



# Guide to the A. Stein & Company Perma-Lift advertising designs, 1940s

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## Summary

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**Collection Title:**

A. Stein & Company Perma-Lift advertising designs, 1940s

**Creator:**

A. Stein & Company (Firm)

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Abstract:**

A. Stein & Company was a clothing manufacturer founded in Chicago in 1887 by Albert Stein. The collection consists of six posters of advertising line art and copy text templates for use in retail store print advertising campaigns for the Perma-Lift brand of lingerie and women's foundation garments. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

6 items

**Language:**

Materials in English.

**Collection ID:**

RL.13056

**Permalink:**

<https://idn.duke.edu/ark:/87924/m18451>

**Preferred Citation**

[Identification of item], A. Stein & Company Perma-Lift advertising designs, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

The collection consists of six posters of advertising line art and copy text templates for use in retail store print advertising campaigns for the Perma-Lift brand of lingerie and women's foundation garments.

### Biographical/Historical

A. Stein & Company was a clothing manufacturer founded in Chicago in 1887 by Albert Stein. The company was sold to Kayser-Roth Corporation in 1931 after the death of Stein; the brand continued until it was dissolved in 1968.

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## Administrative Information

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### Publication Statement

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### Access Restrictions

Collection is open for research.

### Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

### Acquisition Information

Source is unknown.

## **Processing Information**

Processed by Richard Collier, Feb. 2024.

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## **Related Materials**

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### **Related Material**

Related materials may be found in the following Hartman Center collections:

Gene Federico papers;

Hollywood-Maxwell Company advertising portfolios;

Margaret Fishback papers;

Melville Company saleswoman portfolio;

T.S. Ferree, Jr. papers;

Willard Golovin papers.

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## **Names and Subjects**

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- Advertising -- Clothing and dress
- Foundation garments
- Lingerie
- John W. Hartman Center for Sales, Advertising & Marketing History

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## **Collection Inventory**

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Posters, 1940s

Oversize-folder 1