Box 1:

“Memorandum on the Work of the War Advertising Council,” 1942-43
“Words that Work for Victory,” 1943-44
“Words that Work for Victory,” 1944-45
“In the Wake of War,” 1945-46
“Business Steps Up Its Candle Power,” 1946-47
“What Helps People Helps Business,” 1947-48
“What Helps People Helps Business,” 1948-49
“How Business Helps Solve Public Problems,” 1949-50
“American Business in the Country’s Service,” 1950-51
“Twenty Years of Public Service By Business Through Advertising, Annual Report” 1961-62
“Report to the American People” (includes 33 1/3 rpm record), 1973-74
“Report to the American People,” 1974-75

Box 2:

“Report to the American People: A Bicentennial Perspective,” 1975-76
“Report to the American People,” 1976-77
“Report to the American People,” 1977-78
“The Advertising Council: 40 Years of Communicating in the Public Interest,” 1980-81
“Ad Council Report to the American People: Moving America to Action,” 1987-88
“The Results Are In: Annual Report to the American People,” 1990-91

Box 3:

“When there is a need....we are there,” Annual Report 2004-2005
“We Are the Ad Council,” Annual Report 2005-2006
“Change is Good,” Annual Report 2006-2007