

**S0716 Kranzberg, Paul, (1900-)
Papers, 1907-1994
65 Folders**

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

Paul Kranzberg's daughter, Kay Drey, donated his papers to the Western Historical Manuscript Collection on January 25, 1995.

Paul Kranzberg was an advertising executive in St. Louis who founded the Affiliated Advertising Agencies International, a networking association for the profession, in 1938. Throughout the 1930s and 40s Kranzberg worked variously in management positions, at a men's clothing store called Wolff's and for a national retail chain.

A down-turn in the retail industry during the Depression led him to work in the Food Advertising Department of the St. Louis Post-Dispatch, where he contributed to the visibility and expansion of such businesses such as Tom Boy Stores, AG Stores, Clover Farm and Nation-Wide Stores. With that experience, he started his own advertising agency in 1936, Affiliated Advertising Agencies International. AAI grew to an international membership with over sixty affiliate cities. Kranzberg's advertising agency continued until 1962, when he became the director and administrative principal of Padco, with offices in St. Louis and Rochester, New York.

Kranzberg remained with Padco until 1968 when he became a marketing consultant to Unimark International.

The collection includes newsletters and publications of Padco and the AAI, plus personal correspondence, family papers and photographs.

FOLDER LIST

BOX 1 (057819)

1. Achievements Notebook, 1939-1956
2. Advertising Correspondence, 1938-1944
3. Affiliated Advertising Agencies International Connections, 1987-1989
4. Affiliated Advertising Agencies International Connections, 1989-1991
5. Affiliated Advertising Agencies International, The Networker, 3/54
6. Affiliated Advertising Agencies International, 1991
7. Affiliated Advertising Agencies International, 1992
8. Anniversary, 1988
9. Autobiography, 1900-1940s, 1977
10. Biographical, 1964-1977
11. Bruckstein Mortgage Certificate, 1904
12. Bruckstein, 1907-1923
13. Bruckstein Passport, 1923

14. Calendar Pages, 1944
15. Correspondence, undated
16. Correspondence, 1924-1946
17. Correspondence, Effingham, IL, 1929-1930
18. Correspondence, 1953-1968
19. Correspondence, 1968-1991
20. Cousins Club Picnic, 1912-1993

BOX 2 (057820)

21. Date Book, 1947
22. Drey, Leo
23. Financial Papers, 1920-1961
24. Graduating Class Girls, 1/22
25. Guggenheim, Charles, Correspondence and Newsclippings, 1957-1964
26. The Hamlet, Washington University Notebook, 1920
27. Hempstead School Graduation, 1914
28. Iota Pi Sigma, Meeting Notes, 1922-1924
29. Kenter, Stuart, "Children of the Male Womb"
30. Kransberg/Krupnick Partnership Termination, 1944
31. Last Will of Max Bruckstein (father-in-law), 1944
32. Marriage Application, Ben Krantzberg, 1899
33. Medical Diaries, 1993-1994
34. Medical Diaries, 1994
35. Newsclippings, 1951-1971
36. Newsclippings, 1960-1966
37. PADCO, 1936-1941
38. PADCO, 1941
39. PADCO, 1941
40. PADCO, 1956-1961
41. Partnership Agreement with Samuel Krupnick, 1940
42. Patents, 1919-1988
43. Prior Learning Outcome Evaluation, 1978-1980
44. Rolled Collage, nd

BOX 3 (057821)

45. *St. Louis Argus*, Distinguished Public Service Award, 1976
46. Sales Betterment Plan, nd
47. Sales-Building Bulletin, 1920-1921
48. Schweig, Morris, Biography, 1927
49. The Scrip, Volume 32, Number 1, 6/29
50. Situation Survey, nd
51. Soldan 1918 Anniversary, 1938
52. Soldan Graduating Class, 1918
53. Soldan High School Grades, 1914-1918
54. Sonnenfeld's Sunny Sayings, 1927-1928
55. St. Louis Guide Books, 1925, 1929

56. The Story of the 16th Infantry in France, 1st Division by the Regimental Chaplain, 1919
57. Synanon, 1974
58. Teitelman, Beta Kranzberg, Eulogy, 1991
59. Transit News, 1930-1931
60. Recordings, nd, 1976

Photographs (see photo database)

61. 716.1-716.9 Portraits
62. 716.10-716.30 PADCO
63. 716.31-716.95
64. 716.96-716.235
65. 716.236-716.241 (Scrapbook)

BOX 4 (057822)

The Clamo (Clayton High School Yearbook), 1945-1951
The Scrip (Soldan High School Yearbook), 1913-1921

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