

Adverettes of Kansas City Collection (SC171)

Introduction

The Adverettes of Kansas City Collection contains newsletters, membership rosters and news clippings relating to this ladies' auxiliary club.

Descriptive Summary

Creator: Adverettes of Kansas City
Title: Adverettes of Kansas City
Dates: 1944-1968
Size: .42 linear feet, 1 box, 6 folders
Collection Number: SC171

Donor Information

Found in collection.

Citation Note

Adverettes of Kansas City Collection (SC171), Missouri Valley Special Collections, Kansas City Public Library, Kansas City, Missouri.

Administrative Information

Related Collections: SC172 Advertising Club of Kansas City Collection

Historical Sketch

The Adverettes of Kansas City was organized April 21, 1944 and incorporated January 21, 1949 as a ladies' auxiliary to the Advertising and Sales Executive Club of Kansas City. Members engaged in civic, cultural and charitable projects, as well as social activities. The Adverettes produced a monthly publication called *The Adverette*, as well as membership rosters. Membership was open mainly to the wives of club members, but widows, unmarried daughters 18 years of age or over and mothers of single club members were also eligible. Annual dues were \$9. Elections were held in May and officers assumed their duties in September, as the club was inactive during the summer months of June through August. Regular meetings were held in the A & SE Club facility at 913 Baltimore, which opened in 1944. Meetings usually included a luncheon and a featured speaker. Speakers were prominent figures such as Madam Helene Lyolene, a famous French dress designer, and L. Logan Smith, manager of Halls. Members also regularly convened for more informal meetings called "Kaffee Klatch." Some of the organizations that benefited from the Adverettes' philanthropic endeavors include: Florence Crittenton Home (225 W. 43rd St.), Children's Convalescent Center (4052 Warwick Blvd.), Diabetic Children's

Camp (Swope Park), the Rehabilitation Institute (3600 Troost), and the Greater Kansas City Foundation for Exceptional Children (4125 Troost).

Scope and Content Note

This collection contains copies of *The Adverette*, a monthly newsletter published by Adverettes of Kansas City, which includes information on club activities, meeting summaries, monthly program advertisements, announcements, and news about club members from 1951 to 1968. There are some identified photographs published in the newsletters for the years 1951-1959. The first newsletters are 8x11 professionally published, glossy magazine style pages with advertisements. After 1959, to lower costs, the newsletter changed format. It was typewritten on legal sized paper, some with *Adverettes* letterhead, others with *The Adverette* masthead. The newsletters were originally part of the classed collection and were bound in three volumes by librarians in the 1960s. The last set of newsletters (f. 6) was removed from this binding during processing. The collection also contains two membership roster booklets, which include the articles and by-laws of the organization. Additionally, copies of newspaper clippings about Adverettes' events from the *Kansas City Star* and a piece about the Adverettes from a publication by the Advertising and Sales Executives Club of Kansas City from the Missouri Valley Special Collections vertical file are included in the research file.

Collection Inventory

- f. 1 Research file
- f. 2 Roster, 1951-1952
- f. 3 Roster, 1960-1961
- f. 4 The Adverette, 1951-1959
- f. 5 The Adverette, 1959-1967
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Processed by Jennifer Huffman, Intern, March 2014