

Raymond Rubicam Papers

A Finding Aid to the Collection in the Library of Congress



**LIBRARY OF
CONGRESS**

**Manuscript Division, Library of Congress
Washington, D.C.**

2009

Revised 2010 April

Contact information:

<http://hdl.loc.gov/loc.mss/mss.contact>

Additional search options available at:

<http://hdl.loc.gov/loc.mss/eadmss.ms009217>

LC Online Catalog record:

<http://lcn.loc.gov/mm95080561>

Prepared by Laura J. Kells

Collection Summary

Title: Raymond Rubicam Papers

Span Dates: 1921-1988

Bulk Dates: (bulk 1921-1944)

ID No.: MSS80561

Creator: Rubicam, Raymond, 1892-1978

Extent: 150 items ; 1 container ; 0.4 linear feet

Language: Collection material in English

Location: Manuscript Division, Library of Congress, Washington, D.C.

Summary: Advertising executive. Correspondence, articles, speeches, biographical material, and printed matter documenting Rubicam's career as cofounder and later as chairman of the board of the Young & Rubicam advertising firm. Some material reflects his earlier work as writer for the advertising agency N. W. Ayer & Son.

Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

People

Rubicam, Raymond, 1892-1978.

Organizations

N.W. Ayer & Son.

Young & Rubicam.

Subjects

Advertising.

Occupations

Advertising executives.

Administrative Information

Provenance

The papers of Raymond Rubicam, advertising executive, were donated to the Library of Congress by his widow, Bettina Hall Rubicam, in 1990.

Processing History

The papers of Raymond Rubicam were arranged and described in 1995. The finding aid was revised in 2009.

Copyright Status

The status of copyright in the unpublished writings of Raymond Rubicam is governed by the Copyright Law of the United States (Title 17, U.S.C.).

Access and Restrictions

The papers of Raymond Rubicam are open to research. Researchers are advised to contact the Manuscript Reading Room prior to visiting. Many collections are stored off-site and advance notice is needed to retrieve these items for research use.

Preferred Citation

Researchers wishing to cite this collection should include the following information: Container number, Raymond Rubicam Papers, Manuscript Division, Library of Congress, Washington, D.C.

Scope and Content Note

The papers of Raymond Rubicam span the years 1921-1988 with the bulk of the material dating from 1921 to 1944. The collection relates to Rubicam's career in advertising and consists of correspondence, articles, speeches, biographical material, and printed matter. Raymond Rubicam was cofounder of the advertising agency Young & Rubicam in 1923 and retired as chairman of the board in 1944. Prior to forming Young & Rubicam, he was a writer at N. W. Ayer & Son. Letters commending Rubicam's house advertisements document his work for Ayer & Son. Later material reflects his role as a leader in the field of advertising.

Arrangement of the Papers

This collection is arranged alphabetically by type of material and therein chronologically.

Container List

<i>Container</i>	<i>Contents</i>
BOX 1	Advertising agencies
BOX 1	N. W. Ayer & Son, 1921-1923, undated
BOX 1	Young & Rubicam, 1923-1944, 1951-1952, 1971, 1988, undated (2 folders)
BOX 1	Miscellany, 1935-1948, 1960, undated (2 folders)
BOX 1	Speeches and writings
BOX 1	Articles, 1928-1930, 1944-1946
BOX 1	Speeches, 1930, 1936, 1943-1944 (3 folders)