

Ivy May Hassard Photographs and Papers

Accession number 28860

Date 1927-1988

Author / Creator

Hassard, Ivy May, 1914-1998.

Abstract Material relating to the life and career of the donor (Laurene Hassard), and of her mother, well-known pioneering air pilot and Gold Coast fashion designer Ivy May Hassard (nee Pearce). Includes certificates and diplomas of music, photographs of Ivy Hassard and her daughter and printed ephemera. Also a quantity of newspaper clippings relating to the life and flying and fashion career of Ivy Hassard and the activities of her daughter, Ms Laurene Hassard, who frequently modelled her mother's fashions.

System of arrangement Arranged into 4 series

Description 4 packets of papers and photographs

Additional format Digital copies available for selected items

Administrative / Biographical history Ivy May Hassard (nee Pearce) was born in Ipswich in 1914. She attended school in Dalby and at All Hallows in Brisbane where she excelled at piano lessons. After leaving school in the 1930s she earned her pilot's licence, becoming a pioneering air pilot in Queensland. She married fellow pilot Ernest Jason Hassard in 1937. They lived on the Gold Coast where Ivy May opened the first fashion boutique in the area. She had three children and later opened a beauty salon and in the 1960s opened Ivy Hassard Fashions at Surfers Paradise. She died in 1998.

Access restrictions Unrestricted access.

Copyright status Multiple copyright statuses

Conditions of use You are free to use for personal research and study. For other uses see <https://www.slq.qld.gov.au/understanding-copyright>

Preferred citation

28860, Ivy May Hassard Photographs and Papers, John Oxley Library, State Library of Queensland.

Related materials John Oxley Library, State Library of Queensland.

[View full catalogue record](#)

[Go to One Search, the library catalogue](#)

Series 1: Certificates (1927-1933, 1961)

Series number 1

Series title Certificates

Date 1927-1933, 1961

Scope and content

Certificates and diplomas awarded to Ivy May Hassard (nee Pearce)

Description

Description 10 certificates

Locate OMOSBOX Box 17320 O/S

Access

Access restrictions Unrestricted access

Copyright status In copyright

Conditions of use You are free to use for personal research and study. For other uses see <https://www.slq.qld.gov.au/understanding-copyright>

Items in this series:

Pupil's certificate (July 1927)

Unit ID 28860/1

Date July 1927

Scope and content

Certificate awarded to Ivy May Pearce, pupil of St Columba's College, Dalby for Violin playing.

Description

Description 1 certificate

Pupil's certificate (May 1928)

Unit ID 28860/2

Date May 1928

Scope and content

Certificate awarded to Ivy May Pearce, pupil of All Hallows, Brisbane for Pianoforte playing, Senior Division, Honours.

Description

Description 1 certificate

Pupil's certificate (December 1929)

Unit ID 28860/3

Date December 1929

Scope and content

Certificate awarded to Ivy May Pearce, pupil of All Hallows, Brisbane for Theory of Music, Intermediate Division, Honours.

Description

Description 1 certificate

Pass certificate (1929)

Unit ID 28860/4

Date 1929

Scope and content

Certificate awarded to Ivy May Pearce by the Associated Board of the Royal Academy of Music and the Royal College of Music.

Description

Description 1 certificate

Pass certificate with honourable mention (1929)

Unit ID 28860/5

Date 1929

Scope and content

Certificate awarded to Ivy May Pearce for Intermediate grade pianoforte.

Description

Description 1 certificate

Pupil's certificate (August-September 1930)

Unit ID 28860/6

Date August-September 1930

Scope and content

Certificate awarded to Ivy May Pearce, pupil of All Hallows, Brisbane for Pianoforte playing.

Description

Description 1 certificate

Teachers diploma (December 1931)

Unit ID 28860/7

Date December 1931

Scope and content

Certificate awarded to Ivy May Pearce 'having passed the necessary examinations in Pianoforte playing' and in the 'Art of teaching and Rudiments of Music', is admitted to the position of Associate.

Description

Description 1 certificate

Teachers diploma (December 1932)

Unit ID 28860/8

Date December 1932

Scope and content

Certificate awarded to Ivy May Pearce 'having passed the necessary examinations in Pianoforte playing' and in the 'Art of teaching and Rudiments of Music', is admitted to the position of Licentiate.

Description

Description 1 certificate

Pass certificate (1933)

Unit ID 28860/9

Date 1933

Scope and content

Certificate awarded to Ivy M Pearce, pupil of All Hallows Convent, for passing Music Examinations, Grade Five (Higher) in Harmony.

Description

Description 1 certificate

Qualified hairdressers certificate (8 June 1961)

Unit ID 28860/10

Date 8 June 1961

Scope and content

Master Hairdresser's Association and Guild of Queensland certificate No. 612 awarded to Ivy May Hassard of Jolie Madame Beauty Salon, Surfers Paradise.

Description

Description 1 certificate

Series 2: Clippings (1963-1998)

Series number 2

Series title Clippings

Date 1963-1998

Scope and content

Newspaper clippings, many from the Gold Coast bulletin relating to the life and achievements of Ivy May Hassard

Description

Description 1 packet

Locate OMOSBOX Box 17320 O/S

Access

Access restrictions Unrestricted access

Copyright status In copyright

Conditions of use You are free to use for personal research and study. For other uses see <https://www.slq.qld.gov.au/understanding-copyright>

Items in this series:

newspaper clippings

Unit ID 28860/11

Scope and content

Clippings and pages from newspapers reporting on the life and work of Ivy Hassard and her daughter Laurene Hassard. Also includes a photocopy of a photograph of Ivy Hassard.

Description

Description 1 packet

Series 3: Printed ephemera

Series number 3

Series title Printed ephemera

Scope and content

Printed publications and ephemera relating to Ivy Hassard

Description

Description 1 packet

Locate OMOSBOX Box 17320 O/S

Access

Access restrictions Unrestricted access

Copyright status Multiple copyright statuses

Conditions of use You are free to use for personal research and study. For other uses see <https://www.slq.qld.gov.au/understanding-copyright>

Items in this series:

magazine (July 1966)

Unit ID 28860/12

Date July 1966

Scope and content

Issue of 'Flair' magazine (Vol. 18, no. 5) with model on front cover wearing a white hat made by Ivy Hassard.

Description

Description 1 magazine

Access

Access restrictions Unrestricted access

Copyright status In copyright

Conditions of use You are free to use for personal research and study. For other uses see <https://www.slq.qld.gov.au/understanding-copyright>

magazine (Sept.-Oct. 1958)

Unit ID 28860/13

Date Sept.-Oct. 1958

Scope and content

Issue of Gold Coast magazine 'Sun, sand & surf' (Vol.1, no. 5) featuring a fashion parade of creations by Ivy Hassard.

Description

Description 1 magazine

Access

Access restrictions Unrestricted access

Copyright status In copyright

Conditions of use You are free to use for personal research and study. For other uses see <https://www.slq.qld.gov.au/understanding-copyright>

shopping bag (undated)

Unit ID 28860/14

Date undated

Scope and content

Plastic shopping bag printed with 'Ivy Hassard, Surfers Paradise;

Description

Description 1 shopping bag

Access

Access restrictions Unrestricted access

Concours d'Elegance program (5 November 1971)

Unit ID 28860/15

Date 5 November 1971

Scope and content

Souvenir program from sixth annual Concours d'Elegance held in Surfers Paradise. The event included fashion by Ivy Hassard.

Description

Description 1 souvenir program

Access

Access restrictions Unrestricted access

Cards ([1963?])

Unit ID 28860/16

Date [1963?]

Scope and content

A business card for Ivy Hassard's boutique in Centrepoint Arcade in Surfers Paradise and a Royal Queensland Aero Club membership card in the name of Mrs I. Hassard. [Item 28860/16]

Description

Description 2 cards

Access

Access restrictions Unrestricted access

Copyright status In copyright

Conditions of use You are free to use for personal research and study. For other uses see <https://www.slq.qld.gov.au/understanding-copyright>

View the items

Business card

Membership card

(2 digital)

Series 4: Photographs (1932-1966)

Series number 4

Series title Photographs

Date 1932-1966

Scope and content

Photographs relating to the life and achievements of Ivy Hassard.

Description

Description 10 photographs

Locate OMOSBOX Box 17320 O/S

Access

Access restrictions Unrestricted access

Copyright status Multiple copyright statuses

Conditions of use You are free to use for personal research and study. For other uses see <https://www.slq.qld.gov.au/understanding-copyright>

Items in this series:

Photographs (1932-1966)

Unit ID 28860/17

Date 1932-1966

Scope and content

Loose photographs, black & white, 16 x 21 cm or larger, including: original photograph showing Ivy Pearce and other All Hallows students on stage at Brisbane City Hall for a piano concert (1932); Ivy Pearce (and her future husband) preparing for an air race to Adelaide (1936); Ivy Pearce at her wedding to Capt Jason Hassard in Brisbane (1937); one hand-coloured photograph of 'Jason Flats' on the Gold Coast, built by Ivy Hassard's father George Pearce; hand-coloured photograph from the pantomime 'Babes in the wood' featuring Laurene Hassard; original photograph of Ivy Hassard in her flying uniform (1941).

Description

Description 10 photographs

View the items

[View the items](#)

(1 digital)