

13/2/305
Communications
Advertising
Washington Office Subject File, 1942-1981

Box 1:

1942-51

Advertising Time and Space Contributed to Ad Council Projects (a report), 1946

Advertising Media in Personnel Recruitment, September 1947

American Marketing Association, 1943

Analysis of AMA questionnaire on war advertising and War Advertising Council

A.N.A. File (Association of National Advertisers), 1943-44

Article by John Rorty - "Advertising Rides the War", proceedings from A.N.A. Symposium
on Wartime Advertising, War Advertising Council Newsletter

Annual Report, 1943-44

1944 Annual Report and breakdown of Ad Council support for campaigns in 1943

ANPA File, 1944

American Newspaper Publishers Association news release or report on what advertising was
doing to help the war effort, summaries of War Loan campaign and the role played
by newspaper advertising; advertising page from Advertising Age suggesting that
advertising delay its return to free enterprise so as to continue supporting the war
effort

Army, 1945

Recruitment campaigns

Army Nurses, 1944-45

Nurses, Womans Army Corps & Voluntary Services

Army Prestige Campaign, Dec. 1945--Nov. 1946

O.W. Chase of N.W. Ayer & Son, fact sheets and ads

Articles and Pamphlets about the Ad Council

Atomic Energy, 1946

Harold Urey & W.A. Higginbotham

Atomic Energy Clippings, 1946

New York Times and Washington Post

Bankhead Bill, 1943

Beat Japan, 1945

Photocopies of graphic layouts and typed texts

Beat Japan, 1945

"Job-Ahead-Japan" - Correspondence, fact sheet, typed texts, photocopies of graphic
layouts, media expenditures

Cadet Nurses, 1945

`Current' ads

Campaign Classifications, 1944

Rating system of campaigns according to duration along with an overview of campaign

- objectives and persons involved
- Census Bureau, 1949
 - Copy on goals
- Certificates for Advertising, 1944
 - OWI Advertising citations
- Christians and Jews, National Association of, 1949
 - Internal memos, correspondence, survey
- Christmas Package Campaign, 1946
 - Proofs of posters
- Community Chest U.S.O., 1945
 - U.S.O. Campaign - Magazine ads, brochures, advertising kits, copy for magazines, fact sheet
- Community Organization Promotion
 - Two copies of Los Angeles Community Information Program

Box 2:

- Conservation - Car, 1945
 - Estimated costs of campaign, goals of campaign - maintenance of vehicles
- Conservation - Fats, 1945 Newspaper proofs of 'Fat Salvage' campaign
- Conservation - Fats, 1945
 - Radio announcements, directory of cooperating businesses, newspaper ads, survey
- Conservation - Fats, 1945
 - Radio copy, reports, newspaper ads
- Conservation - Fats, 1945
 - Correspondence, newspaper ads, survey
- Conservation - Forest - Government Information Program, Foote, Cone and Belding selected, 1944
- Conservation - Fuel, 1944
 - Examples of newspaper ads
- Conservation - Paper, 1945
 - Correspondence - organizing the campaign, fact sheet, internal memos
- Conservation - Tools
 - Information booklet on government campaigns prepared by War Advertising Council
- Conservation - Travel - Program prepared by OWI, 1944
- Contract Settlement - Subject Termination of War Contracts, 1945
 - Memo from Office of War Information to War Advertising Council, policy guidelines
- Copy Review Committees, 1944
 - Copy Review Committee Report, procedures adopted and guide for the preparation of campaign folders
- Council - Campaigns, 1946-1948
 - Atomic Energy campaign
 - Overseas information campaign

Joint Army-Navy Program
 Steel scrap drive
 Council - Congressional Dinner, 1947
 Correspondence, memos, reports, list of attendees
 Council - Congressional Presentation, 1947
 Copy of report of activities of the Ad Council
 - Corporate Records, 1942, 1948
 Copies of certificate of incorporation, tax status
 Council - Filing, 1942-43, 1946, 1955
 Incorporation 1942
 Change of name 1943
 Change of name to War Advertising Council 1946
 Certificate of Authorities, 1955

Box 3:

Council - Future Plans, 1945
 - Promotion, 1944
 "4 ways to aid your product and the war"
 - Radio Fact Sheets, 1945
 - Report to the Members of Congress, Dec. 1947
 - Tenth Anniversary, 1951
 Promotional activities - ads, "report to the nation"
 Cutbacks, 1944
 T.S. Repplier's suggestions regarding "cutbacks" to the War Department Public Relations Division and to the Under Secretary of War. James Byrnes' statement on industrial demobilization - 'Field Guide for the Guidance of Government Officials in Making Announcements of the Cutback'
 D-Day, 1944
 Press release regarding D-Day handling of government programs by all media cooperating with OWI programs
 Economic Stabilization, 1945-46
 Fact sheets, identification of goals of campaign memos, correspondence
 Famine Emergency, 1946
 Posters, correspondence
 Information bulletins, magazine ads, world food prospects bulletin, newspaper ads, survey
 Farm Goals, 1946
 Samples of two proofs used in ad campaign
 Farm Program, 1946
 Soil Conservation - samples of ad proofs, prints, photostat copies

Farm Safety Week Campaign, 1946

Fact sheet, list of advertisers, letter of solicitation

Fats Salvage, 1946

Radio Announcements, Report to subscribers

Food Conservation, 1946

Proof of ad. and cable soliciting Ad Council support

Food - Home Canning, 1946

Correspondence, fact sheet

Forest Fire Prevention, 1946

News release, advertising campaign, fact sheet, brochure, goals, strategy and advertising utilized in 1946 campaign

Box 4:

Government - Ad Council Meetings, 1946

Summary of conferences, news releases, addresses, Photographic prints advertising Ad Council efforts and highlighting its role

Government Contracts, 1943-44

Copies of contracts between government and War Advertising Council; procedures by which contracts were issued and expenses reimbursed; information on the contractual relationship between WAC and the government; list of government officials involved in contract negotiations; excerpt from renegotiation manual

Government Contracts, 1944-45

Contracts between U.S. Government and Ad Council

Government Information Set-Up, 1945

Documents outlining government's use of country's information facilities. The role of Ad Council vis-a-vis the Office of War Mobilization and Reconversion and correspondence outlining continued Government-Ad Council liaison after the war

G.I. Insurance Campaign, 1947

Fact Sheet, campaign strategy and rough proof

Help for Hospitals, 1946

Proof sheets, radio fact sheets, advertisement in "Printers Ink"

Hoover Report, 1951

Campaign and solicitation letter to newspapers on the Hoover Commission Report on the federal government

Housing, 1945-46

Ad clippings, proofs, fact sheets, Washington address, progress report

Housing, 1946

Progress report - Housing Information Program

Income Tax Campaign, 1945

Poster, Information Program

Indoctrination, 1944-45

Minutes of Indoctrination meeting, Indoctrination Course - schedule, correspondence

Industrial Accidents Campaign, 1944

Correspondence, fact sheet, brochure, flyer

Infantry Campaign, 1945

Song for advertising campaign

Institutional General, 1943-44

Plan of Action for the Council for Jan.--March period

Institutional - Production, ca. 1944

War Advertising Council Booklet, "The Word is Mightier than the Sword", aimed at getting businesses to link their advertising with official war themes; list of advertising campaigns and how they looked "before" and "after" association with war themes

Labor Utilization, 1944

War Advertising Council booklet on "Wasted Manpower" deals with how to reduce labor turnover and absenteeism, improve labor relations

LCI Trip, 1944

Ad Council trip on a navy LCI craft, schedule, agenda of meeting held aboard and sponsored by Incentive Division of Navy

Box 5:

Marine Corps, 1946

Brochures, radio scripts, fact sheet

Measurement of War Theme Advertising, 1944

Report of War Advertising Council Media Committee on measurement of war theme advertising; copy of press release announcing plan for compiling standardized information on the volume of war theme advertising

Merchant Marine, 1944, 1945

Ad in Advertising Age, radio commercials, fact sheet

Movies - General, 1945

Brochure on Army Air Forces production of a 16mm film, reply and request for Ad Council activities in film

National Association of Transportation Advertising, 1943-44

Minutes of War Advertising Council meetings; booklet calling for sponsorship by advertisers - put out by the National Association of Transportation Advertising; details of their contribution; list of transportation advertising companies involved in "Join the U.S. Cadet Nurses Corps"

National War Fund, 1944

Booklet providing facts on the national advertising campaign for the National War Fund

Network Allocation Plan, 1944

Discussion regarding whether advertisers participating in the radio allocation plan may

- substitute sponsorship of one war information theme for another
- Outdoor Posters, 1945
 - Theodore Repplier's statement on Ad Council activities especially outdoor, War Advertising booklet
- Overall Campaigns, 1944
 - Reference Guide to campaigns being conducted by War Advertising Council; data, copy starts, scheduling, official symbols, slogans
- Overall Campaign List, 1945
 - List and photograph of publicity bulletin
- OWI Publicity
 - Column that critically examines Office of War Information activities
- Pacific Coast Advertising Association, 1944
 - Booklet issued by Pacific Advertising Association on its contribution to the American war effort; report of a trip made by the managing director of the PAA to "Eastern Cities"
- Peace Campaign, 1945
 - Survey, Posters, House of Representatives & Senate Resolutions, summary of 16mm "Peace" film, OWI fact sheet, copy of "Policy for Peace" campaign, AUWD released, Ad Council release
- Post-War Planning, ca. 1944
 - Booklet on Council's plans for the "reconstruction phase" - confidential memo discussing future plans of the War Advertising Council and examining its place in the reconstruction period
- Post-War Planning, 1945
 - Ad in Sunday News, an editorial on the future of advertising, report on planning for post-war prosperity
- The President's Letter, 1944
 - Copy of letter from President Franklin Roosevelt to the Ad Council acknowledging its role during the war and encouraging a continuing role in peacetime
- Production Urgency Campaign, 1946, 1948
 - Documents pertaining to formation of committee, campaign proposal, text, artwork for poster, newspaper ad and magazine article
- Production Urgency Campaign, 1946, 1950-60 (Prospectus)
 - Report of the Executive Committee, U.S. victory waste paper campaign, radio fact sheet on production campaign, report and recommendations of 20th Century Fund's Labor Committee, correspondence soliciting labor's cooperation, press release, goals of campaign, Prospectus from the 20th Century Fund - America's Needs and Resources
- Radio - General, 1945
 - Radio script pertaining to Ad Council role during the war
- Red Cross, 1944-45
 - Letter from Red Cross to Ad Council requesting assistance regarding coordination of gifts, gift lists, copy utilized, Red Cross report on Christmas 1944
- Red Cross, 1945-46

- Red Cross information booklets, publicity campaign and media to be utilized, fact sheet, two photos, response to an audience member who viewed such efforts as propaganda, Ad Council radio allocation costs
- Research, 1944
Report of study which appeared in Advertising Age on advertising support by top 35 advertisers toward war effort
- Research, 1945
Findings relating to newspaper reading in the Pittsburgh Sun-Telegraph and in the Jersey Journal; results achieved by Home Front Campaigns; Business Week article about post-war government advertising; correspondence about campaign space allocations and a public opinion survey about advertising.
- Soldiers' Mail, 1944
Brochure prepared by War Advertising Council on V-Mail provides background information on V-Mail and suggestions for advertising treatment of this theme
- Stop Accidents, 1945
Three ads on "Stop Accidents" campaign, proof sheet of ten ads and three mailing cards carrying "Safe Cars Save Lives", proofs of newspaper ads
- Stop Accidents, 1946
Chart pointing out target audiences and media to be used, companies - Goodrich & Johns-Manville participation in campaign, booklet on safe driving - ads and proofs relating to campaign
- Student Nurses
Single advertising brochure detailing goals, copy, examples of ads utilized
- Treasury Department, 1946
Publication of U.S. Savings Bond Division, chart, Advertising material - newspaper, periodicals, magazines, booklet, radio - fact sheet and report appraising Post-war bond selling
- Turnover - In Plant, 1944
Report prepared by War Ad Council - 4 steps in controlling voluntary "quits" for War Manpower Commission
- Turnover (Local Media), 1944
Twelve radio spot announcements prepared by WAC (Foote, Cone & Belding) for War Manpower Commission - to reduce labor turnover
- VD (Social Health), 1944
Report on controversy on the VD campaign making clear Council's position; report on VD control; letter from Surgeon General addressing the controversy; endorsement and suggestions from AMA
- Veterans Assets, 1945
Ted Bates prepared campaign folder, ad proofs
- Veterans Employability - Qualifications, 1944
Texts for advertisements, document describing selling points
- Veterans Mail, 1945

Posters, flyer for retailers, information booklet regarding overseas mail - OWI
 Veterans Readjustment, Jan. 1945
 An ad prepared by Doherty, Clifford & Shenfield, Inc.
 Veterans Readjustment, Aug. 1945
 Proofs of ad published by Van Heusen Shirts in Esquire Nov. 1945 - advertisement done by
 Grey Advertising Agency

Box 6:

Victory Loan, 1945
 Ad done by Seagram's for Victory Bonds, radio copy of ad sponsored by Jackson Brewing
 Company
 War Advertising Council Presentations, 1943-44
 Report of WAC and government cooperation during WW II addresses structure; list of
 sponsors; clients; WAC activities; scope; "products"; space and time devoted to war
 messages
 War Advertising Council - By-laws, 1944
 By-laws of the W.A.C.
 War Advertising Council - Folder "What it is, what it is doing, and why it is important to American
 business", Booklet explaining role of W.A.C.
 War Activities Council, 1944
 Annual report of War Activities Council
 War Financing (War Bonds), 1944
 Booklet on the nation's magazines' effort in promoting the sale of E Bonds of the Fifth War
 Loan, \$3.5 million worth of space donated, statement by WAC calling Barkhead -
 Cannon Bill a hindrance to the war effort
 War Manpower Commission, 1943-44
 Manpower information guide prepared by WAC, statements by members of Commission,
 Field Guide for the guidance of government officials in making announcements of
 manpower cutbacks, text of newspaper ads, advance release of report by War
 Manpower Commission
 Wartime Advertising Awards, 1943-44
 Annual Advertising Awards, brochures listing ads that were selected
 War Advertising Council - By-laws, 1944-45
 War Advertising Council - General, 1944
 Credo of the American War Dads; letter to Pres. Harry Truman pledging future cooperation
 while extolling past deeds of the WAC; congratulatory letter from H.B. Thomas
 War Advertising Council - News Releases, 1945
 - Press Releases, 1945
 - Publicity, 1945
 Waste Fats, 1944

- Digest of the Annual Report of the Fat Salvage campaign, ad proofs, Annual Report of Fat Salvage campaign
- World Trade, 1950
 - Preliminary suggestions for an Ad Council campaign on the dollar "gap" and U.S. Trade, press release announcing launching of trade study by The Twentieth Century Fund and The National Planning Association
- X-Day, 1944
 - List of information programs to continue for at least six months after X-Day (Germany's defeat). Outline of information problems in that six month period, demands to OWI from individual agencies for continuance of Ad Council campaigns after Germany's defeat, fact sheet, letters to and response regarding information programs from the Director of the OWI to government agencies

1953-61

- Ad Council Day and Sixth Annual Dinner, 1959
 - Invitation card
- Ad Council - Policy and Operations, 1953
 - Masters thesis written by M.C. Wagner at American University, Washington
- Advertising Organizations Sub-Committee, 1956
 - Summary report on White House Conference on a program for People-to-People Partnership
- Aid to Education, 1965
 - Youth education campaign - newspapers, outdoor and transit, television, radio

Box 7:

- Annual Advertisement, 1964-65
 - Ad proof done by the Ad Council to draw attention to its activities, articles on Ad Council activities, speeches by Repplier, text of advertisements; Leo Burnett
- Annual Dinner, 1962
 - Annual Dinner menu, public service award presentation, bio-data of recipient - General Lucius D. Clay, acceptance speech by Clay
- Annual Dinner, 1966
 - Letter from the Vice-President Hubert Humphrey to Ad Council appreciating annual dinner activities, telegram from Pres. Lyndon Johnson (typed, not original), paraphernalia associated with dinner - invitation cards, menu, activities
- Annual Report, 1963-64
 - Photographs taken at San Francisco dinner, includes a photograph of Theodore Repplier
- Annual Report to Board, 1964
 - T.S. Repplier's Annual Report to Board
- Annual Report to Board, 1966

- T.S. Replier's Annual Report to Board - final report before retiring
- Anti-Advertising - Proposed Measures, 1960
 Newspaper ad done by Leo Burnett countering ad criticism by three politicians, letter by T.S. Replier which takes cognizance of Schlesinger-Galbraith "affluent society" criticism and other influences on Democratic Party thinking, T.S. Replier's defense of network broadcasting filed with F.C.C. on Jan. 27, 1960
- Better Schools, 1960
 Interview with T.S. Replier regarding Ad Council efforts to alert public about the need for better schools
- Bulletin for Radio and T.V. Stations, 1962
 Information bulletin published by the Ad Council and distributed to national media regarding public service campaigns conducted by Ad Council
- Campaigns Overall, 1956
 Schedule of public service campaigns
- Car Cards, 1958-59
 Transport advertising bulletin - illus. of car card and accompanying write-up
- Challenge to Americans, 1964
 Copy of letter from Pres. Lyndon Johnson to T.S. Replier thanking him for a booklet "Challenge to Americans" and appreciating Ad Council work; requests for the booklet by agencies, e.g. Office of Public Services, USIA
- Confidence Campaign, 1958
 Case study of Ad Council emergency anti-recession campaign, copy of an ad which appeared in Time magazine, media schedule, reproduction of headlines indicating effects of campaign, letter of appreciation from White House
- Council Exhibits - T.V. Films, 1959
 Script of CBS documentary on the Ad Council - "The Sword and the Quill", list of people appearing in the film; news release
- Council Facilities, 1958-59
 Information pamphlet carrying illustrations of posters and accompanying write-up about campaigns - distributed to industries
- Council Motion Picture, 1957
 Rough draft of possible motion picture presentation of the Ad Council story
- Council Promotion, 1964
 Promotional magazine ad informing the public about Ad Council activities, Advertising Age focus on the Ad Council's Washington Conference, list of magazines that ran the annual ad; promotional Reader's Digest ad; letters of thanks to magazine editors for running promotional ad; logotypes; samples
- Council Promotion, 1965
 On efforts to promote Ad Council activities to advertising agencies, media groups and business leaders, "plugs" received in the media, including a full page ad sponsored by Leo Burnett and featuring Burnett
- Council Promotion - Reader's Digest Article, 1965

"Smokey the Bear and His Friends" article in Reader's Digest promotion, list of people and institutions receiving the article; copy of article
 Decennial Census (18th), 1959
 Letter from Lambie (Special Asst. in the White House) to Replier requesting that campaign for census be conducted

Box 8:

Fire Prevention, 1956

Regards limited campaign status done for the National Fire Protection Association; sample of Sparky the Fireman poster and calendar, also Reader's Digest ad

Forest Fire Prevention, 1956

Forest Fire Prevention campaign, meeting with forestry officials, fact sheet and summary report, address by Under Secretary of Commerce on the government's stake in Fire Prevention

Fire Prevention, 1957

Billing adjustments, "Sparky" campaign material; the dropping of the campaign

Forest Fire Prevention, 1957

Symbol identification test where "Smokey the Bear" was the fourth most nationally recognized symbol, advertising material sent to newspapers

Forest Fire Prevention, 1958

Media plan, general advertising campaign strategy, budget

Forest Fire Prevention, 1960

Smokey Bear campaign, float organized by organization of the Sons and Daughters of the Golden West - Ballad of Smokey Bear, media schedule, report of forest fire prevention program, suggestions of survey to check campaign effectiveness, campaign objectives, Smokey Bear color ad in Reader's Digest, presentation program of 20th consecutive campaign fact sheet

Forest Fire Prevention, 1961

Overview of campaign; advertising support received, results of campaign, photograph of printed bulletin designed by Campbell-Ewald; report on Southern CFFP program; list of state agencies cooperating with the U.S. Department of Agriculture, Forest Service in the administration of forestry programs

Forest Fire Prevention, 1962

U.S. Department of Agriculture ruling that Smokey the Bear not be used in connection with advertising of brand name products, policy review, organization chart of U.S. Forest Service, forest fire statistics for 1961; increasing awareness of the commercialization of Smokey; monthly report on Forest Fire Prevention

Forest Fire Prevention, 1963

Smokey Bear plaque citations awarded; F.C. & B. Smokey Bear Team (photograph) Award given to U.S. Forest Service & F.C. & B. for 60 second commercial; list of Smokey

Bear licenses; 1962 forest fire statistics

Forest Fire Prevention, 1964

Overview of campaign objectives; copy platform, advertising support received; Forest Ranger-Lassie television series; example of commercialization of Smokey in Ladies Home Journal cover; New Orleans Advertising Club; agenda of meeting

Forest Fire Prevention, 1965

Figure on advertising dollars spent on campaign; award of Smokey Bear plaques; misuse of the Smokey Bear image; letter of appreciation from the Dept. of Agriculture to Ad Council; Smokey Bear annual meeting; concept for Smokey the Bear "bookends", new Smokey the Bear licensees and violations under consideration; Ad Council promotion ads from Time magazine

Get Out the Vote Campaign, 1962

Letter of appreciation from Pierre Salinger, then Press Secretary to President John Kennedy, regarding the Ad Council's rapid response to a "get-out-the-vote" campaign - number of broadcast announcements that were scheduled

Government Advertising Liaison, 1956

Correspondence, biographical data on Howard Pyle; Ad Council's attendance and participation in a briefing conference given by White House Disarmament staff; agenda of Conference provided; Ad Council engaged indirectly in policy issues through its contacts with the White House, e.g. on President's visit to the Philippines

Government Advertising Liaison, 1959

Article on U.S. Defense system vis-a-vis the Russians; letter noting the success of the Ad Council due to support provided by the Eisenhower administration; acknowledgment of T.S. Repplier's work for the Ad Council; copy of lecture delivered by Hungarian immigrant Leo Cherne at the Industrial College of the Armed Forces detailing the international scenario; correspondence between Ad Council and White House liaison

Government Advertising Liaison, 1962

Pres. John Kennedy's appreciation of the television industry's assistance in public service campaigns; contributors to a JFK "business lunch"

Government Contracts, 1960

A letter of agreement/contract issued by U.S. Dept. of Agriculture to the Ad Council

Hope Project, 1957

Project Hope booklet

Hope Project, 1960

Newspaper article on Hope Project - the S.S. Hope - floating medical center, photograph of Detroit businessman making contribution attached to letter sent to editors explaining campaign

House Magazines Bulletins and Reports, 1959

Copies of the House Magazine

House Magazines Correspondence, 1960

Copies of the House Magazine

Industries Advisory Committee, 1961-62

Article and suggestions tied in with Ad Council "Better Health Through Better Fitness" campaign; correspondence regarding the need to preserve the free enterprise system in the Southern Hemisphere through round table discussions with intelligentsia; correspondence regarding the identification of leftist media and the possibility of boycotting such media

Japan, 1955

Copy of the Saturday Review wherein is published a copy of a case study from Japan on American Overseas information campaign

Box 9:

Keep America Beautiful, 1964

Example of "Keep America Beautiful" ad and a suggestion from National Safety Council that the position of the child riding in the car compromises the goals of a safety belt campaign

Keep America Beautiful, 1965

Letter from Ad Council informing Keep America Beautiful Inc. of decision not to provide support for two years because the Council was overburdened with emergency campaigns; invitation and agenda for White House Conference on Natural Beauty; text of letter from President Johnson to Secretary of Commerce calling for highway beautification; media schedule for the "Keep America Beautiful" campaign

Mental Health Campaign, 1953

Rough draft of leaflet, preliminary statement of the National Association for Mental Health to Ad Council

Mental Health, 1954

Public education and mental health study group for the advancement of Psychiatry report to Ad Council, correspondence between two groups

Mental Health, 1955

Draft presentation by National Association for Mental Health in connection with Ad Council education campaign, proposal from NAMH to Ad Council brochure

Mental Health, 1956

T.S. Replier membership card - Menninger Foundation, copy of the Menninger Quarterly

Mental Health - Ad, 1959

Attempt to change initial campaign

Mental Health, 1963

Ad Council's intention to suspend the Mental Health campaign and substitute a Mental Retardation campaign

Mental Health, 1964

A letter from the head of the Menninger Foundation on the hate in the world; mixed feelings on Ad Council's suspension of the Mental Health campaign and criticism of entertainment industry portrayals of mental health problems

Mental Retardation, 1964

Fact sheet on the Ad Council's Mental Retardation campaign, examples of ads, article on mental retardation which appeared in Ebony 1964

Mexico Campaign, 1962-63

Confidential progress report on Ad Council's work in Mexico "in the war of ideas vs. the communist world"; text of ad used in U.S.-Mexico relations campaign; letter of condolence from Mexican public relation agency regarding Kennedy's death

NATO, 1959

Booklet and magazine ad from Life

Operation Goodwill, Mexico, 1963

Text on Mexico-U.S. partnership to be used in a booklet for campaign; concern by Ad Council that it not be viewed as a foreign agent; acknowledging the success of the Round-Table Conferences in Mexico; list of contributors of tourist sector to Goodwill campaign

Overseas Advertising Councils, 1965

Interest by overseas advertising agencies in Ad Council activities - with the mention of establishing similar institutions; communications from already established foreign advertising councils

Overseas Aid Campaign, 1958

A letter from Howard Pyle, Deputy Assistant to the President, stressing importance of the work done by religious overseas relief agencies who were then petitioning Ad Council for continuance of their campaign

Overseas Aid Campaign, 1961

Agenda of meeting held on July 24, 1961 - and examples of ads done by Ad Council for the campaign

Peace Corps, 1961

Agenda of Peace Corps Regional Conferences; recruiting conference schedule; minutes of meeting; Council's assistance to the Peace Corps conference; Peace Corps Project Needs Report; college recruitment plan; text of radio spots for Peace Corps examinations; report attempting to correct misconceptions about Peace Corps

Peace Corps, 1961-62

Questionnaire; additional information to be given to interested applicants; suggestions for improvement in recruitment; Ad Council Peace Corps recruiting campaign; media facilities plan and estimated costs, proposals for media materials; types of projects and number of volunteers in second program year; Peace Corps ad expenditures for fiscal year, list of broadcasting stations (radio & television) devoting time to Spanish language programming, minutes of a meeting held with Shriver and Moyers, Peace Corps heads; National Advisory Council meeting

Peace Corps, 1962-63

Search for a company that would place articles in magazines for Peace Corps, media schedule, response to placement tests and questionnaires increased

Peace Corps, 1963-64

National Geographic articles on Peace Corps campaign objectives, platform & advertising support; results of campaign; letter of appreciation from Shriver to magazine publishers; Ad Council media support for Peace Corps campaign; minutes of conference held in Washington; copy of ad prepared for Peace Corps; 11 million dollars of advertising secured for Peace Corps by Ad Council in 1963; media schedule for 1963

Peace Corps, 1964-65

Peace Corps publications suggestions for new recruiting techniques brought in by interns; campaign objectives; copy platform; advertising support received report

People's Capitalism, 1963

Letter on a group preparing a book on Karl Marx's Communist Manifesto - a summary of the ten step procedure Marx planned for the final take-over of America; letter addressing the larger role to be played by the Ad Council in the fight against communism, i.e. in support of "People's Capitalism"

People's Capitalism Exhibit, 1956

Photographs from the "People's Capitalism" exhibit planned by the Ad Council for display overseas by USIA. Also proof of flyer for newspaper ad; fact sheet; statement by Chairman of Ad Council at the opening ceremonies of the exhibit

People's Capitalism Exhibit Publicity, 1956

Newsclippings, news releases, Ad Council newsletter announcing event

People's Capitalism Exhibit - U.S. Reactions, 1956

Survey results of response to exhibit questionnaire; Russian reactions; responses from both individuals and institutions such as the Latin American Institute

Box 10:

Planning Committee, 1964

Discussion begun on T.S. Repplier's retirement and successor's general agenda for the planning committee, criteria on which a successor is to be selected

Plans for Progress, 1964-65

The promotion of equal employment opportunity "Plans for Progress"; letter from Vice President Hubert Humphrey; newspaper article regarding the growing opportunities available for Blacks; remarks of the Vice President prepared for press review; letters of appreciation of Ad Council's work regarding equal employment opportunity from the White House; reports of meeting and first year report by the Plans for Progress Advisory Council - the President's committee on Equal Employment Opportunity, also booklet laying bare the structure, goals of organization

Possible Campaign - Law Day, 1958

American Bar Association seeks to sponsor a Law Day on May 1, copies of proposed radio spots; however Ad Council is refusal to manage publicity campaign

President Eisenhower's People to People Committee, 1956

- Letter from Pres. Eisenhower to T.S. Repplier requesting assistance in the proposed people to people committees
- Promotion Committee, 1963
 - Minutes of meeting held April 10, 1963
- Promotion Committee, 1964
 - Memorandum on required cooperative activities by major campaign "chests"; Ad council promotional objectives; agendas; report acknowledgments to contributing agencies, minutes from a meeting of the promotion committee
- Radio Free Europe Fund, 1960, 1963-64
 - Figures for media support, proofs of advertisements utilized in campaign, draft of t.v. ad with storyboard
- Regional Representation, 1958-59
 - Advertising Age - Ad Council criticized for doing little to make advertising people in other regions feel a part of its operations; file reflects responses to this criticism; report on wider participation in the Ad Council
- Religion in American Life, 1956
 - Copies of advertisements utilized in campaign; letters of appreciation and suggestion
- Religion in American Life, 1965
 - Bulletin of religion in American life
- T.S. Repplier - Personal, 1964
 - A letter from D.D. Eisenhower to Repplier regarding the People-to-People program
- Rochester Advertising Council, 1953
 - Correspondence pertaining to formation of Ad Council of Rochester, memoranda of Rochester Ad Council, annual dinner correspondence
- Stop Accidents, 1964
 - Text of copy, rough sketches for campaign; example of ad proof
- Stop Accidents, 1965
 - Summary of materials produced and responses for 1965 Traffic Safety campaign - newspaper kits mailed, films distributed, booklets distributed; newspaper snippet on Traffic Safety campaign
- Trade Fair Advisory Committee, 1957-59
 - A dictated report by C.G. Mortimer, president of General Foods Corporation on his visit to Moscow to attend the 1959 U.S. Exhibition in Moscow; T.S. Repplier, member of advisory committee to the exhibition; council sought to get cooperation; your U.S. Trade Fair Program - industry's opportunities booklet; airline schedule; visa application form; travel arrangements for T.S. Repplier; list of members on advisory committee; fact sheet on American exhibition in Moscow, cable from Pres. Eisenhower requesting T.S. Repplier's presence at the White House regarding the U.S. exhibition
- United Nations, 1955
 - 1955 annual report - U.N.'s 10th anniversary
- United Nations, 1963

- Contact list of U.S. Committee for U.N.'s controversy surrounding attempts to discredit Ad Council's U.N. campaign, sampling of organized response to campaign; standard letter of response by Ad Council; fact sheet regarding controversy and opposition
- United Nations, 1964
 - Copy of t.v. ad for U.S. Committee for U.N.
- Youth Physical Fitness Program, 1963
 - Media schedule of 1963 campaign; t.v. scripts; text of radio spots; minutes of meeting; report and memorandum to the President

- 1966
 - Balance of Payments, May 10, 1966
 - Letter from Ad Council to station managers informing them of the cessation of B.O.P. campaign
 - Campaigns Overall, Aug. 1966
 - Schedule of television support for major public service campaigns second six months of 1966; general list of Ad Council campaigns
 - Community Chest - United Fund
 - Remarks of the Chairman of the Board, Lever Brothers Company - Chairman, United Community Campaigns at publisher's luncheon, United Community Campaign Honor Roll
 - Community Relations Service
 - Summary of media cooperation, chronology of events involving CRS and the national advertising campaign, conference report, police recruitment campaign - for negroes - goals, fact sheet; list of magazine publishers who have pledged support to Better Community Relations campaign, budget of CRS campaign, presentation at press conference, production schedule
 - Continue Your Education, 1966
 - Letter from Vice President Hubert Humphrey; summary of meeting of President's Advisory Council on Youth Opportunity, Washington, Sept. 1966, exposure report, letter of appreciation from Dept. of Labor, highlights of Ad Council campaign development - goals, approach, methods of campaign
 - Council Symbol, 1966
 - The process of applying for registration of symbols, photostat copy of symbol
 - Executive Committee - Ad Council, 1966
 - Minutes and reports of executive committee meetings, draft of proposed by-laws of Ad Council

Box 11:

Financial Contributions Reports, 1966

Financial statements of Ad Council, financial contributions by companies

Forest Fire Prevention

Progress report on the 1966 Forest Fire Prevention campaign, press release, Thanksgiving Day activities on NBC television; General Electric sponsored "The Ballad of Smokey the Bear"

Government Advertising Liaison, 1966

List of major campaigns conducted for the Federal government by the Ad Council, radio - t.v. bulletin contact list

Government Contracts, 1966

Contracts between Peace Corps & Ad Council, Dept. of Labor and Ad Council, agreements between Dept. of Agriculture and Ad Council

Help Prevent Crime, 1966

Campaign requests made by Justice Dept.; information and statistics concerning the results achieved in cities by public information campaigns to prevent auto theft and burglary; proposal for ad campaign submitted by Justice Dept. to Ad Council; a memorandum from Justice Dept. containing background material on auto thefts and burglaries, also ad examples

Industries Advisory Committee, 1966

List of participants for Industry Advisory Committee meetings (The Industries Advisory Committee was responsible for making possible the two International Round Tables in India and Mexico) attempts to increase communication between chief executives of American firms and the Ad Council

Keep America Beautiful, 1966

Remarks by Allen H. Seed, Executive Vice President, Keep America Beautiful, Inc. at governor's conference on California Beauty, Jan. & Feb.

Legal Matters, 1966

Request from IRS regarding documents to substantiate Ad Council's tax exempt status, Ad Council's involvement in suits

Los Angeles Office - Activities Reports, 1966

Reports describing visits to Youth Opportunity Centers in California and first hand observations; responses regarding YOC campaign, and the nature of people being communicated to and how best to communicate with them

Mental Retardation

Future plans; present activities of President's Committee on Mental Retardation; Appreciation of Council work; brochure pertaining to symposium

Overseas Information Exploration

OIE handled the Round Tables and was in charge of proposed American Economic System campaign; draft of T.S. Replier's booklet on the American economic system - "A Nation of Optimists", part of economic education program directed to domestic audience, TSR's confidential report on trip to Mexico to explore possibilities of another Round Table; booklet on the dimensions of poverty in America; survey by

USIA on attitudes towards words - "socialism", "capitalism" and "communism", minutes of OIC meeting

Peace Corps, 1966

Media facilities and materials and estimated costs for 1966-67 Peace Corps campaign

Plans for Progress

PFP campaign - voluntary program to provide leadership in achieving equal employment opportunity, participants - major employers, including companies, schedule of activities, the status of Mexican-Americans, Negroes, article on big business assistance to underprivileged, report on equal employment opportunity programs run by states, fact sheet on "Operation Life" - providing practical resource material to people requiring information about employment, brochure on goals of Plans for Progress campaign, newsletter of Advisory Council on Plans for Progress, review of advertising proposals made by the Marschalk agency; report on the 1966 PFP Fourth National Conference newsletter from the Equal Employment Opportunity Commission

Promotion Committee, 1966

Report of Ad Council Promotion Committee activities; minutes of meetings

Proposed New By-laws Correspondence, 1966

Revised by-laws of Ad Council proposed

Public Policy Committee, 1966

Minutes of meeting-review and discussion of 1966 Ad Council campaigns, list of members on the Public Policy Committee

Radio Free Europe Fund, 1966

Revised budget for 1967 RFE campaign, rationale for new advertising strategy for RFE, RFE Conference Report, address by Dr. R.C. Sorensen on the necessity of a reinforced strategy of persuasion

Register and Vote, 1966

Northeastern Regional Vote Workshop conference, American Heritage Foundation summary, Northeastern Regional conference of cities and counties on registration and voting

Religion in American Life

Minutes of meeting to discuss the 1967-68 campaign for Religion in American Life, four proofs of a RIAL advertisement; Bulletin of RIAL

T.S. Repplier - Personal, 1966

Personal activities

T.S.R. - Retirement Letters, 1966

Retirement letters, and newspaper report and photograph announcing T.S. Repplier's retirement

Box 12:

Traceable Advertising Support, 1966

Campaign dollar value of all campaigns; media contributions; Standard Rate Data Service - number of insertions for all campaigns in the months of July and August; relative media support for Equal Employment Opportunities campaigns; donated space for Ad Council run in McCall's - first six months of 1966

Traffic Safety - January through June, 1966

Copies of letters sent from National Safety Council to promote 1966 Traffic campaign; text of 60 second television spot; sample of radio spots; network television allocations; July 3-July 23; Safe Driving program report and ad; California traffic facts; California Traffic Safety Foundation Annual Report; ad proofs; transcript of National Safety Council meeting; press releases; Farm Safety Review brochure; roster of Safety Councils; NSC's response to a written attack on its performance. Traffic Safety Campaign Conference Report, newspaper ad; effect of Ad Council campaign for seat belt use on accident death rate

Traffic Safety - July through December, 1966

1966 T.S. campaign report

United Nations, 1965, 1966

Activities in observance of U.N. week, media breakdown for U.N. campaign, progress report on campaign, U.N. campaign 1965 budget, 1965-66 maximum effect budget

Youth Physical Fitness Program, 1966

Presidential physical fitness award program, examples of ads, brochure, making maximum use of physical facilities, xerox of Vice President Humphrey's letter requesting support for president's program

Zip Code, 1966

Press release regarding accessibility of zip codes to mailing public

1967

Aid to Education, 1967

Inter-office memos regarding status of materials called for by the campaign production schedule

Annual Dinner, 1967

Ad Council annual dinner - brochure, address by recipient of 1967 Public Service Award - John T. Connor, details regarding organization of event

Annual Report, 1967

Annual report manuscript

Awards, 1967

NSC's Award of Appreciation to Ad Council

Board Meetings - Minutes, 1967

Minutes of meeting of Board of Directors of the Ad Council

Budget, 1967

- Internal budgets, 1967-68 Ad Council budget
- By-laws, 1967
 - New by-laws approved by Board of Directors at Jan. 19 meeting
- Campaign Analysis Committee, 1967
 - Report of the Staff Campaigns Analysis Committee
- Campaigns Overall, 1967
 - Circulation figures and value for major Ad Council campaigns, tentative schedule of television support for major public service campaigns, also suggested schedule of network radio support for major public service campaigns of 1967
- Campaign Requests - Forms, 1967
 - Requests by organizations and government agencies for Council to promote their scheduled activities
- Campaigns Review Committee, 1967
 - Report of Campaign Review Committee meeting
- Continue Your Education, 1967
 - Proposal for Ad Council CYE campaign, conference reports, status of materials called for by campaign production schedule
- Council Symbol, 1967
 - Patent issuance for new symbol; filing fee; petition to amend to U.S. Patent Office; proof of new symbol
- Executive Committee, 1967
 - Minutes of meetings of Ad Council Executive Committee
- Government Advertising Liaison, 1967
 - Liaison activities
- Government Contracts, 1967
 - Contracts between Ad Council and government agencies for advertising services

Box 13:

- Help Prevent Crime, Jan.-June, 1967
 - Conference reports, agenda of campaign presentation
- Help Prevent Crime, July-Sept., 1967
 - Survey regarding auto theft; conference report regarding campaign; xerox copies of advertising; remarks of Robert P. Keim at "Help Prevent Crime" press conference; press conference attendance; press conference invitation list
- Help Prevent Crime, Sept.-Dec., 1967
 - Estimates of billing for Dept. of Justice & Ad Council by Ted Bates; memo regarding status of media materials; budget situation and special problems; progress report on campaign
- Industries Advisory Committee, 1967
 - Final fund-raising report

Keep America Beautiful, 1967

Conference reports; monthly reports

Los Angeles Office - Activities Reports, 1967

Activities report

Los Angeles Dinner, Oct. 24, 1967

Booklet containing remarks of John A. McCone and his introduction of Dean Rusk at dinner meeting of L.A. Ad Council; invitation list; details surrounding dinner; hotel reservations

Mental Retardation, 1967

Attempt to get Ad Council nominated for Joseph P. Kennedy, Jr. Foundation awards in the field of mental retardation, status of media materials called for by campaign production schedule, conference meetings with client and decision taken

Peace Corps

Status of material called for by the campaign production schedule, budget situation, media facilities and materials and estimated costs for 1967-68 campaign; number of ads; lineage; number of cooperating papers in 1st quarter of 1967; Peace Corps application form

Red Cross, 1967

Status of materials called for by campaign production schedule; client conference report

Rehabilitation, 1967

The proposed dropping of the mental retardation campaign and instead a campaign directed at rehabilitating both the mentally and physically disabled; events leading to the request that Ad Council be responsible for rehabilitation campaign and summary of such request; Dept. of Health newsletter on programs for the handicapped; campaign on rehabilitation approved

Religion in American Life, 1967

Status of materials called for by campaign production schedule

(T.S.) Repplier - Personal

Biographical sketch, reference to his accident & wife's death; T.S.R.'s notes for Leo Burnett speech at AAAA conference, his resignation from the President's Committee on Mental Retardation

(U.S.) Savings Bonds, 1967

Status of materials called for by campaign production schedule; criticism and response to U.S. Savings Bond advertising

Share Your Summer, 1967

Excerpts from Pres. Johnson's special message to Congress on Children and Youth; request from Hubert Humphrey that Ad Council undertake a Share Your Summer campaign; conference reports; press conference itinerary; situation reports

Speeches, 1967

Annual dinner speeches; speeches given by Robert P. Keim, Pres. of Ad Council; speeches given at the Ad Council Board of Directors meeting; speech delivered by Hubert Humphrey at 23rd Washington Conference of Ad Council

Traceable Advertising Support, 1967

Traceable support for Federal government campaign, dollar value of campaigns 1961-66, total traceable ad support 1956-66

Traffic Safety - Stop Accidents, 1967

Conference reports, video-audio text of user t.v. spot, membership of committees of the Board of Directors National Safety Council; status of materials called for by campaign production; schedule situation reports; 1967 Traffic Safety campaign report

United Nations, 1967

Conference reports, status of materials called for by campaign production schedule, agenda of U.N. Communications Committee meeting, campaign frozen because of non-payment of bills by client

Urban America, 1967

Ad Council campaign proposal on urban problems, Ad Council Urban Coalition campaign - general objectives

Washington Conference, 1967

Allan Wilson's pre-conference diary

Zip Code, 1967

Status of materials called for by campaign production schedule

Box 14:

1968

Aid to Education, 1968

Status of materials called for by the campaign production schedule

Annual Dinner, 1968

Invitation card; public service award to Robert S. McNamara, guest seating list; information and activities surrounding dinner in New York

Annual Report, 1968

Mailing list, allocation of salaries by percentage for use in annual report financial statement; printing estimate; summary of facts of the Washington Conference; discussion of points to be included in the "selling" of the Ad Council and why business supports the Ad Council; letters acknowledging receipt of annual report

Board of Directors' Correspondence, 1968

List of Board of Directors residential addresses; categorical listing of Board Directors; conference reports; minutes of meeting of Executive Committee

Board of Directors' - Minutes of Meetings, 1968

By-laws, 1968

Three copies of the by-laws of Ad Council, proposed amendment of Art. VI, Public Policy Committee, paragraph I

Campaigns Overall, 1968

List of campaigns, volunteer coordinators, volunteer agencies; renewal of campaigns, list of top people and contact people in client organizations, recommendations on improving the reporting system on use of Ad Council public service ads, guidelines for Council identification in the closings of campaign t.v. film spots, summary of results of all campaigns, discussion of future campaigns and campaign priorities; list of campaign awards; minutes of coordinators meeting, annual awards luncheon, fact sheet on racial, urban crisis campaigns of Ad Council; status reports on proposed new campaigns

Campaign Proposal - "New Roles for Business", 1968

Report on "Career in Business": Tarnished Image on the Campus, proposed campaign on New Roles for Business

Campaign Proposal (Economic Education), 1968

National Institute of Mental Health Educational Program on Drug Abuse, summary proceedings of organizational meeting of National Coordinating Council on Drug Abuse Education and Information

Campaigns - Requests (Forms), 1968

Campaign requests made by Federal agencies and other organizations

Census (1970), 1968

Conference report on 1970 census campaign, proposed changes in slogan and symbol

Chicago Office, 1968

Chicago Office activities report

Continue Your Education, 1968

Conference reports

Council Promotion, 1968

Status of materials called for by campaign, production schedule, budget conference reports, speech by Keim (Pres. of Ad Council) - "Our Business is Problems - and Business is Booming" - to 1968 West Coast Conference of ANA

Executive Committee, 1968

Minutes of Executive Committee meetings

Forest Fire Prevention, 1968

Confidential memo, summary of Southern Forest Fire Prevention campaign meeting - Atlanta, situation reports, conference reports

Fund Raising Correspondence, 1968

Box 15:

Government Advertising Liaison, 1968

Congratulatory letter from Pres. Lyndon Johnson, suggested cable from Johnson to Keim (Ad Council President)

Government Contracts, 1968

Contracts; supplemental agreements; subcontracts between Ad Council and agencies and organizations

Government Relations, 1968

Conference report; establishing effective government liaison with change in administration

Help Prevent Crime - Production, 1968

Conference reports; television production cost estimate, production schedule; budget breakdown

Help Prevent Crime, 1968

Conference reports; monthly reports list of participants in Task Force on Crime; National Auto Theft Prevention campaign newsletter; 1967 budget breakdown

Industries Advisory Committee, 1968

List of IAC members invited to meeting; West Coast membership of IAC discussed

Keep America Beautiful, 1968

Conference reports; monthly reports

Legal Matters, 1968

Certificate of Incorporation; infringement upon Ad Council name

Los Angeles Office, 1968

Reports of L.A. office activities

Mental Retardation, 1968

Resolution of appreciation by National Association for Retarded Children; situation reports

National Alliance of Businessmen (Jobs), 1968

Meeting report; copy strategy; NAB Directory of Executive Board; members and metro chairmen - NAB Training Conference; meeting report; situation report; examples of radio spots and double page magazine ad - exposure of double page spread - dollar value

Office Expense, 1968

Tax return; Washington Office budget; expense and budget comparison for New York and Washington, Jan.-Dec., bills; statements; cancelled checks

Overseas Advertising Councils, 1968

Proposed meeting of Ad Councils in Mexico; information regarding other "Ad Councils"

Peace Corps, 1968

Xerox copy of story on Peace Corps published in Wall Street Journal; campaign reports

Personnel, 1968

List of Ad Council personnel

Plans for Progress

Newsletter of Advisory Council on Plans for Progress, situation report

Press Releases, 1968

Promotion Committee, 1968

Examples of ads and press coverage of Ad Council's campaign - urban racial crisis; conference report

Public Affairs Seminar, 1968

- Proposed Ad Council Public Affairs Seminar - purpose, dates and location; attendance, format, subjects
- Public Policy Committee, 1968
 - Report of the PPC meeting - review of 1968 campaigns, possible enlargement of PPC, possible new areas of activity; general discussion of campaigns; survey relating to Ad Council Keep America Beautiful campaign
- Radio Free Europe Fund, 1968
 - Conference report
- Red Cross, 1968
 - Conference reports
- Register and Vote, Washington, 1968
 - Proofs of ads, transcript of a conference on "People, Parties and Politics", American Heritage Foundation - re-statement of principles and purpose, AHF - 1968 program - "A Statement of Principle and Policy"

Box 16:

- Rehabilitation, 1968
 - Conference reports, monthly reports, situation reports, new campaign for Dept. of Health, Education & Welfare to encourage rehabilitation, objectives of new campaign, newspaper ad, storyboard of proposed 60 sec. commercial, info. brochure on programs for the handicapped, HEW organizations chart, contract amendment between HEW & Ad Council
- Speeches, 1968
 - Speeches by Burns W. Roper (Pres., Roper Research Associates) at annual awards luncheon of Ad Council, "The Polls: Uses, Over-uses, and Abuses", by James Webb Young at Chicago Meeting of Ad Council, by Robert Keim (Pres., Ad Council) "Our Business is Problems - and Business is Booming"
- Staff Minutes and Reports, 1968
 - Minutes of staff meetings, and conference reports
- Summer Youth, 1968
 - Preliminary information on L.B. Johnson's proposed Summer Youth Program, Chamber of Commerce press release, goals of program, conference reports; list of advertising agencies recruited by the AAAA to assist in the Youth Opportunity Program, newspaper articles referring to proposed program
- Traceable Advertising Support, 1968
 - Dollar value of campaigns (1967 & 1968), media contributions (1968); home impressions and dollar value (1968), year end exposure figures; usage of campaign material by media (1968); 1967 year end exposure figures; use of campaign ads SRDS (1967); leading publishing company contributions (1967); 1967 proofsheets mailings

Traffic Safety - Stop Accidents, 1968

Situation reports, conference report, NSC safety materials, Governor Ronald Reagan's 1967 official Traffic Safety Program bulletin; Traffic Safety campaign - summary of materials produced and responses

U.S. Travel Service, 1968

Conference reports

United Nations, 1968

1967 media support, cost of U.N. campaign for 1967; 1968 January report

Urban America, 1968

Situation reports; booklet on the urban crisis - "American Business and the Crisis in Our Cities"; production schedule; outline of Ad Council effort; script of television spot; press releases; remarks by John W. Gardner, Chairman, The Urban Coalition; report on the campaign; annual reports of Urban America Inc., 1967-68

Zip Code, 1968

Situation reports and conference reports

1969

Aid to Education, 1969

Situation reports; conference report; production schedule

Annual Dinner, 1969

Seating list, invitation cards

Board of Committees Overall, 1969

List of members of Council Board Committees

Board of Directors' Meeting Correspondence, 1969

Categorical listing of Board of Directors, list of committees, list of graduate directors, report to the Board of Directors by Robert Keim

Board Meetings - Minutes, 1969

Box 17:

By-laws, 1969

Proposed amendment in by-laws

Campaigns overall, 1969

Census (1970), 1969

Monthly reports, budget breakdown of 1970 census campaign - media schedule; production schedule; conference report

Drug Abuse, 1969

Conference reports; draft of White House letter to the NAB regarding drug abuse; article referring to potential drug abuse among children linking problem to t.v. viewing; legislative interest in drug abuse; newspaper articles reporting anti-drug campaign;

symposium on communication and drug abuse; objective for National Drug Abuse Media program; scope of the problem; suggested communications strategy; campaign proposal prepared by Grey Advertising; press releases; list of agencies affiliated with National Coordinating Council on Drug Abuse Education and Information; NCCDAE booklet's; NCCDAE proposal for nationwide communications campaign; examples of t.v. spots

Executive Committee, 1969

Minutes of meetings

Financial Reports, 1969

Personal property tax return; Washington Office budget; Ad Council balance sheet for Feb.-May; Ad Council budget for 1969-70

Forest Fire Prevention, 1969

Situation reports, progress reports, conference reports, minutes of meeting

Government Advertising Liaison, 1969

Charles B. Wilkinson appointed govt. advertising liaison during Nixon administration, statement of role of govt. advertising liaison, memos of meetings, list of t.v. films on public service projects, conference report, newspaper article on Nixon staff and decision making operation

Government Contracts, 1969

Contracts, supplemental contracts, and amendments in contracts between Ad Council and federal agencies and organizations amendments

Government Reception, 1969

Washington reception held in honor of (Govt. advertising liaison) - Charles B. Wilkinson, Special Consultant to the President, list of invitees

Help Prevent Crime, 1969

Text of live announcements to be used in radio & television; conference reports; crime statistics; examples of ads; cost estimates of radio spots; t.v. film production costs; revisions in radio scripts; guidelines for Council identification in the closings of campaign t.v. film spots; traceable advertising support

Box 18:

Inflation, 1969

Conference report, press release, text of 60 second television film, booklet issued by the Joint Council on Economic Education

Keep America Beautiful, 1969

Situation Reports

National Alliance of Businessmen (Jobs), 1969

Conference report; expense sheets

Peace Corps, 1969

Principal officers in Peace Corps; staff recommendation to the Executive Committee calling for reduced priority and support to Peace Corps campaign; newspaper article

- responding to the Ad Council decision to reduce priority
- Public Policy Committee, 1969
 - List of committee members
- Radio Free Europe Fund, 1969
 - Excerpts from a speech to business leaders given by James Roche, Chairman of the Board of Radio Free Europe Fund, request for continued support from Ad Council by RFE
- Red Cross, 1969
 - Situation reports, media plan, press release by Red Cross detailing costs incurred each year; conference reports; status report
- Rehabilitation, 1969
 - Monthly reports, conference reports, campaign budget
- U.S. Savings Bonds, 1969
 - Monthly reports; questionnaire, report on selection of media for campaign; conference reports
- U.S. Savings Bonds, 1969
 - Pilot study on U.S. Savings Bonds and related savings behavior; interview guide; pretest questionnaires; final report
- Speakers Bureau, 1969
 - Remarks by Ad Council Pres. Robert Keim at the Council's Special Government reception in Washington, May 14 "Public Service Advertising Has Made It Big. Let's Make It Better" - text of talk by Keim, presented at the 11th annual American Advertising Federation, Feb. 17
- Technical Education & Training, 1969
 - Technical Education News Bulletin, newspaper article on Ad Council and TET cooperation
- Traffic Safety - Stop Accidents, 1969
 - Situation reports, outline for the production, distribution and costs for the Traffic Safety campaign, conference reports, creative objectives and strategy
- U.S. Travel Service, 1969
 - Situation reports, conference report
- Urban America/Urban Coalition, 1969
 - Report on Ad Council campaign in support of the Urban Coalition - objectives; target audience; media usage and intensity; press releases

Box 19:

- Aid to Education, 1970
 - Conference reports; confidential memo reviewing performance and status of campaign for Campaigns Review Committee
- Board of Directors' Correspondence
 - Listing of directors
- 1970 Census - Production, Agency, 1970

- Interim report on the 1970 census campaign detailing Ad Council support - highlights of census investigatory trip; full report on census campaign; media dollars spent
- Drug Abuse, 1970
Conference reports; status reports; testimony before U.S. Senate Special Sub-Committee on Alcoholism & Narcotics by Robert Keim, President Ad Council
- Executive Committee, 1970
Minutes of Executive Committees meetings
- Forest Fire Prevention, 1970
Conference report, confidential memo to campaign's review committee regarding performance and status of campaign
- Government Contracts, 1970
Contracts, supplemental contracts and amendments between Ad Council and federal agencies and public service organizations
- Help Prevent Crime, 1970
Conference reports
- Jobs for Veterans, 1970
Report of improving employment opportunities; letter from White House requesting Ad Council assistance; example of advertising distributed by President's Committee on Employment of the Handicapped
- Keep America Beautiful, 1970
Correspondence, 1970
- Minority Business Enterprise, 1970
Conference reports
- Nutrition
Statement before Senate Consumer Subcommittee by Robert B. Choate that Ad Council members meet behind closed doors with the White House and Department of Agriculture and that it does not include any consumers in its deliberations; also concern that Ad Council campaign will simply stress basic food groups and not deal with nutrition specifically; press release from National Association of Food Chains regarding the campaign
- Pakistan Relief Fund, 1970
Report on the receipt and distribution of relief supplies by State/USAID personnel, Dacca, transcript of press conference held in White House by Pakistan Relief Committee; statement by Robert D. Murphy, Chairman of Pakistan Relief Committee; conference reports
- Peace Corps, 1970
Expenditure report of 1969-70 Peace Corps campaign; Time magazine article focus on ad agency responsible for campaign; Advertising Age article on the fact that new policy at Peace Corps led to altered status with Ad Council
- Rehabilitation of the Handicapped, 1970
Conference reports; summary of ads utilized and the objective of each ad
- Religion in American Life, 1970

RIAL bulletins; conference reports; confidential memo, reviewing performance and status of RIAL

U.S. Savings Bonds, 1970

Conference reports; Washington Post article on savings bond overflow

Speeches, 1970

Speeches by Robert P. Keim (Pres., Ad Council) at Tenth District AAF convention; fourth annual Rutgers/Deutsch, Shea & Evans award luncheon; and at a luncheon meeting of the International Advertising Association, "Story of the Ad Council" - speech by Joseph H. Allen (Pres., McGraw-Hill Publications Co.) at the World Conference on Social Communication for Development. Speech by Henry M. Schachte, Chairman, Ad Council at RIAL 21st Anniversary dinner - "Advertising's Biggest and Best Client: America"

Technical Education and Training, 1970

List of people; "Career" booklet distributed; correspondence

Traffic Safety, 1970

Conference reports

Box 20:

Action, 1971

Request for Ad Council assistance in ACTION (merger of number of citizen service volunteer agencies including VISTA, Peace Corps) program; ACTION news bulletin; conference report

Aid to Education, 1971

Conference reports; examples of ads

Annual Dinner, 1971

Ad Councils annual public service award dinner, recipient of award - David Rockefeller; congratulatory letter from Nixon to Rockefeller; example of invitation card; press releases & Rockefeller's address; list of individual assignments and schedule for dinner

Authorization for Security Bank, 1971

Letter of authorization for treasurer of Ad Council, Peter Allport, to maintain a deposit account in the name of the organization and also authorization of checks written in the name of the chief officers

Awards, 1971

Press releases; guest seating arrangements

Board of Committees Overall, 1971

List of committees; board member committee assignments

Board of Directory Manual, 1971

Officers of Ad Council (1971-72); Board of Directors; categorical listing; board member

committee assignments; phone numbers and addresses; list of committees and committee members; Ad Council personnel; by-laws; bulletin criteria; major campaigns

Board of Directors and Committee Members, 1970-1971

Board Meetings Minutes, 1971

Minutes of Board of Directors' meetings

Budget, 1971

Personal property tax return; Ad Council 1969-70 expenditures; 1970-71 budget and expenditure and 1971-72 approved budget

Bulletin Acceptance Committee, 1971

Background information on project requests and basis for acceptance or refusal provided; minutes of meetings

By-laws, 1971

Copies of the by-laws

Campaign General Information, 1971

Approximate budgets for all media, approximate cost of t.v. kits and network film distribution, proposed campaign budget for League of Women Voters campaign, Screen Actors Guild position about players appearing in public service television spots for Council sponsored campaigns

Car Cards - Correspondence & Bulletins, 1971

Advertising bulletins and reports

Continue Your Education, 1971

Examples of ads; advertising bulletins

Distribution List, 1971

Distribution price list, distribution list

Executive Committee

Minutes of Executive Committee meetings

Federal Trade Commission - Statement I, 1971

Statements by individuals in behalf of the joint ANA-AAAA committee before the F.T.C., October, 1971

Box 21:

Federal Trade Commission - Statements II & III, Oct., 1971

Forest Fire Prevention, 1971

Cost estimates, expenditures, proposed licensing of Smokey the Bear to a pillow company; invoices

Government Contracts, 1971

Contracts; sub-contracts between Ad Council and federal agencies and public service organizations

Help Fight Pollution, 1971

- Examples of ads; public service plan brochure for 1971 "Help Fight Pollution" campaign on behalf of Keep America Beautiful, Inc.
- Minority Business Enterprise, 1971
 - Conference reports; newspaper articles documenting Nixon's push for more aid to minority businesses
- Nutrition, 1971
 - Report on proposed advertising direction for a nutrition campaign; conference reports; budget estimate for food; nutrition and health campaign
- Office Expense
 - Expense and budget comparison for the New York and Washington offices; cashed checks; personal property tax return
- Overseas Advertising Councils, 1971
 - Report on overseas advertising associations interest in Ad Council activities; conference report; visiting foreign advertising executive
- Population, 1971
 - Conference reports with planned parenthood
- Pakistan Relief Fund (Cyclone Disaster), 1971
 - Cost estimates; expenditure statements; media breakdown contribution results; financial summary; international newspaper advertising executives pamphlet on Ad Council's public service plan on 1971 Pakistan Relief campaign; text of 60 sec. radio spots; general campaign copy guide and fact sheet; press releases photostats of magazine ad and t.v. storyboards print ad copy; list of U.S. voluntary agencies; report from the Agency of International Development on the "War of Hunger"
- Pakistan Relief Fund (Refugee Problem & Cyclone Disaster), 1971-72
 - Largely situation reports of the refugee problem; list of U.S. non-profit organizations assisting in both the cyclone disaster and the refugee problem; Ad Council's refusal to assist in East Pakistan Refugee Fund campaign

Box 22:

- Population, 1971
 - Reports of conference with Planned Parenthood
- Pending Formal Requests, 1971
 - List of pending requests for Ad Council assistance
- Prosperity, Citizens for a New, 1971
 - Request for campaign to control inflation and promote economic growth.
- Public Policy Committee, 1971
 - Minutes of meetings, Public Policy Committee meeting; Washington Round Table, April 13, 1971 - no. of participants in each panel; arrangements for the meeting
- Public Service Advertising Bulletin, 1971
 - List of campaigns included in the public service bulletin; list of bulletin subjects; a copy of

- the public service advertising bulletin
- Register and Vote, 1971-1972
 - Conference report; estimated campaign budget; proposed campaign budget; comparative analysis of costs for distribution of voter turnout newspaper materials; request by League of Women Voters for Ad Council assistance and support for media campaign to encourage citizens to register and vote in election year
- Rehabilitation of the Handicapped, 1971
 - Conference report
- Religion in American Life, 1971
 - Conference reports, 1971
- Requests for Assistance, 1971
 - Requests for Ad Council support by agencies and public service organizations, conference reports
- U.S. Savings Bonds, 1971
 - Conference reports, expenditure sheets; 1970 media support breakdown figures; dollar value of contributed advertising time and space; remarks by Mr. B.R. Dorsey at Ad Council luncheon May 20, 1971; evaluation report on how to improve savings bonds program
- Support for American POW/MIA in Southeast Asia, 1971
 - American Red Cross "Write Hanoi" campaign material, print ads; flyers; summary of ARC activities in behalf of P.O.W. Ad Council statement in answer to press queries concerning POW-MIA campaign, conference reports
- Speeches, 1971
 - Statement by Robert Keim, Pres. Ad Council, before hearing of the Subcommittee on Communications and Power
- Traceable Advertising Support, 1971
 - Dollar value by campaign (1969, 1970) media contribution figures (1970); report on newspaper contributions; press release highlighting media contributions
- Traffic Safety, 1971
 - Conference reports
- Voluntary Action, 1971
 - Voluntary action newsletter; conference report
- 1972
 - Action Contract, 1972
 - Aid to Education, 1972
 - Conference report
 - American Association of Advertising Agencies, 1972
 - Standards of Practice; information bulletin on federal activities; report on AAAA convention held in Arizona
 - Annual Dinner, 1972

- Guest seating arrangement, remarks by Donald H. McGannon, President, Westinghouse Electric Corporation Broadcasting; program; press release, address by Thomas J. Watson, Jr. (IBM) - "A Businessman's Reflections on Our American System"
- Annual Report, 1972
Copy of the 1971 annual report, copy of the consolidated financial statement for 1972 fiscal year
- Awards Luncheon, 1972
Awards luncheon for volunteer coordinators and volunteer advertising agencies; guest seating arrangement, list of clients; coordinators and agency people involved with the two active campaigns handled by the Washington Office
- Better Business Bureaus, Council of, 1972
June 1, 1972 conference on advertising in the business press to build consumer confidence
- Budget
Ad Council balance sheet for Feb. and March 1972, New York and Washington offices expense and budget comparison for the fiscal years ending June 30, 1971 and July 31, 1971, Ad Council 1969-70 expenditure, 1970-71 budget and expenditures, and 1971-72 approved budget, 1971-72 budget, Ad Council balance sheets for December and August 1971, copy of the approved 1972-73 budget
- Campaigns, 1972
General correspondence & information; progress reports; list of pending campaign proposals; campaign categorization; list of Ad Council campaigns
- Council Promotion, 1972
Promotion of "the Mission of the Advertising Council, Inc." and building Council logo recognition and awareness in media
- Drug Abuse, 1972
Conference reports; print ads; transit advertising bulletin and Testimony before National Commission on Marihuana and Drug Abuse
- Food, Nutrition & Health, 1972
Conference reports; summary of NIP (Nutrition Improvement Program) activities; specifications of Food, Nutrition & Health booklet; contact sheet
- Prevent Forest Fires, 1972
Replies to National Cooperative Forest Fire Prevention (CFFP) programs; CFFP annual report and agenda of CFFP Presentation meeting
- Forest Fire Prevention, 1972
Annual report of CFFP; vouchers; campaign agreement for fiscal year 1972-1973

Box 23:

Industries Advisory Committee, 1972

Summary of proceedings of Industries Advisory Committee; soliciting members for IAC
McCall, David Speech at AAAA meeting - Criticism of Ad Council (Ad Age), 1972

Criticism of Ad Council by David McCall at AAAA's meeting in Boca Raton reported in Advertising Age, rebuttal by Keim, Pres. Ad Council, and response by Treasury Dept. regarding criticism of U.S. Savings Bonds campaign in Advertising Age
National Reading Center, 1972

Agenda of the National Reading Center's seminar; introduction of Community Reading Councils program; proposal for Community Reading Councils program

Prison Reforms, 1972

Feedback for visiting Rikers Island; news clips - "Calm May Only Be Temporary at the D.C. Jail" and "U.S. Offers Reform Rules For Prisons"; reform proposal in the United States District Court for the Northern District of Mississippi; memo about the prison reform, attached with news clips - "Prison Seminar Warned of Uprising", "Hardy Continues To Be Involved" and "Pressures Build on Prisons in Time of Change" from the Washington Post

POW/MIA, 1972

POW/MIA ad campaign in the Washington Post; conference report

Public Policy Committee, 1972

Information confirming PPC meeting

Public Service Advertising Bulletin, 1972

Requests by organizations for inclusion in Public Service Advertising Bulletin; conference reports

National Committee for Employer Support of the Guard & Reserve

Copy of presentation of "Cost to Employers" to the Ad Council by P.F. Baumam; monthly report of National Committee for Employer Support of the Guard and Reserve (Nov. issue); memos; ad campaign shown in the Washington Post; news clip from Washington Star-News - "Pentagon's Ad Campaign Backfires"

Repplier's Correspondence, 1944-72

Repplier's Correspondence (a list of volunteer agencies prepared by Jean Flinner), Oct. 29, 1946

Repplier's Correspondence (questions and answers about the Ad Council), 1946

Repplier's Correspondence ("The Changing Role of Philanthropy" in Chase Manhattan's Business in Brief), January-February 1963

Savings Bonds, 1972

List of magazines in which ads were placed; size of ads, circulation, dates, value; conference report, vouchers; number of radio and t.v. announcements made and corresponding value

Speeches, 1972

Report to the Board of Directors, Ad Council by Robert Keim, Pres. Ad Council - "Quo Vadis, Ad Council", "Trends in Public Attitudes Toward Business and the Free Enterprise System" - speech given by Thomas W. Berham; Opinion Research Foundation to AAF meeting; Robert Keim speech - "Social Profit: a New Measurement" at the Milwaukee Advertising Club; "Educating, Image-Making, and the Need for Reality" - speech by Peter Muirhead, Executive Deputy Commissioner of Education, Dept. of Health, Education and Welfare; talk by Keim before the

American Business Press meeting, "Advertising in the Nation's Service" - a talk at the Management Conference of the Magazine Publishers Association, by Edgar H. Lotspeach, Vice President, Advertising-Proctor & Gamble; statement by Keim before hearing of the Subcommittee on Communication and Power

Staff Meetings, 1972

Agendas

Testimony Before National Commission On Marihuana and Drug Abuse

Copy of presentation to the National Commission on Marihuana and Drug Abuse by Robert Keim, President of the Ad Council, including the background and development of the Drug Abuse Information campaign conducted by the Council, research, media support, contributions of the volunteer advertising agencies and participation of other individuals and companies

United Negro College Fund

Conference reports; campaign copy guide and fact sheet - indication of financial problems in the black colleges and summary of objectives of campaign; UNCF campaign background statement

Get out the Vote Campaign, 1972

Campaign rationale

Cost of Living Council, 1972-73

Presentation of "What Does It Take To Make Phase II WORK?" to the National Press Club by George P. Shultz, Director of Office of Management and Budget; campaign background statement of the Economic Stabilization Program for Ad Council provided by the Cost of Living Council and Price Commission; contract to provide a public service advertising campaign for the Cost of Living Council by the Ad Council, including contract form, contract schedule, general provisions including alternations and a cost proposal; amendment of contract; conference report; Anti-Inflation campaign for the Cost of Living Council; suggested media facilities and estimated costs; supplement to the United States government organization manual - Economic Stabilization program, functions and organization of executive agencies; jazzy headlines

Energy Conservation Campaign, 1973

Conference report; draft of background statement for Energy Conservation campaign; draft of newspaper ad; cost reimbursement contract for Energy Conservation Consumer Education program, including scope of work, reports, meetings, announcements and campaign materials, delivery, costs and payments, conditions of operation by contractor, key personnel, government technical project officer, effective date and completion of work and other provisions, estimated media cost

Energy Conservation Contract, 1973

Cost reimbursement contract for Energy Conservation Consumer Education program, including scope of work, reports, meetings, announcements and campaign materials, delivery, costs and payments, conditions of operation by contractor, key personnel, government technical project officer, effective date and completion of work and

other provisions

Forest Fire Prevention, 1973

Smokey Bear ad in 1971; a feature article in Washington Post - "A Bear Hug For Rudolph Wendelin"; orders of SCFFP advertising materials for television, radio, magazines and newspapers from U.S. Department of Agriculture Forest Service; a brief listing of other active Ad Council campaigns; a short history of Foote, Cone & Belding/Lord & Thomas; purchase orders from USDA Forest Service

Cooperative Forest Fire Prevention, 1973

CFFP Executive Committee; financing CFFP; CFFP Executive meeting; extension of license agreement / HBA & Smokey Bear; agreement; report - General Public's Interpretation of the Term "Wild Fire"; the list of royalty paid by licensees; current licensees in order they joined program

Historical Materials, 1973

Criteria & Indirect Cost Rate

Box 24:

Federal Communications Commission, 1973-79

Public service advertising & license renewal; public media center petition

Productivity Campaign, 1972-73

Speaking engagement data for the Industries Advisory Committee meeting of the Advertising Council; invoices; report on survey of Ad Council; cost reimbursement contract by GSA Audits Office; amendment to the contract between the National Commission on Productivity and the Ad Council; "Productivity : An Overview" - a report performed under contract for the National Commission on Productivity by Herbert S. Winokur Jr., Craig Stapleton and Gail Shelp; "National Commission on Productivity" - strategy paper, including definition of the problem, obstacles facing the Commission's efforts, discussion of basic strategies and strategic guidelines; revised agenda for NCOP Public Awareness Work Group meeting; contact reports to NCOP from John R. Morrison; voucher #2 for the cost on the Productivity campaign; special provisions and media costs; Productivity program - publication of Industry Productivity pamphlet to promote public awareness and understanding

National Committee for Employer Support of the Guard & Reserve, 1973

Invoices; conference reports; voucher for media costs; presentation of Employer Support of the Guard and Reserve program information for the Employer Support of the Guard & Reserve

Volunteer Campaign, 1973

Estimated advertising budget, production schedule, traceable media support and final advertising campaign expenses for 1972-73; 1973 advertising campaign expenses / 1974 budget; revised advertising schedule for 1973-74; NCVA meeting notes;

- recommended creative strategy for 1973-74 NCVA campaign
- White House Briefing - Federal Liaison Officers, 1973
 - Advertising Council briefing
- West Coast Committee, 1973
 - Agenda of West Coast Directors Committee meeting; report of meeting; summary of major California companies; California firms - pending & assigned for fund raising; memo of Director's meeting in California
- West Coast Meetings, 1973
 - Suggestion of inviting Harry Bernstein to the west coast meeting in Los Angeles with a attached article written by Harry Bernstein - "U.S. Work Ethic: A Cherished Virtue Or a Theoretical Dream?"; report of meeting; memo for West Coast meeting; public relation for west coast and biography on Dr. Dunlop, Director of Cost of Living Council; schedule of West Coast meetings; letters for inviting Stephen Bechtel Jr. and Ed Carter as hosts for the meeting in San Francisco and Los Angeles respectively; invitation letter to John A. McCon; draft of proposed invitation letter to industry leaders; draft of proposed invitation letter to Board meeting on west coast and formal invitation letter to Directors; expected attendance list for Board meeting; guest lists from media organizations; agenda of Los Angeles luncheon; agenda of Board of Directors meeting; press schedule of San Francisco - Los Angeles trip for Dr. John T. Dunlop; San Francisco Executive meeting; news coverage of West Coast meetings
- American Economic System, 1974
 - Request, national survey, preliminary statement, proposed contracts and People's Bicentennial release
- Better Business Bureaus - Standards, 1974
 - Staff comments regarding Better Business Bureaus' proposed standards for charitable solicitations; working draft of proposed standards for charitable solicitations, including two parts - purposes, structure, finances and fund-raising method, advertising and informational materials; magazine ad for American Red Cross Campaign; business press ad for Aid to Higher Education campaign; ad for United Negro College Fund; business press ad for Consumer Information campaign; magazine ads for Consumer information campaign
- Campaign Reform, 1974
 - Transcript of the radio address by the President on Campaign Reform, March 8, 1974; a fact sheet on Campaign Reform handed out at the White House prior to the President's broadcast and in conjunction with Bryce N. Harlow's press briefing; transcript of Harlow's briefing, a copy of the White House message to the Congress on Campaign Reform

Box 25:

Department of Transportation Carpooling Campaign, 1974

Request for a national public service campaign on Carpooling from the White House to the Ad Council; A Proposal for a National Carpooling Media and Marketing Program for the U.S. Department of Transportation; contractor information

DOT Carpooling Campaign - Conference Reports, 1974

DOT Carpooling Campaign - Contracts

General provisions for cost - reimbursement type research and development contract of DOT; collection of information; rights in data; listing of employment openings; checklist of items to be considered in DOT contract; FY 1975 DOT Carpooling advertising budget; certificate of current cost or pricing data; contract schedule; contract modification; quarterly program letter report #1 for DOT Carpooling advertising program (July 1 - Sep. 30, 1974); DOT Carpooling program actual & committed expenditures vs. budget; contract schedule modification; quarterly program letter report #4 (Apr.1 - June 30, 1975); broadcast media costs; letter contract of Carpooling program; modification of letter contract; FY 1976 DOT Carpooling budget; contract of Carpooling and mass transportation promotion

Conference Reports (Campaigns), 1973-74

Public service advertising campaigns of the Advertising Council; progress report of Finance Committee; meeting report of Finance Committee; conference report of Food, Nutrition & Health campaign; conference reports of Health Careers campaign; conference report of Sahelian Famine Fund; conference report of the Experiment in International Living; conference reports of National Alliance of Businessmen campaign; conference reports of Technical Education & Training campaign; conference reports of Action campaign; conference report of the Act Foundation; conference report of New York Regional Consumer Protection Council; conference report of Retinitis Pigmentosa Foundation; conference report of Gardens for All; conference report of Negative Population Growth, Inc.; memo of Washington conference - 1974; Technical Education and Training budget and timetable (1973-74); conference report of Finance Committee; conference reports of "VD Awareness" campaign; conference report of FBI; Ten Most Wanted Fugitives; conference report of Savings Bonds campaign; Magazine Committee meeting - minutes; conference report of National High Blood Pressure program; conference report of Council for Financial Aid to Education

Contracts, 1974

Memo of change in Mileage Allowance; request for insertion of Advertising Council clause in all future contracts; request to use a single standard contract for all Ad Council campaigns with Federal agencies; contractual agreement between the Department of the Treasury, U.S. Savings Bonds Division and the Advertising Council; GSA's proposed general contract; estimated budget for Energy Conservation campaign based on the composite budget for "Campaign X"

Energy Conservation Campaign, 1974

Request for a national public service campaign on Carpooling; conference report of Energy

Conservation campaign; conference report of Federal Energy Administration; voucher; amendment of contract; contract pricing proposal

Export Campaign, 1974

Request for a public service campaign on Export Awareness, enclosed with "Commerce Export Activities"; summary of the export problems; the Ad Council campaign Review Committee meeting - transcript of discussion of Export Awareness request; meeting of the Development of Commerce Export program; memo of Export campaign; Export campaign background statement; possible themes for Export campaign; conference reports of U.S. Department of Commerce Export Development program; notifications to the people concerned of "Campaign X" approach to develop budgets and to establish work deadlines; report - "Growth in Export Marketing Slows" from the Gallagher Report; request for business publishers to support Export Development and Carpooling campaign; advertising body copies for Export Development campaign; storyboard to promote world trade, news clip - "Advertising: 6 Magazines Set Joint Drive" from New York Times (1971)

Export Development Program, 1974

Request for a public service campaign on Export Awareness, enclosed with "Commerce Export Activities"; summary of the export problems; meeting of Export program; Background Statement Review meeting for Export program; Export campaign background statement; possible themes for Export campaign; conference report; report - "Company Presidents Reexamine Export Opportunities" from the Gallagher Report; meeting notification

Cooperative Forest Fire Prevention Campaign, 1974

Concurrent resolution of the burial place for Smokey the Bear by the House of Representatives; purchase orders; proposed FY 1974 budget of CFFP program; vouchers; request the Ad Council to continue its sponsorship of the Nationwide and Southern CFFP campaigns with the agreement; news reports of Congress passing the resolution for Smokey the Bear in several broadcast media (WWDC, WRC, MBS, ABC)

Southern CFFP Program, 1974

Invoices for SCFFP magazine mailing and newspaper kit; listing of southern area state foresters SCFFP Executive Committee 1960-73; 1973-74 campaign budget of SCFFP program; 1974-75 campaign budget of SCFFP program; invoices of CFFP program; introduction of SCFFP program; SCFFP trip report; vouchers; memo about CFFP costs; agenda of SCFFP Presentation meeting; minutes of SCFFP Presentation meeting; minutes of SCFFP Planning meeting

Forest Fire Prevention Vouchers, 1973-74

Vouchers (Aug. 1973 - Dec. 1974); WNBC-TV report of public affair program (Jan. issue); Smokey Bear license application from Lever Brothers Company for the promotion of Aim toothpaste; Smokey Bear license application from Simon and Mogilner for girls' and women's apparel; tentative FY 1975 budget of CFFP program; 1973 CFFP report

General Services Administration Correspondence, 1974

Request for a single GSA requirements contract for the Ad Council dealing with Federal agencies

Rehabilitation Background, 1969-74

Traceable advertising support figure for Rehabilitation of the Handicapped campaign from 1969 to 1972; 1972 media schedule for Rehabilitation of the Handicapped campaign; proposed budget and schedule for 1973-74; suggested amendments to Contract SRS-71-16; objective statement of Rehabilitation of Handicapped campaign in 1973, Rehabilitation of Handicapped People TV campaign in 1973; media budget schedule for 1973; advertising schedule from 1972 to 1975; advertising schedule for 1974; advertising schedule from 1973 to 1976; request for renewal of the Rehabilitation campaign; approval of the renewal of the Rehabilitation campaign

Rehabilitation of the Handicapped, 1974

Conference reports of Rehabilitation of the Handicapped campaign from Aug. 1974 to Dec. 1975; media allocation schedule of Rehabilitation campaign for FY 1975; contract pricing proposal for Rehabilitation campaign; advertising schedule of Rehabilitation campaign for FY 1974

United States Savings Bonds, 1973-74

Vouchers, memos; Grammy Treasure Chest Radio program; USSB contract for FY 1973, including agreements between the Ad Council and Department of Treasury, USSB Division and negotiated overhead rates; request for renewal of the USSB contract; invitation of bidding on the contract of USSB; USSB contract for FY 1974, including agreements and negotiated overhead rates; report of USSB Planning meeting results; report of USSB program creative proposal; general provisions and additional general provisions of contract

WIN Campaign (2 folders), 1974

Correspondence, press releases, campaign material and contracts

WIN (inflation), 1974

White House Conference

Box 26:

American Economic System Campaign (2 folders), 1975

Modification of contract; Definitive Proposal to the U.S. Department of Commerce for an American Economic System Educational campaign; correspondence

Carpool Costs, 1974-75

Contract pricing proposals; List of Employment Openings; Rights in Data- Title; Cost Accounting Standards; contract schedule; proposal for national Carpooling media and marketing program; estimated travel expense in FY 1975; FY 1975 DOT Carpooling advertising budget; media allocation schedule; print material cost estimate; production estimate for broadcast commercials; voucher; revised print

material cost estimate; broadcast residual costs preliminary estimate; estimated media and research costs; actual & committed expenditures vs. budget

Energy Campaign, 1974-75

Advertising Subject Analysis; Statement of Purpose Advertising Council Public Service Campaign; proposal for National Energy Conservation campaign; voucher and invoices; traceable advertising support from media; draft for the Energy fact sheet and covering letter; request for precise identification of the items and publication request in invoices; replies to the requests; proposed FEA / Ad Council advertising program parameters

Export Campaign, 1975

Magazines chosen as targets for Carpooling, Export and Energy campaigns, including circulation data; invoices and vouchers

Export Development Program - Conference Reports, 1974-75

Export Development Campaign Research; conference reports

Export Trade, 1975

Export Development Questionnaire, talk by Reginald H. Jones, Chairman and Chief Executive Officer, General Electric Company - "International Trade and the U.S. Economy"; newspaper article (Sunday Times) on Domestic International Sales Corporation by Reginald Jones

Fair Campaign Practice Committee, 1975

Minutes; conference reports; summary of the key issues on "Ballots and Broadcasting" at the Reston conference; lists of broadcasters attending conference and other conference participants; the Fair Campaign Pledge Symbol; explanation of the importance of the Fair Campaign Symbol; position paper asking the Ad Council's support of Fair Campaign to enhance the standards of political advertising; financial sponsorship of Register Inform Yourself and Vote campaign from Federal Election Commission; five copies of the position paper on the FCPC proposal; invitation letter for a "Ballots and Broadcasting" conference to the President of Ad Council, attached with the information on the sessions and a how-to-get-to-Reston map; a letter reviewing the problem of the late billing and comments about the ad NH & S created for the 1972 Register and Vote campaign; a booklet of FEC; a news clip from New York Times - "1976 Code Is Set By Common Cause", a letter informing the feasibility of cooperation or coordination between FCPC and the League of Women Voters; a letter informing the development of a bill and an amendment of post card registration

Federal Election Commission, 1975

The position paper on the FCPC proposal; financial sponsorship of "Register Inform Yourself and Vote" campaign

Federal Energy Administration Contract, 1974-75

Vouchers from Apr. 1974 to Oct. 1975

Federal Energy Campaign - Conference, 1975

Conference reports; call reports; draft of background statement for Energy Conservation campaign; FEA Energy Conservation advertising program requirements -

background and objectives

Federal Energy Campaign - Contracts, Bills, 1975

Amendments and modifications of contract; vouchers; contract pricing proposal; contract; Group Discussions Regarding Consumer Energy Conservation; Energy campaign media support; radio cost estimate

55 MPH Campaign - Conference Reports, 1975

55 MPH Campaign - Invoices, Contracts, 1975

Contract; contract pricing proposal; tv cost estimate; modification of contract; proposal for national 55 MPH Speed Limit media and marketing program for U.S. Department of Transportation

Box 27:

National CFFP Contracts, Invoices, 1975

Media costs; invoices; media cost estimates for FY 1975 and 1976; Smokey Bear license application from General Recreation Industries, Inc. for Smokey Bear identified Tote Bags; agreement for CFFP campaign for FY 1975; drafts of the Annual Report and of the Budget Analysis; budget information in Tables

Forest Fire Prevention - Vouchers, 1975

Vouchers from No. 1 to No. 14

National CFFP Campaign - Conference Reports, 1974-75

Minutes of Dec. (1974) and Apr. (1975) CFFP Executive meeting; conference outline of public information plan for CFFP campaign in 1975-76; questions and answers about "The New Bear"; summary of comments on 1975 CFFP material; attendance list for CFFP 1975 Presentation meeting; proposed Smokey Bear analysis for CFFP campaign

High Blood Pressure Education Program HEW-NIH-PHS, 1975

News release; proposed consumer education objectives and strategies for high-risk audiences, including hypertensives and black audiences; proposed consumer education tasks and activities for hypertensives and black audiences; current information / education deficits as indicated in Harris survey; suggestions for the development of campaign; points of discussion for NHBPEP meeting, including program's mission, the development and the execution of campaign with headline and body copy for poster; summary of the Joint meeting; conference reports; a proposal for a national public service advertising program for the Social & Rehabilitation Service of the U.S. Department of Health, Education and Welfare; media and estimated budgets for HBPE campaign; contract pricing proposal; the postcard voting results for the proposed campaign on HBPEP; revised scope of work; negotiation agreement

Citizens' Action Committee To Fight Inflation, 1975

Proposed agenda for WIN meeting; a copy of "The WIN Story" in B&B News; news clips

from Washington Star-News - "The White House Campaign That Became A Wry Joke"; rejection of donating funds for CAC from the Ad Council; pending out-of-pocket expenses of Benton & Bowles for WIN campaign; CAC Dissolution meeting with referring the unpaid bill to the White House; request for the settlement of the Benton & Bowles's bill to the White House

League Of Women Voters, 1975

News release regarding the LWVEF conducting national Registration campaign in conjunction with the Ad Council (1972); request for the cooperation with LWVEF developing a Register, Inform Yourself and Vote campaign in 1976; response to the query about "Register and Vote" and/or "Give to the Party of Your Choice" campaign; the approval of the acceptance of citizen complaints to Fair Campaign Practices Committee and request for AAAA's support of Committee's new program; a report of contact schedule for Register and Vote campaign; request for the Federal Election Commission's sponsorship of Register and Vote campaign in 1976; presentation of Register and Vote campaign to FEC; a guide of media and estimated budget for Register, Inform Yourself and Vote campaign in 1976; request for conducting Register and Vote campaign with Ad Council from LMVEF; responses from Top 25 agencies for political advertising in 1976; suggestions for the strategy of Register and Vote campaign; "the Fair Campaign Pledge And Symbol" - A Case For Its Early And Substantial Airing; outline of current developments of FCPC campaign; "Ballots and Broadcasting" conference for political campaign; news clips from the Washington Post - "Costly Campaigns And Free Speech" and "Firm Seeks Campaign Gift Unit"

Ralph Nader, 1975

Ralph Nader's Public Citizenship organization in congressional record; conference report for FCPC; the Ad Council and Public Citizen; an ad for Public Citizen membership

Productivity Campaign - Estimates + Expenses, 1975

Modification of contract; invoices (1975-77)

Productivity Campaign Plans, 1975

Productivity campaign plan; presidential appointment of members of the National Commission on Productivity; radio production estimates; estimated advertising support figures for 1976

Productivity Campaign Vouchers, 1975

The supplemental agreement and modification of contract; vouchers (No. 1- No. 9)

Rehabilitation of The Handicapped, 1975

Report on Long John Silver TV Commercial Test Conducted At Rusk Institute; proposal for national public service advertising program for the Social & Rehabilitation Service of The U.S. Department of Health, Education and Welfare

Support of Guard & Reserve, 1975

Tabulation of broadcast media response to campaign mailings; copy and layout of brochure to be distributed to broadcasters; conference reports; mailer for NAB Convention; boards and copy for Employer Recognition Month announcement, copy of proposed

- storyboard for "Employer Support of the Guard and Reserve" campaign; fact sheet breakdown of traceable media donation of time and space; summary of the campaign
- Support of Guard & Reserve, 1975
 - Contracts, invoices; production estimate for radio spots; dollar value of campaign; media allocation projections
- Support of Guard & Reserve, 1974, 1975
 - Conference Reports
- U.S. Savings Bonds, 1974-1975
 - Conference reports
- U.S. Savings Bonds, 1975
 - Contracts & Invoices
- U.S. Selective Service Campaign, 1975
 - Request for the Ad Council's support of the annual registration for the draft project from National Headquarters of Selective Service System, enclosed with a background statement; contract; invoices; conference reports
- Selective Service Contract, 1975
 - Selective Service contract

Box 28:

- Tuesday at the White House - Energy Communications Conference, 1975
 - Summary report of Energy Communications conference, attached with the attendants list, the agenda, summary of Ad Council's major advertising campaigns, DOT's Energy Conservation Education program, the joint Energy Conservation campaign by League of Women Voters and Office of the Special Assistant to the President for Consumer Affairs and a booklet - "Report to the American People" by the Ad Council
- Volunteer Campaign, 1974-1975
 - Conference reports
- Volunteer Campaign - Contracts, Invoices, 1975
 - Approved budget for 1972-73; advertising budget for FY 1975; projected media schedule for 1975; invoices
- American Economic System, 1976
 - Constituent support and business contribution lists; the AES booklet sample price list; progress report for AES campaign funding; request for the Commerce Department's funding assistance for the Working Economy campaign; clarification and response from the Commerce Department; the newspaper ads for AES campaign; AES presentation at the National Conference of CBBB by Aldo C. Podesta, VP of the Ad Council; report of the Finance Committee to the Board of Directors; report to the Board of Directors on special funding requirement for AES campaign
- American Economic System, 1976

Three news articles regarding the controversy of broadcasting AES commercial by the Ad Council and a counter ad by the Peoples Bicentennial Commission on TV networks; rejection of the Peoples Bicentennial Commission's PSA counter campaign by NBC; the plan and action plan for AES campaign by the Ad Council; statement from Representative Rosenthal supporting the counter ads and rejecting Ad Council's AES campaign in broadcasting, including a news release and a request for colleague's support; criticism and clarification of Rosenthal's argument from Representative Brown, including a news release and a letter; spreading Congressman Brown's message; formation of Speakers Bureau on Economy; requests for the participants in Speakers Bureau from COFC and local Ad Club; media's support of AES campaign, including KRSP Radio, Studio A and KTW-TV; "Community Action Guide - Ideas for Making Economics Come Alive" by Youth Education Inc.; community involvement in AES campaign, including local AAF Clubs and other organizations; meeting at Stanford Research Institute; meetings/conference in California; Allied Social Science Association conference; meeting at Department of Commerce; report of Ambassador Dent phone call; contributed funds for the campaign expanded from Oct.1, 1974 to Sep.30, 1976; expenses of AES campaign; the effect of Yale Marketing Studies on AES booklets; the cooperative program with the American Society of Association Executives on AES campaign

Basic Educational Opportunity Grants, 1975-76

Basic Educational Opportunity Grants campaign review for the Council's assistance by the Campaign Review Committee of the Ad Council; news clips from the Washington Star - "Hey, Students! School Grants Going Begging"; Application for Determination of Basic Grant Eligibility; Table of Total Applicants by Eligibility Status and Income Range from 1974 to 1975; a briefing on the public service activities of the Ad Council to staffs of HEW (Susan Wing and Lewis Helm); recommendations of the program from Earle Palmer Brown; an interim report of the development of the program

Campaign Proposals, 1975-76

World Hunger meeting and Africare program; Dental Technicians & Careers; Occupational Safety program; Bulletin Listing for the National Conference of Catholic Charities; supporting the Year of the Young Child project; Civil Defense campaign; request for a National Health Care Services in America campaign by the Health Services Administration, Department of HEW; Crime Stop program; assistance of Minority Business Enterprise; Americans for Energy Independence campaign

Congressional Bicentennial Project, 1976

The support of Congressional Bicentennial campaign

Double Up Campaign - Conference Reports, 1976

Conference reports for 55 MPH and Carpooling campaigns

Double Up Campaign - Contracts, 1976

Carpooling campaign contracts; vouchers

Export Awareness Contracts, 1976

Advertising and media plan of Export Development program; contract pricing proposal; modification of contract
 Export Development Campaign - Conference Reports, 1976
 Export Development Survey Research, 1976
 Fair Campaign Practices - Conference Reports, 1976
 FCC Media Access Project, 1976
 FCC Petition, 1976
 Reply Comments of Public Media Center; Petition for Reconsideration of Public Media Center; Opposition of ABC to Petition for Reconsideration Opposition of the Ad Council to FCC Petition

Box 29:

Federal Energy Campaign, 1976

Disposition of Energy Conservation materials; unpaid bills of campaign; 1975 traceable advertising support figures for Energy Conservation campaign; FEA invoices; questions of vouchers No.14, 16, 17 and 18; meeting for pending bills; GAO Audit of the AD Council; reactions from ex-accounts for press coverage of FEA billing; the standard instruction sheet for recruited advertising agencies dealing with the Ad Council campaign from AAAA; visiting of GAO auditors with AAAA and the Ad Council; the results of GAO audit; FEA article in Wall Street Journal; press coverage of FEA campaign

55 MPH Campaign - Conference Reports, 1976

55 MPH Research, 1976

Food, Nutrition & Health, 1976

Letters to Senator Hubert Humphrey concerning the continuation of FNH campaign with HEW and USDA; Senator Hubert Humphrey's reply

Forest Fire Prevention - Conference Reports, 1976

Proposal for Research on Smokey the Bear, 1976

Research Proposal for Smokey Bear, 1976

"How Is Smokey Bear" - A Research Proposal

Forest Fire Prevention Research, 1976

Southern Forest Fire Prevention Correspondence, 1976

Draft for the broadcaster letter; notification of and agenda for SCFFP Presentation meeting to SCFFP Executive Committee and Task Group; SCFFP budget report; projected costs for Ad Council distribution of SCFFP program; the fall SCFFP Planning meeting; report of the fall SCFFP Planning meeting

Southern Forest Fire - Conference reports, 1976

General Accounting Office Correspondence, 1976

GAO audition of FEA program

U.S. Guard & Reserve Conference Reports, 1976

Guard & Reserve Campaign - Contracts, Invoices, 1976

Modification of contract; vouchers (No. 1 - No. 22); reproduction and distribution estimate of TV kits and network film distribution for Guard and Reserve campaign

Keep America Beautiful, 1976

Keep America Beautiful program, attached with a news clip - "Keep America Beautiful "Fighting" Litter with Litter" from the Washington Star; a Jack Anderson script on ABC-TV and a donation request from Dirty Dozen Campaign Committee

Major Campaigns (annual list), 1942-76

Peoples' Bicentennial Commission Slogans U.S.A., 1976

Bill for Slogans USA campaign; the ad of Slogans USA in Newsweek; a news clip - "'76 Group Seeks New "Tory" Overthrow" from the Washington Post

Productivity, 1976

Ad for Productivity campaign - "America Works Best When We All Work Together"; the personnel list for Productivity campaign; invoices; effects of management changes of the National Center for Productivity and Quality of Working Life on financial support for Productivity campaign; request the posters for Productivity campaign from Police Academy of New York City

Register and Vote, 1976

Memo about the development of Register and Vote campaign; draft of the request for the sponsorship of the American Revolution Bicentennial Administration; formal request for the sponsorship of ARBA from the Ad Council; memo about the sponsorship for Register and Vote campaign

Rehabilitation of the Handicapped Correspondence, 1976

Invoices; A Comprehensive Summary of the Public Service Advertising Activities of the Rehabilitation Services Administration, 1968 to 1975; program objectives for the Rehabilitation of the Handicapped campaign; outline of the Rehabilitation of the Handicapped campaign for 1976; cost summary of the Rehabilitation of the Handicapped campaign for 1976; memo about Rehabilitation of the Handicapped contract

Rehabilitation of the Handicapped - Conference Reports, 1976

United States Saving Bond Campaign - Conference Reports, 1976

Savings Bond Research, 1976

Sole Source - Capabilities of Ad Council, 1976

Sole Source Performance Capabilities of the Advertising Council; further justification for award of contract on sole source basis

Alliance to Save Energy, 1976

Proposal for the Advertising Council from Alliance to Save Energy; proposed booklet text - "101 Ways to Make Money with Energy"; request for an Energy Conservation campaign from Alliance to Save Energy to the Ad Council; notification of the Advertising Council Board meeting regarding the support of Energy Conservation campaign; an opinion about supporting the Energy Conservation campaign from Carl W. Nichols; attendance list for the meeting regarding the presentation of Alliance to

Save Energy campaign proposal
 American Home Economics Association Report, 1977
 Briefing regarding AHEA resources, organization, programs and Foundation; memo of
 AHEA meeting report

Box 30:

American Economic System, 1977

Mass communications program for American Economic System campaign; the development of AES campaign; AAF competition for AES campaign; a counter booklet released by Americans for a Working Economy along with the news release; Post Study on Advertising Awareness and Understanding of the American Economic System - One Year After Start of Advertising; memo regarding the importance of the AES campaign to the Ad Council in past, present and future; an article in Editor & Publisher about the AES campaign - "Sections in Dailies Explain Economy"; American Economic System Committee in Ad Club of Washington D.C.; memo concerning the cooperation with Department of Commerce on the AES campaign and the special insert in U.S. News & World Report; report on AES funding; a news release by the Ad Council - "New Survey Reveals Public's Reaction to Advertising Council's American Economic System Campaign"; new information about AES to U.S. News & World Report for the special insert; a feature article on Bart Cummings & AES Ad Council campaign in Editor & Publisher - "Council ads make dent in economic illiteracy"

American Economic System, 1977

Attendance list of Industrial Advisory Committee (IAC) meeting; summary of IAC meeting, summary of questions asked in IAC meeting; memo about proceedings of IAC meeting to members of the Board of Directors; selected guest list for the Annual meeting of Better Business Bureau of Baltimore in 1977; publicity about the speech of AES campaign in the Baltimore BBB's Annual meeting; 1977 Annual Report of the Better Business Bureau of Baltimore; draft of the mailing to the ASAE membership promoting AES campaign; AES booklet orders; the revised and up-dated statement on the AES campaign; memo about the importance of the AES campaign to the Ad Council in past, present and future; memo about the promotion of the Economic Communicator; American Economic System Committee in Ad Club of Washington D.C.; memo about AES tv production, the benchmark study and the speaker for the West Coast meetings; memo about the cooperation with Department of Commerce on the AES campaign and the special insert in U.S. News & World Report; memo about AAF competition for AES campaign and direct mail of Economic Communicator; report on AES funding; reprint of AES booklet by the St. Louis Globe-Democrat; Phoenix Ad Club's programs in support of the AES campaign; highlights of results and progress of the AES campaign; Post Study on

Advertising Awareness and Understanding of the American Economic System - One Year After Start of Advertising; memo about booth to promote AES material at PRSA convention; a progress report of AES campaign to members of the IAC; AES ads distribution in media; presentation arrangement for AES campaign to and the support programs of local AAF Clubs; AES display shipment; a feature article on Bart Cummings & AES Ad Council campaign in Editor & Publisher - "Council ads make dent in economic illiteracy"; AES article in Los Angeles Times publication - "For Teachers Only", attached with "The Student Outlook"; report of AES spots broadcasting from local tv stations; AES budget; resource fact sheets for AES campaign

American Economic System Research, 1977

Compton Advertising Report

American Economic System Post Study - Phase II, 1977

Post Study on Advertising Awareness and Understanding of the American Economic System - One Year After Start of Advertising

American Economic System - Balanced National Growth and Economic Development

Proposal for a "School of Political Economy" by Alton Ketchum, attached with a news clip from New York Times - "World Leaders Walking in Step-On Way to Lunch in London"; communication of the National Economic Forum idea to the White House; working document for the White House Conference on Balanced National Growth and Economic Development (BNGED); Ad Council's participation in the White House Conference on BNGED; brochure describing the purpose and issues of the White House Conference on BNGED; remarks by Michael S. Koleda, Director of the White House Conference to the National Conference of Industrial Development Research Council; memos about Ad Council's participation in the White House conference on BNGED, attached with a news clip from the Dallas Morning News - "Wanted: 500 of best, brightest men, women"; schedule of Ad Council meetings; request for services of the volunteer agency to design the White House Conference on BNGED, attached with a conference agenda and draft; arrangement of Compton Advertising designing the souvenir program of the White House Conference on BNGED and presentation of Alton Ketchum's proposal in the conference; news clips regarding AES campaign and the White House Conference on BNGED

American Sociological Association, 1977

Education problems of minorities and women proposed by Lucy W. Sells, Executive Specialist for Minorities and Women of the ASA, attached with materials from University of California, San Diego and information sheet for this problem - "Mathematics - A Critical Filter for Minorities and Women: Problems and Solutions"; memos about the feasibility for the support of ASA campaign, attached with a report in Time magazine - "Math Mystique: Fear of Figuring" and Lucy Sells' resume

1980 U.S. Census, 1977

Article about advertising campaign for 1980 Census in Advertising Age - "Census Bureau

ponders ad drive to encourage response to '80 count"; 1980 Census Advertising / Marketing Media meeting, attached with an attendance list, a tentative agenda and two meeting summaries on Nov. 15 and Dec. 16; memo about the summary of Census meeting; request for campaign to support the 1980 U.S. Census; suggested report of the Campaigns Review Committee for Census campaign by Alfred J. Seaman, Vice Chairman of the Ad Council; draft of publicity in the 1980 Census; news about new Census Director in Newsletter of Marketing Science Institute; article about Census campaign in Review & Outlook - "Pork Barrel Census"; memos about the formal request for 1980 Census campaign; formal request for 1980 Census campaign by U.S. Department of Commerce; John O' Tool's comments regarding Census Bureau proposal; Campaigns Review Committee meeting and attendance list; pending problems about Census campaign; settlement of Census Bureau proposal; news clip from the New York Times - "Chief Census Taker Girds for 1980 Count"

Community Services Administration, 1977

Contact with Maria Elena Torano, Associate Director for Public Affairs, Community Services Administration; participation in the Community Services Administration's Public Affairs Workshop; Research Briefs of Marketing Science Institute

Capital Recording, 1977

Memo about the development of HEW contracts; reply to Capital Recording Company's protest against Ad Council's sole-source contracts by Deputy Assistant Secretary for Grants and Procurement Management of HEW, attached with HEW Procurement Regulation on Noncompetitive Procurements; memo about the meeting discussing Capital Recording's protest, attached with a letter from McDaniel of Capital Recording Company; copy of the administrative report in response to the protest of Capital Recording to the General Accounting Office; the Ad Council's responses to the protest of Capital Recording to HEW, attached with a categorical listing of Ad Council Directors; the Decision of Capital's Protest by the Deputy Comptroller General of the United States; comments about the Decision of Capital's Protest by the Deputy Comptroller General of the United States; a report in response to Capital's protest from Office of the Secretary of Transportation; memo about the meeting discussing the solution to counter McDaniel's threats

Capital Recording Correspondence, 1977

Capital Recording Company's protest against Ad Council's sole source contracts; reply to Capital's protest by Deputy Assistant Secretary for Grants and Procurement Management of HEW; memo about the status of Capital's sole source protest; copy of the administrative report in response to Capital's protest to the GAO; the protest by McDaniel of Capital Recording Company against the violation of the sole source award by the Department of Transportation and request for a meeting to present his case; the Decision of Capital's Protest by the Deputy Comptroller General of the United States; comments about the Decision of Capital's Protest; Ad Council's response to Capital's protest; memo about Rehab's request based on the recommendation of GAO; memo about the meeting discussing the solution to

counter McDaniel's threats; Ad Council's response to Capital's second protest, attached with a copy of their second protest letter and the DOT's first response to this protest letter; memo about the GAO hearing in regard to Capital's protest

Carpool Planning, 1977

Summary of U.S. DOT National Carpool and Ride Sharing Public Service Advertising Program; U.S. DOT FY 1976 Carpooling advertising budget; proposed broadcast production budget for Carpooling campaign; contract for Carpooling Campaign; contract pricing proposal; U.S. DOT General Provisions for Cost-Reimbursement Type Research and Development Contracts

Double-Up & Carpooling Correspondence, 1977

Comments about the ads shown in Public Utilities Fortnightly from Public Service Electric and Gas Company and the Ad Council's reply; memos about vouchers of Carpooling contract; FY 1976 Carpooling advertising budget; final report for Carpooling advertising program; questions about Carpooling program from National Consumer Council; final report of DOT Carpooling advertising program; request a credit line for the Ad Council and U.S. DOT in Carpooling plant poster developed by Pima Association of Governments; problems about the travel expense for production of Carpool radio spots; Carpooling ad shown in Hollywood Reporter; question about the solicitation of Carpooling program; 1976 estimated advertising support figures for Carpooling campaign; request for Carpooling campaign results; contract order for DOT Carpooling campaign; withdrawal of VanSant Dugdale as the volunteer agency on the DOT Carpool and 55 MPH campaigns; instructions for use of "Double Up, America" open-end spots and the photo-storyboard; contact with the new volunteer agency - Lewis & Gilman for Carpooling campaign; draft of a news release prepared by Lewis & Gilman; disposition of 55 MPH and Carpool materials in the inventory; requests for Carpool promotion materials or information and the Ad Council's replies; statistic of requests for Carpool kits in 1975 & 1976

Double Up Campaign - Conference Reports, 1977

Export Development - Conference reports, 1977

Box 31:

Federal Energy Administration - GAO Investigation, 1976-77

News clips about GAO investigation of FEA; Ad Council's response to Wall Street Journal editorial with the original editorial; Report of GAO Investigation for FEA's Contract with the Ad Council; news release - "Robert P. Keim, President of the Advertising Council Lauds GAO Report Clearing Council of Any Wrong Doing on FEA Campaign"; Bob Keim's reaction about GAO Report to Elmer B. Staats, the Comptroller General; volunteer advertising agency guidelines for Ad Council government sponsored campaigns; news clips and follow-up stories on GAO investigation; memo about the investigation of Consumer Information Center's

operations; memo about audiovisual communications from Bob Fredlund, Director of Administrative Programs of Department of the Treasury to Commissioner, Internal Revenue Service, attached with the survey of Treasury's audiovisual communications activities

55 MPH - Conference Reports, 1977

Clients contact reports; conference reports

55 MPH - Contracts & Invoices, 1977

Approximate cost of tv kits & network film distribution; quarterly program letter report for DOT 55 MPH advertising program; request for a 60-day extension of the 55 MPH contract; contract for 55 MPH campaign; DOT General Provisions for Cost-Reimbursement Type Research and Development Contracts; problems about VanSant Dugdale invoices; analysis of expense reports from VanSant Dugdale; 55 MPH research survey cost analysis; vouchers

55 MPH - Planning & Research, 1977

Summary of U.S. DOT 55 MPH Speed Limit Public Service Advertising Program; contract for 55 MPH campaign; contract pricing proposal; expense vs. budget recapitulation of 55 MPH program; certificate of current cost or pricing data for 55 MPH campaign

Forest Fire Prevention, 1977

State Agencies Cooperating with U.S. Department of Agriculture Forest Service in Administration of Various Forestry Programs; invoice; CFFP commercial production estimate for radio and tv; CFFP purchase orders

Forest Fire Prevention Agreement, 1977

CFFP agreement No.13-868 between USDA-Forest Service and the Ad Council; proposed draft for the renewal of CFFP letter of agreement No.13-961; cooperative agreement No.13-961 between USDA-Forest Service and the Ad Council

Forest Fire Prevention - Conference Reports, 1977

Forest Fire Prevention - Contracts, 1977

Vouchers; purchase orders

Forest Fire Prevention - Printing, 1977

Printing order and distribution for Smokey Bear basic poster, range poster, debris poster, school poster, special poster (flower), special poster (leaf), special poster (bird), teacher's poster, sticker, bookmark, stamps, coloring sheet and placemat

Southern Forest Fire Prevention - Conference Reports, 1977

Southern Forest Fire Prevention Correspondence, 1977

Donations of air time by KQUE and WVOJ for SCFFP campaign; notification of 1977 SCFFP Presentation meeting to SCFFP Executive Committee and Task Group; 1977-78 SCFFP advertising campaign prepared by Liller, Neal, Battle & Lindsey, Inc.; all volunteer advertising agency billings; SCFFP 60-second Arson tv spot as a finalist in the international CLIO Awards; agreement extension; the Guide and Fact Sheet copy for 1977-78 SCFFP campaign; list of SCFFP program state foresters; the proposed draft for the cover letter to southern broadcasters; instructions for production and distribution of 1977-78 SCFFP materials from USDA-Forest Service

and the Ad Council's reply; minutes of the Annual SCFFP Planning meeting; operation guidelines for SCFFP program; the appointment of a new volunteer coordinator on the SCFFP campaign; contact with Tad Jeffery, the new volunteer coordinator on the SCFFP campaign; mailgrams; photo-storyboards - "Dominoes" and "Lawyer" for SCFFP campaign tv spot

Friendship Force, 1977

Arrangement of Mrs. Rose Reich's visiting to the Ad Council; news release - "President Carter Announces Friendship Force Plans"; news clips about Friendship Force program - "Busy Minister Pushing Peace" and "Exchange Visits - Go Abroad, Carter Proposes"; information about Friendship Force program and the organization of the Friendship Force itself; contact with Tom Deardorff, Public Information Officer of Friendship Force discussing the feasibility of the Ad Council's assistance and information exchanges

General Accounting Office, 1977

Visiting of the representatives of the GAO; conference report for FEA Energy Conservation program; memo about GAO's audit of the Smokey Bear program; a letter regarding review guides for executive agency accounting systems from Comptroller General of the United States to Heads of Departments and Agencies; draft of the comment about the proposed draft of GAO report on the investigation of FEA campaign from the Ad Council and the comments from Cunningham & Walsh, Inc., the volunteer advertising agency of FEA campaign; copies of documents from Bean/Kahn Films international Inc., including the cost estimate for production of four tv commercials, signed cost contract, international photographers local 644 contract regarding travel, D.G.A. contract regarding travel, hotel expenses and receipts; draft of GAO Report on FEA's Contract with the Ad Council for Energy Saving Campaign; the instructional guide for volunteer advertising agencies working on government campaigns; a correspondence regarding the reply to Capital Recording's questions from the Ad Council to the GAO

Box 32:

Guard & Reserve - Conference Reports, 1977

Barry Jagoda - White House, 1977

Memo regarding Barry Jagoda's questions about USSB public service announcements; request for Bulletin assistance for the Direct Deposit program from Department of Treasury - Fiscal Service; request for public service campaign support from General Services Administration Consumer Information Center; request for Bulletin assistance for the Youth Physical Fitness from the President's Council on Physical Fitness and Sports

National Council for Children & Television, 1977

Notification about the meeting with Nicholas Van Dyck, Executive Director of the National Council for Children and Television from the Center for Action Research; "Beginnings of the NCCT: Some Historical Notes, Quotes, and the Current Status";

"Toward a National Endowment for Children's Broadcasting" - A Report From Center for Action Research; memo about American Family Society, attached with an interview with Wayne Scott, the President of American Family Society shown in the Washington Star

National Council on Crime & Delinquency, 1977

Draft of a letter to Leo Perlis, Director of Department of Community Services, AFL-CIO regarding the costs for Crime Prevention campaign

National Hunting & Fishing Day, 1977

Contact with Merrill Klein of Harold Bell Association regarding promotion of Smokey's tie-in with National Hunting & Fishing Day program; request for lists of NHF Day organizers from the Ad Council to Robert Delfay, National Coordinator of NHF Day and his reply; agenda of CFFP Executive Committee; "How to Improve Your NHF Day Program" slide script; minutes for the SCFFP Presentation meeting; memo about the request for manufacturing and selling vinyl fishing or game bags in NHF Day from Noteworthy Company; memo about special CFFP media letter; memo about the history of NHF Day program; draft letters to regional foresters for Smokey Bear tie-in with NHF Day program; memo about the development of Smokey Bear promotion in NHF Day; letters to regional foresters, area directors, station directors and state foresters regarding support for Smokey Bear tie-in with NHF Day, attached with a USDA - Forest Service news release - "Forest Service Chief Praise National Hunting and Fishing Day" and a list of 1977 State Coordinators for NHF Day; updated information regarding support for NHF Day from President Jimmy Carter and Chief John McGuire

National Minority Purchasing Council, 1977

Report from GAO to the Comptroller General of the United States - "Department of Defense Program to Help Minority-Run Businesses Get Subcontracts Not Working Well"; statement for the total charges for the Minority Purchasing Council campaign; request for contract extension with the Ad Council from National Minority Purchasing Council to Richard Clinkscales, National Coordinator of Market Development - National Programs Division, attached with cost estimates and detailed time phase plan

Postal Service 2nd Class, 1977

Petition to change postal service regulations, section 125.52 from the Ad Council to the Subcommittee on Postal Operations and Services, attached with a list of major public service campaigns being conducted by the Council; new regulation for section 125.52, attached with a comparison of the old and new wording of this section

Red Cross, 1977

Order guide for media advertisements

Register & Vote, American Revolution Bicentennial Administration, 1977

"Tribute the Advertising Council - 35 Years of Public Service Advertising to Promote Voluntary Citizen Actions in Solving National Problems"; a letter to Needham, Harper & Steers Advertising, Inc. explaining the delay of reimbursement; donation

of air time for the Voter Turnout campaign from KCOL radio station; 1976 estimated advertising media support figures for the Register & Vote campaign; request for campaign results being achieved in FY 1976 from the Ad Council to ARBA

Theodore S. Repplier, 1977

Announcement about the death of Theodore S. Repplier, retired President of the Advertising Council from the Washington Post and the Washington Star

U.S. Savings Bonds, 1977

Memo about US Savings Bonds Speech by Francine I. Neff, Treasurer of the United States, and National Director, U.S. Treasury Department, attached with the original remarks and the condensation; a news clip about U.S. Industrial Payroll Savings Committee meeting from the Washington Post; USSB news release - "1976 Savings Bonds Sales at 31 Year High"; U.S. Bonds ad in Editor & Publisher; USSB news release - "Savings Bonds Sales for First Half, 1977, a 32-Year Record; Net Cash Inflow for the Period Best Since 1949"; invitation to attend the Savings Bonds National Sales Conference from U.S. Savings Bonds Division, the Department of the Treasury to the Ad Council and the Ad Council's replies; memo about the results of USSB study

U.S. Savings Bonds Research, 1977

U.S. Savings Bonds - Conference Reports, 1977

U.S. Savings Bonds Research, 1977

Study Group Evaluation and University of Michigan Survey Research Institute Report

Swine Flu, 1976-77

Department of Health, Education and Welfare contractor's proposal; HEW negotiated contract with the Ad Council; HEW General Provisions for Negotiated Cost-Reimbursement Type Contract with Nonprofit Institutions Other Than Education Institutions; HEW General Provisions for Negotiated Fixed-Price Contract with Nonprofit Organization; budget estimate for Swine Flu National Immunization program; media facilities plan for Swine Flu Immunization campaign; voucher for Swine Flu Immunization campaign; contract No.200-77-0703, modification of contract No.1

Box 33:

1978

Ad Council

Annual Dinner

Archives

Finances

Flop-over Presentation on client

responsibilities & volunteer agency guidelines

Meetings in D.C.

Memo

Alliance to Conserve Energy, Jan. - June
 File #2, July 1978
 Annual Report
 Conference Reports
 American Advertising Federation
 Federation Conference
 Capital Recording Correspondence
 Carpool Campaign (Dept. of Transportation)
 Contracts
 Conference Reports
 Estimates
 Research
 Vouchers

Box 34:

Cooperative Forest Fire Prevention Conference Report
 Cooperative Forest Fire Prevention Contract (Fiscal Year)
 Estimates
 Estimates & Expenses
 Crime Prevention Conference Report (Law Enforcement Assistance Administration)
 Crime Prevention Campaign Proposes Budget & Schedule
 Department of Energy
 Employer Support of the Guard and Reserve Conference Report
 Energy Conservation
 Export Awareness Campaign
 Conference Report
 Vouchers
 Export Contracts
 Direct Mail Campaign, 1977/1978
 Estimates
 Planning
 Federal Communications Commission Meeting on Broadcast Licenses
 Federal Communications Commission
 Federal Energy Administration
 Federal Trade Commission

Box 35:

G.A.O.

G.A.O., Accounting Guidelines
General Services Administration
Guard & Reserve Contracts
 Estimates
 Research
 Vouchers
C. Harris Billings
Inflation
International Advertising Association
 Conference Report
National Council Voluntary Action
National Minority & Purchasing Council
Public Media Center
Public Service Directors Conference
Rehabilitation Conference
Smokey Bear Campaign (Back to Basics, Part II)

Box 36:

Southern Cooperative Forest Fire Prevention Conference Report
 Correspondence
 Creative
 Media Response
 Vouchers
Transportation Department
 55 MPH Campaign
 Comptroller General of U.S., 1977/1978
 Conference Report
 Contracts
 Estimates
 Vouchers
Union Contracts
U.S. Savings Bonds
 Conference Report
 Contract
 Contracts
 Correspondence, Jan.-June
 File #2, June-Dec.
 Vouchers
Volunteer Agency Guidelines

Box 37:

1979

- Action
- Africare
- Alliance to Save Energy
 - Conference Reports
 - Contracts
 - Creative
 - Estimates
 - Invoices
 - Magazine Supplement
- American Advertising Federation
- American Council on Alcoholism, 1978/1979
- American Economic System
 - National Energy Act
- American Federation of Teachers, Nov.
- Carpool
- Cooperative Forest Fire Prevention, Apr.-June
 - July-Sept.

Box 38:

- Cooperative Forest Fire Prevention, Oct.-Dec.
 - Campaign Materials
 - Conference Reports
 - 14-15 Nov. '79 Meeting
 - Poster Promotion
 - Program Presentation Meeting
 - Smokey Bear Awards
 - Vouchers
- Crime Prevention Purchase Orders
- Communications Workers of America (CWA) & Glenn Watts
- Department of Energy Vouchers
- Direct Deposit Campaign
- Energy and Public Service Advertising
- Energy Campaign, 1979/1980
- Export Awareness Conference Reports
 - Contracts
 - Vouchers

Box 39:

Federal Communications Commission Report - TV Broadcast
Programming
Federal Communications Commission TV Programming Report
Forest Fire Prevention Campaign, Jan.-Apr.
Letter of Agreement
Government Advertising
Guard and Reserve Contract
Campaign Materials
Guard and Reserve Conference Report
Vouchers
C. Harris Media Visits
Humane Society of the U.S.
I.B.M. Typewriter
Indo-China Refugee Action Center
Inflation, 1979-1981
Inflation Campaign Purchase Orders
Internal Revenue Service Request for Help
International Advertising Association Brussels Conference
Backup
Conference Report

Box 40:

International Year of Disabled Persons
Japan Public Service Advertising
R. P. Keim's Remarks
Kiosk Advertising
L.E.A.A.
Media Support - 1978-1979
National Association of Spanish Broadcasters
Nature Conservancy
National Farmers' Union - Green Thumb
Office of Consumer Products - Department of Energy
Outdoor/Transit Reports
President's Council on Physical Fitness
Register and Vote
Rehabilitation
Report, Response of Annual
SAG/AFTRA, Screen Actors Guild

Small Business Administration
 Southern Cooperative Forest Fire Prevention
 Conference Report
 Creative
 Station Call Questionnaire
 U.S. Department of Energy
 U.S. Savings Bonds - Advocates Suit
 Business Press
 Conference Report
 Contract SBD-79-640
 Estimates
 Fiscal Year 1979 Contracts
 Research
 Vouchers

Box 41:

Vince Wasilewki - National Association of Broadcasters
 Volunteer
 Wage Guidelines
 Washington Office - Personnel
 White House Conference on Aging
 Writers for Export
 55 MPH
 55 MPH Vouchers

1980

Alliance Research
 Anti-Inflation Campaign Report
 Guard and Reserve Estimates
 National Broadcast Association for Community Affairs, 1979-1980
 Southern Cooperative Forest Fire Prevention Committee Ad Recommendation
 Southern Cooperative Forest Fire Prevention Vouchers, 1979-1980
 U.S. Savings Bonds Vouchers TSB-79-3
 Washington Legal Foundation
 White House

1981

Inflation, 1979/1981
 Research on Public Service Advertising

Box 42:

Alliance to Save Energy

Creative, Oct. '84 - Dec. '87
PO's and Estimates, 1982-85
Vouchers and Related Correspondence, 1983-85

AIDS Prevention, 1990

American Cancer Society, 1990

Campaigns - Special Projects

Breaking the Cycle: - Reference Materials, Correspondence and Campaign description, 1989

Drunk Driving, 1989-90

Drunk Driving - response, 1989

National Service

Agency Materials, 1990
Correspondence, 1989-90
Meeting Materials, 1989-90
Miscellaneous, 1989

Census Bureau

Conference Committee; Washington Correspondence, 1989-90

Congressional Record, 1992

Covenant House

Correspondence - Drafts
Correspondence - General, 1989
Press Packets, 1989
Press Releases, 1989
Reception - Expenses, 1989
Reception Mailing List, 1989
Reception Pictures

Giving and Volunteering in the United States, 1988

National Committee for the Prevention of Child Abuse, Annual Report 1989-90

National Crime Prevention Council, Annual Report, 1988-89

National Service Campaign, 1989

Points of Light Foundation

Final Draft - Mission Area Strategic Research, 1990
Quantitative Study, 1990
Research for Points of Light, 1990

Reach for the Power - Teach, Annual Report, 1989-90

American Round Table, 1952-53 (2 folders)

Forum Summaries, Preliminary Papers, Digest Reports, and other papers

International Round Table

Script for presentation or speech on International Round Tables, 1966 or 1967