

PRELIMINARY INVENTORY
S0372 (SA1030, SA2010, SA2021, SA2536, SA2623)
ADVERTISING WOMEN OF ST. LOUIS RECORDS

This collection is available at The State Historical Society of Missouri Research Center- St. Louis. If you would like more information, please contact us at stlouis@shsmo.org.

Introduction

Approximately 11 cubic feet

The Advertising Women of St. Louis Records contains meeting minutes, correspondence, annual reports, flyers, photographs, and newspaper clippings, pertaining to the group's mission to support women advertising executives in the St. Louis area. Materials of interest include files on the group's Gridiron dinner and show, which the Advertising Women of St. Louis hosted to benefit St. Louis area charities, including the Barnard Free Skin and Cancer Hospital. The collection is divided into five series: General Files; Gridiron Dinner; Photographs; Oversize; and Scrapbooks and Newsletters. The materials in this collection date from 1916 to 1980.

Advertising Women of St. Louis was founded in 1916, as the Women's Advertising Club of St. Louis. The goals of the organization were to promote and encourage the work of women executives in advertising. Their social functions, dinners, and charity benefits raised money for a variety of civic causes, primarily the Barnard Free Skin and Cancer hospital in St. Louis. The group also sponsored lecture series, essay contests for high school students, war bond programs, and a television series on advertising for KETC, the public television station in St. Louis. The annual Gridiron dinner produced by the organization gained public attention for its satire of local and national personalities and events. AWSL also sponsored the Flair Awards, which recognized achievement by women in the field of advertising.

Donor Information

The records were donated to the University of Missouri by the Beatrice Adams on March 21, 1977 (Accession No. SA1030). An addition was made on March 16, 1978 by Irma Strzelec (Accession No. SA2010). An addition was made on April 1, 1978 by Elna Engelhardt (Accession No. SA2021). An addition was made on May 10, 1983 by Beverly Bishop (Accession No. SA2536). An addition was made on May 29, 1984 by Clarissa Lippert (Accession No. SA2623).

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Separated Material

The archivists have removed folder 233, which contains an oversize scrapbook, and have placed it in Oversize Tray 6. Folder 240, which consists of one phonographic record, has been placed in a record sleeve and placed in phonographic record box 1.

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Box List

	General Files
f. 1-129	
Box 1	f. 1-7 Activity books, 1940-1953
Box 2	f. 8-15 Activity books, 1953-1958
Box 3	f. 16-18 Activity books, 1957-1958
	f. 19 Constitution and bylaws, 1916-1956
	f. 20 Meeting minutes, 1955-1958
	f. 21 Publicity, 1954-1959
	f. 22 Advertising Women of the Year, 1958-1959
	f. 23 Annual Reports, 1958-1959
	f. 24 Advertising Federation of America, 1958-1959
	f. 25 Annual Meeting, June 2, 1959
	f. 26 Attendance, 1958-1959
	f. 27 Business and civic, 1958-1959
	f. 28 Club activities, 1958-1959
	f. 29 Education, 1958-1959
	f. 30 Education, Metroplex, 1958-1959
	f. 31 Entertainment, 1958-1959
	f. 32 Essay Contest, 1958-1959
	f. 33 Executive board meeting, 1958-1959
	f. 34 Nominating Committee, 1958-1959
	f. 35 Inner-related clubs, 1958-1959
	f. 36 Life membership, 1958-1959
	f. 37 Membership, 1958-1959
	f. 38 Personal relations, 1958-1959
	f. 39 President, 1958-1959
	f. 40 Program, 1958-1959
	f. 41 Projects, 1958-1959
	f. 42 Press, 1958-1959
	f. 43 Publications, 1958-1959
	f. 44 Salvation Army, 1958-1959
Box 4	f. 45 Secretary, 1958-1959
	f. 46 Press releases and clippings, 1959-1960
	f. 47 Minutes, 1959-1960
	f. 48 Ad Women of the Year, 1959
	f. 49 Annual Meeting, May 24, 1961
	f. 50 Marilyn Harris, 1960-1961
	f. 51 Minutes, 1960-1961
	f. 52 Minutes and reports, 1960-1961
	f. 53 National Advertising Week, 1961
	f. 54 Advertising Women of the Year, 1961-1962
	f. 55 Suggested budget, 1961-1962
	f. 56 Mary Keough, 1961-1962
	f. 57 Ad of the Year, 1962-1963
	f. 58 Budget, 1962-1963

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- Box 5
- f. 59 Harriet Baker, 1962-1963
 - f. 60-68 Meetings, March 1963-September 1963
 - f. 69 Press Chair, 1962-1963
 - f. 70 Program Chair, 1960-1963
 - f. 71 Board meetings, 1963-1964
 - f. 72 Club achievements, 1963-1964
 - f. 73 Correspondence, 1963-1964
 - f. 74 Advertising Federation of America, 1963-1964
 - f. 75 Press clippings, 1963-1964
 - f. 76 Talks, 1963-1964
 - f. 77 Correspondence, 1964-1965
 - f. 78 Entertainment, 1964-1965
 - f. 79 Treasurer's report, 1964-1965
 - f. 80 Entertainment Committee, 1966-1967
 - f. 81 Advertising Women of the Year, 1967-1968
 - f. 82 Advertising Women of the Year, 1967-1968
 - f. 83 Annual meeting, 1967-1978
 - f. 84 Entertainment Committee, 1967-1968
 - f. 85-86 Advertising Women of the Year, 1968-1969
 - f. 87 Annual meeting, 1969
 - f. 88 Education, 1968-1969
 - f. 89 Program, 1968-1969
 - f. 90 American Advertising Federation, 1969-1970
 - f. 91 Annual meeting, 1969-1970
 - f. 92 Challenge of the 70's, 1969
 - f. 93 Communications, 1969
 - f. 94 Correspondence, 1969-1970
 - f. 95 Legislative luncheon, 1969
 - f. 96 Membership, 1969-1970
 - f. 97 Ninth District, 1969-1970
 - f. 98 Men's Ad Club, 1969-1970
 - f. 99 Nominating Committee, 1969
 - f. 100 Policies and procedures, 1969
 - f. 101 Program, 1969-1970
 - f. 102 Advertising Woman of the Year, 1970-1971
 - f. 103 American Advertising Federation, Women's Council, 1971
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 - f. 105 Ninth District, 1969-1970
 - f. 106 Policies and procedures, 1970-1971
 - f. 107 Secretaries book, 1970-1971
 - f. 108 Nominating Committee and Annual meeting, 1972
 - f. 109 Advertising Woman of the Year, 1971-1972
 - f. 110 Communications/Publicity, 1971-1972
 - f. 111 Correspondence, 1971-1972
 - f. 112 Flair Awards, 1971-1972
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- f. 114 Legal, 1971-1972
- f. 115 Minutes, board meeting, 1971-1972
- f. 116 Meetings, 1971-1972
- f. 117 Ninth District Conference, 1971
- f. 118 Programs/Entertainment, 1971-1972
- f. 119 President's Books, Background Material, 1956-1964
- f. 120 President's Books, 1961-1963
- Box 6 f. 121-129 President's Books, 1961-1972
- f. 130-244 Gridiron Dinner
 - f. 130-132 Gridiron books, parts 1-3 1935-1951
 - f. 133-135 Gridiron books, parts 1-3, 1952
- Box 7
 - f. 136 Gridiron book, part 4, 1952
 - f. 137-139 Gridiron books, parts 1-3, 1953
 - f. 140-141 Gridiron books, parts 1-2, 1954
 - f. 142-143 Gridiron books, parts 1-2, 1955
 - f. 144 Gridiron book, 1956
 - f. 145 Gridiron book, part 1, 1957
- Box 8
 - f. 146-147 Gridiron book, parts 2-3, 1957
 - f. 148-149 Gridiron book, parts 1-2, 1958
 - f. 150-151 Gridiron book, parts 1-2, 1959
 - f. 152 Gridiron, newspaper clippings and finished work, 1959
 - f. 153-158 Gridiron, 1960-1965
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 - f. 159-162 Gridiron, 1966-1969
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 - f. 168 Committee meetings, 1971
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 - f. 174 Press coverage, 1972
 - f. 175 Meeting minutes, 1972
 - f. 176 Budget, 1972
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 - f. 179 Publicity, 1973
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 - f. 187-189 Gridiron, 1935-1937
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	f. 235-236	Scripts, 1950-1971
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Box 12	f. 241	Post Gridiron books, 1979-1980
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f. 233-240		Oversize
	f. 233	Gridiron scrapbook, 1935-1955
	f. 240	Gridiron phonograph record, 1956
V. 1-45		Scrapbooks and Newsletters
Microfilm cabinet 1	Volumes 1-11	Scrapbooks, 1916-1958
Roll 1	Volume 1	Scrapbook, 1916-1929
	Volume 2	Scrapbook, 1930-1931, 1939-1940
	Volume 3	Scrapbook, 1940-1941, 1941-1942
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Roll 2	Volume 6	Scrapbook, 1946-1947, 1947-1948
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	Volumes 12-22	Theme Scrapbooks, 1944-1958
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	Volume 13	Club achievements, 1946-1947, 1947-1948
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	Volume 16	Club achievements, 1951-1952
Roll 4	Volume 16.2	Club achievements, 1951-1952
	Volume 17	Club achievements, 1952-1953
	Volume 18	Club achievements, 1954-1955
	Volume 19	Club achievements, 1955-1956
	Volume 20	Club achievements, 1955-1956
	Volume 21	Club achievements, 1956 - February 12, 1957
Roll 5	Volume 21.2	Club achievements, 1957
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	Volume 23 Public Relations for Advertising, 1958
	Volume 24 Public Recognition for Advertising, 1959
	Volume 25 Public Recognition for Advertising, 1959
	Volume 26 Public Relations for Advertising, 1959
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	Volume 28 Public Service through Advertising, 1959
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	Volume 35 Public Recognition for Advertising, 1962
	Volume 36 Public Relations for Advertising, 1962-1963
	Volume 37 Education in Advertising, 1963
	Volume 38 Public Service through Advertising, 1963
	Volume 39 Classification II, Advertising Education, 1969-70
	Volume 40 Classification II, Membership, 1969-1970
	Volume 41 Classification II, Public Relations on Behalf of Advertising, 1969-1970
	Volume 42 Classification II, Programs, 1969-1970
	Volume 43 Classification II, Public Service through Advertising, 1969-1970
	Volume 44 Group 2, Education, Public Service, Public Relations, 1972
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V. 47-52	Newsletters
	Volume 47 <i>Ad-Mission</i> , March 17, 1925-October 10, 1949
Roll 8	Volume 48 <i>Ad-Mission</i> , November 7, 1949-August 15, 1959
Roll 9	Volume 49 <i>Ad-Mission</i> , September 1959-February 1972
	Volume 50 <i>Advertising Women Newsletter</i> , November 1973-June 1974
	Volume 51 <i>Ad-On</i> , July 1974-June 1976
	Volume 52 <i>Ad-Vance</i> , September 1976-December 1976