

Finding Aid to the Bob Weisman Rubik's Cube Collection, 1908, 1980-1984

Summary Information

Title: Bob Weisman Rubik's Cube collection

Creator: Bob Weisman (primary)

ID: 116.5022

Date: 1908, 1980-1984 (inclusive); 1980-1981 (bulk)

Extent: 2.2 linear feet

Language: The materials in this collection are in English.

Abstract: This collection contains materials relating to Rubik's Cube from Bob Weisman, former Promotional Manager at Ideal Toy Corporation, during the height of the Rubik's Cube craze. The bulk of the materials in this collection are from 1980 and 1981.

Repository:

Brian Sutton-Smith Library and Archives of Play at The Strong

One Manhattan Square

Rochester, New York 14607

585.263.2700

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Administrative Information

Conditions Governing Use: This collection is open for research use by staff of The Strong and by users of its library and archives. Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, he has given permission for The Strong to make copies in all media for museum, educational, and research purposes.

Custodial History: The Bob Weisman Rubik's Cube collection was donated to The Strong in September 2016 as a gift of Robert and Marilyn Weisman. The papers were accessioned by The Strong under Object ID 116.5022. The papers were received from Bob Weisman in one box, along with puzzle cubes and other objects housed in the museum's collection.

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Controlled Access Terms

Personal Names

- Reagan, Ronald
- Rubik, Ernő
- Thai, Minh
- Weisman, Robert ("Bob")
- Williams, Robert (photographer)

Corporate Names

- Ideal Novelty Company
- Ideal Toy Corporation
- Six Flags Theme Park

Subjects

- Missing Link (puzzle)
- Promotional materials
- Puzzles
- Rubik's Cube
- Tournaments
- Toys--Marketing

Biographical Note

Bob Weisman worked at Ideal Toy Corporation as the Promotional Planning Manager during the height of the Rubik's Cube craze in the 1980s.

Weisman wrote and produced the first and second edition solutions for the Rubik's Cube, first invented in 1974 by Hungarian professor of architecture, Ernő Rubik. Weisman also wrote the first and only solution for the Missing Link puzzle (invented by Steven P. Hanson and Jeffrey D. Breslow in 1981), which found popularity in the years following the introduction of the Rubik's Cube.

Weisman coordinated promotional materials and events including Ideal Toy Corporation catalogs, fliers, posters, tournament planning, and promotional kits, all of which added to the hype of the Rubik's Cube, which still finds popularity well into the 21st century. (The Rubik's Cube was inducted into the National Toy Hall of Fame in 2016.)

Collection Scope and Content Note

The Bob Weisman Rubik's Cube collection contains materials relating to the Rubik's Cube. These include catalogs, print proofs of artwork, contest poster, membership kits, puzzle solutions, photographs, demo kit information, envelopes, stamps, business cards, correspondence, newspaper and magazine clippings, contest rules, ads, fliers, promotional materials.

The Bob Weisman Rubik's Cube collection has been arranged into four series. The collection is housed in two archival document boxes and one oversized folder.

Related Materials

Bob Weisman also donated to The Strong numerous Rubik's Cube puzzles, novelties, and prototypes.

System of Arrangement

- Series I: Promotional/marketing, 1908, 1980-1984
- Series II: Correspondence, 1981
- Series III: Product-related, 1980-1982
- Series IV: Personal, c. 1981

Contents List

Series I: Promotional/marketing, 1908, 1980-1984

Scope and Content Note: This series contains promotional material for the Rubik's Cube including fliers, advertisements, Ideal Toy Corporation catalogs, magazine and newspaper article clippings, correspondence, contest rules, membership kits, posters, pre-production art proofs, and photographs. (The 1908 Ideal Toys advertisement in Folder 1 is clipped from *Playthings* magazine.)

Box 1

- Folder 1 Ads/fliers, 1908, 1980
- Folder 2 Catalogs (1 of 2), 1980-1982
- Folder 3 Catalogs (2 of 2), 1984
- Folder 4 Clippings, 1981
- Folder 5 Contests, 1981-1982
- Folder 6 Kits, 1981-1984
- Folder 7 Promotional photographs, c. 1981

Box 2

- Folder 1 "Race to Conquer the Cube" article, 1981
- Folder 2 Ideal Toy Corp. pre-production art proof for catalog cover, c. 1981

Oversized

- Folder 1 Rubik's Cube-a-Thon Six Flags contest poster, c. 1981

Series II: Correspondence, 1981

Scope and Content Note: This series contains correspondence regarding the Rubik's Cube, to and from President Ronald Reagan.

Box 1

- Folder 8 Correspondence, 1981

Series III: Product-related, 1980-1982

Scope and Content Note: This series contains materials related to Ideal Toy Corporation products, Rubik's Cube and Missing Link puzzle, including Hungarian postage stamps, envelopes, and product solutions.

Box 1

- Folder 9 Rubik's Cube Hungarian postage stamps, 1982
- Folder 10 Missing Link solution, 1981
- Folder 11 Rubik's Cube solutions, 1980-1981

Box 2

- Folder 3 Envelopes/mailers, c. 1981
- Folder 4 Rubik's Cube solution book - draft manuscript, 1981

Series IV: Personal, c. 1981

Scope and Content Note: This series contains materials personal to Weisman, including business cards and a photograph of Weisman with the first Rubik's Cube National Champion, Minh Thai.

Box 1

- Folder 12 Bob Weisman personal materials, c. 1981