

WOMEN'S ADVERTISING CLUB OF CHICAGO

In November of 1917, a group of women in advertising, including Olivia Barton Strohm, Claire Samels, Helen Carter, Ruth Proctor, Josephine Snapp, and Irene Sims, met to discuss the role women should play in the development of the advertising profession. The result of this meeting was the founding that year of the Women's Advertising Club of Chicago (WAC). The organization was incorporated in 1918 in the state of Illinois. WAC's objective is "to discuss and study advertising in all its phases; to encourage and promote the work of women in advertising and allied fields, to further education in, and understanding of advertising; and to act in an advisory capacity to aid the work of civic and business organizations whenever advertising skills are needed."

The Women's Advertising Club of Chicago is governed by a Board of Directors composed of the officers and the chairwomen of the following standing committees: Membership, Program, Public Relations, Vocational, Arrangements, Ad-Chat, Educational Planning, Finance, and others that may be necessary to its operation. The officers are elected at the annual and regular meeting of the Club in April of each year and installed during the June regular meeting, with their one year term beginning July 1. The Club holds its regular dinner meetings on the third Tuesday of each month from September to June and the officers transact business at the September, January or February, and April meetings.

Active or non-resident membership in WAC is opened to "any woman actively and primarily engaged in buying, selling or producing advertising, publicity, or public relations, in an executive, creative or professional capacity and who can provide through presentation sufficient proof of her ability." Other membership categories are alumnae, life, and honorary.

From its inception WAC has been involved in numerous activities with primary emphasis on education, community service, fund raising, and recognition of women's achievements in advertising and other fields. Examples of the way in which the Club carries out its stated objective are as follows. The education program includes 1) advertising courses for women conducted by WAC at the Chicago YMCA, 1923-1924, where for the first time, women were permitted to attend classes at the YMCA; 2) arranging displays and demonstrations of advertised products for the public with revenue from this activity being used to set up the first scholarship program in 1921 at Northwestern

University Evening School of Commerce for 12 women; and 3) a speaker's bureau formed in 1926 whereby members speak to women's clubs, high school vocational counselors, and others on subjects relating to advertising and consumer education. Other such activities carried on were an advertising internship program for women at Northwestern University during the late 1930s and early 1940s and a slide film entitled "Do You Belong in Advertising?" made in 1950-1951. The latter became a vocational guidance tool that won WAC the Advertising Federation of America's first place award for Achievement in Advertising Education.

WAC established in 1952-1953 two (increased to three in 1954-1955) advertising scholarships for women at Northwestern University. The Club donated books - "Libraries of Advertising" - to 22 associated colleges in Illinois and they co-sponsored with the Chicago Federated Advertising Club a series of advertising clinics and High School Essay Contests. A Foreign Fellowship Program for a Young women was set up in 1955-1956 to provide a grant for one year of graduate study in the United States at a Chicago area university. WAC contributes annually, since 1965, to the James Webb Young Fund at the University of Illinois Urbana-Champaign for a graduate scholarship for women in advertising. From 1961 to 1965 the Club cooperated with other professional groups in presenting the first Chicago Careers Conference for high school vocational counselors. The first of the WAC seminars "Opportunity for Women in Advertising" was held annually from 1963 to 1966. The Club also produced educational TV shows and wrote educational publications.

Community service activities are a priority for this organization. As early as 1920 WAC gave financial support to the Off-the-Street Club, and organization that serves underprivileged children. In 1933, the Club and other advertising groups participated in A Century of Progress International Exposition held in Chicago. During World War II, WAC supported the war effort by selling stamps and bonds, contributed money to the Chicago Chapter of the American Red Cross and Vaughn Hospital Rehabilitation Center, and donated gifts and time to the United Service Organization (USO).

At the Chicago Railroad Fair, 1948-1949, WAC cooperated with other business and professional women in presenting a pageant highlighting "Professional Women's Day". In 1952-1953 and again in 1956-1957, "Getting Out the Vote" campaign was promoted by WAC members. They distributed

literature to clubs and organizations, organized luncheons, and participated in many other activities that urged U.S. citizens to vote in the national elections.

In the 1950s and 1960s WAC helped numerous organizations publicize their programs and activities through booklets, leaflets, and other promotional material. The Mayor's Commission on Human Relations and the Citizenship Council of Metropolitan Chicago were two recipients of this assistance. WAC also became a member of the Better Business Bureau in 1966 to assist them in regulating advertising. Additional community service activities of WAC are documented by their records as well as other manuscript collections. Individuals should consult the guides to the records of A Century of Progress International Exposition, the Off-the Street Club, and the Chicago Railroad Fair.

Financial support for the Club's program is realized from such fund raising activities as advertising displays, 1920-1921; theater production "Ad Follies", 1929-1930; and annual card parties held during the 1930s and 1940s. Others include "Victory Parties", advertising courses, and "Women of Distinction Series", 1950-1957, as well as luncheons, dinners, raffles, and theater parties. Membership dues are now coupled with an assessment system.

Recognizing the achievements of women in advertising and other fields began in 1923-1924 when WAC participated in the Women's World's Fair held at the Furniture Mart in Chicago. The WAC exhibit traced the history of women in advertising. In 1936-1937, the first formal award program was established in memory of Josephine Snapp. For the next ten years, a silver trophy was given to the woman judged "to have made the greatest contribution to advertising during the previous year". Since the Josephine Snapp Award was originally set up to honor women from the Advertising Federation of America clubs, WAC transferred the handling of it to the Advertising Federation of America in 1948. The Josephine Snapp Award then became the National Advertising Woman of the Year Award. Although WAC nominated women for this national award, it did not seek to name a local "Ad Woman" until 1958. From 1951 to 1962 the Club presented the "Chicago's Woman of Distinction" award to women in business and professional clubs and organizations. A group of men judges selected the woman who "...has achieved a high place in her profession, has contributed much to its improvement, is self-assured,

gracious and modest, she gives of herself to her church and her community, is actively interested in national and international affairs, and is an inspiration to her family and fellow workers".

Another way of recognizing women in advertising was the formation in 1948-1949 of the junior Women's Advertising Club. Its purpose was to encourage young girls in advertising not yet at the executive level and those not yet employed to attend evening school and plan a career in advertising. In 1953-1954, the Club's monthly meetings featured women speakers who demonstrated outstanding abilities in advertising. When WAC celebrated its 50th Anniversary, a number of women received the Tower Award for "towering achievement and accomplishment in the community". Among them were Gwendolyn Brooks, Myrtle H. Walgreen, Mrs. Walter Peepcke, and Mrs. John V. Spachner.

One of the major events in the history of the Women's Advertising Club of Chicago was the celebration of their 50th Anniversary, 1967-1968. Throughout that year special events took place, starting with Mayor Richard J. Daley's official proclamation: "Women's Advertising Club Year in Chicago" and culminating with the Golden Anniversary Dinner at which Mrs. Katherine Graham, president of the Washington Post Company, was the guest speaker. The final Tower Awards were presented to Mies van der Rohe and Mayor Richard J. Daley.

The first WAC publication appearing in 1919 was The Advertising News Letter. This occasional publication highlighting women's activities was succeeded by a regular publication known as the Ad Chat. From 1928 to 1968, the Ad Chat was published and it continues today under the title Chicago's Advertising Woman.

The Woman's Advertising Club of Chicago is an affiliate of the Chicago Federated Advertising Club and the American Advertising Federation. There is material in the collection relating to these organizations, but filed under the title of Advertising Federation of America as the two groups merged in 1967.

The records of the Women's Advertising Club of Chicago were given by the Club to the University Library at the University of Illinois at Chicago in May (Accession No. 73-13) and November (Accession No. 73-57) of 1973 with no known restrictions. The subject file of these two accessions are arranged

alphabetically and chronologically thereunder, with material relating to major categories being grouped together under the following headings: Advertising Federation of America, Minutes of Meetings, President's Books, Treasurer's Records, and 50th Year. The grouping of material by headings was done by the Archivist.

Researchers are advised to look at 1) the President's Books for Ad Chats, committee reports, correspondence, brochures, and minutes of meetings; 2) Minute books for treasurer, committee and auditor's reports; 3) the General File for miscellaneous material gathered together by the Club relating to their activities; and 4) Treasurer's Reports - Bills Paid for correspondence and invitations interfiled with bills and cancelled checks. The latter ^{books} were not retained as information about the payment of bills was condensed into reports by the various treasurers. WAC initially put into scrapbooks the minutes of the Board of Trustees, regular, and annual meetings, but later separated the Board minutes of meetings. Also, an incomplete set of minutes of meetings for certain years is in folders following the originals. Folders marked with an asterisk were created by the Archivist.

The records of WAC consist of correspondence, reports, minutes of meetings, newsletters, telegrams, photographs, financial records, bylaws, newspaper clippings, pamphlets, annual reports, and yearbooks pertaining to the Club's programs and activities. The collection comprises 10.0 linear feet plus oversize material.

Included in the records is material relating to the Chicago Federated Advertising Club, the Advertising Federation of America, scholarships, the Direct Mail Advertising Association, Inc., vocational education, and the Women's Advertising Clubs of the Middlewest. Correspondence of U.S. Senators Everett McKinley Dirksen and Paul H. Douglas and that of Ruth Ellen Church, Food Editor of the Chicago Tribune is in President's Book II, 1959-1960.

The Women's Advertising Club of Chicago Records are filed under the following titles:

1. Ad-Chat 1924 - June, 1927
2. Ad-Chat September, 1931 - May, 1934
3. Ad-Chat September, 1934 - April, 1937
4. Ad-Chat September, 1937 - May, 1941
5. Ad-Chat September, 1941 - May, 1944
6. Ad-Chat September, 1944 - May, 1945
7. Ad-Chat September, 1949 - June, 1952
8. Ad-Chat September, 1952 - May, 1956
9. Ad-Chat September, 1956 - June, 1959
10. Ad-Chat September, 1959 - June, 1963
11. Ad-Chat February, 1964 - June, 1968
12. Ad-Chat February, 1970 - June, 1972
13. Ad Club Members' Activities
1917 - 1967
14. Advertising Federation of America - bulletins and pamphlets
April, 1935 - 1958
15. Advertising Federation of America Convention - memoranda
June, 1953 - April, 1955
16. Advertising Federation of America Convention - memoranda
May, 1955
17. Advertising Federation of America Convention - memoranda
June - August, 1955
18. Advertising Federation of America - 1953 Inter-City Conference -
memoranda
October, 1950 - July, 1953
19. Advertising Federation of America - 1953 Inter-City Conference -
memoranda
August, 1953 - January, 1954
20. Advertising Woman of the Year Committee - correspondence
May, 1958 - April, 1963
21. Advertising Woman of the Year Committee - correspondence
April, 1965 - November, 1971
22. American Advertising Federation - Sixth District Conference -
announcement and program
September, 1966 - November, 1967
23. By-laws Committee
March, 1958 - May, 1967

24. Chicago Federated Advertising Club - CFAC News
April, 1965 - December, 1966
25. Chicago Federated Advertising Club - CFAC News
January, 1967 - June, 1969
26. Club Achievements Committee - correspondence
December, 1952 - May, 1954
27. Committee on Crusade For Truth and Integrity in Advertising -
Correspondence
1952 - March, 1954
28. Community Service Committee - reports
August, 1961 - May, 1968
29. Ethics and Legislative Committee - reports
August, 1960 - December, 1967
30. 50th Year - Ad Chats
September, 1967 - June, 1968
31. 50th Year - "A Half Century of Service to Advertising and the
Community"
1917-18 - 1967-68
32. 50th Year - Anniversary Year Committee - reports
August, 1966 - August, 1968
33. 50th Year - Birthday Party - correspondence and photographs
October - December, 1967
34. 50th Year - Fiftieth Year Fund - correspondence
June, 1967 - April, 1968
35. 50th Year - History of WAC
January, 1962 - March, 1968
36. 50th Year - May Meeting - Arrangements - correspondence
February - June, 1968
37. 50th Year - May Meeting - correspondence
April - May, 1968
38. 50th Year - May Meeting - Graham Speech
May, 1968
39. 50th Year - May Meeting - Invitations
May, 1968
40. 50th Year - May Meeting - Program
May, 1968
41. 50th Year - May Meeting - Promotion - correspondence
November, 1967 - May, 1968
42. 50th Year - May Meeting - Publicity - clippings
October, 1967 - May, 1968
43. 50th Year - May Meeting - Publicity - press releases
November, 1967 - July, 1967
44. 50th Year - Samples of stationary, invitations, etc.
September, 1967 - May, 1968

45. 50th Year - Tower Awards - photographs
September, 1967 - April, 1968
46. 50th Year - Tower Awards - plaque
1968
47. Film Project Committee - memoranda and reports
May, 1950 - April, 1951
48. Film Project Committee - memoranda and reports
May - October, 1951
49. Film Project Committee - memoranda and reports
November, 1951 - February, 1952
50. Film Project Promotion Committee - memoranda
November, 1950 - October, 1957
51. Finance Committee - reports
1936 - 1937
52. General File - correspondence and reports
1924 - October, 1960
53. General File - correspondence and reports
January, 1962 - December, 1969
54. General File - guidebook and pamphlets
1970 - May, 1971
55. Get-Out-the-Vote Campaign - correspondence
April - September, 1952
56. Get-Out-the-Vote Campaign - correspondence
October, 1952 - October, 1956
57. Get-Out-the-Vote Campaign - exhibit
September - November, 1952
58. History of WAC - reports
1948 - February, 1972
59. History of WAC - scrapbook
July, 1920 - 1935
60. International Advertising Association - Chicago Convention -
Correspondence and program
March - June, 1929
61. Junior Women's Advertising Club of Chicago - by laws and memoranda
December, 1948 - April, 1968
62. Minutes - Board of Directors and Regular Meetings
March, 1918 - May, 1920
63. Minutes - Board of Directors and Regular Meetings
May, 1920 - May, 1921
64. Minutes - Board of Directors and Regular Meetings
June, 1921 - June, 1922
65. Minutes - Board of Directors Meetings
July, 1922 - May, 1925
66. Minutes - Board of Directors Meetings
July, 1925 - April, 1928

67. Minutes - Board of Directors Meetings
May, 1928 - September, 1930
68. Minutes - Board of Directors Meetings
September, 1930 - November, 1934
69. Minutes - Board of Directors Meetings (carbons incomplete)
September, 1933 - October, 1934
70. Minutes - Board of Directors
December, 1934 - December, 1938
71. Minutes - Board of Directors Meetings (carbons incomplete)
December, 1934 - December, 1936
72. Minutes - Board of Directors Meetings (carbons incomplete)
January, 1937 - May, 1938
73. Minutes - Board of Directors Meetings
June, 1939 - May, 1940
74. Minutes - Board of Directors Meetings
June, 1942 - May, 1943
75. Minutes - Board of Directors Meetings
June, 1957 - June, 1958
76. Minutes - Board of Directors Meetings
May, 1966 - June, 1967
77. Minutes - Board of Directors Meetings
May, 1967 - May, 1969
78. Minutes - Regular and Annual Meetings
September, 1922 - May, 1924
79. Minutes - Regular and Annual Meetings
June, 1925 - June, 1927
80. Minutes - Regular and Annual Meetings
September, 1927 - June, 1929
81. Minutes - Regular and Annual Meetings
September, 1929 - May, 1933
82. Minutes - Regular and Annual Meetings
September, 1933 - May, 1937
83. Minutes - Regular Meetings (carbons incomplete)
September, 1933 - May, 1937
84. Minutes - Regular Meetings
September, 1937 - May, 1938
85. Minutes - Regular Meetings
September, 1938 - May, 1939
86. Minutes - Regular Meetings
September, 1939 - May, 1940
87. Minutes - Regular Meetings
September, 1940 - May, 1941
88. Minutes - Regular Meetings
September, 1941 - May, 1942

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89. Minutes - Regular Meetings
July, 1942 - May, 1943
90. Minutes - Regular Meetings
September, 1966 - October, 1967
91. "III Jobs For Women in Advertising" - booklet and press release
1964
92. Opportunities For Women in Advertising Seminar - pamphlets
and programs
September, 1954 - April, 1965
93. President's Book - Lois Donaldson
October, 1927 - 1928
94. President's Book - Committee Reports
1952 - 1953
95. President's Book - Edna Johnson
February, 1953 - June, 1954
96. President's Book - Anne Gaspard
June, 1957 - April, 1958
97. President's Book 1959 - 1960 - Book 1
1959 - 1960
98. President's Book 1959 - 1960 - Book 1
1959 - 1960
99. President's Book 1959 - 1960 - Book 2
1959 - 1960
100. President's Book 1959 - 1960 - Book 2
1959 - 1960
101. President's Book - Lucille Thousand
June, 1965 - May, 1966
102. President's Book - M. Jean Middlebrook
April, 1967
103. President's Book - 1968 - 1969
June - December, 1968
104. President's Book - 1968 - 1969
January - June, 1969
105. President's Book - 1968 - 1969
July, 1969 - June, 1970
106. President's Reports - 1954-1955; 1958-1959; 1962-1963
107. "Primary Functions of An Advertising Club" - report
June, 1924
108. Program, 1924 - "I Will Company Program"
October, 1924 - May, 1924
109. Public Service Committee - correspondence
September, 1952 - January, 1955
110. Publicity - clippings
June, 1951 - 1956

Women's Advertising Club of Chicago Records

111. Publicity - Clippings
1957 - 1968
112. Scholarship Committee - correspondence and reports
March, 1952 - September, 1966
113. Scholarship Liaison Committee
March, 1958 - May, 1960
114. Treasurer's Records - Account Book
1921 - 1925
115. Treasurer's Records - Account Book
1933 - 1938
116. Treasurer's Records - Auditor's Reports
April, 1936 - May, 1938; June, 1970
117. Treasurer's Records - Bills Paid
May, 1936 - May, 1937
118. Treasurer's Records - Bills Paid
May - December, 1938
119. Treasurer's Records - Bills Paid
January - May, 1939
120. Treasurer's Records - Bills Paid - miscellaneous material
May, 1937 - April, 1938
121. Treasurer's Records - Budget
April, 1952 - April, 1953
122. Treasurer's Records - Cash Book
1925 - 1933
123. Treasurer's Records - Cash Sheets
June, 1925 - May, 1931
124. Treasurer's Records - Membership Data
1919 - 1932
125. Treasurer's Records - Membership Data
January, 1936 - February, 1939
126. Treasurer's Records - Reports
May, 1935 - May, 1936
127. Woman of Distinction Series - memoranda and programs
March, 1951 - April, 1953
128. Woman of Distinction Series - memoranda and programs
February - April, 1954
129. Woman of Distinction Series - memoranda and programs
December, 1954 - April, 1955
130. Woman of Distinction Series - memoranda and Programs
September, 1955 - February, 1958
131. Women's Advertising Club of the Middlewest - Fourth Annual
Intercity Conference on Advertising - reports
September, 1937

132. Year Books - 1923 - 1939

133. Year Books - 1939 - 1946

134. Year Books - 1949 - 1968

Oversize material

*135. Direct Mail Advertising Associations - Convention Committee Report
1927 - 1928

Women's Advertising Club of Chicago Records
Subject Tracings

Advertising as a profession

American Advertising Federation
Advertising Federation of America

Chicago Federated Advertising Club

Direct Mail Advertising Association, Inc., Detroit, Michigan

Junior Women's Advertising Club, Chicago

Scholarships

Vocational education
Career education
Education, Vocational
Work experience

Women-Societies and clubs
Woman-Clubs
Women's clubs
Women's organizations

Women in advertising

Women in business
Businesswomen

Women's Advertising Clubs of the middlewest