### Advertising Council Minutes, 1942-98

**Box 1:**

**Advertising Council Rosters of Board Members, 1944-63 (2 folders)**

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| March-April, 1942 | Advertising Council Minutes, Annual Meeting, March 4, 1942, Executive Committee, April 6, 1942, April 15, 1942, Certificate of Change of Purpose of the Advertising Council |}

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List of Exhibits in Folders
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"Resolution to E. Petry and Company," November 16, 1967

Box 9:

Advertising Council Minutes
Executive Committee, January 4, 1968
Board of Directors, January 18, 1968
List of Exhibits in Folders

Advertising Council Minutes
Executive Committee, March 7, 1968
Board of Directors, March 21, 1968
List of Exhibits in Folders, March 21, 1968
"Report to the Board of Directors" by R. Keim, March 21, 1968

Advertising Council Minutes
Board of Directors, June 19, 1968

Advertising Council Minutes
Executive Committee, July 11, 1968
<table>
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<tr>
<th>Month-Span</th>
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<tr>
<td>September-October 1968</td>
<td>Executive Committee, September 12, 1968</td>
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<td>Executive Committee, October 17, 1968</td>
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<td>Board of Directors, November 21, 1968</td>
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<td>Executive Committee, December 9, 1968</td>
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<td>January-February 1969</td>
<td>Board of Directors, January 19, 1969</td>
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<td>Executive Committee, February 27, 1969</td>
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<td>March-April 1969</td>
<td>Board of Directors, March 20, 1969</td>
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<td>May-June 1969</td>
<td>Board of Directors, June 26, 1969</td>
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<td>July-August 1969</td>
<td>Executive Committee, July 24, 1969</td>
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<td>Board of Directors, September 18, 1969</td>
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<td>Board of Directors, November 20, 1969</td>
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<td>Executive Committee, December 18, 1969 (including correspondence)</td>
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<td>Board of Directors, January 29, 1970</td>
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<td>Executive Committee, April 16, 1969</td>
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<td>May-June 1970</td>
<td>Board of Directors, May 21, 1970</td>
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<td>Executive Committee, July 14, 1970</td>
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<td>Board of Directors, September 17, 1970</td>
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<td>Board of Directors, November 19, 1970</td>
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<td>Board of Directors, January 21, 1971</td>
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**Box 10:**

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<td>Board of Directors, March 17, 1971</td>
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<td>Executive Committee, May 5, 1971</td>
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<td>Executive Committee, June 24, 1971</td>
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<td>September-October 1971</td>
<td>Board of Directors, September 9, 1971</td>
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<td>November-December 1971</td>
<td>Advertising Council Minutes</td>
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</table>
Letter from D. Rumsfeld to R. Keim, November 3, 1971
Executive Committee, November 4, 1971
Board of Directors, November 17, 1971

Advertising Council Minutes
Board of Directors, with correspondence, January 13, 1972
February 10, 1972

Advertising Council Minutes
Board of Directors, March 9, 1972
March 28, 1972

Advertising Council Minutes
Executive Committee, May 9, 1972
Board of Directors, May 18, 1972
Executive Committee, June 23, 1972
Board of Directors, June 23, 1972

Advertising Council Minutes
Executive Committee, August 17, 1972

Advertising Council Minutes
Board of Directors, September 28, 1972

Advertising Council Minutes
Executive Committee, November 2, 1972
Board of Directors, November 16, 1972
Executive Committee, December 14, 1972

Advertising Council Minutes
Board of Directors, January 18, 1973
Board of Directors, February 15, 1973 with March 9 correspondence

Box 11:

Advertising Council Minutes
Executive Committee, March 30, 1973
Board of Directors, April 11, 1973

Advertising Council Minutes
Board of Directors, May 7, 1973
June 21, 1973

Advertising Council Minutes
Executive Committee, with correspondence, August 13, 1973

Advertising Council Minutes
Board of Directors, September 13, 1973
October 11, 1973

Advertising Council Minutes
Board of Directors, with correspondence, November 8, 1973

Advertising Council Minutes
Board of Directors, January 10, 1974
Board of Directors, February 14, 1974, with March 11 correspondence

Advertising Council Minutes
March 14, 1974
April 11, 1974

Advertising Council Minutes
Board of Directors, May 22, 1974
June 25, 1974
Advertising Council Minutes
Executive Committee, July 18, 1974, with memo
July-August 1974

Advertising Council Minutes
Board of Directors, September 12, 1974
September-October 1974

Advertising Council Minutes
Board of Directors, with November 27 memo, October 23, 1974
November-December 1974
December 12, 1974

Advertising Council Minutes
Board of Directors, February 26, 1975
January-February 1975
Appendix A, February 29, 1975

Box 12:

Advertising Council Minutes
Board of Directors, March 13, 1975
March-April 1975
April 23, 1975

Advertising Council Minutes
Board of Directors, June 12, 1975
May-June 1975

Advertising Council Minutes
Executive Committee, July 10, 1975
July-August 1975

Advertising Council Minutes
Board of Directors, September 9, 1975
September-October 1975

Advertising Council Minutes
Board of Directors, November 13, 1975
November-December 1975

Advertising Council Minutes
Board of Directors, January 21, 1976
January-February 1976

Advertising Council Minutes
Board of Directors, March 21, 1976
March-April 1976

Advertising Council Minutes
Board of Directors, June 10, 1976
May-June 1976

Advertising Council Minutes
Board of Directors, July 15, 1976
July-August 1976

Advertising Council Minutes
Board of Directors, September 9, 1976
September-October 1976

Advertising Council Minutes
Board of Directors, November 12, 1976
November-December 1976

Advertising Council Minutes
Board of Directors, January 6, 1977
January-February 1977
Executive Committee, February 8, 1977

Advertising Council Minutes
Board of Directors, April 13, 1977
March-April 1977

Advertising Council Minutes
Board of Directors, June 22, 1977
May-June 1977

Advertising Council Minutes
Executive Committee, July 21, 1977
July-August 1977

Advertising Council Minutes
Board of Directors, September 15, 1977
September-October 1977

Advertising Council Minutes
Board of Directors, November 10, 1977
November-December 1977

Advertising Council Minutes
January-February 1978
Memo from J. Kelley to Board of Directors, January 13, 1978
Correspondence re: crime resistance campaign, December 30, 1977
Board of Directors, January 19, 1978

Advertising Council Minutes
Board of Directors, March 9, 1978
Executive Committee, March 30, 1978

Box 13:

Advertising Council Minutes
Board of Directors, June 13, 1978

Advertising Council Minutes
Board of Directors, including correspondence, July 19, 1978

Advertising Council Minutes
Board of Directors, September 27, 1978

Advertising Council Minutes
Board of Directors, including correspondence, December 7, 1978

Advertising Council Minutes
Board of Directors, February 8, 1979
Executive Committee, February 21, 1979

Advertising Council Minutes
Board of Directors, March 15, 1979

Advertising Council Minutes
Board of Directors, including agenda, May 1, 1979

June 23, 1979

Advertising Council Minutes
Executive Committee, including correspondence, July 19, 1979

Advertising Council Minutes
Board of Directors, including correspondence, September 6, 1979

Advertising Council Minutes
Board of Directors, November 29, 1979

Advertising Council Minutes
Board of Directors, January 17, 1980

Advertising Council Minutes
Board of Directors, March 6, 1980

Advertising Council Minutes
Board of Directors, June 12, 1980

Advertising Council Minutes
Executive Committee, with correspondence, July 31, 1980

Advertising Council Minutes
Board of Directors, September 25, 1980

Advertising Council Minutes
Board of Directors, November 12, 1980

Advertising Council Minutes
Board of Directors, with March 13 correspondence, January 21, 1981

Advertising Council Minutes
Board of Directors, March 18, 1981

Box 14:
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<td>July-August 1981</td>
<td>Executive Committee, July 30, 1981</td>
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<td>September-October 1981</td>
<td>Board of Directors, September 17, 1981</td>
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<td>January-February 1982</td>
<td>Correspondence, March 12, 1982, re: Productivity Campaign</td>
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<td>Board of Directors, April 22, 1982</td>
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<td>Correspondence, August 19, 1982, with correspondence</td>
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<td>September-October 1982</td>
<td>Board of Directors, September 23, 1982</td>
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<td>November-December 1982</td>
<td>Correspondence re: President's report, November 5, 1982</td>
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<td>January-February 1983</td>
<td>Board of Directors, December 2, 1982, with correspondence</td>
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<td>Executive Committee, August 10, 1983, with correspondence</td>
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<td>Board of Directors, September 15, 1983, with correspondence</td>
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<td>Board of Directors, December 8, 1983, with correspondence</td>
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<td>January-February 1984</td>
<td>Board of Directors, March 28, 1984, with correspondence</td>
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**Box 15:**

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<td>March-April 1984</td>
<td>Board of Directors, March 28, 1984, with correspondence</td>
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<td>Board of Directors, June 27, 1984, with correspondence</td>
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<td>July-August 1984</td>
<td>Executive Committee, August 9, 1984, with correspondence</td>
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<td>September-October 1984</td>
<td>Board of Directors, September 26, 1984, with correspondence</td>
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Advertising Council Minutes
Board of Directors, December 5, 1984

Advertising Council Minutes
Executive Committee, March 14, 1985
Board of Directors, March 21, 1985

Advertising Council Minutes
Advertising Council, Inc., June 20, 1985

Advertising Council Minutes
Executive Committee, August 8, 1985

Advertising Council Minutes
Board of Directors, September 12, 1985

Advertising Council Minutes
Board of Directors, December 12, 1985

Advertising Council Minutes
Board of Directors, March 20, 1986

Advertising Council Minutes
Board of Directors, June 18, 1986

Advertising Council Minutes
Executive Committee, August 7, 1986

Advertising Council Minutes
Board of Directors, September 18, 1986

Advertising Council Minutes
Executive Committee, November 18, 1996
Advertising Council, Inc., December 11, 1986

Advertising Council Minutes
Executive Committee, March 13, 1987
Board of Directors, March 19, 1987
Executive Committee, April 9, 1987

Advertising Council Agenda
Agenda for Board of Directors meeting including clippings, notes, and correspondence.

Box 16:

Advertising Council Minutes
Board of Directors, with correspondence, May 19, 1987
June 30, 1987, with September 9, 1987 correspondence

Advertising Council Minutes
Executive Committee, August 12, 1987

Advertising Council Minutes
Board of Directors, September 23, 1987

Advertising Council Minutes
Board of Directors, December 10, 1987, including February 26, 1988 correspondence

Advertising Council Minutes
Board of Directors, April 21, 1988, including Nominating Committee minutes and May 24, 1988 correspondence

Advertising Council Minutes
Board of Directors, June 16, 1988

Advertising Council Minutes
May-June 1987

Advertising Council Minutes
July-August 1987

Advertising Council Minutes
September-October 1987

Advertising Council Minutes
May-June 1988

Advertising Council Minutes
September-October 1988
Board of Directors, September 9, 1988
Advertising Council Minutes

Board of Directors, December 7, 1988
Advertising Council Minutes

Board of Directors and Committees Directory, 1989-1994
Advertising Council Minutes

Executive Committee, January 10, 1989
Advertising Council Minutes

Board of Directors, March 22, 1989
Advertising Council Minutes

Executive Committee, November 2, 1989
Advertising Council Minutes

Board of Directors, August 17, 1993
Advertising Council Newsletter

Corporate Newsletter, Winter 1993
Advertising Council Minutes

Correspondence re: Senior Vice President, March 24, 1994, including
Board of Directors Meeting, September 21, 1993, including
Board of Directors Meeting Agenda June 22, 1993
Advertising Council Minutes

Agenda Executive Board Meeting, May 2, 1994

Box 17:

Advertising Council Minutes

Board of Directors Meeting, September 26, 1994
Advertising Council Minutes

Board of Directors Meeting, November 11, 1994
Advertising Council Minutes

Correspondence re: Minutes of the Executive Committee, February 8, 1995
Advertising Council Minutes

Board of Directors Meeting, March 21, 1995
Advertising Council Minutes

Annual Board Meeting, June 19, 1996
Advertising Council Minutes

Board of Directors Meeting, September 25, 1996
Advertising Council Minutes

Board of Directors Meeting, January 24, 1997
Advertising Council Minutes

Executive Committee Meeting, March 5, 1997
Advertising Council Minutes

Board of Directors Meeting, June 17, 1998