**Communications**
**Advertising**

Advertising Council Washington Campaign Material, 1942-51

**Note:** Certain items which were originally in this file have had the campaign file numbers which were assigned to them by the Ad Council's New York office re-discovered, and have been physically moved to 13/2/207, the Advertising Council Historical File. Any item with a file number in **bold** after it can now be found in 13/2/207.

**Box 1:**

I. Advertising (2 folders)

3. Text of address by Mr. Donald M. Nelson, chairman, War Production Board, at a dinner given by the Office of War Information and the War Advertising Council for Representatives of National Industry, at the Statler Hotel, Washington, D.C., Wed., March 8, 1944 (distributed by The Evening Star)
8. "War Advertising Council Terms Bankhead--Cannon Bill Hindrance to War Effort"--War Advertising Council
9. "They are Taking Away the Sandbags," a restatement of policy to advertisers, media and advertising agencies by the War Advertising Council, ca. 1945, 8 pp. (13/2/207 #61)
10. "A Plan for Business to Use One of its Principal Tools to Help Win the War" (booklet) published by the War Advertising Council, 20 pp. (13/2/207 #84)

II. War Information

2. How Industry Can Cooperate with the Government Campaign on Security of War Information--folder prepared by the War Advertising Council in cooperation with OWI, Dec. 1, 1943, 10 pp. (13/2/207 #57, #131A)
3. "How Your Words Get to Japan" prepared by War Ad Council in cooperation with OWI, ca. 1945, 14 pp. (13/2/207 #277)
III. War Waste

1. Travel Conservation, prepared by OWI in cooperation with Office of Defense Transportation, June 1944, 5 pp.
4. "Here's How You Can Help to Speed Victory and Aid Wounded Veterans or Worthy Community Projects by Promoting Double VV Program"--Save Waste Paper booklet. War Ad Council, War Production Board, & OWI, 1945, 15 pp. (13/2/207 #234)

IV. War Manpower & V. Womanpower

1. "How Industrial Advertisers Can Help Reduce Our War Production Casualties" (pamphlet) War Ad Council & National Committee for the Conservation of Manpower in War Industries of the U.S. Dept. of Labor produced by Graphic Arts Victory Committee, ca. 1943, 6 pp. (13/2/207 #159)
2. "How Industry Can Cooperate with the U.S. Government Information Program to Reduce Absenteeism"--War Ad Council & OWI, ca. 1944, 15 pp. (13/2/207 #139)
3. "Wasted Manpower," War Ad Council in cooperation with War Manpower Commission and OWI, ca. 1944, 10 pp. (13/2/207 #144)
5. Campaign for recruitment of women (manuscript copy & illustrations) produced in cooperation with OWI and the War Manpower Commission by the War Ad Council. Agency: J. Walter Thompson, Oct. 24, 1945

VI. War Inflation


VII. War Savings (2 folders)

1. "Back the Attack, Buy More than Before"--information program for the Fifth War Loan (booklet) prepared by War Finance Division, Treasury Dept. and Domestic
1. "Bankers of America, Once More Your Country Turns to You for Aid" prepared by War Ad Council in cooperation with OWI, Treasury Dept. and the Office of Economic Stabilization, Sept. 5, 1944, 20 pp. (13/2/207 #365)

2. "Big Guns in U.S. War Savings Bond Advertising and Promotion" a presentation of usable material prepared for the War Savings staff of the U.S. Treasury Dept. by the Ad Council, Inc. Also included is a War Savings staff portfolio on the Treasury's quota promotion, July 1942 (13/2/207 #46)

3. "A Plan for this Group to Cooperate Voluntarily with Our Government in the War Effort" (booklet) prepared by Drug, Cosmetic and Allied Industries Committee in cooperation with the U.S. Treasury Dept. to promote the sale of war bonds, ca. 1942, 36 pp.


VIII. War Farm Production

1. "How Industry can Cooperate with the U.S. Crop Corps Information Plan," prepared for the Farm Labor Campaign by the U.S. Dept. of Agriculture and the War Manpower Commission in cooperation with the Ad Council, ca. 1943, 11 pp.

2. "Sound the Call to Farms!" prepared for the War Food Administration by the War Ad Council in cooperation with OWI, ca. 1945, 10 pp.

3. "Light Reading for Your Lunch Hour . . ." prepared by the War Ad Council for U.S. Dept. of Agriculture with cooperation of Republic Steel Corporation, ca. 1943, 18 pp. (13/2/207 #43)

IX. War Nutrition


2. "A Call to Action!" prepared by War Ad Council in cooperation with OWI and War Food Administration, ca. 1943, 26 pp. (13/2/207 #5)

3. "Copy Ideas and Roughs for Advertisers Wishing to Support the Food Fights for Freedom Program . . ." prepared by War Ad Council in cooperation with OWI, the Office of Price Administration, and the War Food Administration, Aug. 23, 1944, 14 pp. (13/2/207 #143)

4. "Meat is Ammunition: Play Fair with It," prepared by the OWI in cooperation with the War Department, the Office of Price Administration, the Foreign Economic Administration, and the Office of War Mobilization and Reconversion, ca. 1944, 9 pp. (13/2/207 #269)

5. "Make Food Fight for Freedom by Eating Wisely," prepared for the War Food Administration by the War Ad Council in cooperation with OWI, ca. 1944, 14 pp. (13/2/207 #197)

6. "Am I Proud--I'm fighting famine...by canning food at home" (poster on Home Food Prevention Program) USDA, June 1946, 1 pp.
X. War Venereal Disease & Seamen Campaign

1. "The Merchant Marine Sends out an SOS to American Advertisers," prepared by the War Ad Council in cooperation with the U.S. Maritime Commission and OWI, ca. 1942, 14 pp. (13/2/207 #199)

XI. Veterans Readjustment

1. "How You Can Help America Solve Its Next Big Problem," prepared by War Ad Council in cooperation with OWI and the Retaining and Reemployment Administration, ca. 1945, 17 pp. (13/2/207 #302)
2. "How Your Advertising Can Help the Veteran Readjust to Civilian Life," prepared by War Ad Council in cooperation with OWI and Retraining and Reemployment Administration, ca. 1945, 9 pp. (13/2/207 #287)

XII. Nursing

2. "Even Though the War is Over This Can Happen," prepared by War Ad Council in cooperation with U.S. Public Health Service, Veterans Administration Hospitals, War Manpower Commission, American Red Cross, American Hospital Association, and National Nursing Council for War Service, ca. 1945, 10 pp. (13/2/207 #299)
3. "Urgent! More Nurses Needed" prepared by Recruiting Publicity Bureau, ca. 1944, 31 pp. (13/2/207 #196)
5. "How Advertisers Can Cooperate with the U.S. Cadet Nurse Corps," prepared by the War Ad Council in cooperation with OWI and the U.S. Public Health Service, ca. 1943, 10 pp. (13/2/207 #214)

XIII. Military Recruitment (2 folders)

3. "Give Us More Wacs..." prepared by War Ad Council for OWI and War Department, 1944, 32 pp. (13/2/207 #147)
5. "Women in the War..." prepared by the OWI, 1944, 9 pp. (13/2/207 #146)
6. "Why Our Million Man Army May Need 30,000 to 40,000 Replacements a Month,"
Ad Council and the U.S. Army, 1947 (13/2/207 #371)
7. "Suggestions for Promoting Enlistments on Armistice Day" (pamphlet) Ad Council, 1948
12. "Strong Right Arm of Peace" (color poster) Ad Council and U.S. Army, 1947 (Oversized, see box 6)
15. "America Shall Stay Strong...You Help Promote this Vital Theme on Armistice Day," Ad Council and Armed Forces, ca. 1948

XIV. Red Cross

1. "How Your Advertising Can Help Keep Your Red Cross at His Side," War Ad Council, OWI and the American Red Cross, 1945, 10 pp. (13/2/207 #177)
2. "The War is Never Over for the Red Cross," Ad Council and the American Red Cross, 1946, 10 pp. (13/2/207 #308)
3. "Advertising Plan of the 1944 Red Cross War Fund"--Ad Council, OWI, the American Red Cross, 1944, 26 pp.

XV. Forest Fires

3. "Smokey Says Care Will Prevent 9 out of 10 Forest Fires," the 1947 campaign to prevent forest, woods and range fires (campaign materials including two booklets)--Ad Council in cooperation with State Foresters and the Forest Service, U.S. Dept. of Agriculture, 1947 (13/2/207 #370)

XVI. Housing

1. "Promotional Plan to Assist in Solving War Housing Problem in Critical
Communities" (booklet)--National Housing Agency, ca. 1946, 29 pp. (Oversized, see box 7)
2. Folder containing campaign materials on housing shortage sent to the Mayors of American cities--consisting of newspaper ads, radioscripts and announcements, news stories (Oversized, see box 6)

XVII. Safety/Green Cross
5. "Your Cooperation Can Help Decide This Question..." Ad Council and National Safety Council. Agency: Foote, Cone & Belding, ca. 1946 (13/2/207 #326)

XVIII. Hoover Report
1. "We Must be Ready" (newspaper proofsheet), Ad Council & Citizen Committee for the Hoover Report, 1950, 16 pp. Agency: J. Walter Thompson; Campaign Coordinator: Howard Chapin, General Foods Corporation (13/2/207 #530)

XIX. Census

XX. Children & Youth

XXI. World Trade
1. "World Trade and You" (booklet), Ad Council & the World Trade Foundation of America, the Twentieth Century Fund, the Carnegie Endowment for International Peace, the National Planning Association, the Program Information Exchange. Agency: Compton Advertising, Inc., New York, ca. 1947, 16 pp. (13/2/207 #414)

Box 2:

Annual Advertising Awards–Certificate of Honorable Mention to the Ad Council and Walter Weir, Incorporated for Excellence of Text, 1947

Advertisement tearsheets (alphabetical)
  "Admiration Cigars" ads
  American Red Cross/Donate Blood, 1944
  Anti-Inflation (Help Us Keep Prices Down), 1944-45 (2 folders)
   Includes material on ration stamps and general anti-waste ads
  Anti-Prejudice, 1943-44
  "Back Home for Keeps," 1943-45
   A series of paintings of returning servicemen
  "Beat Japan," 1943-45
  Borden's ads on war themes, 1943-45
  Budweiser ads on war themes, 1944
  Calvert "Wartime Salutes," 1944
  Christmas Overseas Packages, 1943-44 (2 folders, see also box 6)
  Civilian Defense
  Clothing Collection (see box 6)
  Crop Corps
  "Every Civilian a Fighter," undated
  Fat Salvage, 1943-44
  Food Fights for Freedom, 1942-45 (2 folders)

Box 3:

  Forest Fire Prevention, 1940s
  General war morale and war effort ads, 1942-45 (2 folders)
  Green Cross (Safety), 1950s
  Ground Observer Corps, 1950s
  Industries participating in war effort, 1942-44
  "Keep Your Eye on the Infantry," 1944-45
  "Keep Telephone Lines Free," 1943-44
  Mail From Home, 1944-45
  Merchant Marine, 1944-45
  Military medicine ads, 1944
Military recruitment and tributes to military personnel, 1943-45 (2 folders)
Miracle of America, 1950
New Yorker cartoon ads on war themes, 1942-47
Nurse Recruitment, 1942-45 (2 folders)
   Includes both civilian and military nurse recruitment efforts including the U.S.
   Cadet Nurse Corps

Box 4:

Nurse's Aides recruitment, 1943-45
Oil, gas and rubber company ads, 1942-45
   Includes ads on proper car maintenance
Overseas War Relief fund
Paper salvage, 1943-45
Post-war proposals, 1945
Productivity
Pullman ads (including "The Kid in Upper 4"), 1943-45 (see also box 7)
Railroad company ads
Safety, 1942-45
"Seagrams 5 Crowns" ads on war themes, 1943-44
Security of War Information (including "Keep It Under Your Stetson"), 1942-44
Teacher recruitment, 1943-44
Tin and scrap salvage, 1944-45 (2 folders)
U.S.O.
V-Homes, 1943
V-Mail, 1944-45 (2 folders)
VD Prevention, 1944
Veterans Readjustment, 1944-45 (2 folders)
Victory Gardens, 1942-44

Box 5:

War Bonds/War Loans, 1944-47
War Chest, 1943-44
War Manpower, 1944-45
War Workers Housing ("Share Your Home")
Wartime advertising effort, 1943-45
"Wartime Conscience" ads by Sanka, 1944-45
Womanpower, 1943-45 (2 folders)
Women in the military recruitment (WACs, WAVEs, and others), 1943-44 (2 folders, see
   also box 7)

Box 6:

Contains extremely large tearsheets (approx. 25" x 20") for the following campaigns:
   Christmas Overseas Packages
   Clothing Collection
   Paper Salvage
   Pullman ads
   V-Mail
Womanpower
Women in the Military

Also contains oversized material cross-referenced above:
XIII.12 Military recruitment poster
XVI.1,2 Housing mailings
XXI.4 World Trade reprint

Box 7:

Oversize newspaper clippings and proof sheets
   Nurse Recruitment/Your Hospitals Need Help, ca. 1945
   Security of War Information/Loose Talk, ca. 1945
   Sixth War Loan, 1944
   V-Mail, April 3, 1944
   Victory Gardens, ca. 1945
   Victory Loan, Dec. 4, 1945
   War Bonds, May 1945