

CAPE ANN Museum

Library & Archives

1+ 978-283-0455 x19

library@capeannmuseum.org

MIGHTY MAC COLLECTION

Creator:	Mighty Mac
Dates:	1934-1988
Quantity:	46.0+ linear feet (36 manuscript boxes, 19 flat boxes, 2 small two-drawer 'cabinets', 4 signs, 1 banner)
Acquisition:	Accession #:2008.29; Donated by: Richard & Mac Bell, July 17, 2008.
Identification:	A57 ; Archive Collection #57
Citation:	[Document Title]. The Might Mac Collection, [Box #, Folder #, Item #], Cape Ann Museum Library & Archives, Gloucester, MA.
Copyright:	Requests for permission to publish material from this collection should be addressed to the Librarian/Archivist.
Language:	English
Finding Aid:	Howard Thomas, May 2010, supervisor, Stephanie Buck, Librarian/Archivist.

Biographical Note

In 1909 Morris Bell and Max Leavitt started a business to make oiled clothing for the Gloucester fishermen. Its famous "sou'wester" led to the production of other items such as work clothes, work gloves, heavy wool and leather outerwear and even mattresses (the old excelsior stuffed cotton ticking kind) for fishing vessel bunks.

27 Pleasant Street, Gloucester, Massachusetts 01930 USA

+1 978-283-0455

capeannmuseum.org

Over time the original business, set up as the Gloucester Manufacturing Company with factories at 31 Commercial Street and 21 Main Street, evolved into the Cape Ann Manufacturing Company, which eventually evolved into the Mighty-Mac Company.

In the first World War the company made ponchos, lace breeches and shelter-tent halves (affectionately called pup-tents) in addition to the famous lines of oil cloths and rugged outerwear. In the late 1920s the company introduced its “collegiate slicker” and oilskin reached its peak demand.

The depression marked the beginning of the demise of the oil clothing business but fortunately the company’s outerwear business remained strong. Style development and improved fit led to strong growth in the demand for outerwear garments and Mighty-Mac became the trademark for these products.

From 1940 to 1945 the company was almost totally committed to the war program and made field jackets for the army, life jackets for the navy, and fragmentation bomb parachutes for the Army Ordinance. Research and development work on the Eisenhower jacket helped earn the coveted Army & Navy “E” award for excellence in production and quality for the company.

After World War II the Mighty-Mac trademark and its supporting symbol, the Fisherman at the Wheel, became the mark of quality and good fashion throughout the clothing industry. Sales offices were opened in the Empire State Building in New York City and the Merchandise Mart in Chicago. Salesmen were added and marketing territories were expanded. Production facilities were expanded in 1953 by acquisition of a plant in Lawrence, MA., and in 1956 by building a new Gloucester plant at Emerson Ave, near the Annisquam river.

Mighty-Mac remained a leader in style, quality and craftsmanship of its sport and spectator, summer and winter, men, women and children’s outerwear clothing for the next three decades. The company was sold to the Haddad Group, Ltd. of New York in 1985

BIOGRAPHIES

Morris Bell and Molly Broder Bell were the parents of Richard S. Bell and Harold Bell. Morris Bell was the co-founder with Max Leavitt, in 1909, of the Gloucester Manufacturing Company. Morris Bell died in 1933.

Richard S. Bell was born in 1912. He graduated in 1934 from Wharton School of Finance, University of Pennsylvania, and joined the family clothing company. He served as President and Director until the company was sold in 1985.

Harold Bell was born in 1914. He attended the University of Maine at Orono for a year to study Forestry. He transferred to Yale University, New Haven, CN, and earned a degree in Economics in 1936. He began with the family clothing company on graduation and served as Treasurer and Director until the company was sold in 1985.

Acquisition Note

Gift of Richard & Mac Bell, July 17, 2008. Richard Bell was the former president of the company and the collection has been in his possession since the sale of the company in 1985. The collection was stored in a basement and garage, which has resulted in damage to part of the material.

Scope and Content of the Collection

The collection provides a unique insight into the evolution of a small company. Located in Gloucester, MA., Mighty-Mac started primarily as a maker of oil clothing for the fishermen back in the horse and buggy days (1909), and grew into a world-wide corporation recognized as a leader and innovator in the fashion clothing industry and the Mighty-Mac trademark became a symbol of quality, style and craftsmanship for foul-weather gear and fair-weather wear. Included in the collection is business correspondence from the 1940s through the 1980s; numerous awards; scrapbooks and catalogues; and information on trademarks. A large part of the collection includes photographs of models and product designs, mounted design sketches and advertising promotions.

We have attempted to arrange the collection in subject series and chronological order, as much as possible. The photographs will be scanned and catalogued. The scanned images are stored digitally and the original photographs and negatives are kept in archival storage.

Series Description

- I Richard Bell
Boxes 1 - 4 (1940 - 1985)
 - II Legal and Business
Boxes 5 - 9 (1945 - 1987)
 - III Scrapbooks
Boxes 10 - 13 (1953 - 1982)
 - IV Photographs, film & audio tapes
Boxes 14 - 19 (nd)
 - V Product design
Boxes 21 - 22, 39, 40, 43 - 48, 50 (nd)
 - VI Advertising
Boxes 23 - 30, 37, 38, 41, 42, 49, 51 - 55 (1940s - 1970s)
 - VII Miscellaneous
Boxes 31 - 36, signs & small 'cabinets.' (1940s - 1970s)
-

Container List

Box 1

- Series I Richard Bell
 - Personal & Advertising
- Folder 1 Speech, sales notebook, Beauport 1961-85
- Folder 2 Photographs
- Folder 3 Correspondence 1973-87
- Folder 4 Newspaper Ads & Articles
- Folder 5 Boston Conference on Distribution, 1961
- Folder 6 Advertising, 1966-71

Box 2

- Series I Richard Bell
 - Personal & Business
- Folder 1 Desk calendars, 1946 & 1955
- Folder 2 New York Times calendar, 1982
- Folder 3 History of Cape Ann Manf. Co. & Mighty-Mac
- Folder 4 Calendar entries, 1940-81
- Folder 5 Patents, 1982-87
- Folder 6 Financial statements, 1979-80

Box 3

- Series I Richard Bell
 - Personal & Awards
- Folder 1 Personal papers & misc., 1951-85
- Folder 2 Photographs, personal & business
- Folder 3 Mounted photographs
- Folder 4 Magazines, Trade Mission, 1963 & New England Business, 1968
- Folder 5 Plaque, Apparel Hall of Fame
- Folder 6 Plaque, 1980 U.S. Ski team
- Folder 7 Plaque, Young Presidents Organization
- Folder 8 Scrapbook, c.1968

Box 4

- Series I Richard Bell
 - Trade Mission, 1962
- Folder 1 *Do It Yourself*, 1962
- Folder 2 London, Nov 17-24
- Folder 3 Milan, Nov 27-30
- Folder 4 Paris, Nov 30-Dec 9
- Folder 5 Dept. Of Commerce.
- Folder 6 Scrapbook, Nov 17-Dec 13

Box 5

- Series II Legal & Business
 Acquisitions & Finances
- Folder 1 Merger, 1953-72
- Folder 2 Cape Ann Manf. Co., 1946
- Folder 3 Finances, 1945-46
- Folder 4 Sales, cash & markets, 1965-69
- Folder 5 Sale of Mighty-Mac, 1985
- Folder 6 Scrapbook, Fashion Show, 1960

Box 6

- Series II Legal & Business
 Documents & Press Kits
- Folder 1 Office supplies
- Folder 2 Advertising & Insignias
- Folder 3 Draft *Export Marketing for Smaller Firms.*
- Folder 4 Press kits, 1965-66 & 1970

Box 7

- Series II Legal & Business
 Correspondence
- Folder 1 1940s & 1950s
- Folder 2 1960-65
- Folder 3 1966-69
- Folder 4 1970s
- Folder 5 1980s

Box 8

- Series II Legal & Business
 Catalogues & Work Sheets
- Folder 1 1963-70
- Folder 2 1971-78
- Folder 3 1979-80
- Folder 4 1980-83
- Folder 5 1983-85
- Folder 6 1986-87

Box 9

- Series II Legal & Business
 Patents & Trademarks
- Folder 1 Exercise garments, 1981-82

Folder 2 Bagolets, 1978-84
Folder 3 Infringements, 1969-82
Folder 4 Trademarks & Patents, 1975-85
Folder 5 USA & Canada Trademark approvals, 1969-83
Folder 6 Additional
Folder 7
Folder 8
Folder 9
Folder 10

Box 10

Series III Scrapbooks, 1953-64
Book 1 Inventory data Fall Line, 1953
Book 2 Salesman catalogue, 1962
Book 3 Photo Book Vol. 1, 1964

Box 11

Series III Scrapbooks, 1969-76
Book 4 Pelt Belt, 1969
Book 5 Season Proof Merchandising Program, 1976

Box 12

Series III Scrapbooks, 1971-82
Book 6 Challenger, Successful, 1971
Book 7 Photo file, Picnic, 1982
Book 8 Tags & Labels

Box 13

Series III Scrapbooks, 1979
Book 9 Tags & Labels
Book 10 Jim Lynch Store, Iron Mt., Michigan, 1979
Book 11 Publicity pictures with captions

Box 14

Series IV Photographs
Sales Promotion Models
Folder 1 Promotions
Folder 2 Models - boys
Folder 3 Models - men
Folder 4 Models - Description & price
Folder 5 Numbered product designs
Folder 6 Models - Dick Bell, Claude Kilby & others.

Box 15

Series IV Photographs
 Photos & Transparencies
Folder 1 Models - female
Folder 2 Multiple shots per sheet
Folder 3 Advertising & Outings
Folder 4 Models - transparencies
Folder 5 Models - transparencies

Box 16

Series IV Photographs
 Photos & Transparencies
Folder 1 Advertising - small photos
Folder 2 Advertising - design
Folder 3 Advertising - models
Folder 4 Advertising - models
Folder 5 Advertising - transparencies

Box 17

Series IV Photographs
 Negatives & Transparencies
Folder 1 Advertising - negatives
Folder 2 Advertising - photo mock-ups
Folder 3 Advertising - photo mock-ups
Folder 4 Photos - models - youths
Folder 5 Mounted photos of designs
Folder 6 Advertising photos - color

Box 18

Series IV Photographs
 Advertising
Folder 1 Models
Folder 2 Models - youth
Folder 3 Models
Folder 4 Copies of Ads (9" x 12")

Box 19

Series IV Photographs
 Mounted - of designs

Box 20

Series V Product Design
 Mounted sketches - boys

Box 21

Series V Product Design
Mounted sketches - men

Box 22

Series V Product Design
Mounted sketches - men & youths

Box 23

Series VI Advertising
Sales & Esquire registration
Folder 1 Solicitation & misc.
Folder 2 Magazine - Teen & Boys Outfitters, 1967
Folder 3 Sales bulletin & misc.
Folder 4 Esquire registration, 1967
Small box containing photographs of:
2" x 3" Product display
4" x 5" Product display
4" x 5" Jean Claude Killy & Ethel Kennedy
2.25" x 2.75" negatives, aerial shots & sailing
2.25" x 2.75" transparencies, female model
1.5" x 4" stereo transparencies, misc.

Box 24

Series VI Advertising
Newspapers & Magazines
Folder 1 Magazine - business
Folder 2 Newspaper ads, 1960-68
Folder 3 Newspaper ads & articles, misc.
Folder 4 Report of Trade Mission, 1962

Box 25

Series VI Advertising
Mounted Layouts & Fashion Sketches
Folder 1 Sales material
Folder 2 Fashion sketches
Folder 3 Mounted layouts

Box 26

Series VI Advertising
Catalogues, brochures, photos
Folder 1 *They That Go Down to the Sea*, brochure, 4 copies
Folder 2 Photos - models & misc.
Folder 3 Newspaper ads, 1969-73
Folder 4 Magazines: Life, Apr. 1961, Dec. 1968; True, 1969
Folder 5 Catalogue & 1973 Anniversary calendar

Box 27

Series VI Advertising
Catalogues
Folder 1 Men's & Women's Wear, 1988
Folder 2 Boy's Wear, 1976-79
Folder 3 Worksheets & economic policy, 1973
Folder 4 Retail
Folder 5 Misc.

Box 28

Series VI Advertising
Magazines

Box 29

Series VI Advertising
Press kits, catalogues, misc.
Folder 1 Press kits, 1961, 1976
Folder 2 Catalogue & misc.
Folder 3 Catalogue, worksheets & misc.
Folder 4 Mounted photos of designs

Box 30

Series VI Advertising
Insignias, labels & toy pistol
Folder 1 Insignia & clothing labels
Folder 2 Customer labels
Folder 3 Toy cap pistol & misc.
Box containing 8" x 10" photographs & negatives, models, Fall & Winter 1965.

Box 31

Series VII Miscellaneous
Tuna Tournaments, 1963-67
Folder 1 Insignias, tags & press kits, 1964
Folder 2 Preparation materials
Folder 3 Correspondence, 1977-78

Folder 4 Time standards & wage incentives
Folder 5 Job evaluation manual
Folder 5a Employee list and labeled photographs
Folder 6 Guide to Fashion Sources
Folder 7 Work sheets
Audio tape (reel to reel) *Cape Ann Tuna Tournament, 8/21/1963*

Box 32

Series VII Miscellaneous
 Awards
Folder 1 Esquire Fashion Design Award, 1963
Folder 2 Army & Navy “E” Award - photos

Box 33

Series VII Miscellaneous
 Printing plates

Box 34

Series VII Miscellaneous
 Artic trip & Advertising
Folder 1 Schooner *Bowdoin* logbook, newspaper clippings, 1934
Folder 2 Arctic trip - photos
Folder 3 Advertising sales brochures, 1963-76
Folder 4 Advertising back covers & misc.

Box 35 (Flat)

Series VII Miscellaneous
 Tuna Tournaments, 1963-71
Folder 1 Scrapbook, 1963
Folder 2 Press kits, 1963
Folder 3 Publicity, 1963-71
Folder 4 Cape Ann Summer Sun, Aug. 8, 1963
Folder 5 Gloucester Daily Times, Aug. 26, 1964

Box 36 (Flat)

Series VII Miscellaneous
 Signs & Awards
Folder 1 Ten-man series, Out O’Gloucester, 10 small signs
Folder 2 Cape Ann Sportswear
Folder 3 American Arbitration Assoc., 1965
Folder 4 National Outerwear & Sportswear Assn., 1974
Folder 5 President of “bama,” 1960-62

Box 37 (Flat)

- Series VI Advertising
- Folder 1 Newspaper ads & articles, 1940s
- Folder 2 New York Times magazine, 1947-48
- Folder 3 Magazines (2)
- Folder 4 Mounted designs

Box 38 (Flat)

- Series VI Advertising
- Folder 1 Series - Product layouts
- Folder 2 Photos - T-bar zipper - Mike Ditka
- Folder 3 Sketches
- Folder 4 Color photos - Ski Outfits

Box 39 (Flat)

- Series V Product Design
- Folder 1 Mounted layouts
- Folder 2 Design sketches

Box 40 (Flat)

- Series V Product Design
- Folder 1 Mounted layouts
- Folder 2 Design sketches
- Folder 3 Campaign signs (2)
- Folder 4 Group photo

Box 41 (Flat)

- Series VI Advertising
- Folder 1 Mounted design photos
- Folder 2 Mounted design mock-ups
- Folder 3 Models - photos
- Folder 4 Consumer ads, 1966

Box 42 (Flat)

- Series VI Advertising
- Folder 1 Mounted design photos
- Folder 2 Mounted design mock-ups
- Folder 3 Models - photos
- Folder 4 Negatives

Box 43 (Flat)

- Series V Product Design

- Folder 1 Mounted advertising design
- Folder 2 Design sketches
- Folder 3 Men's designs, 1977-78
- Folder 4 Sign - leather on wood

Box 44 (Flat)

- Series V Product Design
- Mounted advertising designs - mostly youth

Box 45 (Flat)

- Series V Product Design
- Folder 1 Mounted design photos
- Folder 2 Mounted design mock-ups
- Folder 3 Advertising design materials

Box 46 (Flat)

- Series V Product Design
- Folder 1 Advertising design materials
- Folder 2 Advertising design materials
- Folder 3 Mounted design photos
- Folder 4 Magazine advertising, 1968, 78 & 84

Box 47 (Flat)

- Series V Product Design
- Folder 1 Mounted layouts
- Folder 2 Design sketches

Box 48 (Flat)

- Series V Product Design
- Folder 1 Mounted layouts
- Folder 2 Design sketches

Box 49 (Flat)

- Series VI Advertising
- Folder 1 Mounted design photos
- Folder 2 Mounted layouts
- Folder 3 Models - photos
- Folder 4 Scrapbook - Dick Bell 1950s & 1960s

Box 50 (Flat)

- Series V Product Design
- Folder 1 Mounted layouts

Folder 2 Design sketches

Box 51 (Flat)

Series VI Advertising

Folder 1 Boston Daily Globe, Apr. 27, 1900 pp. 1, 2, 13, 14

Folder 2 Scrapbook - Army & Navy Production Award, 1945

Folder 3 Scrapbook - Tuna Tournament, 1964

Folder 4 Scrapbook - loose pages of ads, 1960-61

Box 52 (Flat)

Series VI Advertising

Folder 1 Mounted design photos

Folder 2 Mounted design mock-ups

Folder 3 Misc. mock-ups & ads

Box 53 (Flat)

Series VI Advertising

Folder 1 Mounted layouts

Folder 2 Design sketches

Folder 3 Tracing paper

Box 54 (Tall)

Series VI Advertising

2 binders of 35 mm slides

#1 Dick Bell collection 1973

Transparencies

Sailing -scenic - misc.

#2 Best Fashions April 1962, May 1975, May & July 1975, July 1974

Aerials

Box 55 (Tall)

Series VI Advertising

Binder of 35 mm slides

Sailing - Boating - Gloucester scenes

Extra Fashion

35 mm Negs & photographs of schooners & harbors

16mm film *Paved Vacation*

Loose

Series VII Miscellaneous

2 (2) Drawer Cabinets, 7" x 13" x 5"

Miniature Burgee Code Flags

Plywood sign, 6' x 2.5'

Best Employee sign

Wood sign, 10" x 34"

Mighty-Mac Boatware.

Wood sign, 8" x 6'

Mighty-Mac Out O'Gloucester

Plastic sign 6" x 28"

Mighty-Mac Outerwear

Banner

Div. 4 Grandmarshall Mighty-Mac