



Smithsonian  
*National Museum of American History*  
*Kenneth E. Behring Center*

Charles Sheldon Papers

NMAH.AC.1423

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Charles Sheldon Papers
<b>Identifier:</b>	NMAH.AC.1423
<b>Date:</b>	1902-1959
<b>Extent:</b>	3.5 Cubic feet (3 boxes, 1 oversize folder)
<b>Creator:</b>	Kuenzig Books Sheldon, Charles Gates, 1899-1960 Breck Company.
<b>Language:</b>	English  Collection is in English.

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## Administrative Information

### Acquisition Information

Purchased by the Archives Center in 2017 from Kuenzig Books of Topsfield, Mass. Mr. Kuenzig recently purchased the collection from a Massachusetts dealer who had purchased it directly from the Sheldon family around 1997.

### Preferred Citation

Charles Sheldon Papers, 1902-1959, Archives Center, National Museum of American History

### Restrictions

Collection is open for research.

### Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

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## Biographical / Historical

Portrait artist, best known for his illustrations of women in the "Breck Girls" advertising campaign. He also created cover illustrations for magazines such as Radio Digest and Photoplay.

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## Scope and Contents

The collection documents the work of Charles G. Sheldon, the illustrator who created beautiful images of women for the "Breck Girls" advertising campaign from 1936-1957. Includes photographs of sitters, Breck advertising materials, Breck Company internal publications and newsletters, magazines with cover illustrations by Sheldon, a high school yearbook, internal papers from the Breck Company relating to the Breck Girls campaign, theater programs for which Sheldon designed the covers, prints of the advertisements, and an original pastel drawing by Sheldon.

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## Arrangement

Collection is unarranged.

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Beauty culture  
Commercial art  
Feminine beauty (Aesthetics)  
advertising

Types of Materials:

Advertisements -- 20th century  
Appointment books -- 1930-1940  
Business records -- 20th century  
Drawings  
Magazines (periodicals) -- 20th century  
Newsletters -- 20th century  
Pastels (visual works)  
Photographs, -- Black-and-white photoprints -- 1930-1960  
Theater programs -- 20th century  
Yearbooks -- 20th century