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JOHN ROGERS &
GEORGETTE DE BRUCHARD

A Photographic History of Development and Life in Dallas, 1950-1990

JOHN ROGERS AND GEORGETTE DE BRUCHARD
Presentation
Cross Timbers Library Conference
Texas Woman's University
August 2nd, 2019

JOHN ROGERS

- Born in Tulsa, Oklahoma in 1924
- His father, John Rogers, Sr. was involved with law practice and the law school at Tulsa University
- Went to Tulsa High School and Tulsa University (approximately 1939-1942)
- Started taking photographs during or before high school
- Photographs of the Rogers family – John Rogers, Sr., Hazel Rogers



John Rogers, Jr., c. 1962



John Rogers, Sr., c. 1948-1950
Dean of the Law School at Tulsa University
Founder, Rogers and Bell Law Firm
John Rogers, Jr.'s Father



Hazel Rogers, c. 1975
John Rogers, Jr.'s Mother

John Rogers and World War II

- Joins the Army for World War II (approximately 1943) and later becomes part of the group associated with the Battle of the Bulge - 99th Infantry Division, 393rd Infantry Regiment
- Produced photographs for the Army and was designated "Entertainment Manager"
- Took photos of troops and battles in a series of WWII images – these were published into a story about the 393rd Infantry



John Rogers, Jr., c. 1940-1943
World War II Photograph

393rd Infantry in Review,
publication with photographs
by John Rogers, c. 1945



393rd Infantry **IN REVIEW**



World War II, Men Aboard
a Boat, c. 1944-45

World War II, Group of
Soldiers, c. 1944-45





World War II, Soldiers,
c. 1944-1945

John Rogers - Art Center, California

- Attended the Art Center in Los Angeles (approximately 1946-1949)
- Took photography courses and design-related courses
- Photographs for projects – models, portraits, experiments, advertising

Art Center Photography, c. 1946-1949





Eye and Tree Photomontage, Art Center,
c. 1946-1949

John Rogers - Dallas

- Moved to Dallas in 1949
- First paid work with Neiman-Marcus
- Product photography and advertising
- Stanley Marcus Fortnights and Awards
- Western Party
- Jacques Fath



*Stanley Marcus (left),
1950s*

*Neiman-Marcus
Ceremony with Stanley
Marcus and Jacques
Fath, 1949*



Fashion Photography, John Rogers,
1950s



John Rogers and Barbara Lockwood

- Married Barbara Lockwood “Bobby” in 1951
- She was from Connecticut
- Studied advertising and was part of a Dallas firm
- Met John in Dallas and they were married soon after
- Died tragically in a traffic accident in Dallas



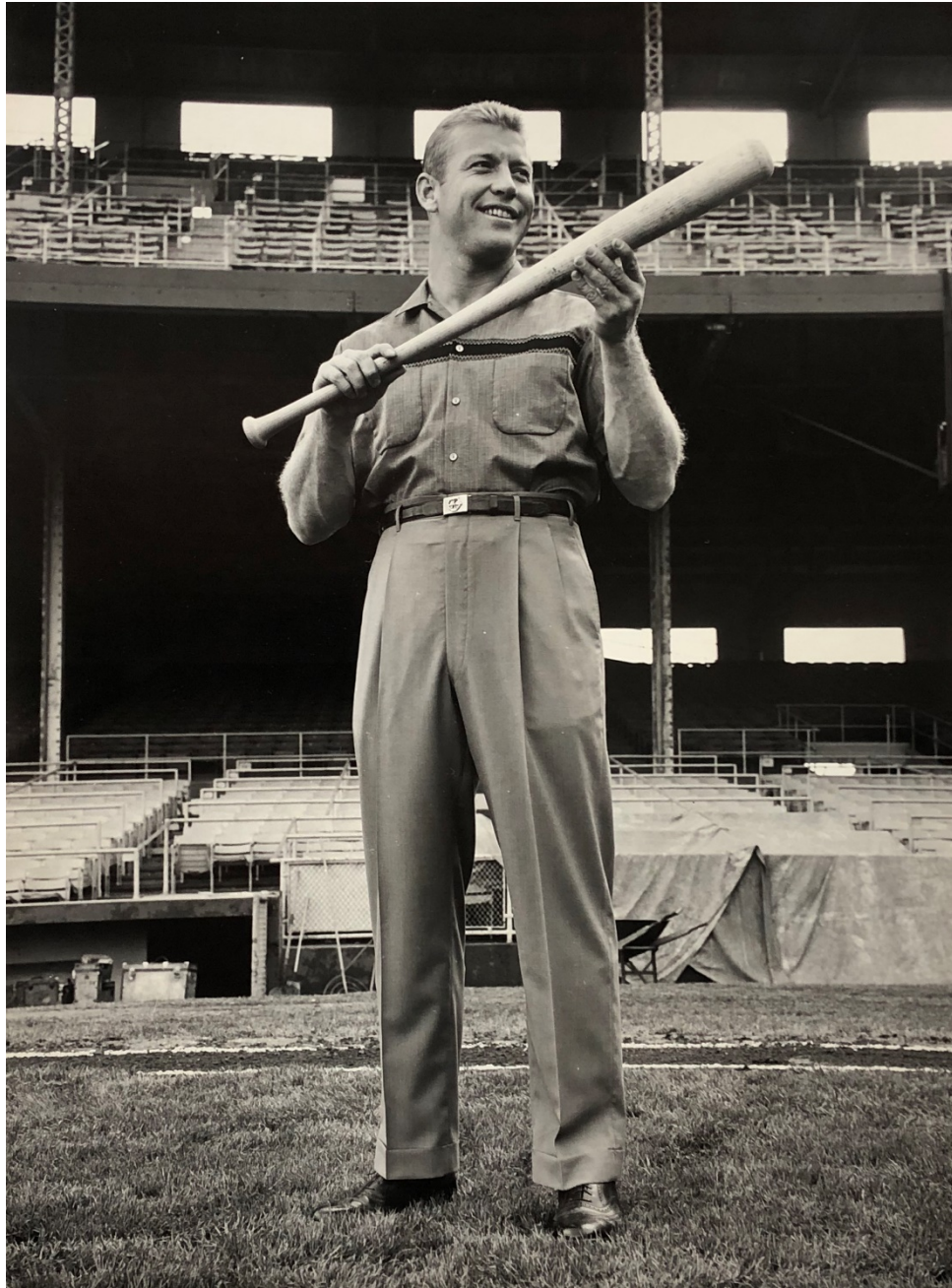
Barbara “Bobby” Lockwood, c. 1950-1951

John and Georgette

- Met Georgette de Bruchard in the mid to late 1950s
- They meet in Dallas and eventually marry
- Both are photographers
- Both have similar interests and share similar clients
- Two distinctive photographic styles – one more commercial and the other more personal

John Rogers and Georgette de Bruchard
at Home (Contact Sheet Section), c. 1965





Mickey Mantle, c. 1960s

John Rogers: Architectural Photography

- Architectural Work & Buildings; Dallas Development, 1950s-1960s
- Southland Life & Southland Center
- Sheraton
- Statler Hilton
- One Main Place
- Beck House (Philip Johnson)
- Hotel Adolphus
- Texas Instruments (Ford)

Adolphus Hotel, Dallas, Texas,
c. 1960s





*Southland Life and the Sheraton
(Southland Center), Dallas, Texas,
c. 1960s*

Architectural Photography

- Fair Park
- Sanger-Harris (and similar designs)
- Neiman-Marcus Greenhouse
- North Park Mall
- Thanksgiving Square & Chapel
- Dallas City Hall (I.M. Pei)
- Republic Bank
- Six Flags
- Titches-Goettinger
- One Dallas Centre (Patriot Tower – I.M. Pei)

Neiman-Marcus Greenhouse,
Dallas, Texas, c. 1965-1972





Republic Towers, Dallas, Texas,
c. 1960s

Architects and Firms

- Jarvis-Putty-Jarvis
- O'Neil Ford
- Arch Swank
- Beran & Shelmire
- I.M. Pei
- Philip Johnson
- Vincent Carrozza (builder)



Texas Instruments Semiconductor Building, O'Neil Ford, Arch Swank, c. 1958-1960

*One Dallas Centre (Patriot Tower), I.M. Pei,
Vincent Carrozza, Dallas, Texas, c. 1970s*



Projects

- Building Models
- Residences
- Apartment Complexes
- Churches
- Hotels



Terrace House, building model, c. 1960s

Terrace House, Dallas, Texas, c. 1960s





Cabaña Hotel, Dallas, Texas, c. 1962



Trinity Lutheran Church,
Octavio Medellin (Stained
Glass Windows), Dallas,
Texas, c. 1960s



Dougherty's Drugs, Dallas, Texas, c. 1957-1962

Colleges

- El Centro
- Eastfield
- Richland
- Texas Woman's University
- University of North Texas



*El Centro College, Building R, Dallas, Texas,
c. 1966*

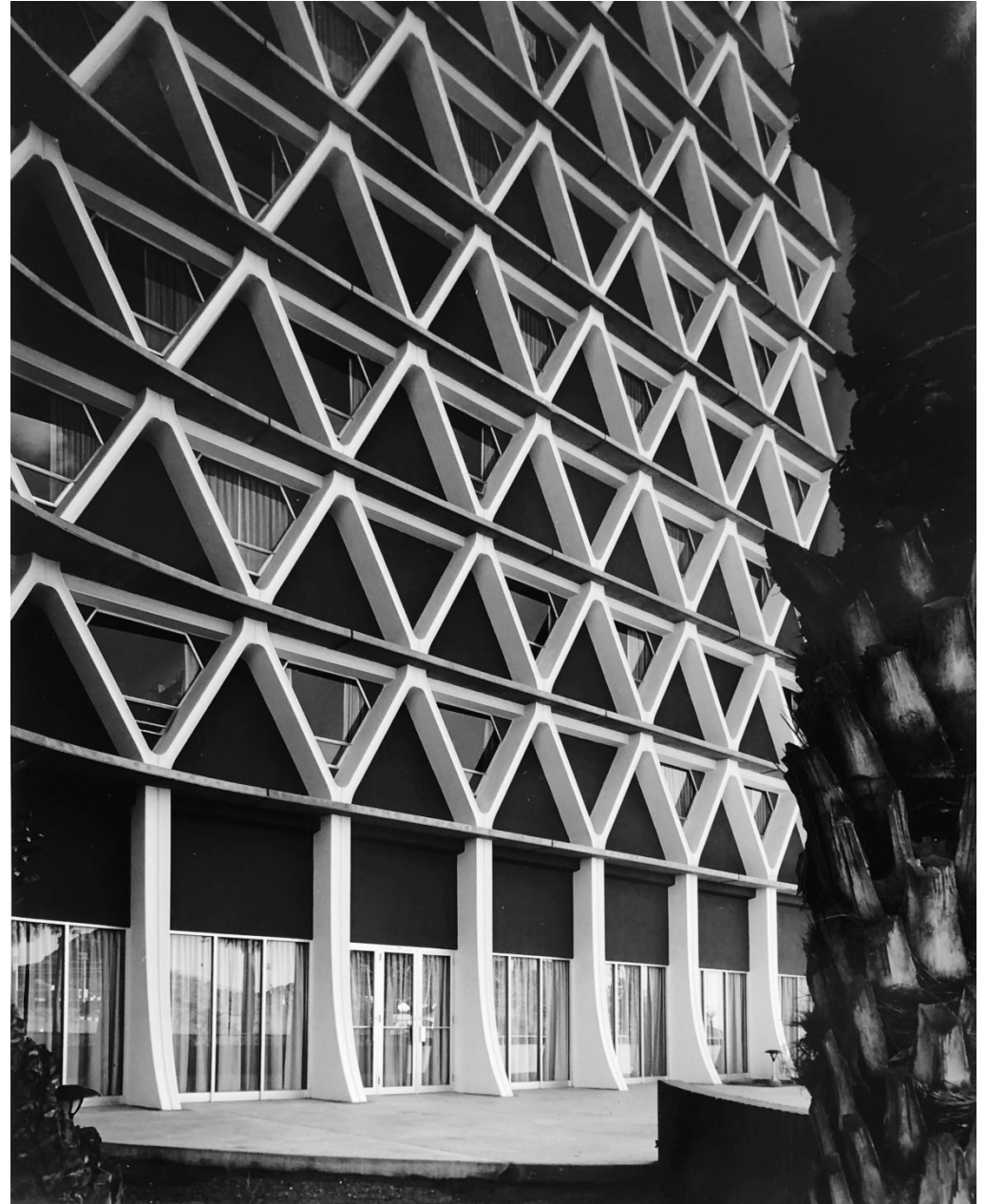


Eastfield College,
c. 1965-1970



Richland College, Dallas, Texas, c. 1972

*Manzanita Hall, Arizona State University,
c. 1965-1971*



Companies

- Braniff Airways
- Continental-Emsco
- Jones-Blair (Paint)
- Southwest Airmotive
- Johnson & Johnson



Braniff Airways,
c. 1957-1962



Continental-Emsco, c. 1960s

Companies

Meredith Corporation

- Better Homes and Garden

Spivey-Baumann Furriers

DP&L – Dallas Power and Light



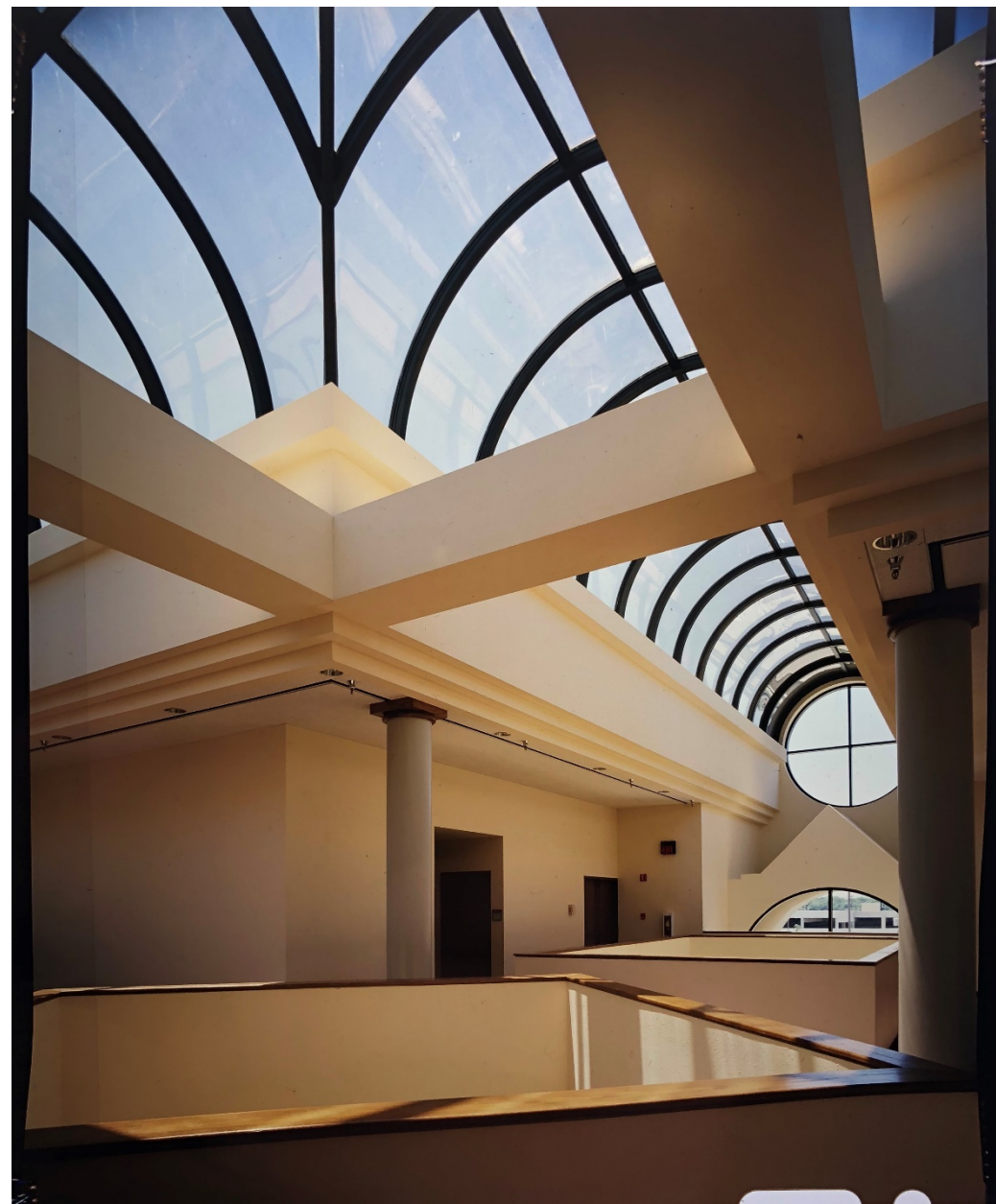
Spivey-Baumann Furriers, Dallas, Texas,
1960s



*Exterior View, Patio with a
Carousel Horse,
Home and Gardening
Publication,
c. 1970s*

Dining and Patio, Home and
Gardening Publication, 1965-1966





GEORGETTE DE BRUCHARD

- Born in France in 1928
- Pursued photography
- Became a naturalized citizen of the United States in 1962
- Worked as staff photographer for Southern Methodist University with the Southwestern Graduate School of Banking
- Met John Rogers in the late 1950s
- Married John Rogers in 1966



Georgette de Bruchard, color positive,
c. 1970s

Photographic Works Description

- Documentary Style
- People and Portraits
- Animals
- Dallas Zoo
- Six Flags
- Exhibits
- Theater
- Music
- Exhibited her work in Dallas during the 1960s - Marvin Krieger (addressed exhibit postcard)

Georgette de Bruchard,
Group of Kids, 1960s





Georgette de Bruchard,
Child Playing, 1960s



Georgette de Bruchard,
Baby, 1960s

Georgette de Bruchard,
Portrait of a Friend, 1960s





Georgette de Bruchard, *Nuns*, 1960s



Georgette de Bruchard, *Dallas Skyline*, 1960s

Georgette de Bruchard, *Fair Park*
(*Archer*), Dallas, Texas, 1960s





Georgette de Bruchard,
Corgi, 1960s

Georgette de Bruchard,
Dallas Trade Mart, 1960s



Georgette de Bruchard Photography

Photographed Politicians and Celebrities

- Maria Callas
- Paul Kletzki

State Fair (1961,1962)

- Alice Faye
- Bobby Darin
- Jose Ferrer
- Pat Boone



Georgette de Bruchard, *Maria Callas*,
c. 1960s



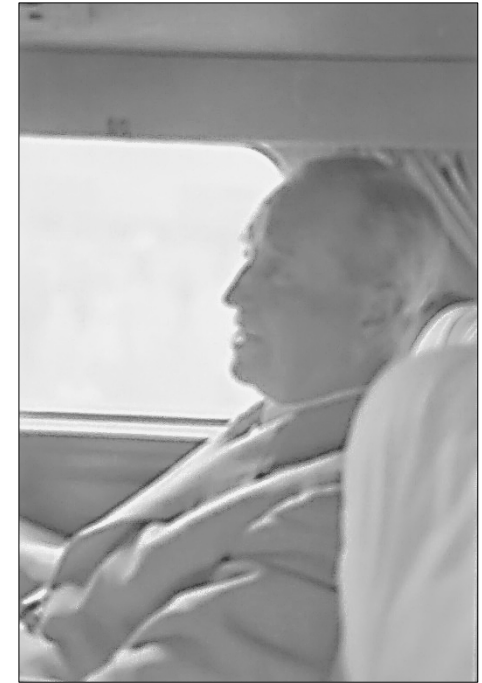
Alice Faye, filming of *State Fair*, c. 1961

Jose Ferrer and Alice Faye,
filming of *State Fair*, c.
1961



Celebrities and Politicians

- Maurice Chevalier
- John Connally
- Richard Nixon
- Nelson Rockefeller
- Lyndon B. Johnson
- Senator John Fitzgerald Kennedy
- Robert Kennedy
- Charlie Pride (1970s)
- Jack Nance (Dallas Theater Center) – worked with David Lynch on *Eraserhead*, *Twin Peaks* and other films



Maurice Chevalier, c. 1959

Commercial and Personal

- Published Work: Clients
 - Dallas Magazine
 - Southland Life
 - Neiman-Marcus
 - Time Magazine
- Worked in fashion
- Photographs of family



Georgette de Bruchard,
Neiman-Marcus, Sports Illustrated
Fashion Show, 1960s

Georgette de Bruchard,
Downtown Dallas, Street View, 1960s





Georgette de Bruchard, *Man Reading a Newspaper*, 1960s

Personal

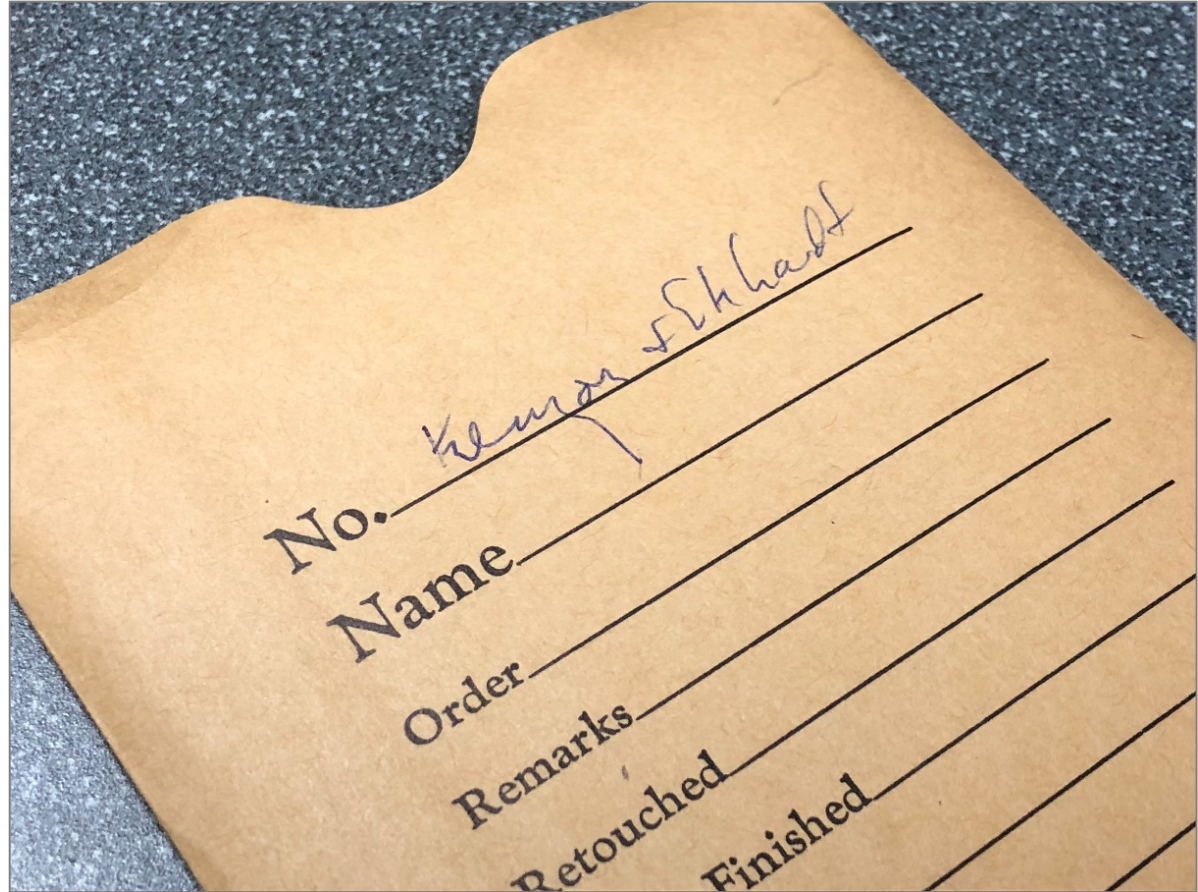
- Madame Marthe de Bruchard (Georgette's Mother) – Hockaday School
- Vacations – Georgette and John in France and Tulsa
- French Correspondence – Family
- Lived in Dallas for the rest of her life, until her passing in 2006



Georgette de Bruchard,
color positive, 1970s

Processing

- Preservation
- 120 Boxes of Material
- Organization
- Handwriting
- Dates
- Description
- Finding Aid



John Rogers and Georgette de Bruchard Collection

<https://findingaids.library.unt.edu/> (search for John Rogers)

Sam Ivie

Processing Coordinator

UNT Libraries Special Collections

Sam.Ivie@unt.edu

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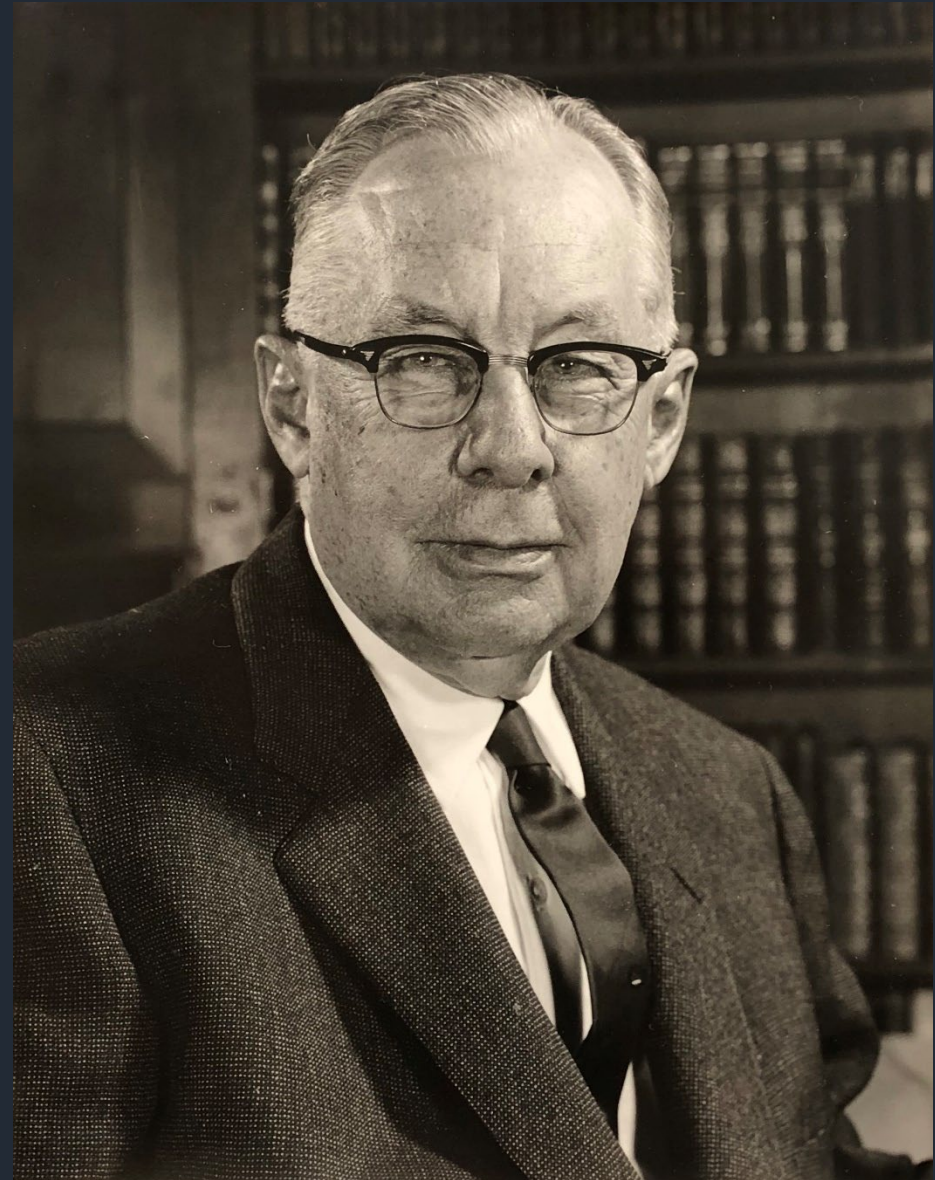
Margaret Dodson

Assistant

UNT Libraries Special Collections

Margaret.Dodson@unt.edu

940-565-2495



*John Rogers, Sr., photograph by John Rogers, Jr.,
c. 1970s*