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
War Advertising Council, 1943-45

Agency Files

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

Speeches

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
Forest Long, May 16, 1991
George Ludlam, Jan.28, 1991
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
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
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
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
U.S. Savings Bonds, 1975-76
USO, 1961
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  

**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 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