

In memory of Anne Stahl Crowley, 1921-2008

By: Kathy Jex

Anne Stahl Crowley, former member of the Advertising Club of Toledo, passed away on Saturday, August 2, 2008. Anne was something of a pioneer in the advertising business, having started her own ad agency, Anne Stahl Advertising in Bellevue, Ohio in the 1950s, when women were a rarity in the business. Anne Stahl Advertising became the Stahl Associates in 1961 and moved to Bryan, Ohio to service the Ohio Art Company, a relationship that lasted 18 years. Her marketing campaigns for products like the Etch-A-Sketch involved radio and television celebrities such as hosts Barbara Walters and Hugh Downs working on the Etch-A-Sketch on the Today Show. In 1973, Stahl Associates opened a branch office on Toledo and worked with Pepsi among other clients.

Anne received many creative awards throughout the years, including the Advertising Woman of the Year in 1974 by the Women's Advertising Club of Toledo, an organization that later merged with the Advertising Club of Toledo, an all-male group. She sold the business in the mid 1980s and ran a dairy farm near Wilmington, Ohio with her husband until his death in the 1990s. She remained active with many interests until her death.