Bethlehem Area Public Library
Local History Collections
Finding aid for the Sure Fit Collection

Creator: Sure Fit, Bethlehem, PA
Title: The Sure Fit Collection
Dates: undated
Extent: 2 boxes, 2.46 linear feet
Location: The Bethlehem Room
Language: English

Abstract: This collection contains flyers and photographs of the factory, as well as of employees. Also included are newspaper and magazine articles about the company.

Access to materials: This collection is open to research.

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Preferred Citation: [Item], The Sure Fit Collection, undated. Bethlehem Area Public Library Local History Collections, Bethlehem, PA.

Historical Note:
Begun in 1914 in Philadelphia by the Krasnov family, the Sure Fit company entered the world of furniture coverings with its introduction of ready-made, inexpensive coverings for home furnishings. The company moved to the Lehigh Valley in the 1930s and famously joined other manufacturers in supporting our troops in WW2 by temporarily making parachutes. The company's first factory was under the Hill-To-Hill Bridge, which it occupied from 1938 until it moved to the old Laros Silk Mill on Broad Street in 1956.

The original Bethlehem Sure Fit factory was a beautiful brick structure that sat on Sand Island for decades along the Lehigh Tow Path until it burned down in a spectacular blaze in 1998, probably from arson. Like other manufacturers, Sure Fit opened facilities in other states and countries, abandoning its Bethlehem location in 1995. All of its products are now made overseas.

2002 was a peak year for the company, which was lauded for its successful business due to its partnerships with Walmart and Target, and the CEO was named “entrepreneur of the year” in 2003. In March 2004, however, the company filed for bankruptcy and was purchased by several other corporations. It kept a distributorship open in Lower Macungie, and still sells furniture coverings under the SureFit name.

Scope and Content: The collection contains a folder of flyers and several folders containing photographs of employees and of the interior and exterior of the factory. Also included is a box of newspaper clippings and magazine articles about the company.

Subjects:

Bethlehem (Pa.)
Laros Silk Mill
Sand Island
Slip covers

Related Materials:

Local History

BIOGRAPHY L327 - *In memorium: Russell K. Laros*
BIOGRAPHY L327h - Hachey, Jeremy - *R. K. Laros: the patron of Bethlehem*
338.7 - *The Laros story: versatile management, technical ability*

Local History Storage

VHS 614.84 - *Sure-Fit mill fire* - film of the Sure-Fit fire on Sand Island in Bethlehem, PA. Filmed by local resident Bob Brown on February 21-23, 1998.

Container Listing

Folder Title	Date	Box	Folder
Flyers	undated	1	1
Photographs (employees)	undated	1	2
Photographs (inside)	undated	1	3
Photographs (inside)	undated	1	4
Photographs (miscellaneous)	undated	1	5
Photographs (outside)	undated	1	6
Newspaper and Magazine Articles	1976-1987	2	