13/2/218
Communications
Advertising
Advertising Council Campaign Posters, 1965-90

Note: This collection is arranged by campaign, and within each campaign the slogan found on each poster is included for easier identification. The second column contains the size of the poster (height x length), and the third contains the date, if known.

This collection is stored in two places. The items listed below are stored in the main archives search room. In addition, framed items from the 1992 Advertising Council exhibit at the Smithsonian are stored at the Archives Research Center. These items are enumerated in the attached list of "Framed Storage File Items."

**Folder 1:**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Slogan</th>
<th>Size</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aid to Higher Education</td>
<td>Invest in the Future of America</td>
<td>33x21</td>
<td>nd</td>
</tr>
<tr>
<td></td>
<td>We Can't Afford to Run out of Ideas</td>
<td>33x21</td>
<td>nd</td>
</tr>
<tr>
<td>AARP</td>
<td>Child Prodigy</td>
<td>27x19 1/2</td>
<td>nd</td>
</tr>
<tr>
<td>Be a Friend</td>
<td>Don't Be Afraid, Be a Friend</td>
<td>22x16</td>
<td>1990s</td>
</tr>
<tr>
<td>Car Theft Prevention</td>
<td>Young Car Thieves...</td>
<td>21x22</td>
<td>1968</td>
</tr>
<tr>
<td>Careers</td>
<td>You Can be More than You Are</td>
<td>33x21</td>
<td>1970s (?)</td>
</tr>
<tr>
<td>Census</td>
<td>200 Million Reasons to Answer the Census</td>
<td>22x21</td>
<td>1980</td>
</tr>
<tr>
<td>Child Abuse Prevention</td>
<td>Abused Children are Helpless</td>
<td>33x21</td>
<td>nd</td>
</tr>
<tr>
<td></td>
<td>Stop Using Words that Hurt</td>
<td>33x21</td>
<td>nd</td>
</tr>
<tr>
<td></td>
<td>Take Time Out</td>
<td>33x21</td>
<td>1980</td>
</tr>
<tr>
<td>Citizens Against Government Waste</td>
<td>One of the Largest Federal Depositories..</td>
<td>33x21</td>
<td>nd</td>
</tr>
<tr>
<td>Coop Education</td>
<td>In Today's Job Market...</td>
<td>33x21</td>
<td>1985</td>
</tr>
<tr>
<td>Covenant House</td>
<td>Because Life on the Street...</td>
<td>33x21</td>
<td>nd</td>
</tr>
<tr>
<td>Crime Prevention</td>
<td>Don't Let 'em Knock Your Block...</td>
<td>33x21</td>
<td>1986</td>
</tr>
<tr>
<td></td>
<td>One out of Two Teens in America</td>
<td>22x21</td>
<td>1988</td>
</tr>
<tr>
<td></td>
<td>McGruff Wants You</td>
<td>22x21</td>
<td>1989</td>
</tr>
</tbody>
</table>

**Folder 2:**
Direct Deposit
Before Direct Deposit... 18x12 1/2 1970s
Direct Deposit Fights Crime (with McGruff picture) 20x14 nd
Discover the Profitability... 28x22 nd (1981?)
Get Out of Line 33x21 nd
With Direct Deposit... 28x22 nd
This Year You'll Spend 8 1/2 Hours... 14x20 1980s

Drunk Driving Prevention
Drinking and Driving... 33x21 nd

Drug Abuse
"Crucifix" photo (anti-heroin campaign) 11x24 ca. 1970

Employer Support of the Guard and Reserve
It's Their Job to Protect You 33x21 nd
The Better Our Team... 33x21 nd

Energy Conservation
Don't be Fuelish 18x41 nd

Food Stamps
Half the People Suffering... 33x21 1986

Forest Fire Prevention
Fortieth Anniversary 28x22 nd
Make Wildfire A Thing of the Past 16 1/2 x21 ca.1982
Prevent Wildfire 16x19 ca.1981
This Used to be a Forest 22x21 nd

Health Careers
I Wanted More Out of Life 33x21 nd

Folder 3:

Independent Sector
Just a Fraction... 28x22 nd
Meet J. Robert Anderson 33x21 nd

IRS/Tax Assistance
There are Volunteers to Help... 33x21 nd
For the Best Tax Advice... 33x21 nd
This Year the IRS... 22x21 nd
Don't Let This Come Between You... 22x21 1989

International Youth Exchange
Help Bring the World Together 33x21 nd
The World is Waiting 33x21 nd

National Aids Network
Help Stop Aids. Use a Condom 10 1/2 x16 nd

National Alliance of Businessmen
Sad but True... 33x21 nd
National Commission on Productivity
Would You Hire You? 22x21 nd

National Urban League
Everybody Deserves A Chance 33x21 ca.1982
I Grew Up Believing... 22x21 ca.1987

Peace Corps
We Need Someone... 26 1/2x20 nd

Radon
If You're Not Testing... 22x21 nd

Folder 4:

Red Cross
Bill Cosby 33x21 c.1979-80
Don't Chicken Out 33x21 c. Jan, 1986
Every Day Someone Needs Us 33x21 c. Feb, 1986
If Only They Came with Instructions 30x23 nd
Join Us 33x21 nd
Life's a Beach 33x21 c. Feb-Mar, 1987
Red Badge of Courage 33x21 nd
Red Cross is Counting on You 33x21 c. Jan-Feb, 1978
This Dummy Could Save a Life 33x21 c. Sept, 1986
What Kind of Wife... 33x21 c. Sept, 1987
Where Would America Be... 33x21 c. 1984-1985
If Only they Came with Instructions 33x21 1989

Retrain
You Won't Get Tomorrow's Jobs... 22x21 1965

Safety Belts
Mrs. Gordon Never Bothered... 12 1/2 x20 nd
Prepare Your Kids for Life 30x39 nd
Want to Keep your Face from Breaking out 17x20 nd

Social Security
Many People Only Know Half the Story 22x21 nd

State Department of Rehabilitation
I Got My Job... 22x21 nd

Swine Flu Shot
How Does a Week or Two... 33x21 1976

Take Pride in America
Bad Guys Abuse Public Land 22x21 nd

Folder 5:
**United Negro College Fund**  
All Dressed Up and No Place to Go 27 1/2x20 nd  
He Could Have Been Searching... 33x21 nd  
He Resisted Drugs, Crime, and the Street... 22x29 nd  
My Father Gave Me Ambition 33x21 nd  
Who Ever Said the Man... 33x21 nd  
The Old Bodie Plantation... 33x21 1981  
Some Students are Fighting for More... 33x21 1983  

**Understanding Mental Illness**  
There's Nothing Wrong with Him... 33x21 nd  

**Folder 6:**

**US Savings Bonds**  
US Savings Bonds  
Buy US Savings Bonds 33x21 nd  
Happy New Yield 33x21 nd  
New Variable Interest Rate 33x21 nd  
Plug into Savings 33x21 nd  
Preserve the Future 33x21 nd  
Take Stock in America 33x21 nd  
Wedding Bond 33x21 nd  
Watch' em Grow 22x21 nd  

**Vista**  
When City, State and Federal Programs... 33x21 nd  

**Volunteer**  
It'll Make You a Better Human Being 22x21 nd  

**Vote**  
Celebrate the Fourth of July 33x21 c1976 (?)