Advertising Age, "Smokey and Friend," July 15, 1963
Articles (newscloppings) on Ad Council controversies (POW ads, "Should the Ad Council Disband?", counter-attack ads on American economic system), 1971-76
Chicago Tribune, "Only the Public Profits: Selling a Good Cause," March 18, 1976
Bulletin of Religion in American Life, "From Sea to Shining Sea," October 1976
Advertising Age, "Ad Bond is Broken", April 23, 1984
"'Remember, Only You.....' 1944 to 1984, Forty Years of Preventing Forest Fires, Smokey's 40th Birthday," U.S. Department of Agriculture Forest Service Booklet, August 1984
"Broadsides & Posters from the National Archives," 1986
Friendscript: The U of I Library Friends at Urbana-Champaign, "The Ad Council Collection Comes to University Archives," Summer 1986
Christian Science Monitor, "Warning labels proposed in war on alcoholism"; "Liquor foes unite," May 5-6, 1988
Advertising Age, "Ad Council Chief to Lure Media", June 20, 1988
Illini Week, "Image of sacrifice in WWII saved ad industry," June 8, 1989
Chicago Tribune, "Make That Smokey the Bear," August 1990
Fund Raising Management, "Advertising to Our Heart's Discontents," August 1990
Advertising Age, ad soliciting material for Ad Council 50th anniversary issue, October/November 1991
Media History Digest, "OWI: Winning Wars With Words," Fall/Winter 1991
Coalition on Donation press release, [1992]
"What Do You Get When The Media Plays Mother?--Advertising in the Public Interest: 50 Years of Sound Advice," American Advertising Museum (Portland, OR) exhibit on the Ad Council and the Portland Perspective, April 1-26, 1992
Media History Digest, "Ad Council Marks 50 Years of Crusades," Spring/Summer 1992
The Non-Profit Times, "PSAs effective in getting out the message," September 1992
The Advertiser, "Fifty Years of Service"/"Looking Ahead," Fall 1992
Emeritus, "Ruth Wooden: President Pro Bono," Fall/Winter 1992
The New York Times, 'Drafting the 'New Media' into Public Service Campaigns,' November 17, 1992
Good Morning America segment, interview with Lisbeth Schorr, "Breaking the Cycle of Disadvantage," December 15, 1992
Adweek, "Good Deeds in Bad Times," December 21, 1992
The Advertiser, "It's Better to Give Than to Receive," Summer 1993
Corporate Philanthropy Report, "Free Media is Less Free," August/September 1993
Advertising Age, "Big Win for Ad Council!", October 4, 1993
Advertising Age, "Earth Share Finds Prodigy a Good Environment," October 18, 1993
"Newspapers and PSAs: An Effective Partnership," published by Newspaper Association of America, c. 1993
Smithsonian Magazine, "Where there's Smokey, there's never fire," January 1994
EGRam (Employer Support of the Guard and Reserve) "Ad Council Receives Special Recognition", February 1994
TV Guide, "Clinton on TV's Clout," March 26, 1994
Parade, "When Forest Fires Help," September 22, 1996
Parade, "Help America's Children" (Bill Bradley campaign), August 3, 1997
Advertising Age, "Conlon's Task" (Peggy Conlon, new Council president), July 5, 1999
"Newsworthly Trends: Volunteers Wanted," no magazine or date listed
*Insight Anglias Textbook* includes CD (Ad Council mentioned), copyright 2007
New York Archives, “Alert America” (mentions Civil Defense), Summer 2009

**Box 2:**

**MONOGRAPHS AND ARTICLES ON ADVERTISING (NOT SPECIFIC TO AD COUNCIL)**


Look Magazine. (1944) *Don’t buy another depression.* New York, NY.


Press Clippings and Excerpts, Advertising
- Current Events, 1992-95

**HISTORICAL ADVERTISING RESOURCES AT OTHER REPOSITORIES**

Listing of Other Advertising Holdings
- American Advertising Museum, Portland, OR
- University of British Columbia
- Barton A. Cummings Center for Advertising Studies, 1995

**Box 3:**

John W. Hartman Center for Sales, Advertising, and Marketing History, Duke University, 1993-
- Materials issued by, related to, and gathered at the conference, including speech notes for
- History of Advertising Trust, Norwich, England
  - *HATNEWS* newsletters, 1998
- Michigan State University, Marketing History, 1992-2000
  - includes *Retrospectives in Marketing* newsletters, 1992-2000
- Museum of Broadcast Communications, Chicago
  - Museum of Broadcasting, New York, 1988
- Museum of Television and Radio, New York
- University of Oklahoma, Price College of Business, 1999
- Radio Hall of Fame, Aug 1994
- Center for Advertising History, Smithsonian Institution, Washington DC
- The State Historical Society of Wisconsin
- Gary Woodward Advertising Collection, UIUC

**Box 4:**


*Side A*
20. Bennett Cerf:30

Support the physical education program in your school (1971) Washington DC: President’s Council on Physical Fitness and Sports. 7" disk, 33 1/3 rpm. Includes print statements by President Nixon and James A. Lovell and a Council fact sheet.

1. Tenley Albright (Olympic Skater) 60 seconds
2. Tenley Albright (Olympic Skater) 30 seconds
3. James Brown (Soul Singer) 60 seconds
4. James Brown (Soul Singer) 30 seconds
5. Lee Trevino (Golf Pro) 60 seconds
6. Lee Trevino (Golf Pro) 30 seconds

US Dept of Agriculture Food and Nutrition Service Mailing, ca. 1976

Side A
MOR/C & W
1. Sometimes Home, Sometimes School:60
2. Sometimes Home, Sometimes School:30
3. Breakfast Hassle:30
4. Food For Thought:10

Side B
Soul/Contemporary
5. Don’t Need Hungries:30
6. Gotta Have Breakfast:30
7. Without Breakfast, No Way!:30
8. Spanish Language:30


Side 1
Cut 1 - Eat Better 30 sec.
Cut 2 - Unit Pricing 30 sec.
Cut 3 - A Snack is a Mini-Meal 30 sec.
Cut 4 - Which Brand is the best buy? 30 sec.

Side 2
Cut 5 - Preparing to Food Shop 30 sec.
Cut 6 - Convenience Foods 30 sec.
Cut 7 - Eat Better (En Español) 60 sec.
Cut 8 - Unit Pricing (En Español) 60 sec.

Box 5:

National Cristina Foundation PSAs
Create a new word (1991) New York: Advertising for Public Service, Inc. 60 seconds. 1/4" audio tape, 7 ½" per second. Includes printed materials from original mailing.
Over the hill; Out to pasture; Retirement party (60 & 30 s. versions of each) (1992) 1/4" audio tape, 7 ½" per second. Includes printed materials from original mailing.


Box 6:
Take It Back; GSA documentary by Aneesa Winn, ca. 2012. DVD. [Includes Ad Council PSA “That’s So Gay.”]

Cyberbullying PSA amateur entries, Disks 1 and 2, 2008. DVD.

Advertising Week, Sept. 20-24, 2004
Advertising Week, Sept. 25-29, 2006
Advertising Week, Sept. 24-28, 2007
Advertising Week, Sept. 22-26, 2008
Advertising Week, Sept. 27- Oct. 1, 2010
Advertising Week, Oct. 3-7, 2011
Advertising Week, Oct. 1-5, 2012
Advertising Week, Sept. 23-27, 2013
Advertising Week, Sept. 29 - Oct. 3, 2014
Advertising Week, Sept. 28- Oct. 2, 2015
Advertising Week, Sept. 26-30, 2016

Box 7:


*Brain Creativity*, Vol. 683, June 2017 (Japan). [Ellyn Fisher interview on p. 72]

**Box 8:**

120 Marketing Moments, 2016

*Ad Week*

- March 18, 2002
- July 29, 2002
- November 18, 2002
- January 20, 2003
- February 24, 2003
- March 10, 2003
- November 10, 2003
- April 5, 2004
- August 9-16, 2004
- November 29, 2004
- September 29, 2014
- October 6, 2014
- August 17-24, 2015
- December 14-28, 2015

*American Fitness*, March/April 2014
Digit, August 2005
Google Creative Canvas, 2010
Government Executive, September 1, 2004
Innovating for People: Methods of Human-Centered Design, undated
Listen Up! Powerful Public Service Campaigns, 2015
Matrix, April 15, 2002
Powerful Connections report, 2017
Working Mother, October 2002

Box 9:

Ad Age Global, November 2001
Advertising Age
    April 29, 2002
    August 5, 2002
    March 17, 2003
    November 29, 2004
    September 24, 2012
    November 26, 2012
    June 1, 2015
    December 21, 2015
    November 14, 2016
    December 5, 2016
Advertising Age’s Ad Network and Exchange Guide, April 14, 2008
B&C (Broadcasting and Cable)
    October 29, 2012
    December 3, 2012
    June 24, 2013
    October 14, 2013
    October 21, 2013
    November 18, 2013
Crain’s, October 13-19, 2014
The Drum, 2015
The Non-Profit Times, July 1, 2014
PR Week
    October 6, 2003
    June 16, 2008
    February 2013