

**S0728 Advertising Directors (1953-2005),
Records, 1878-2002
169 Folders**

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

This collection is stored off site. Please allow 3-5 business days for retrieval.

Margery (Wind) Baerwald donated the records of Advertising Directors on March 15, 2006.

Samuel "Bud" Holtzman and his wife Lenore (nee Lenore Schwiezer) began Advertising Directors, an advertising agency, in 1953. Holtzman had worked previously with Gerome Advertising Advertising Directors' clients primarily included shoe manufacturers, for which the agency developed catalogs, newspaper ads and marketing strategies. Advertising Directors' clients in the shoe industry included Sofwear Shoes, Beacon Shoes, Prince Gardner, and Pacific Shoes. Other clients included Michelson Realty, Daystrom Furniture, Carlyle Dress. Jack Dubinsky and Sons, Gerber Plastics, Brown Shoe Company, International Shoe and many others.

The Holtzmans also wrote for radio and television. Much of this work included commercials for their advertising clients, but the pair also wrote scripts for *The Land We Live In*, a long running locally produced radio drama on KMOX. The June 19, 1946 edition of *Variety* described the program as capturing "in dramatic form the colorful figures, events and early day achievements which have marked the development of the city and the mid-Mississippi region surrounding it."

The Holtzmans were married on March 11, 1950. Sam Holtzman died on January 29, 2006. Lenore died on August 1, 2005.

Scope and Content

The collection documents the personal and professional lives of Sam and Lenore Holtzman. It contains birth, marriage and death certificates from their families, as well as high school diplomas, drivers' licenses and induction papers. It also includes two diaries they kept of their experiences with s'ances in the early 1940s (folders 24, 25); and a survey they conducted with famous writers on the topic of inspiration (f. 29). Respondent to that survey include Upton Sinclair, Betty Smith, H. L. Mencken, Ogden Nash , Dorothy Thompson and Irving Stone. The records also contain many of the radio and television commercials written by the Holtzmans, plus several of the scripts for the KMOX radio program *The Land We Live In* (**Series 2 - Radio and Television, 1943-1959, folders 26-45**).

The bulk of the collection, however, consists of client account files; photographs of various shoe styles; advertising copy, artwork and catalogs; and business ledgers and financial statements about the firm. It provides a glimpse at the inner workings of an advertising industry at the time as well as the then current fashions, in shoes, furniture and other commodities and services of the clients served by Advertising Directors.

The collection also includes photographs of the Holtzmans and family members, as well as some of the Advertising Directors clients.

Series Description

The collection is divided into four series, each arranged alphabetically:

Series 1 - Personal, 1878-1987, folders 1-25

The series contains documents belonging to the families of Sam Holtzman and Lenore Allen, including birth certificates, induction papers, marriage and death certificates of various Holtzman relatives.

Series 2 - Radio and Television, 1943-1959, folders 26-45

The series contains scripts for the radio show The Land We Live In.

Series 3 - Business File, 1963-1994, folders 46-168

This series contains the bulk of the collection,

Series 4 - Photographs, 728.1-728.123, undated, 1918-1964, folder 169

Photographs of Sam and Lenore Holtzman, family members and clients.

BOX 1 (056390)

Series 1 - Personal, 1878-1987

1. Birth Certificate of Francis Lenore Schweizer, 1916
2. Birth Certificate of Sam Holtzman, 1910
3. Bud Holtzman Apartment Lease, 1950
4. Correspondence, 1935-1960
5. Correspondence, 1951
6. Correspondence, 1955-1956
7. Correspondence, 1957-1982
8. Eugene Holtzman's High School Diploma (brother), 1940
9. Holtzman Family Tree; Ida Holzman Memorial
10. John "Joe" Joe Holtzman/Ida Sigel Marriage Certificate, 1904
11. John "Joe" Holtzman and Ida Sigel, Marriage License (copy)
12. John Holtzman Death Record, 1955
13. Leonard Matthews Estate, 1932
14. Marriage Certificate, Sam Holzman and Lenore Schweizer, 3/11/50
15. Naturalization Papers, Samuel Holtzman (grandfather), 1898
16. Newsclippings, 1949-1964, 1987
17. Notes, undated
18. Notes, undated
19. Notes, 1942

20. Office Lease, 1960
21. Schweizer, Fannie M. (mother of Lenore), 1960
22. Sam Holtzman's Driver's License, 1982-1984
23. Sam Holtzman's Induction Papers, 1942-43
24. S'ance Diary, 1941
25. S'ance Diary, 1942-1949

Series 2 - Radio and Television, 1943-1959

26. The Buster Brown Story
27. Daystrom Television Presentation, 1950
28. Grand Marquee, "Romance On 81st Street"
29. Inspiration Is A Gremlin, 1943
30. *Land That We Live In* Radio Scripts, 1945-1946
31. "Make Mine - A Wish!" by Sam Holtzman; "Mr. Peanut Wizard"
32. Poll Parrot TV Spot
33. Policewoman, The Case of A Marijuana Cleanup
34. Radio Commercials, 7/25/59
35. Radio Scripts
36. "Rag Man" by Samuel Holtzman
37. St. Louis Woman Radio Show
38. Tactical Air Power
39. Tactical Air Power, Giant Partner
40. "This Day Is Mine"
41. This Is Your Show
42. "The Wizard of Diamond Grove"
43. Woman Immortal
44. Woman Immortal
45. Wonder Maid

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Series 3 - Business File, 1963-1994

46. Advertising Copy, 1963-1973
47. Artwork
48. Beacon Catalog
49. Carlyle Dress Corporation, 1967
50. Client Accounts, 1965-1966
51. Client Accounts, 1972-1973
52. Client Accounts, 1973
53. Client Accounts, 1974
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- 73. Client Accounts, 1989
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- 75. Client Accounts, 1991
- 76. Client Accounts, 1992
- 77. Client Accounts, 1993
- 78. Client Accounts, 1994
- 79. Collection Bureau
- 80. Daystrom Publicity
- 81. Fashion Art
- 82. Financial Statements, 1974
- 83. Financial Statements, 1975
- 84. Financial Statements, 1977
- 85. Financial Statements, 1978
- 86. Financial Statements, 1979
- 87. Financial Statements, 1980
- 88. Financial Statements, 1981
- 89. Financial Statements, 1982
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- 98. Financial Statements, 1996
- 99. Financial Statements, 1998
- 100. Financial Statements, 1999

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101. Gerber Dealer Brochure
102. Gerome Advertising
103. A Highly Effective Automated Collection System
104. Home Builders Association
105. Home Builders Association
106. Johnson, Stephens and Shinkle Shoe Company, 1967-1968
107. KABO, Inc.
108. KABO, Inc.
109. Ledger, 1953-1962
110. Ledger, 1953-2002

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111. Ledger, 1963-1973
112. Ledger, 1965-2006
113. Ledger, 1988
114. Ledger, 1990-2002

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115. Leslie, Paul (brother of Sam)
116. Leslie, Paul, 1985
117. Michelson Realty Company
118. Necktie Workers, 1955-1958
119. New Commandment
120. Newspaper Ads
121. Notes and Follow Ups, 1980
122. Other Clients
123. Pacific Shoe Company
124. Paddock Hills, 1959
125. Passionist
126. Pocket Pistol Handbook, 1989
127. Prince Gardner Retail Advertising Book, 1976
128. Prince Gardner, Spring 1974
129. Promotion Catalog, 1984

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130. Shoe Drawings
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- 159. Sofwear Shoes
- 160. Sofwear Shoes
- 161. Sofwear Shoes Legal Department
- 162. St. Louis Post-Dispatch Retail Advertising Rates, 1984
- 163. Trial Balances, 1994-1995
- 164. Wellington House Catalogs
- 165. What Has Research To Do With Advertising?
- 166. Women's Advertising Club
- 167. Work Log, 1955-1991
- 168. 121 Building

Series 4, Photographs

OVERSIZE BOX 1:

Paste-up pages for shoe catalogs

Records:

Daystrom Corporation, Produced by Gerome Inc.

Leprecon Commercial, Two Identical Takes, 1 minute, 18 seconds ea., with 20sec. pause between; Property of Omega & Pacific Shoe Company

The New Commandment (Social Welfare), Concordia Sound Slide Film

More Hands for Christ, Concordia Sound Slide Film
KCFM Presents As It Should Be

Monsanto Magazine, March 1952

Promotional materials:

Beacon "Signals" posters

The Daystrom Sales Planner

How To Promote and Profit with the Roadside

Red Goose Shoes Spring Summer Advertising Promotion Book, 1965

This Is Your Life, Sam Holtzman

Tober-Saifer Advertising Aids, Fall-Winter, 1965-66

The Total Leather Story by Johnson, Stephens & Shinkle for Rhythm Step and Peacock

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Advertising

Holtzman, Samuel "Bud"

Holtzman, Leonore

KMOX Radio

The Land That We Live In

Radio and Television

Seance

Shoe Manufacturing