

**S0425 Advertising Women Of St. Louis, Missouri (1916- )  
Scrapbooks And Newsletters, 1916-1976  
9 Microfilm Rolls**

**MICROFILM**

This collection is available at [The State Historical Society of Missouri](http://The State Historical Society of Missouri). If you would like more information, please contact us at [shsresearch@umsystem.edu](mailto:shsresearch@umsystem.edu).

Irma Strzelec, past president of the Advertising Women of St. Louis, Missouri, donated scrapbooks and newsletters to the Western Historical Manuscript Collection-St. Louis in March 1978.

Advertising Women of St. Louis began in 1916 as the Women's Advertising Club of St. Louis. The organization promotes and encourages the work of women executives in advertising. Its social functions, dinners and charity benefits raise money for a variety of civic causes, primarily the Barnard Free Skin and Cancer Hospital in St. Louis.

The group also has 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. The AWSL-sponsored Flair Awards recognize achievement by women in the field of advertising.

**SCOPE AND CONTENT**

Scrapbooks contain press clippings, leaflets, flyers, programs and photographs. Includes copies of the organization's newsletters, 1925-1967.

**SERIES DESCRIPTION**

The collection is divided into four series: the first three series contain scrapbooks categorized by type, and newsletters make up the final series. Scrapbooks are arranged chronologically within each series.

**SERIES 1 - Scrapbooks, 1916-1958 - Volumes 1-11 (Rolls 1-3)**

Unbound scrapbooks containing press clippings, leaflets, flyers, photographs, and programs on the history of AWSL.

**SERIES 2 - Theme Scrapbooks, 1944-1958 - Volumes 12-22 (Rolls 3-5)**

Bound scrapbooks containing press clippings, leaflets, flyers, photographs, and programs on activities of AWSL.

**SERIES 3 - Theme Scrapbooks, 1958-1975 - Volumes 23-45 (Rolls 5-7)**

Unbound scrapbooks containing press clippings, leaflets, flyers, photographs, and programs

on public service and educational activities of AWSL.

**SERIES 4 - Newsletters, 1925-1976 - 497 Issues (Rolls 7-9)**

Incomplete run of AWSL newsletter, title varies. *Ad-Mission*, March 17, 1925 to February 1972 (474 issues). *Advertising Women Newsletter*, November 1973, to June 1974 (5 issues). *Ad-On*, July 1974 to May-June 1976. *Ad-Vance*, September 1976 to December 1976 (2 issues).

**ROLL LISTING**

**ROLL 1 - Volumes 1-5 - Series 1 - Scrapbooks, 1916-1958**

Volume 1 - Scrapbook, 1916-1929  
2 - Scrapbook, 1930-1931 & 1939-1940  
3 - Scrapbook, 1940-1941 & 1941-1942  
4 - Scrapbook, 1942-1943 & 1943-1944  
5 - Scrapbook, 1944-1945 & 1945-1946

**ROLL 2 - Volumes 6-10**

Volume 6 - Scrapbook, 1946-1947 & 1947-1948  
7 - Scrapbook, 1948-1950  
8 - Scrapbook, 1950-1951 & 1951-1952  
9 - Scrapbook, 1952-1954  
10 - Scrapbook, 1954-1956 & 1955-1956

**ROLL 3 - Volumes 11-16**

11 - Scrapbook, 1956-1957 & 1957-1958

**Series 2 - Theme Scrapbooks, 1944-1958**

12 - War Activities, 1944-1945  
13 - Club Achievements, 1946-1947, 1947-1948  
14 - Club Achievements, 1948-1949  
15 - Club Achievements, 1950-1951  
16 - Club Achievements, 1951 - April 3, 1952

**ROLL 4 - Volumes 16-21**

16 - Club Achievements, April 4, 1952 - December 1952  
17 - Club Achievements, 1952-1953  
18 - Club Achievements, 1954-1955  
19 - Club Achievements, 1955-1956  
20 - Club Achievements, 1955-1956  
21 - Club Achievements, 1956 - February 12, 1957

**ROLL 5 - Volumes 21-33**

21 - Club Achievements, February 13, 1957 - December, 1957

22 - Club Achievements, 1957-1958

### **Series 3 - Theme Scrapbooks, 1958-1975**

23 - Public Relations for Advertising, 1958

24 - Public Recognition for Advertising, 1959

25 - Public Recognition for Advertising, 1959

26 - Public Relations for Advertising, 1959

27 - Public Service through Advertising, 1959

28 - Public Service through Advertising, 1959

29 - Public Recognition for Advertising, 1960

30 - Education in Advertising, 1961

31 - Public Relations for Advertising, 1961

32 - Public Relations for Advertising, 1961

33 - Public Service through Advertising, 1961-1962

### **ROLL 6 - Volumes 34-44**

34 - Education in Advertising, 1962

35 - Public Recognition for Advertising, 1962

36 - Public Relations for Advertising, 1962-1963

37 - Education in Advertising, 1963

38 - Public Service through Advertising, 1963

39 - Classification II, Advertising Education, 1969-70

40 - Classification II, Membership, 1969-1970

41 - Classification II, Public Relations on Behalf of Advertising, 1969-1970

42 - Classification II, Programs, 1969-1970

43 - Classification II, Public Service through Advertising, 1969-1970

44 - Group 2, Education, Public Service, Public Relations, 1972

### **ROLL 7 - Volume 45 & Newsletters, 3/17/25 - 10/10/49**

45 - Group 2, Public Service, 1975

### **Series 4 - Newsletters, 1925-1976**

Newsletters - *Ad-Mission*, 3-17-25 to 10/10/49 (incomplete)

### **ROLL 8 - Newsletters, 1916-1978**

Newsletters - *Ad-Mission*, 11/7/49 - 8/15/59 (incomplete)

### **ROLL 9 - Newsletters, 9/3/59 - 12/76**

*Ad-Mission*, 9/3/59 - 2/72

*Advertising Women Newsletter*, 11/73-6/74

*Ad-On*, 7/74-6/76

*Ad-Vance*, 9/76 - 12/76

