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Collection Overview

Repository: Archives Center, National Museum of American History
Creators: Jogbra, Inc.
 Miller, Hinda
Title: Jogbra, Inc. Records
Dates: 1977-2008
Quantity: 16 cubic feet, 30 boxes
Abstract: The collection documents the invention of the Jogbra and includes biographical materials, business records, photographs, promotional, marketing and advertising materials, correspondence and audiovisual materials.
Language: Some materials in French, German, Italian, and Spanish.
Language: Collection text is in English.

Administrative Information

Acquisition Information
The collection was donated by Hinda Miller in 2013.

Separated Materials

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 on Access
Collection is open for research.

Reference copies do not exist. Use of these materials requires special arrangement. Gloves must be worn when handling unprotected photographs and negatives.
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.

Ownership & Literary Rights
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.

Biographical Note
Hinda Schreiber Miller (b. April 18, 1950-) was born in Montreal, Quebec, Canada. She attended the Parsons School of Design (B.F.A., 1972) and New York University (M.F.A., 1976). A costume designer by training, Miller was one of three co-inventors of the modern sports bra in 1977. She and her co-inventors, Lisa Lindahl and Polly Palmer Smith, made their prototype from a pair of men’s jock straps in the Costume Department at the University of Vermont.

Miller started the company, Jogbra, Inc., which she renamed JBI, Inc. in 1977 and ran it until it was bought by Playtex Apparel, Inc. in 1990. Playtex Apparel was sold to the Sara Lee Corporation in 1991. Throughout these transitions, Miller 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. She 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 they have one son and one daughter.

The introduction of the sports bra made more sports possible for many American women. Many women were reluctant to participate in sports such as running, basketball, or tennis because of the embarrassment and discomfort associated with the excessive breast motion experienced while participating in sports. 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; excessive bouncing caused soreness.

Lisa Lindahl’s sister, Victoria Woodrow, was frustrated by the inadequacy of her everyday brassiere when she began jogging in the 1970s. Lindahl also jogged and met with the same problems. 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. Miller and Palmer Smith created a few prototypes. At the suggestion of Lindahl’s husband, the two sewed a pair of jockstraps together and found it to be better than any of their previous prototypes. Originally, 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. US Patent 4,174,717 for an athletic brassiere was issued on November 20, 1979.
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 and the Thermobra and Thermobrief. Soon, a number of manufacturers, including Vanity Fair, Olga and Warner, were entering the sports bra market.

Scope and Content Note

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.

  Subseries 2.2: Champion Jogbra, 1988-1999
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'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
Container Listing


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.

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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.


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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 Jogbra, 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.

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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 6083080). 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.

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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 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
Series 6: Audiovisual materials, 1993

11 videocassettes (vhs)

Box 30, Video OV  
1315.1  
Jogbra Sports Bras, 1993-1993
1 videocassette (vhs)

Box 30, Video OV  
1315.2  
Hinda Miller, PR Reel, undated
1 videocassette (vhs)

Box 30, Item DVD  
1315.3;  
Venturing: The Entrepreneurial Challenge, undated
1 videocassette (vhs), Program 1: The Fire Within; Program 2: Getting Started; and program 3: Finding Financing

Box 30, Video OV  
1315.3  
Venturing: The Entrepreneurial Challenge, undated
1 videocassette (vhs), 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 videocassette (vhs)

Box 30, Video OV  
1315.6-7  
Jogbra Sales, 1993 July 20
2 videocassettes (vhs), 2 copies

Box 30, Item DVD  
1315.8;  
JBI: The Winning Spirit

Box 30, Video OV  
1315.8  
Jogbra Off-line Interviews, 1993 January 29

Box 30, Video OV  
1315.9  
Jogbra Sports Bras, The Winning Profile, undated
2 videocassettes (vhs), Duration: 6.5 minutes