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The status of copyright in the unpublished writings of Raymond Rubicam is governed by the Copyright Law of the United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

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