Guide to the Breck Girls Collection

NMAH.AC.0651
Mimi Minnick
1998 July
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## Collection Overview

**Repository:** Archives Center, National Museum of American History  
**Title:** Breck Girls Collection  
**Identifier:** NMAH.AC.0651  
**Date:** circa 1936-1995  
**Extent:** 6.5 Cubic feet (15 boxes, 188 pieces of original artwork)  
**Creator:** Williams, Ralph William  
Breck Company.  
Dial Corporation.  
American Cyanamid Company  
Sheldon, Charles  
**Language:** English  
**Summary:** The collection documents the development and evolution of the Breck Girl, a highly successful and long-lived advertising campaign whose hallmark was its vision of idealized American womanhood through correspondence, photographs, paintings, and print advertisements.

## Administrative Information

**Acquisition Information**  
The Dial Corporation through Jane Owens, Senior Vice President, Gift, June 1998.

**Provenance**  
Donated by the Dial Corporation, which purchased the Breck brand from American Cyanamid in 1990. The collection was donated to the Archives Center of the National Museum of American History by the Dial Corporation in June 1998. The 2006 addendum was donated by Cynthia Brown in 2006.

**Related Materials**  
Several items of packaging, 1930s-1980s are held in the former Division of Home and Community Life; an 18k gold Breck insignia pin is in the former. See Accession #:

**Processing Information**  
Processed by Mimi Minnick, archivist, July 1998; revised Erin Molloy, volunteer and Alison Oswald, archivist, 2012.

**Preferred Citation**  
Restrictions
Original artwork stored at an off-site facility. Contact the Archives Center staff for access.

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Biographical / Historical

Dr. John Breck is credited with developing one of the first liquid shampoos in the United States, in Springfield Massachusetts in 1908; Breck is also credited with introducing the first ph-balanced shampoo, in 1930. During the early years of the business, distribution remained localized in New England, and the product was sold exclusively to beauty salons until 1946. Advertising for the brand began in 1932, but appeared only in trade publications, such as Modern Beauty Shop.

Edward Breck, son of the founder, assumed management of the company in 1936. Breck became acquainted with Charles Sheldon, an illustrator and portrait painter who is believed to have studied in Paris under Alphonse Mucha, an artist noted for his contributions to Art Nouveau style. Sheldon had achieved some measure of fame for his paintings of movie stars for the cover of Photoplay magazine in the 1920s, and had also done idealized pastel portraits for the cover of Parents magazine. He created his first pastel portraits for Breck in 1936, launching what would become one of America's longest running ad campaigns. When the company began national advertising (and mass distribution) in 1946, the campaign featured Sheldon's 1937 painting of seventeen-year old Roma Whitney, a spirited blonde. Ms. Whitney's profile was registered as Breck's trademark in 1951. When he retired in 1957, Sheldon had created 107 oil paintings and pastels for the company. Sheldon was known to favor ordinary women over professional models, and in the early years of the campaign, the Breck Girls were Breck family members, neighbors or residents of the community in which he worked; company lore holds that nineteen Breck Girls were employees of the advertising agency he founded in 1940. A Breck advertising manager later described Sheldon's illustrations as, "illusions, depicting the quality and beauty of true womanhood using real women as models." The paintings and pastels form a coherent, if derivative, body of work which celebrates an idealized vision of American girlhood and womanhood, an ideal in which fair skin, beauty and purity are co-equal.

Ralph William Williams was hired to continue the Breck Girls campaign after Sheldon's retirement. Between 1957 and his death in 1976, Williams modified the Breck Girl look somewhat through the use of brighter colors and a somewhat heightened sense of movement and individuality. The advertising manager during his tenure recalled that at first Williams continued in Sheldon's manner, but in later years, as women became more independent, he would take care to integrate each girl's particular personality; he studied each girl and learned her special qualities. During these years, Breck Girls were identified through the company's sponsorship of America's Junior Miss contests. Williams work includes pastels of celebrities Cybil Shepard (1968 Junior Miss from Tennessee), Cheryl Tiegs (1968), Jaclyn Smith (1971, 1973), Kim Basinger (1972, 1974) and Brooke Shields (1974) very early in their careers.

By the 1960s, at the height of its success, Breck held about a twenty percent share of the shampoo market and enjoyed a reputation for quality and elegance. Ownership of the company changed several times (American Cyanamid in 1963; Dial Corporation in 1990). The corresponding fluctuations in management of the company and in advertising expenditures tended to undermine the coherence of the national advertising campaign. In addition, despite William's modifications, the image had become dated. Attempts to update the image misfired, further limiting the brand's coherence and effectiveness.
Finally, increased competition and an absence of brand loyalty among consumers through the 1970s and 1980s helped push Breck from its number one position into the bargain bin. The Breck Girl campaign was discontinued around 1978, although there have been at least two minor revivals, first in 1992 with the Breck Girls Hall of Fame, and again in 1995 when a search was begun to identify three new Breck Women. Scope and Content: The 188 pieces of original advertising art (62 oil paintings on board, 2 pencil sketches on paper, and 124 pastels on paper) and related photographs, correspondence and business files in this collection document the development and evolution of the Breck Girl, a highly successful and long-lived advertising campaign whose hallmark was its vision of idealized American womanhood. The collection is a perfect fit with other 20th century Archives Center collections documenting the efforts of American business to reach the female consumer market. The Estelle Ellis Collection (advertising and promotions for Seventeen, Charm, Glamour and House & Garden and many other clients) the Cover Girl Collection (make-up), the Maidenform Collection (brassieres), and the Tupperware Collections offer a prodigious body of evidence for understanding the role women were expected to play as consumers in the 20th century.

These advertising images also offer fertile ground for research into the evolution of popular images of American girlhood and womanhood. The research uses of the collection derive primarily from its value as an extensive visual catalog of the ideal types of American women and girls, arising and coalescing during a period in which 19th century ideals of womanhood were being revisited (the depression, the war years, the immediate post-war period) and continuing, with slight modifications and revisions, through several decades during which those historical ideals were being challenged and revised.

Scope and Contents

188 pieces of original advertising art (mostly pastel drawings), and photographs, correspondence, and business records, documenting the development and evolution of the Breck Girls advertising campaign. Original advertising art includes portraits of famous models, such as Cheryl Tiegs, Brooke Shields, Kim Basinger, and Erin Gray. Artists represented include Charles Sheldon and Ralph William Williams. The 2006 addendum consists of approximately one sixth of one cubic foot of papers relating to Cynthia Brown's selection as a Breck Girl, 1988 and her induction into the Breck Hall of Fame.

Arrangement

Collection divided into four series.

Series 1: Company history, 1946-1990
Series 2: Photographs, 1960-1995
Series 3: Print ads, 1946-1980
Series 4: Original artwork, 1936-1994

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:
Subjects:
  Beauty contestants
  Beauty culture
  Feminine beauty (Aesthetics)
  Hair -- Shampooing
  Shampoos -- advertising
  advertising -- 20th century

Types of Materials:
  Advertisements -- 20th century
  Business records -- 20th century
  Pastels (visual works)
  Photographs -- Black-and-white photoprints -- Silver gelatin -- 1950-2000

Names:
  Basinger, Kim
  Gray, Erin
  Hamill, Joan
  Shields, Brooke
  Tiegs, Cheryl
Container Listing

Series 1: Business Records, 1946-1995

6.5 Cubic feet

Subseries 1.1: Company History, 1946-1990 (not inclusive)

Box 1, Folder 1  Company history (secondary sources), undated
Box 1, Folder 2  Breck Gold Box company newsletter, July-August 1958, May-June 1959
Box 1, Folder 3  Radio scripts: "American Girl Philharmonic", 1946
Box 1, Folder 4  Telescripts, 1967; 1971
Box 1, Folder 5  Model release and consent agreement
Box 1, Folder 6  Creative strategy, October 14, 1977
Box 1, Folder 7  Brand promotion, 1977
Box 1, Folder 8  Product promotion
Box 1, Folder 9  Investment Proposal: Acquisition of Breck Hair Care Products, Dial Corporation
Box 1, Folder 10 Press release re purchase, September 4, 1990
Box 1, Folder 11 Press clippings re purchase, September 10, 1990
Box 1, Folder 12 KCSA Breck Public Relations Overview, 1990
Box 1, Folder 13 KCSA public relations: Breck Good Will
Box 1, Folder 14 Correspondence between Edward Breck and Andrew S. Patti, Dial Corporation, 1992

Subseries 1.2: Ralph William Williams

Box 1, Folder 15  Correspondence with Mary Pickford, 1933
Box 1, Folder 16  U. S. Navy, Art Training Department, 1941-1945
Box 1, Folder 17  Correspondence with Pat Nixon, 1969
Box 1, Folder 18  Correspondence with Betty Ford, 1976
Box 1, Folder 19  R.W. Williams Obituary, 1976
Box 1, Folder 20  Mrs. R.W. Williams and Nancy Dedera correspondence, 1992-1993
Box 1, Folder 21  R.W. Williams and his successor Tom Doyle
Box 1, Folder 22  Charles Sheldon, Student of Mucha, Breck Girl Artist, undated
Box 1, Folder 23  Charles Sheldon described by Breck Girl Model
Box 1, Folder 24  Charles Sheldon newspaper article, 1980
Box 1, Folder 25  Charles Sheldon's daughter-in-law Elizabeth Sheldon

Subseries 1.3: Appraisal of Artwork

Box 1, Folder 26  Correspondence re-management of artwork, 1984-1992
Box 1, Folder 27  Dial Corporation Breck Girl picture inventory, undated
Box 1, Folder 28  Appraisal of the Breck Girl Collection for the Dial Corporation (inventory sheets), November 1992
Box 2, Folder 1  Appraisal of the Breck Girl Collection for the Dial Corporation (photographs), November 1992

Subseries 1.4: Breck Girls Hall of Fame, 1992

Box 2, Folder 2  List of Former Breck Girls
Box 2, Folder 3  Roma Whitney Armstrong, 1937
Box 2, Folder 4  Olga Nelson Atkins
Box 2, Folder 5  Janet Moore Barney, 1965-1966
Box 2, Folder 6  Olga Bogach, undated
Box 2, Folder 7  Karen Ann Kane Brooks and Patricia Kane Melgaard, 1963
Box 2, Folder 8  Barbarann Buckley, undated
Box 2, Folder 9  Jacqueline Lancioux Carroll, 1947
Box 2, Folder 10  Carol Toby Cheek, 1955
Box 2, Folder 11  Pamela Chew, 1989
Box 2, Folder 12  Faith Ann Williams Clairmont
Box 2, Folder 13  Cathey Benton Colella
Box 2, Folder 14  Bobbi Kingsley Conroy, 1960
Box 2, Folder 15  Peggy Cullen
Box 2, Folder 16  Kaye Davis, 1975
Box 2, Folder 17  Loladi Bella
Box 2, Folder 18  Virginia Smart Drew, undated
Box 2, Folder 19  Gretchen Macarthy Eilertson, undated
Box 2, Folder 20  Lettitia Bellantoni Fraedrich, 1971
Box 2, Folder 21  Barbara Clement Gould, 1962, 1975
Box 2, Folder 22  Sonia Nertin Grassi, 1966
Box 2, Folder 23  Erin Gray, undated
Box 2, Folder 24  Bonnie Grey, Heidi Grey Niblack, 1957
Box 2, Folder 25  Hope Whitehouse Guernsey
Box 2, Folder 26  Ginny Guild, 1963
Box 2, Folder 27  Joan Bowes Hammill
Box 2, Folder 28  Carole Fitzsimmons Harris
Box 2, Folder 29  Elaine Bordwa Hartman, undated
Box 2, Folder 30  Ann Higgins Haughey
Box 2, Folder 31  Carolyn Hemingway, 1958
Box 2, Folder 32  Janice Carlson Herbert
Box 2, Folder 33  Rebecca Holden, 1941
Box 2, Folder 34  Cindy Harrell Horn, undated
Box 2, Folder 35  Sue Houle
Box 2, Folder 36  Hannah Howarth, 1949
Box 2, Folder 37  Elizabeth Hathaway Husson
Box 2, Folder 38  Marie Kelly Hynes
Box 2, Folder 39  Jean Dernago Joy, 1958
Box 2, Folder 40  Betty Keith, 1962
Box 2, Folder 41  Patricia Kelley
Box 3, Folder 1  Willi Koopman, 1965
Box 3, Folder 2  Cheryl Bates Lord
Box 3, Folder 3  Carol Ann Williams Lyons
Box 3, Folder 4  Linda Lawrence MacDonald, 1956
Box 3, Folder 5  Eileen McKenna, 1960
Box 3, Folder 6  Carol Rachel Marino, 1967
Box 3, Folder 7  Mary Lou Emmons Mehrtens, 1950
Box 3, Folder 8  Patricia Kane Melgaard, 1963
Box 3, Folder 9  Carol Evans Mende, 1957
Box 3, Folder 10  Roberta Collins Moorhouse, 1955-1956
Box 3, Folder 11  Karen Morris, 1974
Box 3, Folder 12  Joan Young Morrissey, 1957/1960
Box 3, Folder 13  Zacki Murphy, 1987
Box 3, Folder 14  Elaine Cusick Nash, 1963
Box 3, Folder 15  Judy Neuman, undated
Box 3, Folder 16  Andrea Johnson Ormston; also Andi Johnson, 1974
Box 3, Folder 17  Laraine & Louise Petterson, 1958
Box 3, Folder 18  Betty Ann Rechter, undated
Box 3, Folder 19  Brita Ohberg Reed, 1938
Box 3, Folder 20  Kim Reid, 1975, 1975
Box 3, Folder 21  Susan Hood Rima, 1977
Box 3, Folder 22  Carol Ryan, 1969
Box 3, Folder 23  Susan Berr Sager, 1964, 1964
Box 3, Folder 24  Martha Branch Salonika , 1963
Box 3, Folder 25  Barbara Sarantitis, Elizabeth Sarantitis Latham , 1963
Box 3, Folder 26  Joanne Knight Smith; Linda Smith Williams , 1951,1955,1953
Box 3, Folder 27  Wilma Jacqueline Smith , 1952
Box 3, Folder 28  Tiffany, Tegwin Smith & Mary Compton (3 generations), 1969
Box 3, Folder 29  Ann Staffanson, 1957-1958
Box 3, Folder 30  Doreen Stenzel , 1967
Box 3, Folder 31  Jean Ivory Stevens , 1947-1953
Box 3, Folder 32  Julie Gosselin Stout , 1960
Box 3, Folder 33  Julie Hart Sumption , 1964
Box 3, Folder 34  Linda George Test , 1974-1975
Box 3, Folder 35  Alica Thomas , undated
Box 3, Folder 36  Peggy Putsche Thornton , 1957
Box 3, Folder 37  Julie Ann Forshee Thurber , 1976
Box 3, Folder 38  Adrienne Tillotson , undated
Box 3, Folder 39  Judith Turnstall , 1961
Box 3, Folder 40  Nina Plumb Twining, 1953-1954, 1953-1954
Box 3, Folder 41  Carole Valencia, 1940, 1940
Box 3, Folder 42  Linda Fralick Wallace , undated
Box 3, Folder 43  Berge Wathne, 1967, 1967
Box 3, Folder 44  Helen Whitaker , 1955
Box 3, Folder 45  Margeurite Mitchell Wigham , 1948
Box 3, Folder 46  Linda Smith Williams , 1953
Box 3, Folder 47  Gay Dixon Witten , 1973
Box 3, Folder 48  Breck Girls Addresses , 1992
Box 3, Folder 49  Breck Girls Hall of Fame, Clipping, Kim Basinger , undated
Box 3, Folder 50  Breck Girl Hall of Fame Certificate, Brooke Shields, 1992
Box 8, Folder 1  Breck Girl Negatives, undated
Box 8, Folder 1  Print ads (product only), 1965
Box 8, Folder 1  Print ads (product only), 1966
Box 8, Folder 1  Print ads (product only), 1968
Box 8, Folder 1  Print ads (product only), 1969
Box 8, Folder 1  Print ads (product only), 1971
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Box 8, Folder 3  Slides: Breck Girls, A-D, undated
Box 8, Folder 4  Slides: Breck Girls, G-R, undated
Box 8, Folder 5  Slides: Breck Girls, S-W, undated
Box 8, Folder 6  Slides: Breck Girls, 1995
Box 8, Folder 7  Slides: trademark artwork, undated
Box 8, Folder 8  Slides: product, undated
Box 8, Folder 9  Slides: Dial Corporation Executives, 1993

Subseries 1.5: Breck Woman Search, 1994 - 1995
Box 4, Folder 1-4  Press clippings, Hall of Fame, 1994
Box 4, Folder 5  Press release: Historical Information, 1995
Box 4, Folder 6  Press release: Biographical Information, 1995
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Box 11, Folder 3  John Breck, Jr., undated
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Box 6, Folder 3-6  Packaging (black and white photographs), undated
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Box 7, Folder 2  Television stills, undated
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Box 10, Folder 6  Breck Girls, 1970-1974

Box 10, Folder 7  Breck Girls, 1976-1978; 1980
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Box 10, Folder 9  Amazon Woman, 1995

Box 12, Folder 1  Cheryl Tiegs (brunette), 1968

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Box 12, Folder 3  Diane Harris, 1973

Box 12, Folder 4  Donna Alexander, 1974

Box 12, Folder 5  Julie Ann Forshee, 1976

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Box 14, Folder 1  Cybil Shepherd, 1968

Box 14, Folder 2  Cheryl Tiegs [misidentified?], 1968

Box 14, Folder 3  Jaclyn Smith, 1971
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Item 158 Olga Nelson Atkins, 1936

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Item 85 Cheryl Bates, 1963

Item 154 Elaine Marie Bordua, undated

Item 1 Martha Branch Salonika, 1963

Item 195 Martha Branch, undated

Item 3 Connie Breck, 1947

Item 35 Gertrude A. Breck, undated

Item 62 Jay Breck, undated

Item 40 Judy Breck with her mother Gertrude Breck

Item 41 Judy Breck with her mother Gertrude Breck

Item 36 Judy Breck with her mother Gertrude Breck, 1945

Item 38 Judy Breck with her mother Gertrude Breck

Item 39 Judy Breck with her mother Gertrude Breck, 1946

Item 28 Judy Breck with her mother Gertrude Breck, 1946

Item 171 Judy Breck with her mother Gertrude Breck, undated

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Item 30 Nancy Breck O’Connor, 1945

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Item 2 Nancy Breck O’Connor, undated

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Item 87  Carol Toby Cheek, undated
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