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 (16 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.

Conditions Governing Use

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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 Aat first Williams continued in Sheldon' manner, but in later years, as women became more independent, he would take care to integrate each girl' 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*

English.

#### Subseries 1.1: Company History, 1946-1990

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<td>Box 1, Folder 3</td>
<td>Radio scripts: &quot;American Girl Philharmonic&quot;, 1946</td>
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<td>Creative strategy, October 14, 1977</td>
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<td>Investment Proposal: Acquisition of Breck Hair Care Products, Dial Corporation</td>
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*1 Videocassettes (VHS) (Total Running Time: 00:30)*
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
  Image(s)
Box 2, Folder 1  Photocopy of appraisal, arranged numerically by number on back of painting/pastel

Subseries 1.4: Breck Girls Hall of Fame, 1992

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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 Lancieux 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 Mehrten, 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
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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
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Box 8, Folder 1  Print ads (product only), 1968
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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
Box 16, Folder 5  Breck Girl Hall of Fame, certificate for Cynthia Glaub, 1992

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Box 4, Folder 5  Press release: Historical Information, 1995
Box 4, Folder 6  Press release: Biographical Information, 1995
Box 4, Folder 8  Press clippings, 1995
Box 4, Folder 9  Breck Girls Award Ceremony, June 1995

Subseries 1.6: Breck Girls Awards Ceremony, 1995
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Box 5, Folder 3  Correspondence, 1995
Box 5, Folder 4  Press clippings: Sandi Miller, 1995
Box 5, Folder 5  Correspondence: Sandi Miller, 1995
Box 5, Folder 6  Correspondence: Tiffanie Palmer, 1995
Box 5, Folder 7  Correspondence: Page Elledge, 1995
Box 5, Folder 7  Arizona Woman magazine, including article about Breck Women, 1995

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Charles Sheldon, undated
English.

Box 11, Folder 2
Ed Breck, undated

Box 11, Folder 3
John Breck, Jr., undated
Image(s)

Box 11, Folder 4
Ralph Williams, undated

Box 11, Folder 5
Tiffanie Palmer, 1994

Box 11, Folder 6
Page Elledge, 1995

Box 11, Folder 7
Sandi Miller, 1994

Box 5, Folder 8
Ads, undated
Image(s)

Breck Girls. [Print advertising.], 1972
1 Item (col.; 17 x 12.5 cm.)
Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
English.
Image depicts Ann Basinger and her daughter Kim Basinger. Reproduction of a pastel portrait.

Box 2, Folder 4.

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Good condition.

Local Numbers
Ivorydata4 1113

03065101 (Scan No.)

Names: Basinger, Kim
Topic: Daughters
Hair -- Care and hygiene
Mothers
Shampoos
Women in advertising

Genre/ Form:
Print advertising

Box 5, Folder 9  Artwork, undated

Box 6, Folder 1-2  Photographs, black and white and artwork , undated

Box 6, Folder 3-6  Packaging (black and white photographs) , undated

Box 6, Folder 7-10  Product (black and white photographs), undated

Box 7, Folder 1  Product , undated

Box 7, Folder 2  Television stills , undated

Image(s)

[Little girl, possibly Eileen McKenna, getting hair washed : black and white photoprint]
1 Item (Silver gelatin on paper, 10” x 8”).

Image(s): [Little girl, possibly Eileen McKenna, getting hair washed : black and white photoprint].

Breck, John H., Inc., Advertiser

English.

Box 7, Folder 2. Black and white photograph of a smiling little girl (Eileen McKenna?) getting her hair washed by two feminine arms.

Local Numbers

AC0651-0000001.tif (AC Scan No.)

Topic:
Hair -- Care and hygiene
Shampoos

Genre/ Form:
Photographs -- 1960-1970 -- Black-and-white photoprints
-- Silver gelatin

Box 7, Folder 3  Breck executives , 1960

Box 7, Folder 4  Dial executives , 1990

Box 7, Folder 5  Breck Girl Hall of Fame search , 1992

Box 7, Folder 6  Breck Girl Hall of Fame pin , 1992

Box 7, Folder 7  Breck Girls Hall of Fame , 1992
| Box 7, Folder 8 | Breck Girls: Page Elledge, 1995 |
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| Box 7, Folder 18 | Slides: Hall of Fame, 1995 |
| Box 7, Folder 19 | Breck Documentary: Rebecca Holden, Erin Gray, & John Teets, 1995 |
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| Box 7, Folder 20 | Negatives: Proofs of Breck Girl Hall of Fame, undated |
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| Box 7, Folder 22 | Negatives: various Breck Girls, 1995 |
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Box 9, Folder 1  Breck Girls, 1955

Box 9, Folder 2  Breck Girls, 1968-1969

Box 9, Folder 2  Breck Shampoo brings out the shine in your hair. [Print advertising.], 1968
1 Item (col.; 27.5 x 21 cm.)
Image(s): Breck Shampoo brings out the shine in your hair. [Print advertising.] 1968.
Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
English.
Full caption: "Breck Shampoo brings out the shine in your hair. Like brushing 100 strokes." Portrait of Helen Kisk [?].

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Good condition.

Local Numbers
Ivorydata4 1114
03065102 (Scan No.)

Names: Kisk, Helen
Topic: Hair -- Care and hygiene
       Shampoos
       Women in advertising

Genre/ Form: Print advertising

Box 9, Folder 3  Breck Girls, 1971

Box 9, Folder 3  Breck Girl. [Print advertising.] [Publ. in various women's publications.], 1971,
Dec. 1971
1 Item (col.; 29.5 x 20.5 cm.)
Image(s): Breck Girl. [Print advertising.] [Publ. in various women’s publications.] 1971.
Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
Priscilla of Boston., Designer
English.
Patricia Dow as Christmas Bride wearing gown by Priscilla of Boston.
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Good condition.

Local Numbers
Ivorydata4 1115

03065103 (Scan No.)

Names: Dow, Patricia
Topic: Brides
Christmas
Hair -- Care and hygiene
Shampoos
Women in advertising

Genre/Form: Print advertising

Box 9, Folder 4 Breck Girls , 1973

Image(s)

Box 9, Folder 4 Breck Girl. [Print advertising, women's publications.], 1973
1 Item (col.; 29.5 x 21 cm.)
Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
English.
Reproduction of a pastel portrait of Dianne Harris.

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Good condition.

Local Numbers
Ivorydata4 1116

03065104 (Scan No.)

Names: Harris, Dianne
Topic: Hair -- Care and hygiene
Shampoos
Women in advertising

Genre/Form: Print advertising

Box 9, Folder 4 There's only one leading shampoo that isn't mostly detergent: Gold Formula Breck. [Print advertising, Women's publications.], 1973

Page 17 of 46
Image(s): There's only one leading shampoo that isn't mostly detergent: Gold Formula Breck. [Print advertising, Women's publications.] 1973.

Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
English.

Reproduction of pastel portrait of Jaclyn Smith.

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Good condition.

Local Numbers
Ivorydata4 1117

03065105 (Scan No.)

Names: Smith, Jaclyn

Topic: Hair -- Care and hygiene
Shampoos
Women in advertising

Genre/ Form: Print advertising

Box 9, Folder 5 Breck Girls Collection, 1974

Image(s)

Box 9, Folder 5 Breck Girl. [Print advertising.] [Women's publications.], 1974

1 Item (col.; 28 x 21 cm.)


Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
English.

Portrait of Lydia Hodson.

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Good condition.

Local Numbers
Ivorydata4 1118

03065106 (Scan No.)

Publication
Published March 1974

Names: Hodson, Lydia
1 Item (col.; 29.5 x 21 cm.)


Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
English.

Portrait of Julie Ann Forshee.

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Good condition.

Local Numbers
Ivorydata4 1120
03065108 (Scan No.)

Names: Forshee, Julie Ann
Topic: America's Junior Miss Pageant
       Hair -- Care and hygiene
       Shampoos
       Teenagers
       Women in advertising

Genre/ Form: Print advertising

Box 9, Folder 7 Breck Girl. [Print advertising.] McCall's, 1976
1 Item (col.; 29.5 x 21 cm.)

Image(s): Breck Girl. [Print advertising.] McCall's. 1976.

Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
English.

Portrait of Veronica Boyle.

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Good condition.

Local Numbers
Ivorydata4 1121
03065109 (Scan No.)

Publication
Published Dec. 1976

Names: Boyle, Veronica
Topic: Children in advertising
       Christmas
Local Numbers
   Ivorydata4 1172

03065111 (Scan No.)

Names: Schneider, Yvonne

Topic: Hair -- Care and hygiene
       Shampoos
       Women in advertising

Genre/ Form: Print advertising

Box 9, Folder 9 Breck Girls , 1978

Box 9, Folder 10 Breck Girls , 1970s

Image(s)

Box 9, Folder 10 Breck Girl. [Kim Basinger as a bride.] [Print advertising tear sheet.]
   1 Item (col.; 29 x 21 cm.)

Image(s)

Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist

English.

Portrait of Kim Basinger as a bride, .

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Good condition.

Local Numbers
   Ivorydata4 1173

03065112 (Scan No.)

Names: Basinger, Kim

Topic: Brides
       Endorsements in advertising
       Hair -- Care and hygiene
       Shampoos
       Women in advertising

Genre/ Form: Print advertising
           Tear sheets -- 1940-2000

Box 9, Folder 11 Print ads (product only) , 1965

Image(s)

Box 9, Folder 11 Tahitian and Breck girls share the secret of beautiful hair. [Print advertising.],
   1965
1 Item (col.; 28.5 x 20.5 cm.)
Image(s): Tahitian and Breck girls share the secret of beautiful hair. [Print advertising.] 1965
Breck, John H., Inc.
English.
Caption: "Tahitian and Breck girls share the secret of beautiful hair".

Two holes punched in top of ad; fold near center.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers
245317

Ivorydata4 1174
03065113 (Scan No.)

Topic: Hair -- Care and hygiene
Shampoos
Tahitians
Women

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 9, Folder 12 Print ads (product only), 1966

Box 9, Folder 13 Print ads (product only), 1968
Image(s)

Box 9, Folder 13 If she let go of her comb, it might float down through her hair by itself [Print advertising.], 1967
1 Item (col.; 19.5 x 13.5 cm.)
Image(s): If she let go of her comb, it might float down through her hair by itself [Print advertising.] 1967.
Breck, John H., Inc., Advertiser
English.
Illustration: Reproduction of a photograph of a Tahitian woman combing her hair.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers
Ivorydata4 1175
03065114 (Scan No.)

Topic: 
- Combs
- Hair -- Care and hygiene
- Shampoos
- Women in advertising

Genre/ Form: 
- Photographs -- Reproductions
- Print advertising

Culture: 
- Tahitians

Box 9, Folder 14  Print ads (product only) , 1969

Box 9, Folder 15  Print ads (product only) , 1971

Box 9, Folder 16  Print ads (product only) , 1973-1974

Box 9, Folder 17  Print ads (product only) , 1978

Image(s)

Box 9, Folder 17  Get your hair in great condition, too! [Print advertising. Women's publications.]

1 Item (col.; 29.5 x 11 cm.)

Image(s)

Breck, John H., Inc., Advertiser

English.

Image: Woman in purple shirt on bicycle.

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Good condition.

Local Numbers

Ivorydata4 1176

03065115 (Scan No.)

Topic: 
- Bicycles
- Hair -- Care and hygiene
- Hair conditioners
- Shampoos
- Women

Genre/ Form: 
- Photographs -- Reproductions
- Print advertising

Box 9, Folder 18  Print ads (product only), undated

Box 9, Folder 19  News Articles, undated
Box 10, Folder 1

Breck Girls, 1951-1956

Image(s)

Box 10, Folder 1

Beautiful Hair: Breck. [Print advertising.] McCall's, 1956
1 Item (col.; 34.5 x 28 cm.)

Image(s): Beautiful Hair: Breck. [Print advertising.] McCall's. 1956
Breck, John H., Inc.

English.

Caption: "Beautiful Hair: Breck".

Published July 1956.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers

245320

Ivorydata4 1177

03065116 (Scan No.)

Topic:
Hair -- Care and hygiene
Older people
Shampoos
Women

Genre/Form:
Print advertising

Box 10, Folder 1

Beautiful Hair: Breck. [Print advertising.] This Week, 1955
1 Item (col.; 35 x 28 cm.)

Image(s): Beautiful Hair: Breck. [Print advertising.] This Week. 1955
Breck, John H., Inc.

English.

Caption: "Beautiful Hair: Breck".

Published 27 Nov. 1955. Yelllowed.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers

245321

Ivorydata4 1178

03065117 (Scan No.)
TWA Hostess Judy Newmann was voted "The girl in the air with the most beautiful hair." [Print advertising.], 1966

1 Item (col.; 36 x 26.5 cm.)

Image(s): TWA Hostess Judy Newmann was voted "The girl in the air with the most beautiful hair." [Print advertising.] 1966.

Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist

English.
Portrait of Judy Newmann in TWA flight attendant uniform.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers
Ivorydata4 1179

03065118 (Scan No.)

Published Jan. & Feb. 1966

Breck Shampoo brings out the shine in your hair. [Print advertising.], 1967
1 Item (col.; 35.5 x 27.5 cm.)
Image(s): Breck Shampoo brings out the shine in your hair. [Print advertising.] 1967.
Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
English.
Portrait of Karen Green.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers
   Ivorydata4 1180
   03065119 (Scan No.)

Woman's Day, Published Oct. 1967
Names: Green, Karen
Topic: Hair -- Care and hygiene
       Prize contests in advertising
       Shampoos
       Women in advertising
Genre/ Form: Print advertising

Box 10, Folder 3
Breck Shampoo brings out the shine in your hair. [Print advertising.]
[Women's publications.], 1967
1 Item (col.; 35 x 28 cm.)
Image(s): Breck Shampoo brings out the shine in your hair. [Print advertising.] [Women's publications.] 1967.
Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
English.
Portrait of Anita Ohlsson.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers
   Ivorydata4 1181
   03065120 (Scan No.)

Publication
   Published Aug.-Sept. 1967
Names: Ohlsson, Anita
Topic: Hair -- Care and hygiene
       Shampoos
       Women in advertising
Genre/ Form: Print advertising

Box 10, Folder 3
Breck Shampoo brings out the shine in your hair. [Print advertising.], 1967
1 Item (col.; 35.5 x 27.5 cm.)
Image(s): Breck Shampoo brings out the shine in your hair. [Print advertising.] 1967.
Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
English.
Portrait of mother and daughter--Mrs. Yetta.
Unrestricted research use on site by appointment. Reproduction restrictions
due to copyright.
Good condition.

Local Numbers
Ivorydata4 1182
03065121 (Scan No.)

Parents', Published Aug. 1967

Topic: Children in advertising
       Daughters
       Girls
       Hair -- Care and hygiene
       Mothers
       Shampoos
       Women

Genre/ Form: Print advertising

Box 10, Folder 3
Will he find kissable skin underneath those pretty bangs? [Print advertising.]
Teen Magazine, 1967
1 Item (col.; 35.5 x 28 cm.)
Image(s): Will he find kissable skin underneath those pretty bangs? [Print advertising.] Teen Magazine. 1967
Breck, John H., Inc.
English.
Caption: "Will he find kissable skin underneath those pretty bangs?"
Published March 1967. Fold in center.
Unrestricted research use on site by appointment. Reproduction restrictions
due to copyright.
Good condition.

Local Numbers

245326

Ivorydata4 1183

03065122 (Scan No.)

Topic: Complexion
        Hair -- Care and hygiene
        Men
        Shampoos
        Skin -- Care and hygiene
        Women

Genre/ Form: Photographs -- Reproductions
            Print advertising

Box 10, Folder 4 Breck Girls , 1968

Image(s)

Box 10, Folder 4 Breck Shampoo brings out the shine in your hair. [Print advertising.], 1968

1 Item (col.; 33.5 x 27 cm.)

Image(s): Breck Shampoo brings out the shine in your hair. [Print advertising.] 1968.

Breck, John H., Inc., Advertiser

Williams, Ralph William, Artist

English.

Portrait of Darnelda Dunn.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers

Ivorydata4 1184

03065123 (Scan No.)

Names: Dunn, Darmelda

Topic: Hair -- Care and hygiene
        Shampoos
        Women in advertising

Genre/ Form: Print advertising

Box 10, Folder 4 Your hair has a complexion just like your face. [Print advertising.] Women's publications, 1968
1 Item (col.; 35.5 x 25 cm.)

Image(s): Your hair has a complexion just like your face. [Print advertising.]
Women's publications. 1968
Breck, John H., Inc.
English.
Caption: "Your hair has a complexion just like your face". Text based ad with small photos of woman and product.
Published Aug. 1968. Fold near bottom.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers
245328

Ivorydata4 1185

03065124 (Scan No.)

Topic: Complexion
Hair -- Care and hygiene
Shampoos
Women

Genre/Form: Photographs -- Reproductions
Print advertising

Box 10, Folder 4
How to find out if your baby's shampoo is a baby's shampoo. [Print advertising.], 1968
1 Item (col.; 30 x 23.5 cm.)

Image(s): How to find out if your baby's shampoo is a baby's shampoo. [Print advertising.] 1968.
Breck, John H., Inc., Advertiser
English.
Photo of mother and baby.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers
Ivorydata4 1186

03065125 (Scan No.)

Topic: Children
Hair -- Care and hygiene
Shampoos
Women

Genre/ Form: Photographs -- Reproductions Print advertising

Box 10, Folder 5  
Breck Girls Collection, 1969

Image(s)

Box 10, Folder 5  
Save 10 [cents] on Gold Formula Breck--the only leading shampoo that isn't mostly detergent. [Print advertising.], 1969

1 Item (col.; 36 x 18.5 cm.)

Image(s): Save 10 [cents] on Gold Formula Breck--the only leading shampoo that isn't mostly detergent. [Print advertising.] 1969.

Breck, John H., Inc., Advertiser

English.

Reproduction of photograph of shampoo bottle with hair around it.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Three-hole punched in left side.

Local Numbers

Ivorydata4 1187

03065126 (Scan No.)

Topic:  
Coupons (Retail trade)
Hair -- Care and hygiene
Shampoos
Women

Genre/ Form: Print advertising

Box 10, Folder 5  
Most instant shampoos are easy to spray on. Breck Fresh Hair is easier to brush off. [Print advertising.], 1971

1 Item (col.; 38 x 28.5 cm.)

Image(s): Most instant shampoos are easy to spray on. Breck Fresh Hair is easier to brush off. [Print advertising.] 1971.

Breck, John H., Inc., Advertiser

English.

Reproduction of photograph of woman brushing hair.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers

Ivorydata4 1188
Oil-free Breck Clean Rinse. The difference is very clear. [Print advertising.], 1976
1 Item (col.; 35 x 29.5 cm.)
Image(s): Oil-free Breck Clean Rinse. The difference is very clear. [Print advertising.] 1976.
Breck, John H., Inc., Advertiser
English.
Advertisement includes photograph of woman holding bottle up to hair.
Fold in center.
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Good condition.
Local Numbers
Ivorydata4 1189

Breck's Law. [Print advertising.], 1978
1 Item (col.; 27 x 28 cm.)
Breck, John H., Inc., Advertiser
English.
Ad includes a small photo of three women at top, larger photo of products.
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Good condition.

Local Numbers
Ivorydata4 1190

03065129 (Scan No.)

Topic: Hair -- Care and hygiene
       Shampoos
       Women in advertising

Genre/ Form: Photographs -- Reproductions
            Print advertising

Box 10, Folder 7
I just tried Breck again. And wow! [Print advertising. Magazine.], 1979,
Published 1980
1 Item (col.; 38 x 28.5 cm.)
Breck, John H., Inc., Advertiser
English.
Reproduction of photograph of a woman in a blue pants outfit walking behind a bus, with male riders looking appreciatively out window; Breck ad on the back of the bus.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers
Ivorydata4 1191

03065130 (Scan No.)

Publication
Published 1980

Topic: Buses
       Hair -- Care and hygiene
       Shampoos
       Women in advertising

Genre/ Form: Photographs -- Reproductions
            Print advertising

Box 10, Folder 8
Breck Girls, undated

Box 10, Folder 9
Amazon Woman, 1995

Box 12, Folder 1
Cheryl Tiegs (brunette), 1968
Box 12, Folder 2  Cheryl Tiegs (blonde), 1968
Box 12, Folder 3  Diane Harris, 1973
Box 12, Folder 4  Donna Alexander, 1974
Box 12, Folder 5  Julie Ann Forshee, 1976
Box 12, Folder 6  Rebecca Holden, 1977
Box 13, Binder 1  Breck Girls, 1946-1978

Box 13, Folder book  Beautiful Hair: Breck. [Print advertising.]. Ladies Home Journal, 1946
1 Item (col.; 35.4 x 27.5 cm.)
Breck, John H., Inc.
English.
Portrait of unidentified dark-haired woman.
Published Nov. 1946.
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Good condition; edge tears.

Local Numbers
Ivorydata4 1192
03065131 (Scan No.)

Topic: Hair -- Care and hygiene
Shampoos
Women

Genre/ Form: Print advertising

Box 13, Folder book  Beautiful Hair: Breck. [Print advertising.], 1961
1 Item (col.; 35 x 27.5 cm.)
Breck, John H., Inc., Advertiser
English.

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What do you want with detergent hair when you can have beautiful hair by Breck? [Print advertising.], 1963
1 Item (col.; 38.5 x 28 cm.)

Image(s): What do you want with detergent hair when you can have beautiful hair by Breck? [Print advertising.] 1963.

Breck, John H., Inc., Advertiser

English.

Portrait of Kathy Caravello.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers
Ivorydata4 1194

03065133 (Scan No.)

Good condition.

Local Numbers
Ivorydata4 1194

03065133 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers
Ivorydata4 1194

03065133 (Scan No.)

Advertisement contains text, but no large print.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.
Local Numbers
Ivorydata4 1195
03065134 (Scan No.)

Topic: Hair -- Care and hygiene
Shampoos
Women

Genre/ Form: Print advertising

Box 13, Item binder
Beautiful Hair / Breck [advertisement.] [Reproduction of a pastel drawing.]
1 Item (Ink on paper.)
Image(s)
Williams, Ralph William, Artist
English.
"Girl" is Janet Collier. Advertisement is page 157 of a Good Housekeeping magazine from 1956.

Local Numbers
AC0651-0000002.tif (AC Scan No.)

Names: Collier, Janet
Good Housekeeping (magazine)

Topic: Beauty, Personal
Hair -- Care and hygiene

Genre/ Form: Pastels (Drawings) -- Reproductions

Box 13, Folder 1 Breck Girls , 1965-1966
Box 13, Folder 2 Breck Girls , 1967
Box 13, Folder 3 Breck Girls , 1968-1969
Box 14, Folder 1 Cybil Shepherd, 1968
Box 14, Folder 2 Cheryl Tiegs [misidentified?] , 1968
Box 14, Folder 3 Jaclyn Smith , 1971
Box 14, Folder 4 Jaclyn Smith (storyboard), 1971
Box 15, Folder 1 Ann and Kim Basinger , 1972
Box 15, Folder 2  Brooke Shields , 1974
Box 15, Folder 3  Kim Basinger , 1974
Box 15, Folder 4  Erin Gray, 1976
Box 16, Folder 3  Advertising, 1987-1988
Box 16, Folder 2  Press kit, 1988
Box 16, Folder 4  Articles and clippings, 1988

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Series 4: Original Artwork, 1936-1994

Deborah Ann Armstrong, undated

Item 189 Nila Anderson, undated

Item 105 Olga Nelson Atkins, 1936

Item 158 Olga Nelson Atkins, 1936

Item 83 Jean Ayers, 1961

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

Item 167 Judy Breck Killein, undated

Item 30 Nancy Breck O'Connor, 1945
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<td>Nancy Breck O'Connor</td>
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<td>175</td>
<td>A. Judy</td>
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<td>Betty Keith</td>
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<td>7</td>
<td>Jackie</td>
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<td>46</td>
<td>Linda Ann Lawrence</td>
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<td>187</td>
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<td>204</td>
<td>Bernadette Leedy</td>
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<td>Betty Lewis</td>
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<tr>
<td>108</td>
<td>Kathleen Lochary</td>
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<td>205</td>
<td>Anne Magennis</td>
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<td>78</td>
<td>Karen Massberg</td>
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<td>133</td>
<td>Peggy McCafferty</td>
<td>1967</td>
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<tr>
<td>94</td>
<td>Gretchen McCarthy</td>
<td>1961</td>
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Item 199  Sandi Miller, 1994
Item 65   Virginia Monroe, undated
Item 106  Betty Nolan, undated
Item 163  Britta Ohberg Reed, undated
Item 198  Tiffanie Palmer, 1994
Item 196  Joan Paulson, undated
Item 140  Carol Patten, undated
Item 181  Nina Plumb Twining, 1953
Item 181  Nina Plumb Twining, undated
Item 184  Nina Plumb Twining, 1954
Item 117  Ruth Roberts, 1964
Item 126  Marian Roode, 1961
Item 193  Ann Rutenber, undated
Item 57   Yvonne Schneider, 1977
Item 54   Gloria Shearer, undated
Item 89   Marilyn Skelton, 1948
Item 99   Marilyn Skelton, undated
Item 103  Marilyn Skelton, undated
Item 123  Marilyn Skelton, undated
Item 147  Marilyn Skelton, undated
Item 151  Marilyn Skelton, undated
Item 152  Marilyn Skelton, undated
Item 180  Marilyn Skelton, undated
Item 6  Marilyn Skelton, 1948
Item 186  Linda Smith Williams (infant), 1953
Item 8  Diane Starks, undated
Item 131  Debbie Swanson, 1961
Item 52  Gloria Taggart, 1963
Item 109  Carol Tetreault, 1963
Item 113  Cindy Taud, 1976
Item 82  Janice Vaughan, 1962
Item 148  Kay Wallace, 1962
Item 96  Phyllis Warner Kingsley, undated
Item 5  Roma Whitney, 1937
Item 4  Roma Whitney Armstrong, 1937
Item 26  Roma Whitney, 1945
Item 139  Roma Whitney, 1946
Item 100  Roma Whitney, undated
Item 164  Roma Whitney, 1946
Item 91  Pat Williams, 1961
Item 71  Pam Woodworth, undated
Image(s)
Item 146  Marie Worsham, undated
Item 145  Jean Young, 1958
Item 98  Jean Young, 1960
Item 61  sleeping infant, undated
Item 185  sleeping infant, undated
Item 45  unidentified, undated
Item 48  unidentified, undated
Item 49  unidentified, undated
Item 58  unidentified, undated
Item 112  unidentified, undated
Item 114  unidentified, undated
Item 115  unidentified, undated
Item 119  unidentified, undated
Item 122  unidentified, undated
Item 128  unidentified, undated
Item 135  unidentified, undated
Item 150  unidentified, undated
Item 160  unidentified mother and daughter, undated
Item 161  unidentified mother and child, undated
Item 182  unidentified bride, undated
Item 190  unidentified, 1990
Item 191  unidentified, undated
Item 192  unidentified, undated
Item 201  unidentified, undated