



Guide to the Lore Parker Papers, 1950-1979 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Lore Parker papers, 1950-1979 and undated

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Creator:

Parker, Lore

Abstract:

Lore Lionel Parker was a copy writer for Doyle Dane Bernbach and other advertising agencies. She was part of the creative team at Bernbach credited with leading the advertising industry's Creative Revolution of the early 1960s. The Lore Parker Papers include proofs, tear sheets and radio and television broadcast scripts for advertising campaigns Parker worked on for Doyle Dane Bernbach, Dowd Redfield & Johnstone, and other advertising agencies. Topics include alcoholic beverages, cosmetics, housewares, snack foods, swimwear, tourism, and women's clothing and undergarments. Major companies or products represented include Alitalia airlines, Barton's Bonbonniere, the British Tourist Authority, Celanese Fibers, Cole of California, General Telephone/GTE, Lees Carpets, and Salada Junket foods.

Extent:

12 Linear Feet
1251 Items

Language:

Material in English

Collection ID:

RL.00994

Permalink:

<https://idn.duke.edu/ark:/87924/m19w7p>

Preferred Citation

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

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Background

Scope and Content

The Lore Parker Papers span the years 1950 to 1979 and include proofs, tear sheets and radio and television broadcast scripts for advertising campaigns Parker worked on for Doyle Dane Bernbach (DDB); Dowd, Redfield & Johnstone; and other advertising agencies. Topics include alcoholic beverages, cosmetics, housewares, snack foods, swimwear and bathing suits, tourism, and women's clothing and undergarments. Major companies or products represented include Alitalia airlines, Barton's Bonbonniere, the British Tourist Authority, Celanese Fibers, Cole of California, General Telephone/GTE, Lees Carpets, and Salada Junket foods. Also included are some print advertisements for Ohrbach's, written by DDB Copy chief Phyllis Robinson, which Parker credited as her inspiration to seek employment at DDB.

Biographical/Historical

Lore Lionel Parker worked as a copywriter for a number of advertising agencies, including Doyle Dane Bernbach, Inc., Robert W. Orr, Dowd Redfield & Johnstone, Inc., and Leber Katz Partners. She collaborated with many of the key creative managers and art directors during what has come to be called the "creative revolution" in modern advertising: Bill Bernbach, Gene Federico, Bob Gage, Helmut Krone, Phyllis Robinson, Bert Steinhauser, and Bill Taubin. Early in her career, she was known by her birth name, Lore Lionel, but later by her married name, Lore Parker.

Of her life, Parker writes:

"I was born in 1926 in Leipzig, Germany, and already as a child wrote poetry--in German, of course. Then came Hitler, the ever-worsening persecution of German Jews, and finally in 1939, my family's hair-breadth escape to England. We arrived penniless, but my brother and I were beneficiaries of Britain's 'Kindertransport' initiative. The British Government had undertaken to accept several thousand Jewish children from Germany and Austria, and place them in the homes of British families who had volunteered to temporarily 'adopt' them. I was adopted by a Girls' High School in the North of England, and lived with the Headmistress, the English mistress, and the Latin mistress in the house they shared. Soon I was writing poems, short stories, and prize-winning essays in English. I had fallen in love with the English language. During the London Blitz, 1943-1944, I worked at the BBC as a bilingual secretary, so when I finally came to the USA in 1945, I spoke and wrote BBC English. The day after our arrival in New York, I went to an employment agency and asked for a job as a secretary--preferably somewhere where I might eventually be able to write. My English accent didn't hurt. They had

two openings: one was with the New York Times, which paid \$22.50 a week; the other was with Paris and Peart, an advertising agency--whatever that was. It paid \$27.50 a week, and that's how I became a copywriter instead of a journalist."

Date	Description
1926	Born Lore Lionel, Leipzig, Germany
1939	Fled Nazi Germany with family to England
1943-1944	Bilingual secretary, British Broadcasting Corporation
1945	Arrived in U.S.; worked as a secretary at Paris and Peart advertising agency
1952-1956	Copy cub, copywriter, Doyle Dane Bernbach, Inc.
1956-1958	Copywriter, Robert W. Orr agency
1958-1959	Copywriter, Dowd Redfield & Johnstone, Inc.
1959-1982	Doyle Dane Bernbach, Inc. Served in a variety of positions: Copywriter; Vice President and Copy Supervisor; Senior Vice President and Creative Management Supervisor
1982-1985	Vice President and Associate Creative Director, Leber Katz Partners
1985	Retired from Leber Katz

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Arrangement

The collection is arranged alphabetically by company name.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Lore Parker Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2006.

Processing Information

Processed by Richard Collier, Margaret Miller, April 2007

Encoded by Richard Collier

Completed April 2007

Accession 2006-0086 is described in this finding aid.

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Related Materials

Related Material

Materials relating to this collection may be found in the following collections held in the David M. Rubenstein Rare Book & Manuscript Library: the **Advertising Council Records** (American Cancer Society); the **American Association of Advertising Agencies Records** (Ocean Spray); the **Bates Worldwide, Inc. Records** (Alitalia, GTE); the **Ben Rosen Papers** (Barton Bonbonniere); the **Brouillard Communications, Inc., Records** (GTE); the **D'Arcy Masius Benton & Bowles Archives** (Stroh's beer); the **Garrett Orr Papers** (Chemstrand, Ocean Spray, Salada Tea); the **Gene Federico Papers** (American Cancer Society, GTE, Woman's Day); the **J. Walter Thompson Company Account Files** (Salada Tea); the **J. Walter Thompson Company Chicago Office Records** (Salada Tea); the **J. Walter Thompson Company Corporation Vertical Files** (Ocean Spray); the **J. Walter Thompson Company Domestic Advertising Collection** (American Cancer Society); the **J. Walter Thompson Company Review Board Records** (Wolfschmidt); and the **Roy Lightner Collection of Antique Advertisements** (Bayer).

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Names and Subjects

- Women's clothing
- Scripts (documents)
- Tear sheets
- Advertising -- Clothing and dress
- Advertising -- Cosmetics
- Advertising -- Alcoholic beverages -- United States
- Underwear
- Foundation garments
- Clothing and dress
- Bathing suits
- Advertising -- Tourism
- Household appliances

- Lingerie
- Radio advertising
- Snack foods
- Television advertising
- Proofs (printed matter)
- Celanese Corporation
- British Tourist Authority
- Dowd, Redfield, & Johnstone, Inc. (Firm)
- Cole of California (Firm)
- General Telephone & Electronics Corporation
- Doyle Dane Bernbach Inc.
- Lees Carpets (Firm) [not LC]
- John W. Hartman Center for Sales, Advertising & Marketing History
- Parker, Lore
- Salada Tea Company (Firm)
- Ohrbach's Department Store
- Barton's Bonbonniere (Firm)
- Alitalia (Airline)

Collection Inventory

5 Day Deodorant, 1950-1960	Box 7
5 Day Deodorant, 1950-1960	Box 3
Physical Description: 2 folders	
Alitalia, 1958-1959, undated	Box 7
Physical Description: 2 folders	
Scope and Contents	
Includes articles on the advertising campaign.	
Alitalia, 1958-1959, undated	Box 1
Physical Description: 3 folders	
American Cancer Society, undated	Box 1
Physical Description: 2 folders	
Amstel, undated	Box 1
Ban de Soleil, 1950	Box 7
Barton's Bonbonniere, 1954-1955, undated	Box 7

Scope and Contents

Includes advertisements for Kosher chocolate, aimed at Jewish holidays.

Barton's Bonbonniere, 1954-1955, undated Box 1

Physical Description: 2 folders

Scope and Contents

Includes advertisements for Kosher chocolate, aimed at Jewish holidays.

Bayer, 1977, undated Box 1

Physical Description: 2 folders

British Tourist Authority, 1971-1972 Box 1

Celanese, 1975-1976 Box 2

Celanese, 1975-1976 Box 7

Chemstrand, 1955-1965 Box 7

Chemstrand, 1955-1965 Box 2

Physical Description: 2 folders

Clairol, 1962-1970 Box 7

Clairol, 1962-1970 Box 2

Cole of California, 1955-1961 Box 7

Physical Description: 2 folders

Cole of California, 1955-1961 Box 2

Physical Description: 2 folders

Croton, 1953, undated Box 7

Ecko Housewares, 1964 Box 2

Einiger, 1953-1954, undated Box 2

Physical Description: 2 folders

European Travel Commission, 1959, undated Box 7

European Travel Commission, 1959, undated Box 2

Fairmont, 1956, undated Box 7

Flexalum, undated	Box 7
French Government Tourist Office, 1962	Box 3
General Mills, 1964-1966, undated	Box 3
Gillette, 1959, undated	Box 3
Golden Glow Margarine, 1966-1967	Box 7
Golden Glow Margarine, 1966-1967	Box 3
GTE, 1975, undated	Box 3
Physical Description: 2 folders	
Handmacher, 1955, undated	Box 3
Hess Brothers, 1954-1955, undated	Box 3
Hillman, 1958, undated	Box 3
Hotel Corporation of America, undated	Box 7
Incres Agency, Inc., 1959	Box 4
Indulge, undated	Box 7
International Silver, 1962-1963, undated	Box 4
Italian State Tourist Office, 1958, undated	Box 7
Jamaica Tourist, undated	Box 7
Jana, 1953	Box 7
Lambretta, 1954	Box 7
Lanvin, 1950, undated	Box 7
Lawry's, 1960, undated	Box 4
Physical Description: 2 folders	
Lees Carpets, 1970-1973, undated	Box 4
Lees Carpets, 1970-1973, undated	Box 7
Lovable, 1958, undated	Box 7

Max Factor, 1953-1954, undated	Box 7
McCall's Patterns, 1955-1956, undated	Box 5
Mona Lisa Foundations, Inc., 1953, undated	Box 5
Mona Lisa Foundations, Inc., 1953, undated	Box 7
Necchi, 1953-1954, undated	Box 5
Nitey-Nite, 1955, undated	Box 5
Northwest Airlines, 1958	Box 7
Ocean Spray Cranberries, Inc., 1966-1967	Box 5
Physical Description: 2 folders	
Ohrbach's, 1952-1960	Box 5
Physical Description: 2 folders	
Scope and Contents	
Copy written by Phyllis Robinson. The early executions of these advertisements inspired Parker to seek employment at Doyle Dane Bernbach.	
Ore Ida Foods (Tater Tots), 1977	Box 7
Pristeen, 1969-1970	Box 7
Pristeen, 1969-1970	Box 5
Physical Description: 2 folders	
Quaker Oats, undated	Box 7
Railway Express Agency (Air Express), undated	Box 7
Regal, 1955	Box 7
Revlon, 1958, undated	Box 5
Salada, 1960, undated	Box 7
Salada, 1960, undated	Box 6
Physical Description: 2 folders	
Standard Brands (Blue Bonnet), 1978-1979	Box 7

Stroh's, 1950, undated	Box 6
Physical Description: 2 folders	
Suzy Perette, undated	Box 6
Tangee, undated	Box 7
Warner's, 1962-1963	Box 6
Physical Description: 2 folders	
Wear-Right, 1956	Box 7
Wolfschmidt's, 1958, undated	Box 6
Physical Description: 2 folders	
Woman's Day, 1953-1956	Box 7
Woman's Day, 1953-1956	Box 6
Physical Description: 2 folders	
Woodbury, 1957, undated	Box 7
Yardley, 1961, undated	Box 6