

**An Inventory of the Scrapbook of  
the Advertising Club of Denver  
Mss.00004**

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This finding aid was produced using the Archivists' Toolkit

October 28, 2013

History Colorado. Stephen H. Hart Research Center  
1200 Broadway  
Denver, Colorado, 80203  
303-866-2305  
[cosearch@state.co.us](mailto:cosearch@state.co.us)

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## Summary Information

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<b>Repository</b>	History Colorado. Stephen H. Hart Research Center
<b>Title</b>	Advertising Club of Denver Scrapbook
<b>Date [bulk]</b>	Bulk, 1911-1913
<b>Date [inclusive]</b>	1911-1948
<b>Extent</b>	1.0 Flat box(s) (12x36)
<b>Language</b>	English
<b>Collection [Flat-Box]</b>	1

### Preferred Citation note

Cite As: Advertising Club of Denver, Mss.00004, History Colorado, Denver, Colorado

## Historical note

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The Advertising Club of Denver claims to be the oldest organization of its kind in America. For over one hundred years it has been an influential part of the advertising community in Colorado.

The Advertising Club was established in 1891 by Frank Irwin Carruthers, the advertising manager of The Denver Post. He and others involved in advertising in the Denver area gathered regularly for informal meetings in the saloon in the Mining Exchange Building in Denver. The lighthearted group decided that their president would be the man who could drink a stein of beer the fastest. Jay Simpson, the advertising manager of Joslin's Dry Goods Company, won every contest. Since no one in the group could beat Simpson, they decided that this was not a fair method and reverted to a more conventional election process. The Alfalfa Club, as they called themselves, saw it as their task to correct bad advertising practices among Denver merchants. The informal club grew and soon developed a constitution and by-laws and collected dues from its members.

In 1910, the group changed its name to the Adscript Club and, the following year, a special meeting was held to discuss the changing goals of the growing club. On April 20, 1911, articles of incorporation were filed for the Advertising Club of Denver. Its officers were Charles Babcock, president; John F. Greenawault, first vice-president; Joseph McDuffie, second vice-president; and P. D. Whittaker, secretary/treasurer. The club's stated objectives were to "increase the efficiency of its members as advertising men through the interchange of ideas, to discourage dishonesty and misrepresentation in every brand of the business, to correct existing abuses whenever possible, and to cooperate with other organizations in their efforts to advertise in Denver and Colorado."

The club hosted banquets and luncheons and heard some of the most prominent advertising people in the country speak at their meetings. The club grew to be important and respected and, in 1927, was honored when the International Ad Men's Convention was held in Denver.

The group continues to regularly publish *Denvertising*, a journal devoted to the Club's activities and advertising in general. The "Ad Club" also sponsors several awards, including the Nike Awards for the greatest creative advertising produced in Colorado, first given in 1958; the Adman/Adwoman of the Year Awards, first given in 1960; and the Printer's Ink Silver Medal Award.

Long affiliated with the American Advertising Federation, in 1975 the Ad Club changed its name to the Denver Advertising Federation, under which name it continues to function.

## Chronology

1890

F.I. Carruthers moves to Denver and begins working for the *Denver Republican*.

1891	F.I. Carruthers begins working as the advertising manager of the The Denver Times. F.I. Carruthers and other advertising men in Denver form the Alfalfa Club.
1910	The Alfalfa Club changes its name to the Advertising Club of Denver.
1911	April 20: Articles of incorporation are filed for the Advertising Club of Denver.
1927	The International Admen's Convention is held in Denver.
1950	F. I. Carruthers retires from <i>The Denver Post</i> .
1956	F.I. Carruthers dies in Denver.
1958	The Ad Club presents its first Nike Awards.
1960	The Adman/Adwoman Awards are first presented by the Ad Club.
1975	The Advertising Club of Denver becomes the Denver Advertising Federation.

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## Scope and Contents note

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For over one hundred years the Denver Advertising Federation, which grew from the Advertising Club of Denver, has been central to the advertising community in Colorado. Not only does it serve as a conduit for advertisers, but it also works to maintain sound advertising practices in Colorado and to sponsor awards to advertisers who excel in their field.

The collection spans the years from 1911 to 1948, with the bulk of the material spanning 1911 to 1913. It contains a scrapbook that covers the activities of the club for those years and includes meeting announcements, programs, newspaper clippings, and speeches from the meetings, a telegram from 1937, and a newspaper article from 1948.

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## Administrative Information

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## **Publication Information**

History Colorado. Stephen H. Hart Research Center

## **Provenance**

The provenance of the collection is unknown.

## **Processing Information note**

Collection processed by Aleks Humeyumptewa and Tracie Etheredge. Reprocessed by Jill Ritterbacher, October 2013.

## **Existence and Location of Copies note**

Scrapbook is also available on microfilm.

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## **Related Materials**

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### **Related Archival Materials note**

The Colorado Historical Society holds a related manuscript collection, the records of the Roadposter Collection (MSS 1479), which contains materials from Tom Magee's Roadposter advertising company and material from the Ad Club from the time that he was a member (1950-1990). The Denver Public Library also holds a Denver Advertising Club manuscript collection, which was donated to it by the organization.

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## **Controlled Access Headings**

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### **Corporate Name(s)**

- Advertising Club of Denver. (Denver, Colo.)
- Alfalfa Club. (Denver, Colo.)
- Denver Advertising Federation. (Colo.)

**Genre(s)**

- Articles of incorporation
- Clippings.
- Correspondence.
- Flyers, Advertising
- Microfilm.
- Newspaper clippings.
- Programs.
- Scrapbooks.

## Collection Inventory

Inside Cover The Smith-Brooks Printing Co. label

P. 1 Announcement regarding a lecture by John L. Hunter Announcement of Adscript Club Meeting  
R.S.V.P. Request Dance Invitation (loose) January 2, 1911 - March 9, 1913

P. 2 Announcement and invitation to the first anniversary of the Adscript Club, also stating that the  
Adscript Club will be changing its name to the Advertising Club of Denver April 4, 1911

P. 3 Announcement of lecture by James H. Hine Advertisement for Advertising Club dinner on the  
steamboat Frolic Ticket for admittance to the Alfresco dinner on the Steamboat Frolic

P. 4-5 Flyer regarding dinner on the steamboat Frolic June 20, 1911

P. 6-7 Flyer regarding lecture by R.S. Ruble titled "Benefits to Colorado from railroad  
advertising" September 12, 1911

P. 8-9 Certificate of membership to the Advertising Club of Denver

P. 10 Blank

P. 11 Announcement of lecture by Edward Fredrick Trefz titled "The essence of advertising" October 2,  
1911

P. 12 Ticket to lecture by Edward Frederick Trefz Oct 2, 1911



P. 13 Letter to Charles W. Anderson from P. D. Whitaker regarding upcoming meeting of Advertising Club October 23, 1911

P. 14 Announcement of luncheon November 20, 1911

P. 15 Advertising Club program with subjects for discussion Program with subjects from discussion November 1911 - December 1911

P. 16 Announcement of criticism meeting December 5, 1911

P. 17 Announcement regarding lecture titled "Is it necessary for the advertising man to have technical knowledge of the goods he is advertising?" December 18, 1911

P. 18 Reminder regarding Tuesday luncheons and lectures December 1911

P. 19 Advertising Club program Announcement of lecture by Thomas M. Patterson (ex-senator) January 1912

P. 20 Announcement of new membership contest January 1912

P. 21 Letter from P.D. Whitaker to Mr. Curran regarding upcoming meeting on Feb. 6, 1912. January 16, 1912

P. 22 Blank

P. 23 Reminder to attend luncheon given by the Advertising Club at the Albany Hotel January 30, 1912

P. 24-25 Flyer announcing lecture by W.W. Grant, Chairman of the Board of Trustees of the American Medical Association February 5, 1912

P. 26-27 Flyer announcing lecture by Jim Curran February 6, 1912

P. 28-29 Flyer with program of lecture by Jim Curran February 6, 1912

P. 30-31 Announcement of meeting February 13, 1912

P. 32 Announcement of luncheon meeting February 19, 1912

P. 33 Letter with letterhead, the A.T. Lewis & Son Dry Goods Company, from John L. Hunter to [unknown] March 5, 1912

P. 34 Advertising Club program Ticket to banquet honoring George W. Coleman Postcard announcing lecture by Thomas Balmer March 1912

P. 35 Flyer regarding banquet honoring George W. Coleman March 7, 1912

P. 36 Western Union Telegraph Company telegram regarding banquet honoring G. W. Coleman March 7, 1912

P. 37 Announcement of meeting March 26, 1912

38-39 Announcement of meeting March 12, 1912

P. 40-41 Flyer announcing lecture titled "Is a house organ of any real value in your line of business?" March 1912

P. 42-45 Bulletin Number one from the Library and Education Committee of the Advertising Club of Denver listing Volumes donated to the Advertising Club April 2, 1912

P. 46-47 Flyer announcing a meeting at which club elections will be held

P. 48 Announcement of lecture by SA. Roland Hall April 19, 1912

P. 49 Newspaper clipping announcing lecture by S. Roland Hall April 19, 1912

P. 50 Ticket for admission to the lecture by S. Roland Hall Two postcards announcing lecture by S. R. Hall April 19, 1912

P. 51 Announcement of meeting Announcement of lecture by A.J. Beckwith, and announcement of planned trip to Dallas, Texas Flyer announcing dinner and lecture by William Woodhead (loose) April-September 1912

P. 52 Announcement regarding membership drive contest April 1912

P. 53 Flyer announcing meeting Two announcements regarding dinner and lecture (loose) April 1912-October 1912

P. 54 Postcard announcing lecture by Joespeh Sigmond Announcement of lecture by Elbert Hubbard May 1912

P. 55 Clipping from Tabor Grand Opera House program of lecture by Elbert Hubbard Postcard announcing meeting May 1912

P. 56 Postcard announcing meeting Photograph of man, "Bradley" written on bottom undated

P. 57 Postcard regarding arrival of San Francisco Ad Men's train Convention program May 1912

P. 58 Three postcards announcing meetings May 1912-June 1912

P. 59 Two postcards announcing meetings July 1912

P. 60-61 Blank

P. 62 Three postcards announcing meetings July 1912

P. 63 Two postcards announcing meetings Announcement by The Hibernia Bank & Trust Company regarding book-keeping change July 1912

P. 64-65 Flyer regarding musical play "50 miles from Boston" Flyer announcing lecture by Miss Edith Sampson June 1912

P. 66 Three postcards announcing meetings August 1912

P. 67 Three postcards announcing meetings August 1912 - September 1912

P. 68-69 Flyer announcing lecture of R.S. Ruble (same as on pg 6-7) September 12, 1912

P. 70 Three postcards announcing meetings September 1912

P. 71 Three postcards announcing meetings September 1912- October 1912

P. 72 Three postcards announcing meetings October 1912

P. 73 Ticket for tour of the Smith-Brooks Printing Company Invitation to tour the Smith-Brooks Printing Company November 1912

P. 74 Postcard announcing tour of Smith-Brooks Printing Company Handout from the tour November 1912

P. 75 Original of handout from the Smith-Brooks Printing Company Tour November 1912

P. 76 Postcard announcing meeting Red Flyer announcing meeting November 1912

P. 77 Red Flyer announcing meeting November 18, 1912

P. 78 Red Flyer announcing meeting December 2, 1912

P. 79 Postcard announcing and once card for R.S.V.P. to Christmas Party December 1912

P. 80 Red Flyer proposing a club law to prevent fraudulent advertising December 1912

P. 81 Program from Christmas Party Postcard announcing meeting December 1912

P. 82 Postcard announcing meeting New Parcel Post rates list December 1912

P. 83 Red Flyer announcing meeting January 14, 1913

P. 84 Red flyer announcing meeting January 18, 1913

P. 85 Letter to J.A. Valentine from P.D. Whitaker regarding dinner and lecture January 1913

P. 86 Song/poem titled "Stand Up for Denver" by Herbert N. Casson 1913

P. 87 Postcard announcing meeting Son by J. Harry Carson title "Denver's the City Today" January 1913

P. 88 Blank

P. 89 Announcement for luncheon for the Outdoor Advertising Association January 28, 1913

P. 90 Announcement regarding banquet for Gov. Elias M. Ammons (includes official song of the Advertising Club of Denver) Ticket to banquet for Gov. Elias M. Ammons January 1913

P. 91 Two postcards announcing meetings February 1913

P. 92 Red flyer announcing meeting February 8, 1913

P. 93 Flyer announcing meeting February 24, 1913

P. 94 Recount of tour of the Merchant's Biscuit Company February 25, 1913

P. 95 Three postcards announcing meetings March 1913

P. 96 Two postcards announcing meetings March 1913

P. 97 Six letters announcing meetings Four postcards announcing a baseball game at Elitch's Gardens (loose) May 1913-August 1913

98-99 Announcement/invitation to "Big Husken Bea" party (loose) Newspaper clipping "Ad Club Jubilee" Two pamphlets regarding meetings Christmas party program Telegram from Bishop Frank H. Rice to Joseph Emerson Smith Certificate of Incorporation of the Advertising Club of Denver (all in envelope) April 1911-May 1948

100-101 Blank

P. 102-103 Eighteen page speech Four page speech regarding the problems of the small advertiser Receipt from W.F. Robinson Printing Company Letter to P.D. Whitaker from Mac Martin regard the Advertising Club's Library Letter to P.D. Whitaker from Paul D. Seward regarding vigilance work of the Advertising Club Six copies of meeting announcements Five copies of meeting announcements (all loose) 1913

P. 104-105 Copy of paper read by Joseph Sigmond Booklet title Advertising, a State or a Section by Robert A. Turner Two pamphlets announcing lecture titled "How to Write the Headline" Two newspaper clippings (all loose) 1912-1913

P. 106-107 Newspaper clipping titled "Denver chosen 1915 stopover" (loose)

P. 108-109 Eight flyers with info regarding picnic Announcement of farewell banquet for Professor Bertrand Lyon Three copies of announcement of meeting Announcement of "Hanky Panky Day" Purple ribbon from "Hanky Panky" day announcement of meeting Three copies of meeting announcement two copies of meeting announcement Photograph of tour of the Merchant's Biscuit Company Announcement of Tour of Metchant's Buiscuit Company Bulletin from Library and Education Committee Two newspaper clippings 1913

Back page Flyer announcing meeting 1912