

Finding aid for the Women's Advertising Club of Grand Rapids scrapbooks Collection 385

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May 17, 2013

Describing Archives: A Content Standard

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August 2011
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Summary Information

Repository	Grand Rapids Public Library, Grand Rapids History and Special Collections Department
Creator	Women's Advertising Club of Grand Rapids.
Title	Women's Advertising Club of Grand Rapids scrapbooks
Date [inclusive]	1927-1976
Extent	2.6 Linear feet
Language	English
Abstract	<p>The Women's Advertising Club of Grand Rapids was formed in 1927 in Grand Rapids, Michigan. It provided professional and social activities for women in the advertising business. This collection contains scrapbooks maintained by the group, covering 1927 through 1976. The scrapbooks provide information on individual businesswoman, as well as on the club's activities and the advertising industry. The material in the scrapbooks also reflects attitudes towards women in business, the effect of the Great Depression and activities in Grand Rapids during World War II.</p>

Biographical/Historical note

The Women's Advertising Club of Grand Rapids was organized in January 1927. The stated purpose of the group was "to provide contact for Grand Rapids women in advertising and to create a friendly bond." In June of 1928, the group raised enough funds to become a member of the International Advertising Association. The club was also associated with the Advertising Federation of America (now the American Advertising Federation).

The organization began as more of a social group, but very early on the focus shifted to professional and educational opportunities. In the 1930s, members of the club taught classes at the Putnam School of the YWCA.

In 1976, the Women's Advertising Club celebrated their 50th anniversary. In connection with this celebration, they updated and gathered historical material related to the club. A flier for a May 1976 event invites the members to come see a "50 year old WAC scrapbook presented to a representative of the Ryerson Library for safekeeping and reference."

Notable members of the club include Nora Husted, Thelma Forsberg, Olive G. Jones, Carrie M. Coye, Eleanor Morrison, Virginia Bloomer and Edna Mae McIntosh.

Scope and Contents note

Scrapbooks and papers kept by the members of the Women's Advertising Club from 1927 through 1976. The material provides information on businesswomen during the time, as well as on the club's activities and the advertising industry.

The material in the collection reflects attitudes towards women in business, the effect of the Great Depression and activities in Grand Rapids during World War II. Also of note are items from 1968 reflecting a possible merger with the men's advertising club. Both the women's and the men's attitudes towards the merger are reflected through surveys, notes and other material.

The scrapbooks are arranged as found, which is mostly in chronological order. A history of the organization states that there were two scrapbooks: one from 1927 through 1949, the other from 1950 through the 1970s. The second scrapbook was said to be lost. This collection appears to contain the 1927-1949 scrapbook, plus additional material from the 1950s through 1970s. This additional material may be the lost scrapbook or may be material collected for their 50th anniversary in 1976. The scrapbooks appear to have been combined into one large scrapbook covering the years 1926-1975.

Administrative Information

Publication Information

Grand Rapids Public Library, Grand Rapids History and Special Collections Department August 2011

Immediate Source of Acquisition note

Unknown, accession number 1986.223.

Controlled Access Headings

Genre(s)

- scrapbooks

Geographic Name(s)

- Grand Rapids (Mich.) -- History

Subject(s)

- Businesswomen -- Michigan -- Grand Rapids -- History
- Women -- Michigan -- Grand Rapids -- History
- Women in the advertising industry -- Michigan -- Grand Rapids

Scrapbook

Collection Inventory

Scrapbook 1927-1974		
	Box	Folder
Scrapbook 1927-1929	1	1
Scrapbook 1929-1934	1	2
Scrapbook 1934-1972	1	3
Scrapbook: Papers 1950-1965	1	4
Scrapbook: Papers 1950 and 1968-1974	1	5
Photographs	1	6
Scrapbook 1927-1976		
	Box	Folder
National American Advertising Federation: Pamphlets, Convention Programs	2	1
Constitution	2	2

Scrapbook Cover

Memorabilia: History, Photographs	2	3
Ad Woman of the Year	2	4
Membership Lists	2	5
Meeting Notices (1)	2	6
Meeting Notices (2)	2	7
Scrapbook Cover		
	Box	Folder
Cover from scrapbook, decorated leather, "Grand Rapids Women's Advertising Club, 1926-1975"	3	x
Certificate		
	Box	Folder
Charter Membership, International Advertising Association 1928	3	1