S0728 Advertising Directors (1953-2005),
Records, 1878-2002
169 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.

This collection is stored off site. Please allow 3-5 business days for retrieval.

Margery (Wind) Baerwald donated the records of Advertising Directors on March 15, 2006.

Samuel "Bud" Holtzman and his wife Lenore (nee Lenore Schwiezer) began Advertising Directors, an advertising agency, in 1953. Holtzman had worked previously with Gerome Advertising. Advertising Directors' clients primarily included shoe manufacturers, for which the agency developed catalogs, newspaper ads and marketing strategies. Advertising Directors' clients in the shoe industry included Sofwear Shoes, Beacon Shoes, Prince Gardner, and Pacific Shoes. Other clients included Michelson Realty, Daystrom Furniture, Carlyle Dress. Jack Dubinsky and Sons, Gerber Plastics, Brown Shoe Company, International Shoe and many others.

The Holtzmans also wrote for radio and television. Much of this work included commercials for their advertising clients, but the pair also wrote scripts for The Land We Live In, a long running locally produced radio drama on KMOX. The June 19, 1946 edition of Variety described the program as capturing "in dramatic form the colorful figures, events and early day achievements which have marked the development of the city and the mid-Mississippi region surrounding it."

The Holtzmans were married on March 11, 1950. Sam Holtzman died on January 29, 2006. Lenore died on August 1, 2005.

Scope and Content

The collection documents the personal and professional lives of Sam and Lenore Holtzman. It contains birth, marriage and death certificates from their families, as well as high school diplomas, drivers' licenses and induction papers. It also includes two diaries they kept of their experiences with s'ances in the early 1940s (folders 24, 25); and a survey they conducted with famous writers on the topic of inspiration (f. 29). Respondent to that survey include Upton Sinclair, Betty Smith, H. L. Mencken, Ogden Nash, Dorothy Thompson and Irving Stone. The records also contain many of the radio and television commercials written by the Holtzmans, plus several of the scripts for the KMOX radio program The Land We Live In (Series 2 - Radio and Television, 1943-1959, folders 26-45).

The bulk of the collection, however, consists of client account files; photographs of various shoe styles; advertising copy, artwork and catalogs; and business ledgers and financial statements about the firm. It provides a glimpse at the inner workings of an advertising industry at the time as well as the then current fashions, in shoes, furniture and other commodities and services of the clients served by Advertising Directors.
The collection also includes photographs of the Holtzmans and family members, as well as some of the Advertising Directors clients.

Series Description

The collection is divided into four series, each arranged alphabetically:

Series 1 - Personal, 1878-1987, folders 1-25

The series contains documents belonging to the families of Sam Holtzman and Lenore Allen, including birth certificates, induction papers, marriage and death certificates of various Holtzman relatives.

Series 2 - Radio and Television, 1943-1959, folders 26-45

The series contains scripts for the radio show The Land We Live In.


This series contains the bulk of the collection.

Series 4 - Photographs, 728.1-728.123, undated, 1918-1964, folder 169

Photographs of Sam and Lenore Holtzman, family members and clients.

BOX 1 (056390)

Series 1 - Personal, 1878-1987

2. Birth Certificate of Sam Holtzman, 1910
3. Bud Holtzman Apartment Lease, 1950
4. Correspondence, 1935-1960
5. Correspondence, 1951
6. Correspondence, 1955-1956
7. Correspondence, 1957-1982
8. Eugene Holtzman's High School Diploma (brother), 1940
9. Holtzman Family Tree; Ida Holzman Memorial
10. John "Joe" Joe Holtzman/Ida Sigel Marriage Certificate, 1904
11. John "Joe" Holtzman and Ida Sigel, Marriage License (copy)
13. Leonard Matthews Estate, 1932
15. Naturalization Papers, Samuel Holtzman (grandfather), 1898
17. Notes, undated
18. Notes, undated
19. Notes, 1942
20. Office Lease, 1960
21. Schweizer, Fannie M. (mother of Lenore), 1960
22. Sam Holtzman's Driver's License, 1982-1984
23. Sam Holzman's Induction Papers, 1942-43
24. S'ance Diary, 1941
25. S'ance Diary, 1942-1949

Series 2 - Radio and Television, 1943-1959

26. The Buster Brown Story
27. Daystrom Television Presentation, 1950
28. Grand Marquee, "Romance On 81st Street"
29. Inspiration Is A Gremlin, 1943
30. Land That We Live In Radio Scripts, 1945-1946
31. "Make Mine - A Wish!" by Sam Holtzman; "Mr. Peanut Wizard"
32. Poll Parrot TV Spot
33. Policewoman, The Case of A Marijuana Cleanup
34. Radio Commercials, 7/25/59
35. Radio Scripts
36. "Rag Man" by Samuel Holtzman
37. St. Louis Woman Radio Show
38. Tactical Air Power
39. Tactical Air Power, Giant Partner
40. "This Day Is Mine"
41. This Is Your Show
42. "The Wizard of Diamond Grove"
43. Woman Immortal
44. Woman Immortal
45. Wonder Maid

BOX 2 (056391)


46. Advertising Copy, 1963-1973
47. Artwork
48. Beacon Catalog
49. Carlyle Dress Corporation, 1967
51. Client Accounts, 1972-1973
52. Client Accounts, 1973
53. Client Accounts, 1974
55. Client Accounts, 1979
56. Client Accounts, 1979
57. Client Accounts, 1979
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60. Client Accounts, 1980
62. Client Accounts, 1982
63. Client Accounts, 1983
64. Client Accounts, 1983
65. Client Accounts, 1984
66. Client Accounts, 1984
67. Client Accounts, 1985
68. Client Accounts, 1985

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69. Client Accounts, 1986
70. Client Accounts, 1987
71. Client Accounts, 1988
72. Client Accounts, 1988
73. Client Accounts, 1989
74. Client Accounts, 1990
75. Client Accounts, 1991
76. Client Accounts, 1992
77. Client Accounts, 1993
78. Client Accounts, 1994
79. Collection Bureau
80. Daystrom Publicity
81. Fashion Art
82. Financial Statements, 1974
83. Financial Statements, 1975
84. Financial Statements, 1977
85. Financial Statements, 1978
86. Financial Statements, 1979
87. Financial Statements, 1980
88. Financial Statements, 1981
89. Financial Statements, 1982
90. Financial Statements, 1983
91. Financial Statements, 1984
92. Financial Statements, 1989
93. Financial Statements, 1990
94. Financial Statements, 1991
95. Financial Statements, 1992
96. Financial Statements, 1993
97. Financial Statements, 1995
98. Financial Statements, 1996
100. Financial Statements, 1999

BOX 5 (056394)
101. Gerber Dealer Brochure
102. Gerome Advertising
103. A Highly Effective Automated Collection System
104. Home Builders Association
105. Home Builders Association
107. KABO, Inc.
108. KABO, Inc.
109. Ledger, 1953-1962
110. Ledger, 1953-2002

BOX 6 (056395)

111. Ledger, 1963-1973
112. Ledger, 1965-2006
113. Ledger, 1988
114. Ledger, 1990-2002

BOX 7 (056396)

115. Leslie, Paul (brother of Sam)
116. Leslie, Paul, 1985
117. Michelson Realty Company
119. New Commandment
120. Newspaper Ads
121. Notes and Follow Ups, 1980
122. Other Clients
123. Pacific Shoe Company
124. Paddock Hills, 1959
125. Passionist
127. Prince Gardner Retail Advertising Book, 1976
128. Prince Gardner, Spring 1974
129. Promotion Catalog, 1984

BOX 8 (056397)

130. Shoe Drawings
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155. Sofwear Shoes
156. Sofwear Shoes
157. Sofwear Shoes
158. Sofwear Shoes
159. Sofwear Shoes
160. Sofwear Shoes
161. Sofwear Shoes Legal Department
162. St. Louis Post-Dispatch Retail Advertising Rates, 1984
163. Trial Balances, 1994-1995
164. Wellington House Catalogs
165. What Has Research To Do With Advertising?
166. Women's Advertising Club
168. 121 Building

**Series 4, Photographs**

**OVERSIZE BOX 1:**

Paste-up pages for shoe catalogs

**Records:**

Daystrom Corporation, Produced by Gerome Inc.
Leprecon Commercial, Two Identical Takes, 1 minute, 18 seconds ea., with 20sec. pause between; Property of Omega & Pacific Shoe Company
*The New Commandment* (Social Welfare), Concordia Sound Slide Film
More Hands for Christ, Concordia Sound Slide Film
KCFM Presents As It Should Be

Monsanto Magazine, March 1952

Promotional materials:

Beacon "Signals" posters
The Daystrom Sales Planner
How To Promote and Profit with the Roadside
Red Goose Shoes Spring Summer Advertising Promotion Book, 1965
This Is Your Life, Sam Holtzman
Tober-Saifer Advertising Aids, Fall-Winter, 1965-66
The Total Leather Story by Johnson, Stephens & Shinkle for Rhythm Step and Peacock

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Holtzman, Leonore
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The Land That We Live In
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