

Title: Milwaukee Advertising Club Collection

Manuscript Number: Mss-0947

Inclusive Dates: 1936 – 1973

Bulk: 0.4 cu. ft.

Location: LM, Sh. 035

Abstract: The Milwaukee Advertising Club was formed in 1910 to help advertising men “exchange views, promote good fellowship and mutual interests.”

Scope and Content: The collection consists of issues of the club publication *The Torch*, featuring advertising from Milwaukee area media and advertising firms, 1936, 1943-1945, 1948, 1965-1967, 1971-1973.

Access and Use: Unrestricted

Language: English

Administrative Note: Processed by Harrison Marcott, January 2015.