

**S0372 ADVERTISING WOMEN OF ST.
LOUIS (1916-) RECORDS, 1916-1980
249 FOLDERS, 497 PHOTOGRAPHS**

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

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The material in this collection was donated by Irma Strzelec in March, 1978. Additional material was donated by Clarissa Start Davidson.

Organized with 13 original members as the Women's Advertising Club of St. Louis in 1916, the name was changed to Advertising Women of St. Louis in 1972. In the early years of the organization they introduced advertising into the curriculum of Soldan High School, sold war bonds and campaigned for "truth in advertising." The club also provided scholarships in advertising to college students.

In 1935 the organization started their Gridiron Dinner. In the beginning the dinner was just a gathering of women. By 1951 attendance was up to 700 and the proceeds bought 350 blankets for women and children in England and the following year they purchased two ambulances. The attendance at the dinners continued to grow and it was decided to donate the proceeds to cancer research.

Collection S0374 has been combined with this collection.

SERIES DESCRIPTION

SERIES 1: General Files, folders 1-129

This series contains activity books, minutes, annual reports, membership information, reports, presidents books and other material relating to the activity of the club. Activity books contain correspondence, reports, rosters, flyers and newsclippings.

SERIES 2: Gridiron Files, folders 130-244

The Gridiron series contains information on the planning, financing and performance of the annual Gridiron Dinner. Includes scripts, programs, correspondence, newsclippings, minutes and reports.

SERIES 3: Photographs, folders 245-249

Photographs are predominately of the Gridiron Dinner.

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