



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Jane Parker Cake Advertising Book

NMAH.AC.0720

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2002

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Jane Parker Cake Advertising Book
Date:	1947
Identifier:	NMAH.AC.0720
Creator:	Thill, Charles A & P Stores Devos, Leon, 1897-1974 Greb, George Jane Parker Pastry Chefs. (Creator) Litho-Krome Company. Muray, Nickolas, 1892-1965
Extent:	0.3 Cubic feet (1 folder)
Language:	English .
Summary:	A sample book containing laminated pages illustrating "Jane Parker" made to order cakes, baked by in-store pastry chefs for the Great Atlantic and Pacific Tea Company (A&P) grocery chain. "Jane Parker" was the house brand of A&P.

Administrative Information

Acquisition Information

More than likely collected for the Advertising History Collection of the National Museum of American History in the 1960s by Dr. John Hoffman.

Acquisition Information

Found in collections. ACNMAH 720.

Related Materials

#60 Warshaw Collection of Business Americana (Baking).

#396 Product Cook Book Collection

#690 Pillsbury Company Bake-Off Collection

Processing Information

Collection processed by Franklin Robinson, 2002.

Preferred Citation

Jane Parker Cake Advertising Book, 1947, Archives Center, National Museum of American History, Smithsonian Institution.

Restrictions on Access

Collection is open for research but is stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

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Biographical / Historical

Jane Parker was one of the in-house store brand names created by The Great Atlantic and Pacific Tea Company (A&P) grocery chain. A&P was the first grocery chain and the credited inventor of the "supermarket". Within each store there was a full service bakery supplying fresh baked goods, breads, specialty cakes and cookies to the buying public. The goal was "one stop" food shopping and maximizing customer purchases by providing under one roof a variety of goods usually found in small specialty shops.

To advertise their specialty cakes, A& P employed leading food photographers to photograph their cakes; these photographs were lithographed by the Litho-Krome Company and combined into a promotional book for distribution among the Jane Parker bake shops. J. Tom Morgan, Jr., founder and president of Litho-Krome Company, Columbus, Georgia, writes about the development of this particular book,

"We were proud; we were confident; we were beginning to gain a well-earned reputation for quality. No longer would we wince when we remembered, "You will never, not ever, do fine color lithography in the South. NEVER!"

The Great Atlantic and Pacific Tea Company (A&P) grocery chain had become our first New York account in 1946. We produced for them color reproductions for aisle end cards and color brochures regularly each month.

In 1947 Hi Williams, one of the leading food photographers in New York City, had received a tremendously large order from A&P, which planned to open a Jane Parker bake shop section in a select group of its many stores all over the nation. As part of its campaign for these bake shops, A&P planned to focus on their bake shop's ability to prepare special occasion cakes - cakes for weddings, for births, for anniversaries, for almost any special occasion. A Jane Parker special occasion cake book in full color was part of that campaign, and Litho-Krome was chosen by A&P's advertising agency, Paris and Peart, to lithograph the book. Paris and Peart account executives were Ray Largo and Remus Harris.

For the special campaign a sample cake for each of approximately fifty different special occasions was prepared, and each cake was photographed separately. Several different photographers did the photographic work. I had the opportunity to meet and work with several of the great color photography pioneers and experts: men like George Greb, Nickolas Muray, Charles Thill, and Leon DeVos. Each of these photographers became acquainted with Litho-Krome and were later responsible for sending work to our company. Litho-Krome could do justice to their beautiful color pictures, and they liked that." AC NMAH Control File

Scope and Contents

This collection consists of one copy of the Jane Parker Special Occasion Cakes sample book. It was produced for the 1947 advertising and bake shop campaign for the A&P chain of grocery stores. The book was created by Litho-Krome of Columbus, Georgia. Pages are loose with each page consisting of a plastic laminated color lithograph of the specialty cake, specifications with regard to size and number of servings, and a listing of choices, or options, pertaining to that particular cake. The cakes and their decorations and uses all speak to a specific time in American society following World War II when the country's emphasis was returning to the home, marriage, and child rearing.

Arrangement

1 series.

Names and Subject Terms

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

Subjects:

- Cake
- Cake decorating
- Grocery trade

Types of Materials:

- Catalogs
- Sales catalogs

Container Listing

Box 1	Wedding and Anniversary Cakes, 1947
Box 1	Love Everlasting
Box 1	Eternally Yours
Box 1	<p>Forever More / Perfect for / Weddings or Anniversaries [color lithograph on paper, laminated with plastic], 1947 1 Item (Ink on paper.; 10.75" x 14".) Image(s): Forever More Image(s) Publisher: A & P Stores Notes: 02072001.tif (AC Scan) Photograph of sample four-tiered wedding cake decorated with paper swans and a cake topper of a bridal couple; cake was available for order from Jane Parker, in-store brand name for A&P grocery chain. Photographer unidentified.</p> <p>Topic: Wedding cakes Cake Cake decorating Baking</p> <p>Genre/Form: Photographs -- 1940-1950 -- Reproductions</p>
Box 1	Cherished Dream
Box 1	Moonbeam
Box 1	Glorious Future
Box 1	Golden Happiness
Box 1	Morning Star
Box 1	Radiance Cake
Box 1	Devotion
Box 1	Felicity
Box 1	Happiness
Box 1	Golden Glory
Box 1	Romance

Box 1 Party Cakes for Every Occasion, 1947

Box 1 Birds in Paradise

Box 1 Banquet

Box 1 Sheet Cake

Box 1 Sweet Heart

Box 1 Lily of the Valley

Box 1 Enchantment

Box 1 Harmony Cake

Box 1 Rose Spray Cake

Box 1 Rose Bouquet

Box 1 Love Birds

Box 1 Baby's Bootee Shower Cake (2 copies)

Box 1 Sweet Pea

Box 1 Basket of Roses

Box 1 Summer Reverie Cake

Box 1 Patrician

Box 1 Springtime

Box 1 Sunbeam Cake

Box 1 New Horizons Cake

Box 1 [My Favorite](#)

Box 1 Garden Posy Cake

Box 1 Fudge Favorite

Box 1 Talisman Rose Cake

Box 1, Folder 1

[Cake, decorated for a baby shower, available for order from Jane Parker, in-store brand name for A&P grocery chain : plastic laminated color lithograph], 1947

1 Item (Color lithograph on paper laminated with plastic; 10.75 x 14")

Image(s): [Angel's Express Shower Cake](#)

Image(s)

Publisher: A & P Stores

Notes: 02072002.tif (AC Scan)

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Photographer unidentified.

Topic: Baby showers
Showers (Parties)
Cake

Cake decorating

Genre/Form: Photographs -- 1940-1950 -- Black-and-white photoprints -- Silver gelatin

Box 1 Golden Dream Shower Cake

Box 1 Children's Carnival Cake

Box 1 Children's Wonderland Cake

Box 1 Flower Garden

Box 1 Graduation Cake