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.

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 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
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
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
Box 8, Folder 1  Print ads (product only), 1974
Box 8, Folder 1  Print ads (product only), 1978
Box 8, Folder 1  Print ads (product only), undated
Box 8, Folder 2  Negatives: Smithsonian Magazine article, Jan. 2000
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
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
Box 5, Folder 1-2  Press clippings, 1995
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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Series 2 : Photographs , 1960-1995

Box 11, Folder 1  Charles Sheldon, undated
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
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
| 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

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/ Photographs -- 1960-1970 -- Black-and-white photoprints
Form: -- 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

Box 7, Folder 9 Breck Girls: Sandi Miller, 1995
Box 7, Folder 10  Breck Girls: Tiffanie Palmer, 1995
Box 7, Folder 11  Breck Girls: Elledge, Miller, Palmer, 1995
Box 7, Folder 12  Breck Girls: pastels, 1995
Box 7, Folder 13  Breck Girls: studio shots, 1995
Box 7, Folder 14  Breck Girls: candid shots, 1995
Box 7, Folder 15  Breck Girls: six finalists, 1995
Box 7, Folder 16  Breck Girls: three finalists with CEO, 1995
Box 7, Folder 17  Slides: television stills, 1985
Box 7, Folder 18  Slides: Hall of Fame, 1995
Box 7, Folder 19  Breck Documentary: Rebecca Holden, Erin Gray, & John Teets, 1995
Box 7, Folder 19  Breck Girl Hall of Fame Search: press release, 1992
Box 7, Folder 20  Negatives: Proofs of Breck Girl Hall of Fame, undated
Box 7, Folder 21  Negatives: Breck Girls: three finalists, 1995
Box 7, Folder 22  Negatives: various Breck Girls, 1995
Box 7, Folder 23  Negatives: various, undated
Series 3: Print Ads, 1946-1980

Box 9, Folder 1  Breck Girls, 1955

Box 9, Folder 2  Breck Girls, 1968-1969
  Image(s)

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
  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
  Image(s)

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.)
  Breck, John H., Inc., Advertiser
  Williams, Ralph William, Artist
  Priscilla of Boston., Designer
  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

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
1 Item (col.; 32 x 25 cm.)

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

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

Image(s)

Box 9, Folder 5

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


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

Portrait of Lydia Hodson.

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Good condition.

Local Numbers
Ivorydata4 1118
03065106 (Scan No.)

Publication
Published March 1974

Names: Hodson, Lydia
Topic: America's Junior Miss Pageant, Hair -- Care and hygiene
**Shampoos**
**Teenagers**
**Women in advertising**

**Genre/ Form:**
Print advertising

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**Box 9, Folder 6**

**Breck Girls, 1975**

*Image(s)*

**Box 9, Folder 6**

**Breck Girl. [Print advertising.] [Women's publications.], 1974, 1974**
1 Item (col.; 29.5 x 20.5 cm.)


Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
Portrait of Donna Alexander.

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Good condition.

**Local Numbers**
Ivorydata4 1119
03065107 (Scan No.)

**Publication**
Published Jan. 1975

**Names:**
Alexander, Donna

**Topic:**
African Americans
America's Junior Miss Pageant
Hair -- Care and hygiene
Shampoos
Women in advertising

**Genre/ Form:**
Print advertising

---

**Box 9, Folder 7**

**Breck Girls, 1976**

*Image(s)*

**Box 9, Folder 7**

**Breck Girl. [Print advertising.], 1976**
1 Item (col.; 29.5 x 21 cm.)


Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
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
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
Girls
Hair -- Care and hygiene
Shampoos

Genre/ Form: Print advertising

Box 9, Folder 8 Breck Girls , 1977
Box 9, Folder 8  
Breck Girl. [Print advertising.] [Women's publications.], 1977
1 Item (col.; 29.5 x 21 cm.)
Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
Portrait of Rebecca Holden.

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Good condition.

Local Numbers
Ivorydata4 1171
03065110 (Scan No.)

Publication
Published June 1977

Names: Holden, Rebecca
Topic: Hair -- Care and hygiene
Shampoos
Women in advertising
Genre/Form: Print advertising

Box 9, Folder 8  
Breck Girl. [Print advertising, women's publications], 1977
1 Item (col.; 29.5 x 21 cm.)
Image(s): Breck Girl. [Print advertising, women's publications], 1977.
Breck, John H., Inc., Advertiser
Portrait of Yvonne Schneider.

Published Sept. 1977.

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Good condition.

Local Numbers
Ivorydata4 1172
03065111 (Scan No.)

Names: Schneider, Yvonne
Topic: Hair -- Care and hygiene
Shampoos
Women in 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
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/  Print advertising
Form:  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.
Caption: "Tahitian and Breck girls share the secret of beautiful hair".
Two holes punched in top of ad; fold near center.

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If she let go of her comb, it might float down through her hair by itself [Print advertising.], 1967.

*Image(s)*: If she let go of her comb, it might float down through her hair by itself [Print advertising.]

Breck, John H., Inc., Advertiser

Illustration: Reproduction of a photograph of a Tahitian woman combing her hair.

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Good condition.

Local Numbers

Ivorydata4 1175

03065114 (Scan No.)

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

**Genre/*:** Photographs -- Reproductions

**Form:** Print advertising

**Culture:** Tahitians
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

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/

Photographs -- Reproductions

Form:

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.

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.

Caption: "Beautiful Hair: Breck".

Published 27 Nov. 1955. Yellowed.

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

Good condition.

Local Numbers

245321

Ivorydata4 1178

03065117 (Scan No.)

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

Genre/ Form:

Print advertising

Box 10, Folder 2

Breck Girls, 1963; 1966

Image(s)

Box 10, Folder 2

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
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.)

Publication
Published Jan. & Feb. 1966

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

Genre/ Form: Print advertising

Box 10, Folder 3 Breck Girls , 1967
Image(s)

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
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
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
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
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.
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
Portrait of Darneida Dunn.

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Good condition.

Local Numbers
Ivorydata 4 1184

03065123 (Scan No.)

Names: Dunn, Darneida
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.

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

Ivorydata 4 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
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 , 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
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
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
03065127 (Scan No.)

Topic: Hair -- Care and hygiene
Shampoos
Women
Genre/ Form: Photographs -- Reproductions
Print advertising

Box 10, Folder 6
Breck Girls , 1970-1974

Box 10, Folder 7
Image(s)

Box 10, Folder 7
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
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

03065128 (Scan No.)

Topic: Hair -- Care and hygiene
Shampoos
Women

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 10, Folder 7

Breck's Law. [Print advertising.], 1978
1 Item (col.; 27 x 28 cm.)

Breck, John H., Inc., Advertiser
Ad includes a small photo of three women at top, larger photo of products.

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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
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.

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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

  1 Item (col.; 35.4 x 27.5 cm.)
  Breck, John H., Inc.
  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  
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.  
Good condition.

Local Numbers  
Ivorydata4 1193

03065132 (Scan No.)

Topic: Hair -- Care and hygiene  
      Shampoos  
      Women  

Genre/ Form: Print advertising

Box 13, Folder book

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  
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.)

Topic: Hair -- Care and hygiene  
      Shampoos  
      Women  

Page 34 of 45
Box 13, Folder book  

[Reproduction of pastel drawing of a blonde : Print advertising.]

Image(s)
Breck, John H., Inc., Advertiser
Williams, Ralph William, Artist
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

"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
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<td>Jaclyn Smith, 1971</td>
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<td>Box 14, Folder 4</td>
<td>Jaclyn Smith (storyboard), 1971</td>
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<td>Ann and Kim Basinger, 1972</td>
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<td>Box 15, Folder 2</td>
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<td>Box 15, Folder 3</td>
<td>Kim Basinger, 1974</td>
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<td>Erin Gray, 1976</td>
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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
Item 42  Nancy Breck O'Connor, 1945
Item 2   Nancy Breck O'Connor, undated
Item 169 Nancy Breck O'Connor, undated
Item 60  Nancy Breck O'Connor, undated
Item 31  Nancy Breck O'Connor, undated
Item 29  Nancy Breck O'Connor, undated
Item 156 Donna Burlinger, undated
Item 141 Kathy Caravello, 1964
Item 93  Margo Carpenter, 1964
Item 80  Rosemary Cea, 1964
Item 87  Carol Toby Cheek, undated
Item 88  Carol Toby Cheek, undated
Item 118 Diane Christie, undated
Item 64  Lee Clark, 1964
Item 70  Jessie CLark, 1967
Item 53  Barbara Clement, undated
Item 157 Barbara Clement, 1975
Item 56  Barbara Clement, undated
Item 79  Barbara Clement Gould, 1975
Item 127 Jean Collier, 1956
Item 97  Janet Collier Millard, undated
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<td>Peggy Cullen</td>
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<td>165</td>
<td>Peggy Cullen</td>
<td>undated</td>
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<td>Sandra Dahlgren</td>
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<td>Jean Falvey</td>
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Item 55   Lora Fuad, 1976
Item 90   Julie Gosselin, 1960
Item 84   Gini Guild, 1963
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Item 132  Joan Hamill, undated
Item 159  Cindy Harrell, 1977
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Item 129  Sheryll Hayes, undated
Item 50   Sheryll Hayes, undated
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Item 175  A. Judy, undated

Betty Keith, 1964

Item 92  Joan Knight Smith, undated
Item 173  Jacqueline Lancioux, undated
Item 173  Jacqueline Lancioux, undated
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Item 47  Linda Ann Lawrence, undated
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Item 186  Linda Smith Williams (infant), 1953

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Item 160  unidentified mother and daughter, undated
Item 161  unidentified mother and child, undated
Item 182  unidentified bride, undated
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