



# Guide to the Reva Korda Papers, 1952-1991 and undated

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## Summary

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**Collection Title:**

Reva Korda Papers, 1952-1991 and undated

**Creator:**

Korda, Reva, 1927-2008

**Abstract:**

Copywriter and advertising executive with Gimbels and Macy's department stores and the Ogilvy & Mather agency.

**Extent:**

4.0 Linear Feet

**Language:**

English

**Language:**

Materials in English.

**Collection ID:**

RL.11051

**Permalink:**

<http://library.duke.edu/rubenstein/findingaids/kordareva/>

**Preferred Citation**

[Identification of item], Reva Korda Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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**Scope and Content**

Collection spans 1952-1991 and includes correspondence, storyboards and commercial scripts, reports, print advertisements and drafts of Korda's writings including her novel *Having It All* and television pilot proposal scripts. Companies represented include Gillette Gimmel's and Macy's department stores, Ogilvy & Mather, Hathaway shirts, Pepperidge Farm and Schweppes. Cosmetics advertising includes Gillette (*Eve of Roma*), Helena Rubenstein and

Unilever (Dove soap). Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

## **Biographical/Historical**

Born Reva Fine, in New York, N.Y. 1927. AB English and Philosophy, Hunter College. Copywriter at Gimbels department store 1949-1951; Macy's 1951-1953. Junior copywriter at Ogilvy & Mather 1953. Career at Ogilvy & Mather: Senior Vice President 1962; Associate Copy Chief 1963; first female elected to Board of Directors 1975; U.S. Creative Head 1980; retired 1983. Published novel "Having It All" in 1991. Died 2008.

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## **Arrangement**

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Organized into three series: Chronological Files; General Files; and Writings. Original order and folder titles were retained where feasible.

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## **Administrative Information**

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### **Publication Statement**

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### **Processing Information**

Processed by Richard Collier, September 2015; Accessions processed, 2014-0117.

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## **Related Materials**

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### **Related Material**

Related materials may be found in the following Hartman Center collections:

Anthony Weir Papers; David B. McCall Papers; J. Walter Thompson Company. Nan Findlow Papers; Jock Elliott Papers; Joel Raphaelson Papers; Kenneth Roman Papers; Margaret Fishback Papers; Robert S. Smith Papers; William E. Phillips Papers

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## **Names and Subjects**

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- Advertising agencies -- New York
- Advertising agencies -- United States -- Management
- Advertising agencies -- United States
- Advertising agencies -- United States -- History

- Advertising executives -- United States
- Television scripts
- Advertising -- Cosmetics
- Korda, Reva, 1927-2008

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## Collection Inventory

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### Chronological Files, 1954-1980s and undated

#### Scope and Contents

Correspondence, commercial scripts and other printed materials

1954-1977	Box 1
<b>Physical Description:</b> 11 folders	
1977-1979	Box 2
<b>Physical Description:</b> 6 folders	
1980-1988 and undated	Box 3
<b>Physical Description:</b> 5 folders	
1978 binder 1	Box 3
1978 binder 1	Box 4
<b>Physical Description:</b> 2 folders	
1978 binder 2	Box 4
<b>Physical Description:</b> 2 folders	
1978 binder 3	Box 4
<b>Physical Description:</b> 2 folders	
1978 binder 3	Box 5
1979 binder 1	Box 5
<b>Physical Description:</b> 3 folders	
1979 binder 3	Box 5
<b>Physical Description:</b> 2 folders	
1979 binder 3	Box 6

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## General Files, 1952-1978 and undated

### Scope and Contents

Includes correspondence, commercial scripts and other advertising copy, print advertisements, and reports.

Clippings, undated	Box 6
Correspondence, 1955-1956	Box 6
Photographs, 1978 and undated <b>Physical Description:</b> 2 folders	Box 6
Photographs, undated	Box 9
Portfolio book, 1952-1955 and undated	Box 8
Print advertisements--Conmar zippers, Dove, Helene Rubenstein, Korda Syndicate, Pepperidge Farm. Ron Carioca rum, Viyella flannel, 1953-1961 and undated	Box 9
Print advertisements--Eve of Roma, undated	Box 9
Print advertisements--Hathaway, 1958 and undated	Box 9
Print advertisements--Schweppes, 1954 and undated	Box 9
Print advertisements--Newsprint [Very Fragile]--Dove, Macy's, 1952-1956 and undated	Box 9
Rolodex and contact file tray, undated	Box 10

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## Writings, 1953-1991 and undated

**Scope and Contents**

Includes short stories, proposals for television pilots and sample scripts, and drafts and published versions of Korda's novel *Having it all*, along with an unpublished book-length manuscript.

Articles, 1967-1982	Box 6
Creative writing miscellaneous, 1953-1960s and undated	Box 6
<b>Physical Description:</b> 2 folders	
Do You Really Like the People You're Selling to? undated	Box 6
Having It All, 1991	Box 6
Having It All press package, 1991	Box 6
Having It All uncorrected proof, 1991	Box 6
How the Ritual Ends; The Color of Catherine's Hair, 1955-1977`	Box 7
Television pilot, miscellaneous ideas, undated	Box 7
Television pilot, Noah's Ark, 1975-1979	Box 7
Television pilot, Who's Minding the Store?, 1975-1976	Box 7
The Almost Perfect Neighbors, undated	Box 7
<b>Physical Description:</b> 4 folders	

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