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## James Raker papers

Special Collections

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### **Descriptive Summary**

**Title:** James Raker papers

**Date (inclusive):** 1948-1980

**Date (bulk):** 1960s-1970s

**Collection number:** 418

**Creator:** Raker, James

**Extent:** 4.2 linear feet of papers.

**Repository:** Margaret Herrick Library. Academy of Motion Picture Arts and Sciences.

**Languages:** English

#### **Access**

Available by appointment only.

#### **Publication rights**

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#### **Preferred Citation**

James Raker papers, Margaret Herrick Library, Academy of Motion Picture Arts and Sciences.

#### **Biography**

James R. Raker was an advertising executive active in film from the 1950s through 1970s. Starting at Universal around 1945, he worked his way up to copy chief before being named head of the advertising department for Universal-International in 1955. In that capacity he oversaw the departmental operations of the creative advertising staff. Raker went on to serve as an advertising department manager for Walt Disney and, in the 1960s, for Charles Schlaifer and American International Pictures. He was a longtime member of the Publicists Guild of America.

#### **Collection Scope and Content Summary**

The James Raker papers span the years 1948-1980 (bulk 1960s-1970s) and encompass 4.2 linear feet. The collection contains advertising slogan ideas for publicity campaigns for 221 films released by American International Pictures (AIP) from 1961 to 1980, 27 films released by Buena Vista from 1958 to the 1970s, 90 films released by Metro-Goldwyn-Mayer from 1958 to 1968, 75 films released by Universal-International from 1948 to 1958, and some other releases for a total of more than 500 films. A typical folder in the production files contains several sheets of paper, each with typewritten or handwritten advertising copy in the form of slogans or taglines. The material is arranged alphabetically by film title. The television files include advertising slogans for three titles. The subject files include drafts of publicity for AIP, a few stories by Raker, suggested titles for films grouped by genre, and taglines for unidentified films.

#### **Arrangement**

Arranged in the following series: 1. Production files; 2. Television files; 3. Subject files.

#### **Indexing Terms**

Raker, James--Archives.

executives

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