

University of Miami Cuban Heritage Collection

Finding Aid - Ricardo Arregui Papers (CHC5330)

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Ricardo Arregui Papers

Table of contents

Summary information	3
Administrative history / Biographical sketch	3
Scope and content	3
Arrangement	4
Notes	4
Access points	4

Summary information

Repository:	University of Miami Cuban Heritage Collection
Title:	Ricardo Arregui Papers
ID:	CHC5330
Date:	1956-2013 (date of creation)
Physical description:	Boxes
Language:	English
Language:	Spanish
Dates of creation, revision and deletion:	
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Administrative history / Biographical sketch

Note

Ricardo Arregui is an adman and entrepreneur born in Havana, Cuba, in 1919. Arregui has been active in both Cuba and Miami's advertising scene since the 1950s and 1960s. Along with his brother Tirso and his friend Tony Fergo, he opened Arregui-Fergo Advertising in Cuba, which became one of the top five agencies in the country within ten years. When the Arregui brothers left Cuba in the early 1960s, they founded Arregui International Advertising, the first Hispanic advertising agency in South Florida. Their clientele has grown with the Hispanic community of South Florida. Arregui's most well-known campaigns have been spots for Café Pilon, Sedano's Supermarkets, and Navarro Discount Pharmacy.

Scope and content

The Ricardo Arregui Papers contain materials documenting the advertising career of Ricardo Arregui (b. 1919), including scrapbooks, photographs, clippings, advertisement flyers, brochures, coupons and signs,

as well as posters for Bacardí, Galletas Gilda, Ocean Bank, Iberia Air Lines, Ron Castillo, Polar and Recal Beer and many other products for which Arregui headed advertising campaigns with his ad agencies in Cuba and Miami, Florida. The collection also contains examples of audiovisual materials and LP jingles with recordings for Galletas Gilda, Líneas Aéreas Iberia, Cinturones Century, Ron Castillo, Desodorante Leo-Nor, Partagás, Vino Seco Edmundo, etc., and awards, diplomas and certificates that Arregui's agency won for their ad campaigns.

Notes

Title notes

Arrangement

Box 14 contains LP Jingles from 1950s.

Restrictions on access

This collection is in processing.

Conditions governing use

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Related material

CHC5212 Luis J. Botifoll Oral History Project interview with Ricardo Arregui.

Information about related materials is available at <http://merrick.library.miami.edu/cdm/ref/collection/chc5212/id/661>

Other notes

- **Publication status:** Published
 - **Description identifier:** ArchonInternalCollectionID:1381
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Access points

- Arregui, Ricardo (b. 1919) (subject)
- Advertising (subject)