s): Sewing instructions, with pattern and sample B operation #8068 (pt.1)</p> <p>Image(s)</p> <p>Collector: Maidenform, Inc.</p> <p>Notes: 03058505.tif (AC Scan)</p> <p>NMAH Archives Center, Maidenform Collection, 1922-1997., 0585, Box 59, Folder 2</p> <p>Topic: Brassieres -- 20th century</p> |
| 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 |

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| 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

Scope and Contents: 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.

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| 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 |
| Box 54, Folder 7 | Pigeon Vest Pattern, 1944 |
| 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 |

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| | Collector: Maidenform, Inc. Language: English. Notes: 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 Collector: Maidenform, Inc. Language: English. Notes: 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 Collector: Maidenform, Inc. Language: English. Notes: 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

Scope and Contents: 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.

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| 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 |

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|-------------------|--|
| 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 <div data-bbox="521 825 1411 890" data-label="Text"> <p>Page 2 from "Why Corsets and Brassieres are Essential" a report from the Corset & Brassiere Association of America; New York, New York</p> </div> <div data-bbox="521 888 1026 1024" data-label="Text"> <p>Collector: Maidenform, Inc. Language: English. Notes: 01058517.tif (AC Scan) Topic: Brassieres -- 20th century</p> </div> <div data-bbox="521 1062 1383 1127" data-label="Text"> <p>Why Corsets and Brassieres are Essential-- / A report from the Corset & Brassiere Association of America; New York, New York</p> </div> <div data-bbox="521 1125 1078 1327" data-label="Text"> <p>Collector: Maidenform, Inc. Language: English. Notes: 01058516.tif (AC Scan: cover) Topic: Corsets Brassieres -- 20th century Genre/Form: Reports</p> </div> |
| 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 |

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| 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 Notes: [8503-16 D130? Closed 10/17/47] |
| Box 56, Folder 9 | OPA Problems: Legal Notes: [8503-30], 1946 [closed 4/29/47] |

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Series 10: Labor Relations, 1937-1990

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

| | |
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| 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 |
| | <p>"Agreement by and between Maidenform, Inc. and The International Ladies' Garment Workers' Union"</p> <p>Collector: Maidenform, Inc. Language: English. Notes: 01058509.tif (AC Scan) Topic: Brassieres -- 20th century</p> |
| 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 |

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| 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

Scope and Contents: 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 Notes: (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 |

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| 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 |

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| 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 |
| | Maidenform Medley pre-packs display specifications and pricing information Collector: Maidenform, Inc. Language: English. Notes: 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 |
| | Maidenform Sea Dream collection swatch card Collector: Maidenform, Inc. Language: English. Notes: 01058514.tif (AC Scan) Topic: Brassieres -- 20th century |

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| 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](#)

Collector: Maidenform, Inc.

Language: English.

Notes: 01058505.tif (AC Scan)

Topic: Brassieres -- 20th century

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