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Communications
Advertising
50th Anniversary File, 1943-93

Box 1:

Subject File

Advertising Age Clippings (3 folders), 1949-78, 1988
"Advertising Council, America's Catalyst for Change" (2 folders) ca. 1990
Annual Report Highlights, 1947-87
Borg-Warner "Ripley" ads for Ad Council campaigns, ca. 1965
Choices that Matter (50th Anniversary publication draft), 1992
Correspondence, 1989-93
Clippings about Advertising Council, 1947-92
Finance Study Committee Report, 1971
Goodman, John, While You Were Gone, 1974
Historical Quotes, 1991
History, 50th Anniversary, plans, reports, correspondence, 1989-93
Localizing Public Service Advertising, March 1992
"Media Support by Medium 1982-91", 1992
New Directions in Power Structure Research, 1975
Pocono Papers, February 10-11, 1953
Presidential Letters, Quotations, 1944-88
Press Releases, 1989-92
Public Service Award, 1993
Rosenberg, Harold, 1979
Slide Show, 50th Anniversary generic script, Jan.6, 1992
Thomas, Harold B., "The Background & the Beginning of the Advertising Council", April 1, 1952
"Time Line, 1942-89", Sept. 3, 1991
War Advertising Council, 1943-45

Agency Files

Foote, Cone & Belding, Smokey Bear publicity, 1973-78
Young & Rubicam, 1987, 1992

Speeches

Jock Elliott "The Social Responsibility of Advertising" Buenos Aires Oct.7, 1986
Ira C. Herbert "Voluntarism", June 12, 1990
Ruth Wooden, 1990-93

Interviews and Statements

Peter W. Allport, A.N.A. History, March 1991
Pat Carbine, ca. 1991
Bart Cummings, May 21, 1991
Bob Keim, President, Jan. 14, 1991
Gordon Kinney letter, Oct. 30, 1947
Forest Long, May 16, 1991
George Ludlam, Jan.28, 1991

Nelson Metcalf, "The Kid in Upper 4", June 3, 1990
 Ted Replier, Letters, speech, report, article, obituary, 1944-45, 1955, 1966
 Frank Stanton, June 10, 1991
 Ruth Wooden, ca. 1991
 James Webb Young - Speeches, 1941-51
 James Webb Young - Biographical, 1973

Box 2:

Research Institutions

Ad Council Archives (Illinois), 1990-91
 Museum of Broadcasting, 1989-92
 Museum of Television and Radio (formerly Museum of Broadcasting), 1991-92
 National Archives Exhibit, 1991
 Smithsonian Institution, 1991

Campaign Files

American Cancer Society, Colon Cancer, 1988
 American Economic System
 American Heritage Foundation, 1950
 American Red Cross, 1947, 1972
 American Red Cross - Blood Donation, 1980-87
 Better Schools and Better Communities
 Buckle your Safety Belt, 1962
 CARE, 1949
 Census Campaign
 Challenge to Americans
 Child Abuse, 1983, 1991
 Civil Defense
 Co-op Education, 1985
 Crime Prevention
 Crisis in our Cities, 1968
 Disadvantaged Children, Breaking the Cycle, ca. 1990
 Drugs and AIDS
 Drunk Driving Prevention, 1990
 Employer Support of the Guard and Reserve, 1989
 Energy Conservation, 1974
 Environmental Defense Fund, 1989-91
 Equal Employment Opportunity, 1967
 Farm Scrap Action Plan, 1951
 Forest Fire Prevention, 1943-44, 1953, 1989-91
 Healthy Start, 1992
 Help Prevent Crime, 1967
 Internal Revenue Service, 1988
 Keep America Beautiful, 1966-71, 1976
 National Citizens Commission for Public Schools
 National Goals Campaign, 1960-61
 Neighbor Works

Pakistan Relief Fund Campaign, 1971
 Peace Corps, 1963-66, 1975-78, 1984-88
 Recruiting Young Teachers, 1990
 Register and Vote, 1952
 Religion in American Life, 1968-69
 Research and Rehabilitate America's Handicapped, 1970
 Statue of Liberty, 1986
 Student Nurse, 1952
 Take Pride in America, 1983
 Understanding Mental Illness, 1988
 United Negro College Fund, 1972, 1975, 1984, 1989-90
 U.S. Savings Bonds, 1975-76
 USO, 1961
 United Way, 1972, 1977, 1982, 1985-88
 Youth Fitness, 1963
 Ad Council Ads, 1990
 Commercial War Advertising, 1943-46
 War Advertising Council Ads, 1944-45
 "The Depictor", "Light Reading" & "The Word is Mightier Than the Sword"

Box 3:

Magazines

Esquire, March 1973
Essence, July 1975
Good Housekeeping, August 1953
Ms., September 1978
Newsweek, July 1972
LIFE
 April 29, 1940
 April 6, 1942
 July 27, 1942
 September 14, 1942
 September 6, 1943
 September 25, 1944
 March 26, 1945
 February 4, 1946
 April 4, 1949
 October 5, 1959
 August 20, 1965
 September, 1979
 Fall, 1986 - Anniversary Issue

People:

June 10, 1974
 September 16, 1974

Saturday Evening Post:

September 16, 1950
 November 1, 1952

Time:

March 26, 1951

June 28, 1963

TV Guide, September 10-16, 1955

Ad Council Videotapes:

The Advertising Council Historical Reel, 1991

Overview of Ad Council background and history, 1941-1991. Featured spots include:
Better Schools jingle, Keep America Beautiful (Suzie Spotless), Peace Corps, United
Negro College Fund (fadeout), Share the Ride (Noah's Ark), American Red
Cross, Crime Prevention (Don't Use Drugs song), United Way (rape crisis),
American Cancer Society (colon cancer), AIDS Awareness (woman w/ child),
Underage Drinking Prevention.

Ad Council 50th Anniversary Dinner, November 1992

Ad Council Media Blitz Annual Dinner Reel, November 1993

Sound Recordings:

The 13th Washington Conference, April 2, 1957

Box 4:

Exhibit Files

Certificate of Incorporation, February 26, 1942

50th Anniversary, Source of Copy, World War II Ads, 1945-47, 1991-92

50th Anniversary Congratulatory Messages, 1991

50th Anniversary Archives, 1992

50th Anniversary Exhibits, 1992

Ad Council 50th Anniversary Exhibit, 1993

James Webb Young Quotations

Quotations: Peter Franchel

David Ogilvy

Harold Thomas

George Ludlam