



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Jogbra, Inc. Records

NMAH.AC.1315

Alison Oswald

2014

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Table of Contents

Collection Overview	
Administrative Information	1
Biographical / Historical	2
Scope and Contents	4
Arrangement	4
Names and Subjects	
Container Listing	
Series 1: Biographical Materials (Hinda Miller), 1980-2006	6
Series 2: Business Records, 1979 - 1999	7
Series 3: Promotional and Marketing Materials, 1978-2008	13
Series 4: Patent Records, 1979-2000	18
Series 5: Photographs, 1978-2003	20
Series 6: Audiovisual Materials, 1993	22

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Jogbra, Inc. Records
Date:	1977-2013
Identifier:	NMAH.AC.1315
Creator:	Lindahl, Lisa (Donor) Miller, Hinda (Donor) Smith, Polly Palmer (Donor)
Extent:	16.5 Cubic feet (43 boxes, 1 map folder)
Language:	Collection text is in English. Some materials in French, German, Italian, and Spanish.
Summary:	The collection documents the invention of the Jogbra and includes biographical materials, business records, photographs, promotional, marketing and advertising materials, correspondence and audiovisual materials.

Administrative Information

Acquisition Information

The collection was donated by Hinda Miller in 2013.

Separated Materials

The Division of Culture and the Arts (now Division of Cultural and Community Life), National Museum of American History, holds JogBra-related artifacts. See accession 2013.0322.

Related Materials

Materials in the Division of Cultural and Community Life, National Museum of American History

Prototypes and finished Jogbras and Olympic pins. See accession: 2013.0322.

Smithsonian Institution Archives

Accession 22-097, Lemelson Center, Audiovisual Records, 2016-2022

Innovative Lives: Lisa Lindahl, Hinda Miller and Polly Palmer Smith, March 4, 2020 - Jogbra inventors Lisa Lindahl, Hinda Miller, and Polly Smith features the three 2020 National Inventors Hall of Fame inductees who created the very first commercial sports bra. Together, through personal stories and conversation, these inventors will explore how "a revolutionary garment that has enabled women's participation in athletic activities and advanced women's health and well-being" was invented and why it changed sports forever. Video recording - Lisa Lindahl, Hinda Miller and Polly Palmer Smith, March 4, 2020 (electronic records)

Materials at Other Organizations

Vermont Historical Society

Champion jogbra [publicity folder], 1988-2004

Summary: This packet of information contains photocopies and reprints of articles and advertisements from various publications, and press releases, published or released between 1988-2004, about the creation and development of the women's sports bra, Jogbra, by its inventors Hinda Miller and Lisa Lindahl.

The Metropolitan Museum of Art

Jogbra Brassiere, 1979. See Accession: 1980.51.

Processing Information

Collection processed by Alison Oswald, archivist, 2014. Finding aid authored by Alison Oswald with supplemental biographical and historical information contributed by Cathy Keen, archivist.

Preferred Citation

Jogbra, Inc. Records, Archives Center, National Museum of American History, Smithsonian Institution

Restrictions

Collection is open for research but is stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

Social Security numbers are present and numbers have been rendered unreadable and redacted. Researchers may use the photocopies in the collection. The remainder of the collection has no restrictions.

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Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Accruals

One drawing depicting the first jogbra was donated by Polly Palmer Smith on March 17, 2015.

Lisa Lindahl donated approximately .15 cubic feet of material documenting the jogbra in 2015.

Additional patent drawings for the Jogbra (1977) were donated by Lisa Lindahl in March 2018.

Lisa Lindahl donated approximately .30 cubic feet of material documenting the jogbra in 2020.

Lisa Lindahl donated approximately 5 cubic feet of material documenting the jogbra in 2022.

Biographical / Historical

Lisa Lindahl was frustrated by the inadequacy of her everyday bra when she began jogging in the early 1970s. When her sister, Victoria Woodrow began jogging she met with the same issues and called Lisa to ask what she did about it. Commiserating over their problems, Victoria asked, "What do you do about all the breast movement? It's so uncomfortable." And Lisa said, "I don't know. It really is uncomfortable." Victoria said, "Why isn't there a jock strap for women?" Lisa laughed back and said, "Yeah, same idea, different part of the anatomy. Wouldn't that be great?" The sisters hung up laughing and Lisa sat down and opened up a spiral notebook to record her thoughts and design criteria for this "jock bra." "Here's a bra made just for jogging. What would it do?" And Lindahl wrote, "Okay, the straps would not fall off my shoulders and there wouldn't be any hardware to dig in and it would be comfortable and maybe even breathable, and it would stop my breasts from bouncing."

Lindahl engaged her childhood friend Polly Palmer Smith in her effort to solve the bra problem. They found no suitable products in retail stores, but were inspired by Lisa's husband, Al Lindahl, who took a jock strap and pulled it over his head and down over his chest and said, "Hey ladies, here's your jock bra." Lisa said, "I had to get into the act, so I jumped up and said, "Let me try it. Let me try." And I pulled his jock strap up and over my head and pulled the pouch over my breast and the waistband of the jockstrap went around my rib and I kind of jumped up on bed and I said, "Polly, Polly, look at this, look at this." They went to multiple stores and inquired but could not find a bra that fit their needs--a bra that kept the breasts pressed flat against the chest and eliminated motion. They also wanted something without seams and hooks, wire or other metal elements. Lindahl, along with Polly Palmer Smith, a childhood friend from New Jersey, sewed a pair of jockstraps together creating a few prototypes.

Smith introduced Lindahl to Hinda Schreiber, a fellow costume designer and classmate at New York University. Schreiber worked as an assistant to Smith at the Champlain Shakespeare Festival held at the University of Vermont in the summer of 1977. With interest in and enthusiasm for the idea of creating more jogbras, Schreiber joined Lindahl and Smith. They called their product the "jockbra" but later changed it to "Jogbra," figuring that the word "jock" might be a turn-off for some women. On November 20, 1979, US Patent 4,174,717 for an athletic brassiere was issued to the three co-inventors. Subsequent US patents include:

Eugenie Z. Lindahl, Hinda S. Schreiber, and Polly P. Smith, Des. 259,370 for a brassiere, 1981; and US 4,311,150 for an athletic brassiere, 1982.

Eugenie Z. Lindahl and Hinda Schreiber, Des. 260,445 for an athletic shirt, 1981 and Des. 301,518 for a brassiere, 1989.

LaJean Lawson and Hinda Miller, US 6,083,080 for a protective brassiere with local energy absorption, 2000.

Lesli R. Bell and Eugenie Z. Lindahl, US 6,860,789 for a compression garment, 2005.

Lindahl started the company Jogbra, Inc. in 1977 and then re-named it SLS, Inc. (for Smith, Lindahl, Schreiber) in early 1978. As President of the company, Lindahl issued equal shares to herself, Smith and Schreiber. The name changed again to Jogbra Inc., for a brief time, before finally becoming JBI, Inc. in the early 1980s. Marketing their new product (with start-up capital lent by Miller's father, Bruce L. Schreiber) was a challenge. According to Lindahl, buyers for sporting goods stores were "squeamish" about displaying bras, which did not look like lingerie, but an athletic garment. Stores that did feature the jogbra were pleased by how well it sold. Miller placed strong emphasis on the point of purchase advertising and packaging. The jogbra line of products expanded to include a women's and men's sport brief, the Thermobra and Thermobrief. Soon, a number of other manufacturers, including Vanity Fair, Olga, and Warner, were entering the sports bra market.

JBI, Inc. was bought by Playtex Apparel, Inc. in 1990 and Playtex Apparel sold it to the Sara Lee Corporation in 1991. Throughout these transitions, Schreiber served as began as Vice-President and, in 1983, became President of the then JBI, Inc. when Lindahl became CEO and Chair of their Advisory Board of Directors. Smith was never active in the company and had become a minority shareholder. When JBI, Inc. was sold to Playtex Apparel, Miller and Lindahl became co-presidents of the new Jogbra Division until Lindahl left the company in 1991. Miller (née Schreiber) continued to serve as president and became CEO of the Champion Jogbra Division of Sara Lee in 1994. Miller left the company in 1997 to pursue other interests.

Lisa Z. Lindahl (November 23, 1948-) was born Eugénie Louise Zobian in Montclair, New Jersey to Florence and Ernest Zobian. The Zobians had four children, Ernest Jr., Mark, Victoria, and Eugénie, known as "Lisa." Lindahl graduated from Vernon Court Junior College in Newport, Rhode Island (1968), the Katherine Gibbs Secretarial School (1969), and later graduated from the University of Vermont with a bachelor's degree in education [1977]. She received a master's degree in culture and spirituality from Holy Names University in California in 2007. In 1970, Lindahl married Alfred Lindahl and divorced in 1978. Lindahl was diagnosed with epilepsy at age four and would later serve as Senior Vice President of the Board of Directors of the Epilepsy Foundation from 1991 to 2000 where, as Chair of the Women and Epilepsy Task Force she brought legitimacy to the gender differences in epilepsy and epilepsy treatments. In 2001, Lindahl co-founded, with Dr. Lesli Bell, the Lightning2 Company (dba Bellisse) to design and market their patented Compressure Comfort Bra, a compression garment for women suffering from lymphedema. Lindahl is the author of two books: Beauty As Action, The Way of True Beauty and How Its Practice

Can Change Our World (2017) and Unleash the Girls, The Untold Story of the Invention of the Sports Bra and How It Changed the World (And Me), (2019). She continues to write and pursue other artistic interests.

Hinda Schreiber Miller (April 18, 1950-) was born in Montreal, Quebec, Canada. She graduated from the Parsons School of Design (B.F.A., 1972) and from New York University (M.F.A., 1976). A costume designer by training, Miller taught costume design at the University of South Carolina. Miller later became a Vermont state senator (2002-2013) representing the Chittenden District which includes all of Chittenden County. Miller ran unsuccessfully for mayor of Burlington, Vermont in 2006. She is presently president of DeForest Concepts, a consulting firm specializing in small business and the promotion of women entrepreneurs. Miller is married to Dr. Joel Miller and has two children.

Polly Palmer Smith (November 10, 1949-) was raised in Montclair, New Jersey. She graduated from the Moore College of Art & Design with a (B.F.A., 1971) and New York University (M.F.A., 1975). She joined the Jim Henson Company in 1978 where she worked as a costume designer for twenty-five years. Smith worked on films such as the Dark Crystal, The Muppets Take Manhattan, and Labyrinth. Some of her television work includes Fraggle Rock and Muppet Treasure Island. Smith received Emmy nominations for her designs for The Jim Henson Hour (1988) and Muppets Tonight (1996) and she received seven Emmy awards for her designs on Sesame Street. Smith also co-designed costumes for the television series The StoryTeller (1986-1988) which won a British Academy of Film and Television Arts (BAFTA) award for Best Costumes in 1989.

Historical

The introduction of the sports bra made greater sports participation possible for many American women. Many women were reluctant to engage in sports such as running, basketball, and tennis because of the embarrassment and discomfort associated with excessive breast motion. The passage of Title IX (1972) and James Fixx's popular 1977 book, The Complete Book of Running, contributed to the increased popularity of sports for women. This increase in women's sports exposed the inadequacies of conventional brassieres for athletic use: weight shifts from bouncing caused straps on ordinary brassieres to slip around or off the shoulder; excessive motion caused friction and chafed skin; and hooks or other metallic elements tended to poke into the skin; and excessive bouncing caused soreness.

Scope and Contents

The collection documents the invention of the sports bra primarily through marketing and promotional materials. The collection also documents the Jogbra, Inc. company activities, and includes biographical materials, business records, promotional, marketing and advertising materials, photographs, patent records, and audiovisual materials.

Arrangement

The collection is divided into six series.

Series 1: Biographical Materials, 1980-2006

Series 2: Business Records, 1979-1999

Subseries 2.1: JBI, Inc., 1979-1996

Subseries 2.2: Champion Jogbra, 1988-1999

Series 3: Photographs, 1978-2008

Series 4: Promotional and Marketing Materials, 1979-2000

Series 5: Patent Records, 1978-2003

Series 6: Audiovisual Materials, 1993

Names and Subject Terms

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

Subjects:

- Brassieres -- 20th century
- Sporting goods
- Sporting goods industry
- Sports for women
- Women athletes
- Women inventors -- 20th century
- Women's history -- United States

Types of Materials:

- Advertising -- 20th century
- Articles -- 20th century
- Business records -- 20th century
- Photographs -- 20th century
- Promotional literature
- Scrapbooks -- 20th century
- Slides (photographs) -- 20th century

Names:

- Jogbra, Inc.

Container Listing

Series 1: Biographical Materials (Hinda Miller), 1980-2006

Scope and Contents: The biographical materials consist of business cards and some personal correspondence related to Hinda Schreiber Miller. Also included are outlines and drafts, circa 1997, for Miller's book, of which there are two titles, *My Cup Runneth Over*, *The Jogbra Story* and *By Women for Women*, *The Story of Jogbra*. A DVD titled *The Jogbra Story* (2000) is also here.

Box 1, Folder 1	Hinda Miller, 1980 - 2006
Box 1, Folder 2	Book outlines and ideas, 1994
Box 1, Folder 3	Speech at roundtable of fashion executives, 1997 January 22
Box 1, Folder 4	My Cup Runneth Over, The Jogbra Story, 1997
Box 1, Folder 5	My Cup Runneth Over, The Jogbra Story, 1997 September
Box 1, Folder 6	By Women for Women, The Story of Jogbra, undated

[Return to Table of Contents](#)

Series 2: Business Records, 1979 - 1999

Scope and Contents: The Business Records are divided into two subseries: Subseries 2.1: JBI, Inc., 1979-1996 and Subseries 2.2: Champion Jogbra, 1988-1999. The materials document the transition of a small, privately-owned company, Jogbra, Inc., (renamed JBI, Inc.) to its purchase by Playtex Apparel, Inc. and subsequent purchase by the Sara Lee Corporation. Throughout these corporate transitions, Miller continued to serve as president and became CEO of the Champion Jogbra Division of Sara Lee in 1994.

The JBI, Inc. materials consist of position descriptions for employees, correspondence, business plans and appraisals, strategy-related documents, sales and accounting information, agreements, and transition documents for Playtex Apparel, Inc. Many of the documents throughout this subseries are annotated by Miller.

The employee materials consist of personnel policies, retirement plans, profit sharing, and stock options for employees at Playtex, Inc. The position descriptions are for Vice President for Sales and Senior Vice President of Sales. These documents provide good insight into the duties and responsibilities for senior management at a small company.

The JBI Executive Team Building materials reflect a 1989 assessment of Miller's managerial style. The assessment, conducted by Human Factors Advance Technology Group, provides a comparative analysis and key assessment findings (*Co-Worker Feedback Report* and *Management Skills Report*) based on a self-assessment by Miller and her co-workers.

The JBI Business Appraisal of 1986 details the fair market value of the company and contains several useful "appendices" about the company's financial health. The agreement and purchase of JBI by Playtex as well Sara Lee's acquisition of Playtex is well documented here. The JBI Representative/Dealer Book provides a good overview of the company and is a "how to" for retailers selling the JBI product line. Books include sales data, forms, procedures, advertising samples, and fabric swatches. Similar information can be found in the *JBI, Inc. Representative Manual* of 1993. Most of the financial data is in the form of spreadsheets that provide actual and projected sales data. The annual operating plans provide key information about the company including mission statements, objectives, strategies, marketing, selling, and financial statements. For example, the annual operating plan for 1993-1994 also includes media-related plans on how best to market the product line.

The Champion Jogbra materials contain business and annual operating plans (budgets), marketing strategies, presentation documents, financial materials (sales data), proposals, and product literature, such as catalogs. Many of the documents are heavily annotated by Miller. One proposal of note is that which targets female teens. In 1996, Champion Jogbra identified young females, ages 12-15, as an emerging market for sports bras and other sports wear. The report, conducted by the Zandhl group provided Champion with the marketing guidelines to develop a "teen" strategy for product positioning. Other studies include a 1997 website evaluation to establish priorities. Additional employee performance-related materials can be found in the Champion Jogbra performance reviews for fiscal 1996. These documents outline the corporate executive performance review, review instruction packet, and forms for the employee to complete.

Subseries 2.1: JBI, Inc., 1979-1996

Box 1, Folder 7A Record of invention and disclosure, 1977-1978
[Image\(s\): Jogbra drawing by Polly Palmer Smith](#)

Box 14, Folder 5 Calendars (Lisa Lindahl), 1982-1983

Box 14, Folder 6	Notebook (Lisa Lindahl), 1978
Box 14, Folder 7	Notebook (Lisa Lindahl), 1980, 1983
Box 14, Folder 8	SLS, Inc. financial history, 1977-1981
Box 14, Folder 9	Jock Bra, Inc. (stock purchase agreement), 1978
Box 14, Folder 10	Manufacturing agreement between SLS, Inc. and Active Manufacturing Company of South Carolina, 1978
Box 14, Folder 11	Business Plan, 1982
Box 1, Folder 7B	Why is a sports bra needed?, 1979 - 1980
Box 1, Folder 7	Job descriptions, 1990, 1994
Box 1, Folder 8	Employee materials for Hinda Miller (stock dividends and bonus), 1987 - 1994
Box 1, Folder 9	Correspondence, 1979 - 1996
Box 1, Folder 9A	Jogbra Inc. business card, 1978 - 1979
Box 1, Folder 9B	Canceled checks of early investments by Eugenie Z. Lindahl (copy), 1979 - 1979
Box 1, Folder 10	JBI, Inc. executive team building, 1989 November 1-3
Box 1, Folder 11	Jogbra transition, 1989 - 1990
Box 1, Folder 12	JBI Business Appraisal, 1986 June 1
Box 1, Folder 13	Downs, Rachin and Martin (legal services), 1990
Box 1, Folder 14	JBI, Inc. Business Plan, 1991 - 1995
Box 2, Folder 1	Shareholder's agreement, 1987 October 28
Box 2, Folder 2	Playtex Apparel (company overview), 1989
Box 2, Folder 3	Playtex Apparel (investment opportunity), 1991
Box 2, Folder 4	Playtex Apparel, Miller/Lindhahl (lease), 1990
Box 2, Folder 5	Playtex Apparel (Sara Lee acquisition), 1991
Box 2, Folder 6	Creative Strategy (for JBSB), 1990 - 1992

Box 2, Folder 7	JBI, Inc. Representatives/Dealer Books, 1984
Box 2, Folder 8	JBI, Inc. Representatives/Dealer Books, 1985
Box 2, Folder 9	JBI, Inc. Representatives/Dealer Books, 1987
Box 2, Folder 10	JBI, Inc., accounts receivable, 1989
Box 2, Folder 11	Sales information, 1982 - 1991
Box 2, Folder 12	JBI, Inc. (sales forms), 1991
Box 2, Folder 13	JBI, Inc. (total projected sales), 1988 - 1992
Box 2, Folder 13A	Atlanta Sales meeting and Super Show, 1992 Notes: Includes audio cassette of JBI Rap song and lyrics.
Box 2, Folder 14	Customer accounts, 1994 January 5
Box 3, Folder 1	JBI, Inc. representatives, 1990, 1993 - 1994
Box 3, Folder 2	JBI, Inc. Representatives Manual, 1993 July
Box 3, Folder 3	Playtex Apparel (product specification), 1993 November 1
Box 3, Folder 4-6	Jogbra, Inc. July Plan, 1993
Box 4, Folder 1-2; Box 3, Folder 7-11	Annual operating plan (for fiscal year 1993), 1992, 1993 - 1994
Box 3, Folder 3	JBI, Inc. (long range plan), 1997
Box 3, Folder 4	Playtex Apparel (long range planning calendar), 1994 - 1996
Box 3, Folder 4A	Export Advisory Council (Lisa Lindahl member), 1990 - 1990

Subseries 2.2: Champion Jogbra, 1988-1999

Box 4, Folder 5	Champion Jogbra (letterhead), undated
Box 4, Folder 6	Champion Jogbra (correspondence), 1997
Box 4, Folder 7	Champion Jogbra (five year opportunity plan for fiscal year 1995-1999), 1993 April 20
Box 4, Folder 8	Champion Jogbra (sales history), 1992 - 1995

Box 4, Folder 9	Champion Jogbra (performance evaluation forms), 1994 April 5
Box 4, Folder 10	Champion Jogbra (performance reviews, fiscal year 1996), 1996 August
Box 4, Folder 11	Champion Jogbra (department store launch for spring 1995), 1994 July 13
Box 4, Folder 12	Champion Jogbra (weekly business review), 1994 October
Box 4, Folder 13	Champion Jogbra (lead market sell-outs), 1994
Box 4, Folder 14	Champion Jogbra (business update and long range plan), 1994 April 7
Box 4, Folder 15	Champion Jogbra (products), 1994
Box 4, Folder 16	Champion Jogbra (promotional packet), 1994 July
Box 4, Folder 17	Champion Jogbra (overview), 1994 October 24
Box 5, Folder 1	Champion Jogbra (sales directory), 1994 December 2
Box 5, Folder 2	Champion Jogbra (standards of performance), 1994 - 1995
Box 5, Folder 3	Champion Jogbra (advertising briefing), 1994 September
Box 5, Folder 4	Champion Jogbra (finance monthly report), 1995 May
Box 5, Folder 5	Champion Jogbra (accounts), circa 1990s
Box 5, Folder 6	Champion Jogbra (presentation outline), 1995 spring
Box 5, Folder 7	Champion Jogbra (consumer video), 1995
Box 5, Folder 8	Champion Jogbra, 1995
Box 5, Folder 9	Champion Jogbra (sporting goods), 1995
Box 6, Folder 1-2	Champion Jogbra (sporting goods, targeting female teens), 1996
Box 6, Folder 3	Champion Jogbra (women's active wear market), 1996
Box 6, Folder 4	Champion Jogbra story, 1995 - 1997
Box 6, Folder 5	Champion Jogbra (policies and procedures manual), 1997 January
Box 6, Folder 6	Champion Jogbra (Spring 1997 presentation), 1996 August

Box 6, Folder 7	Champion Jogbra (Tuck School of Business, Dartmouth, New Venture Management Students), 1997 October
Box 6, Folder 8	Champion Jogbra (Aspen Design Conference), 1988 May 13
Box 6, Folder 9	Champion Woman (product line), undated
Box 7, Folder 1	Champion Jogbra (website priorities), 1997, 1999
Box 7, Folder 2	Snickelways Interactives (e-com advisors), undated
Box 7, Folder 3	Competitive Computing (e-commerce strategy), 1999
Box 7, Folder 4	Champion Woman, annual operating plan, 1994 March 23
Box 7, Folder 5	Champion Jogbra, annual operating plan, 1995
Box 7, Folder 6-7	Champion Jogbra, annual operating plan, 1995 March 8
Box 7, Folder 8	Champion Jogbra, annual operating plan for fiscal year 1996)
Box 7, Folder 9	Champion Jogbra (long range plan and annual operating plan), 1994 April 7
Box 7, Folder 10	Champion Jogbra (sales presentation), 1995 June 7
Box 8, Folder 1	Champion Jogbra (operating review), 1994
Box 8, Folder 2	Champion Jogbra (publicity proposal for fiscal year 1996), 1995 June 29
Box 8, Folder 3	Champion Jogbra (annual operating plan), 1996
Box 8, Folder 4	Champion Jogbra (monthly operating review, period 6), 1997
Box 8, Folder 5	Champion Jogbra (monthly operating review), 1997
Box 8, Folder 6	Champion Jogbra (monthly operating review, period 2), 1998
Box 8, Folder 7	Champion Jogbra (monthly operating review, period 3), 1998
Box 8, Folder 8	Champion Jogbra (monthly operating review, period 4), 1998
Box 8, Folder 9	Champion Jogbra (budget), 1998
Box 8, Folder 10	Champion Jogbra (at a glance products, programs, pricing and assessments), 1995 - 1996
Box 8, Folder 11	Champion Jogbra (catalog), 1993

Box 9, Folder 1	Champion Jogbra (catalog), 1994
Box 9, Folder 2	Champion Jogbra (catalog), 1995
Box 9, Folder 3	USA National Volleyball Team (autographed prints), 1996
Box 9, Folder 4	Champion Jogbra (catalog), 1996
Box 9, Folder 5	Champion Jogbra (catalog), 1997
Box 9, Folder 6	Champion Jogbra (catalog), 1998
Box 9, Folder 7	Champion Jogbra (catalog), 1999
Box 9, Folder 8	Champion Jogbra (products literature), circa 1990s

[Return to Table of Contents](#)

Series 3: Promotional and Marketing Materials, 1978-2008

Scope and Contents: The materials in this series consist of press releases, product literature, advertisements, marketing plans, research studies, packaging and newspaper and magazine articles about Jogbra, JBI, Inc., and Hinda Miller and Lisa Lindahl. The "History Book," 1978-1985, represents a chronological overview of Jobgra, Inc. and later, JBI, Inc. promotional materials. Many of the photographs, packaging, advertisements and product literature assembled in the History Book can also be found elsewhere in the collection. Additional product literature includes the motion control requirements (MCR) which refers to the amount of support required to control breast motion (bounce). This guide, in the form of a wheel, provides a quick assessment of the best sports bra and size for a customer based on control levels of high, medium and low. The research studies undertaken by JBI, Inc. include a 1991 telephone survey of customer attitudes and opinions about sports bras. Information about an organization called the Mother's Brain Trust, a consulting firm that examines and studies working mothers broadly, is also found here. Notes and an eleven-page questionnaire targeting working mothers is included. Presumably JBI was working with this group to develop a questionnaire specific to the Jogbra.

Box 9, Folder 9	Press Releases, 1981 - 1981
Box 9, Folder 10-14	History Book, 1978 - 1985
Box 9, Folder 15	History Book, 1992
Box 10, Folder 1	JBI, Inc., Promotional Materials, circa 1980s Image(s): Promotional literature
Box 10, Folder 2	JBI, Inc., Price lists, 1982
Box 10, Folder 3	JBI, Inc., Price lists, 1983 January
Box 10, Folder 4	JBI, Inc., Catalog, 1985
Box 10, Folder 5	JBI, Inc., Catalog, 1989
Box 10, Folder 6	JBI, Inc., color swatch book, 1989
Box 10, Folder 7	JBI, Inc., Catalog, 1990
Box 10, Folder 8	JBI, fall lycra colors, 1991, 1989
Box 10, Folder 9	JBI, spring colors, 1992
Box 10, Folder 10	JBI, Inc., Catalog (index), 1991
Box 10, Folder 11	JBI, Inc., Catalog, 1992 Image(s): Catalog
Box 10, Folder 12	JBI, Inc., Catalog, 1993

Box 10, Folder 13	Duke (Royal Textile Mills), 1992
Box 10, Folder 14	Schiek Sports, Inc., 1991
Box 10, Folder 15-16	Advertisements, 1978 - 1984
Box 10, Folder 17	Advertisements, 1978
Box 10, Folder 18	Advertisements, 1979
Box 10, Folder 19	Advertisements, 1980
Box 10, Folder 20	Advertisements, 1981
Box 10, Folder 21	Advertisements, 1982
Box 11, Folder 1	Advertisements, 1983
Box 11, Folder 2	Advertisements, 1984 - 1985
Box 11, Folder 3	Advertisements, 1990
Box 11, Folder 4	Advertisements, 1996 - 1998
Box 11, Folder 5	Advertisements, undated
Box 11, Folder 6	Advertising binder (includes press release, endorsements, invitations, shows, packaging and competition), 1980 - 1988
Box 29, Folder 1	Point-of-purchase advertisement for Jogbra sports bras, undated
Box 29, Folder 2	Champion Jogbra advertisement (Only Abs Should be Flat), circa 1990s
Box 29, Folder 3	Champion Jogbra (roller blading), circa 1990s
Box 29, Folder 4	Max brief (catalog print), 1992
Map-folder 1	Nature. Preservation. Jogbra Sports Bras, 1989 1 Poster (14" x 16")
Map-folder 1	Support by any other name is not the same. Jogbra, Inc., undated 1 Poster (14" x 18")
Map-folder 1	Introducing Champion Jogbra. The only line of Sports Bras both tested and rated for Motion Control Requirements, 1994

	1 Poster (22" x 28")
Map-folder 1	Introducing In-Shape Contouring Body Wear. Champion Jogbra, 1996 1 Poster (22" x 28")
Box 11, Folder 7	Susan B. Komen Breast Cancer Foundation, 1990 - 1991
Box 11, Folder 8	Research Program (telephone survey and customer attitudes and opinions), 1991
Box 11, Folder 9	Research Program (summary and key findings), 1991
Box 11, Folder 10	Mothers Brain Trust, 1996
Box 11, Folder 11	JBI Marketing Plan, part I and part II, circa 1990s
Box 11, Folder 12-13	JBI Marketing Plan, part III, 1992 July
Box 12, Folder 1	Motion Control Requirements (MCR) for bras, 1990
Box 12, Folder 2	Action-Tech Bra (packaging), undated
Box 12, Folder 3	Cycle Sport liner for women (packaging), undated
Box 12, Folder 4	Cycle Sport liner for men (packaging), undated
Box 12, Folder 5	Hipster for men (packaging), undated
Box 12, Folder 6	Jockbrief (packaging), undated
Box 12, Folder 7	Jogbra, le soutien (packaging), undated
Box 12, Folder 8	Sportbrief for men (packaging), undated
Box 12, Folder 9	Sportshape (packaging), undated
Box 12, Folder 10	Windbrief for men (packaging), undated
Box 12, Folder 11	Allsport bra (packaging), undated
Box 12, Folder 11A	Fabrication Technology (draft), circa 1990
Box 12, Folder 11B	Sportshape II bra (packaging), undated
Box 12, Folder 11C	Mesh Bra (packaging), undated
Box 12, Folder 12	Articles, 1978

Box 12, Folder 13	Articles, 1979
Box 12, Folder 14	Articles, 1980
Box 12, Folder 15	Articles, 1981
Box 12, Folder 16	Articles, 1982
Box 12, Folder 17	Articles, 1983
Box 12, Folder 18	Articles, 1984
Box 12, Folder 19	Articles, 1985
Box 12, Folder 20	Articles, 1986
Box 12, Folder 21	Articles, 1987
Box 12, Folder 22	Articles, 1988
Box 12, Folder 23	Articles, 1989
Box 12, Folder 24	Articles, 1990
Box 12, Folder 25	Articles, 1991
Box 13, Folder 1	Articles (compiled by Sandage Advertising & Marketing), 1990 - 1991
Box 13, Folder 2	Articles, 1992
Box 13, Folder 3	Articles, 1994 - 1995
Box 13, Folder 4	Articles, 1996
Box 13, Folder 5	Articles, 1997
Box 29, Folder 5	Articles, 1979-1997
Box 13, Folder 6	Articles, 1998 - 1999
Box 13, Folder 6A	Articles, 2000 - 2000
Box 13, Folder 7	Articles, 2003, 2005
Box 13, Folder 8	Articles, 2006 - 2008
Box 13, Folder 9	Articles, undated

Box 13, Folder 10

Motivational Network Nutritional Counseling Program (includes recipes), undated

[Return to Table of Contents](#)

Series 4: Patent Records, 1979-2000

Scope and Contents: The patent records consist of patents, correspondence, agreements, notes, and articles about Miller's involvement with the "hard cup project" from 1987 to 2000. Miller holds six United States Patents: Athletic brassiere (US 4,174,717); Brassiere, (US D259370); Athletic shirt (US D260,445); Athletic brassiere, US (4,311,150); Brassiere (US D301,518); and Protective brassiere with local energy absorption (US 6,083,080).

Miller and LaJean Lawson, a Portland businesswoman and Oregon State University adjunct professor in exercise science, created a hard cup brassiere designed to reduce the risk of injury to the breasts (US 6,083,080). Lawson also holds a patent for a hard cup brassiere (US 5,022,887) which she assigned to JBI, Inc. in 1990 and later Playtex Apparel, Inc., in 1991. Lawson conducted sports bra research at Oregon State University's biomechanics lab and worked with Champion Jogbra to test and improve sports bra designs.

Some of the correspondence relates to the licensing and manufacturing of hard cup brassieres (US 4,607,640) belonging to LeRoy McCusker and Marc S. Weinberg (US 4,566,458). Miller and Lawson did not license McCusker or Weinberg's patents and ultimately pursued their own work and patent. The correspondence includes letters and memoranda exchanged with the United States Patent and Trademark Office, the law firm of Browdy and Neimark, and with physicians who were asked to test products. Additional documents include agreements regarding ownership of inventions invoices for legal services, projected budgets, a marketing plan, testing notes by Lawson, and formation of the JBI Health Advisory Board comprised of sports medicine and health experts.

Box 13, Folder 11	Articles, 1995 - 1999
Box 13, Folder 12	Athletic Brassiere (US Patent 4,174,717), 1979
Box 13, Folder 13	Brassiere (D259,370), 1981, 1988
Box 13, Folder 14	Athletic Shirt (D260,445), 1981
Box 13, Folder 15	Athletic Brassiere (US Patent 4,311,150), 1982
Box 13, Folder 16	Hard Cup Bra (US Patent 4,607,640), 1987 - 2000
Box 13, Folder 17	Hard Cup Bra project (fabrics), undated
Box 13, Folder 18	Hard Cup Bra Project, 1988
Box 13, Folder 19	Hard Cup Bra Project, 1989
Box 14, Folder 1	Hard Cup Bra Project, 1990
Box 14, Folder 2	Hard Cup Bra Project, 1994
Box 14, Folder 3	Hard Cup Bra Project, 1995 - 1998

Box 14, Folder 4

Hard Cup Bra Project, 1999 - 2000

[Return to Table of Contents](#)

Series 5: Photographs, 1978-2003

Scope and Contents: This series consists of prints, contact sheets, slides, negatives, and transparencies depicting Hinda Miller, Lisa Lindahl, Jogbra, Inc., employees of JBI, Inc., products, and slides used for presentations and catalogs.

Box 14, Folder 12	Jogbra staff and office images (at 24 Clarke Street, Burlington, Vermont), 1970s-1980s
Box 14, Folder 13	Jogbra, Inc., staff, 1983
Box 14, Folder 14	Jogbra, Inc. company picnic (Lake Champlain), [1980s?]
Box 14, Folder 15	JBI, Inc. (staff at skiing event), 1989-12
Box 14, Folder 16	JBI, Inc. fashion show, [1990?]
Box 15	Lisa Lindahl, Hinda Miller, JBI staff, 1988-2003
Box 16	Tenth Anniversary; New Construction, Moving In; trip to Puerto Rico; Open House; Shelburne Triathlon; and Christmas, 1988
Box 17	Book 1, Corporate, 1990-1992
Box 17	Book 2, JBI Packaging/Events, 1987-1991
Box 18	Book 3, Multiple products, advertisements, and brochures, 1982-1991
Box 19	Book 6, Action Fit/All Sports, 1987-1991
Box 19	Book 7, Coolsports/Outerwear Coordinates, 1993
Box 20	Book 8, Jogbra Mesh/Powerliner, 1986-1991
Box 21	JBI, Inc., 1988-1992
Box 22	Jogbra Sports bras in-store presence, 1990-1991
Box 22	Promotional, circa 1980s
Box 23	Coolsport Division, 1987-1991
Box 24	JBI, Inc., Max Division (includes Cool Jock, Cyclesport Liner, Hipster, Jock Brief, Power-Liner, Sport Brief, and Wind Brief, 1988-1990
Box 25	JBI, Inc., Max Division (includes Cool Jock, Cyclesport liner, Hipster, Jock Brief, Power Liner, and Sport Brief and Wind Brief), undated

Box 25	Sportop, 1983
Box 25	Sportskins, undated
Box 25	Atlanta party, 1988
Box 25	Atlanta (15th Anniversary), 1992
Box 25	Jogbra Champion, Our New Power, 1993
Box 25	Unidentified slides, 1992 January
Box 25	Unidentified slides, undated
Box 26	Jog Bras (includes Jogbra, Action-Tech, and Mesh Bra, circa 1980s)
Box 26	Presentation slides (Stars and Stripes Cool Sport and Sportop, men's briefs, catalog shots and miscellaneous), 1978-1988
Box 27	Men's Products (Royal Hipster, black men's sport brief, and white wind brief), circa 1980s
Box 27	Pastel jogbra, women's sport brief, 1983
Box 27	Jogbra, pink women's sport brief, and outdoor shots, 1983
Box 27	Thermobra and Thermobrief, circa 1980s
Box 27	Locker room, 1983
Box 27	Royal jogbra with pocket label, circa 1980s
Box 27	Original sportop (early version called jogtop), circa 1980s
Box 27	Smugglers notch, 1988 February
Box 28	Miscellaneous slides, undated
Box 29, Folder 6	Hinda Miller and Lisa Lindahl, undated
Box 29, Folder 6	Atlanta World Congress, includes Miller and Lindahl (contact sheets), 1992
Box 29, Folder 6	United States Volleyball Team, circa 1990s

[Return to Table of Contents](#)

Series 6: Audiovisual Materials, 1993

11 Videocassettes (VHS)

Box 30, Video OV 1315.1	Jogbra Sports Bras, 1993-1993 1 Videocassettes (VHS)
Box 30, Video OV 1315.2	Hinda Miller, PR Reel, undated 1 Videocassettes (VHS)
Box 30, Item DVD 1315.3; Box 30, Video OV 1315.3	Venturing: The Entrepreneurial Challenge, undated 1 Videocassettes (VHS) Notes: Program 1: The Fire Within; Program 2: Getting Started; and program 3: Finding Financing
Box 30, Video OV 1315.4	Venturing: The Entrepreneurial Challenge, undated 1 Videocassettes (VHS) Notes: Program 10: Managing Advertising; Program 11: Agricultural Entrepreneurs; Program 12: The Personal Side; and Program 13: The Innovators
Box 30, Video OV 1315.5	JBI Expansion RAP, undated 1 Videocassettes (VHS)
Box 30, Video OV 1315.6-7	Jogbra Sales, 1993 July 20 2 Videocassettes (VHS) Notes: 2 copies
Box 30, Item DVD 1315.8; Box 30, Video OV 1315.8	JBI: The Winning Spirit
Box 30, Video OV 1315.9	Jogbra Off-line Interviews, 1993 January 29
Box 30, Video OV 1315.10-11	Jogbra Sports Bras, The Winning Profile, undated 2 Videocassettes (VHS) Notes: Duration: 6.5 minutes

[Return to Table of Contents](#)