

**S0373 ADAMS, BEATRICE (1902-),
PAPERS, 1937-1975
6 FOLDERS, 1 SCRAPBOOK,
2 AUDIO TAPES**

This collection is available at The State Historical Society of Missouri. If you would like more information, please contact us at shsresearch@umsystem.edu.

Beatrice (Bea) Adams donated some of her papers as scrapbooks and scripts from the AWSL's annual Gridiron dinners to the Western Historical Manuscript Collection-UM-St. Louis in August 1977. The Gridiron Papers comprise a separate collection (S0374).

A related collection is the Advertising Women of St. Louis Papers, 1916-1976, (S0372). The Beatrice Adams papers contain correspondence, newsclippings, photographs, awards, examples of her writing, and biographical data.

Beatrice Adams was vice-president, member of the board of directors, creative director and the only woman member of the executive board of the Gardner Advertising Company. During her career, she received numerous awards for her advertising campaigns (Ry Crisp, Mayrose Meats, Pet Milk Co., Ralston Purina), including the Josephine Snapp award for best copy written by a woman in America (1941), the Advertising Federation of America's national Advertising Woman of the Year Award (1950).

In 1951, she was one of Life magazine's 27 Women of Achievement. Beatrice Adams was a pioneer in the use of sociological research in creative advertising. She was especially active in Advertising Women of St. Louis, a past president and the originator of the annual Gridiron Advertising Company to do free lance work. In 1972 she completed a history of the Gardner Company entitled Let's Not Mince Any Bones.

FOLDER LIST

1. Biographical Information and Correspondence, 1944-1971
2. "Advertising Women of St. Louis, 1941-1967," Silver Anniversary script and AWSL Tribute to Adams, 1967
3. Writing Examples: "What's Missing in TV Commercials?" Printer's Ink, nd; song, "Give Your Best To Community Chest," words by Bea Adams, 1950; song, "Light One Candle," 1965; Three reprints of speeches: "Light A Fire...," "The Big Promise...the Common Touch," and "The Magic Ingredient," 1961
4. Newspaper and Magazine Clippings, 1939-1974
5. Awards, Honors and Announcements, 1937-1967
6. Two Photographs: Globe-Democrat "Woman of Achievement," 1956 Argus "Good

Citizenship" Award, 1974

7. Let's Not Mince Any Bones by Beatrice Adams, 1972 (2 copies) Scrapbook presented to Beatrice Adams after Gridiron, 1974 T575 Oral History with Bea Adams and Anne R. Kenney, August 1977

AUDIZO TAPES

T575, two tapes, located in **S0825, Oral History Collection**