

Kansas City Advertising Club Collection (SC172)

Introduction

The Kansas City Advertising Club Collection contains newspaper clippings, pamphlets, rosters, publications, and newsletters relating to the organization.

Descriptive Summary

Creator: Kansas City Advertising Club
Title: Kansas City Advertising Club Collection
Dates: 1915-1996
Size: 0.84 linear feet, 2 boxes
Collection Number: SC172

Donor Information

Found in collection.

Citation Note

Kansas City Advertising Club Collection (SC172), Missouri Valley Special Collections, Kansas City Public Library, Kansas City, Missouri.

Administrative Information

Related Collections: SC171 Adverettes of Kansas City Collection, The Ad Club News (MVSC Q 659 A24N, 1953-1979, 1986-1995)

Historical Sketch

The Kansas City Advertising Club was organized in August of 1902 by Russell Whitman, advertising manager of *The Kansas City Journal* newspaper. The club's early mission was to keep the local advertising community informed of developing business trends and ideas. The organization gained national notoriety when its leaders attracted the annual convention of the Associated Advertising Clubs of America to Kansas City in 1908. In addition to its regular activities, the group began to administer advertising classes in 1911 and formerly created the Kansas City Advertising School in 1920. The school was open to men and women who wished to study advertising and merchandising techniques. The group's regular meetings and luncheons were held in downtown hotel rooms and banquet halls until 1944 when the organization took up residence within the Sedate Building, formerly occupied by the Kansas City School of Law, at 913 Baltimore Avenue. At that time the formal name of the club was changed to the Advertising and Sales Executives Club in order to attract new members to the organization. In 1976 the club became the Advertising and Marketing Club and during the mid-1980s it became known simply as the Advertising (Ad) Club. The club sold the Sedate Building in 1979 and relocated to a

new headquarters at 92nd Street and Ward Parkway. The organization returned to downtown Kansas City in 2002, taking up residence at 1625 Oak Street.

Scope and Content Note

This is an artificial collection consisting of materials related to the Kansas City Advertising Club found in Missouri Valley Special Collections. Materials in this collection are arranged by type and chronologically by date.

Series 1: Research File, 1911-2002

This series includes a research file containing newspaper clippings from the years 1911-2002 concerning the Kansas City Advertising Club and its activities.

Series 2: Pamphlets, 1924-1934

This series contains three pamphlets that promote various activities and advantages of club membership.

Series 3: Rosters, 1915-1989

This series includes eight rosters printed for members that contain names and contact information for Kansas City Advertising Club members.

Series 4: Publications, 1924-1996

This series contains three copies of *Kansas City: The Story as Told in Forty Full Page Advertisements by the Kansas City Star* and assorted issues of the Kansas City Advertising Club's monthly newsletter.

Series 5: Kansas City Advertising School, 1924-1939

This series contains pamphlets printed by the club to promote the Kansas City Advertising School.

Collection Inventory

Series 1: Research file

f.1 Research File, 1911-2002

Series 2: Pamphlets

f.2 Monday at 12:10, 1924
The Advertising Club of Kansas City-1929, Spring Program, 1934

Series 3: Rosters

f.3 1915, 1920-1921

- f.4 1958-1959, 1962-1963
- f.5 1964-1965, 1965-1966
- f.6 1973-1974, 1989

Series 4: Publications

- f.7 Kansas City: The Story as Told in Forty Full Page Advertisements by the Kansas City Star, 1924, Photocopies
- f.8 Kansas City: The Story as Told in Forty Full Page Advertisements by the Kansas City Star, 1924 (Use photocopies)
- f.9 Kansas City: The Story as Told in Forty Full Page Advertisements by the Kansas City Star, 1924 (Duplicate copy) (Use photocopies)
- f.10 The Advertising Club News, March 20, 1926, The Ad Club News, January 15, 1980-November 15, 1980 (Issues missing)
- f.11 The Ad Club News, June 1982-April 1983 (Issues missing)
- f.12 The Ad Club News, May 1983-November 1984 (Issues missing)
- f.13 The Ad Club News, January 1985-December 1985 (Issues missing)
- f.14 The Ad Club News, April 1987-December 1988 (Issues missing)
- f.15 The Ad Club News, January 1989, March 1996-November 1996 (Issues missing)

Series 5: Kansas City Advertising School

- f.16 The Kansas City Advertising School, Fifth Year, 1924-1925
The Kansas City School of Advertising, Sixth Successful Year, 1925-1926
Practical Courses of Study in Advertising, Sponsored by the Advertising Club of Kansas City, Seventh Successful Year, 1926-1927
Practical Courses of Study in Advertising, Sponsored by the Advertising Club of Kansas City, Seventh Successful Year, 1926-1927
The Kansas City School of Advertising, Sponsored by the Advertising Club of Kansas City, 1927-1928
The Kansas City School of Advertising, Sponsored by the Advertising Club of Kansas City, 1927-1928
Flash! Advertising Club to Conduct Sales School, 1939

Processed by Michael Wells, Special Collections Associate, March 2014