

13/2/310
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)

1. "A War Message in Every Ad," War Advertising Council & Office of War Information, produced by Magazine Marketing Service, ca. 1943, 10 pp. **(13/2/207 #36)**
2. Text of letter to Sen. Francis Maloney of Connecticut by Mr. Donald M. Nelson, chairman of the War Production Board, at the afternoon session of the Representatives of National Industries at the Statler Hotel, Washington, D.C., Wed., March 18, 1944 (distributed by The Evening Star)
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)
4. "Transition Period After War Holds Free Enterprise Fate" reprint from The Sunday Star, Washington, D.C., March 12, 1944
5. "List of Media Facilities," produced by Office of War Information, ca. 1944, 20 pp.
6. "War Report"--edited minutes of War Department Conference of Industry Labor and Newspaper Leaders, Fort Knox, KY, Oct. 28-29, 1949, 152 pp.
7. "A Service for War Advertising in Newspapers" booklet prepared by the Office of Program Coordination, Office of War Information, Washington, D.C., ca. 1943, 10 pp.
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)**
11. "Community War Plan" outline by The Advertising Council, Aug. 29, 1943, 12 pp.
12. "Outline of a One Day Indoctrination Program for 200 Leaders Representing the Information Machinery of the Country," 4 pp.

II. War Information

1. U.S. Government Program on Security of War Information. Prepared by OWI, Oct. 1943, 8 pp. **(13/2/207 #153)**
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.
2. U.S. Government Program on Tin Can Salvage prepared by Division of Information War Production Board, ca. 1942, 8 pp.
3. The Paper Crisis Threatens Your Advertising, Merchandising, Distribution (report) War Advertising Council, OWI & War Production Board, ca. 1945, 44 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)**
5. Women's Radio War Program Guide released by the Domestic Radio Bureau Office of War Information, July 1944, 12 pp.
6. "Fight Waste" (advertising guide) War Ad Council in cooperation with OWI on behalf of the War Production Board, 7 pp.

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)**
4. "How Industry Can Cooperate with the U.S. Government's Share Your Home Program," War Ad Council, OWI & the National Housing Agency. Produced by Graphic Arts Victory Committee, ca. 1944, 10 pp.
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
6. "Put Your Advertising to Work for More Women at War," War Ad Council, OWI, War Manpower Commission & Army-Navy Joint Personnel Board, ca. 1944, 22 pp. **(13/2/207 #136)**
7. "How Industry Can Help the Government's Information Program on Womanpower," War Ad Council, OWI & the War Manpower Commission. Produced by Graphic Arts Victory Committee, ca. 1944, 14 pp. **(13/2/207 #131)**

VI. War Inflation

1. "A Report to the Magazine Publishers of America on the Economic Stabilization Campaign 1943-45," War Ad Council, OWI, ca. 1945, 14 pp. **(13/2/207 #332)**
2. "How You Can Help to . . ." War Ad Council & Treasury Dept. Savings Bonds Division, ca. 1946, 28 pp. **(13/2/207 #353)**
3. "37 Billion Dangerous Dollars"--War Ad Council, OWI & Office of Economic Stabilization, ca. 1943, 31 pp. **(13/2/207 #35)**

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

- Branch, OWI, in cooperation with War Ad Council, 1944, 11 pp. **(13/2/207 #132)**
2. "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)**
 3. "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)**
 4. "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.
 5. "Report of Sponsored Advertising Support in all Daily and Sunday Newspapers in Behalf of Second War Loan Drive" compiled for U.S. Treasury Dept. by the Advertising Checking Bureau, Inc., New York, Chicago, San Francisco, May 1, 1943, 156 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

1. "How to Help Your Government Promote Nutrition (National Wartime Nutrition Program)" prepared by the Ad Council and Best Foods, Inc., for Nutrition and Food Conservation Administration, Dept. of Agriculture, 6 pp. **(13/2/207 #151)**
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)**
2. "Hidden Enemy V.D.," prepared by the War Ad Council in cooperation with OWI and the U.S. Public Health Service, Federal Security Agency, ca. 1944, 23 pp. **(13/2/207 #137)**

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

1. "The Army Nurse," prepared by the Recruiting Publicity Bureau, U.S. Army, ca. 1944, 32 pp.
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)**
4. "Information Program for the United States Cadet Nurse Corps," prepared by the Office of Program Coordination, Office of War Information in cooperation with U.S. Public Health Service and Federal Security Agency, Sept. 1943, 14 pp. **(13/2/207 #47)**
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)

1. "The Story of You in Navy Blue" (Recruitment of WAVES), Oct. 1943, 49 pp. **(13/2/207 #193)**
2. "It's a New Navy for a Global Job"--Ad Council and U.S. Navy, Oct. 1948
3. "Give Us More Wacs..." prepared by War Ad Council for OWI and War Department, 1944, 32 pp. **(13/2/207 #147)**
4. "Information Program for the Women's Reserve of the U.S. Navy," prepared by the Bureau of Naval Personnel, U.S. Navy in cooperation with Office of Program Coordinator and Office of War Information, Oct. 1943, 15 pp.
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
8. "The Navy is Looking for Men," Ad Council and U.S. Navy, ca. 1948
9. "Waves Wanted," prepared by the War Ad Council in cooperation with OWI and the U.S. Navy, Jan. 1944, 31 pp. 31 **(13/2/207 #193)**
10. "Unless More Hospital Help Comes Fast..."--War Ad Council, OWI and the War Dept., 1945, 2 pp.
11. "How You Can Help to Keep Your Army a Volunteer Force," Ad Council and U.S. Army, 1947 **(13/2/207 #376)**
12. "Strong Right Arm of Peace" (color poster) Ad Council and U.S. Army, 1947 (Oversized, see box 6)
13. "Operation Naval Reserve Needs...and Fully Merits...Your Active Support," Ad Council and U.S. Navy, ca. 1947 **(13/2/207 #374, #452)**
14. "Why a Regular Army of Alert Volunteers is Essential to Future Peace," Ad Council and U.S. Army, ca. 1947 **(13/2/207 #354)**
15. "America Shall Stay Strong...You Help Promote this Vital Theme on Armistice Day," Ad Council and Armed Forces, ca. 1948
16. "How You Can Help Remind America that Air Power is Peace Power," Ad Council and U.S. Air Force, 1948 **(13/2/207 #434)**

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

1. "Some Highlights of the Wartime Forest Fire Prevention Campaign for 1943"--War Ad Council, OWI and the U.S. Dept. of Agriculture. Agency: Foote, Cone & Belding, 1943, 35 pp. **(13/2/207 #393)**
2. "How Industry Can Help Prevent Forest and Range Fires," War Ad Council, OWI, U.S. Dept. of Agriculture and State Forestry agencies **(13/2/207 #124)**
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)**
4. "Forest Fires and How You Can Prevent Them," War Ad Council OWI and U.S. Dept. of Agriculture, 1945, 10 pp.
5. "The 1946 Campaign to Prevent Forest, Woods and Range Fires," Ad Council, U.S. Dept. of Agriculture, 1946, 6 pp. P.T.O.

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

1. "Promoting Traffic Safety" Manual, Ad Council & National Safety Council, ca. 1946, 51 pp. **(13/2/207 #483)**
2. "Since War Ended Traffic Deaths have Jumped 1/3," Ad Council & National Safety Council. Agency: Foote, Cone & Belding, ca. 1946, 12 pp. **(13/2/207 #328)**
3. "Every 3 Minutes an Accident on a Farm," Ad Council & National Safety Council. Agency: Foote, Cone & Belding, ca. 1946, 7 pp.
4. "Accidents are Killing...Every 3 Seconds..." Ad Council & National Safety Council. Agency: Foote, Cone & Belding, 1947, 12 pp. **(13/2/207 #377)**
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 proofsheets), 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)**
2. "Government Reorganization" (newspaper mat service booklet), Ad Council & Citizen's Committee for the Hoover Report. Agency: J. Walter Thompson, 1951, 4 pp. **(13/2/207 #585)**

XIX. Census

1. "Advertising Campaign for the 1950 U.S. Census," Ad Council & the U.S. Dept. of Commerce. Bureau of the Census. Agency: Benton & Bowles, Inc., 1949, 10 pp. **(13/2/207 #472)**

XX. Children & Youth

1. "Crusade for Children" (newspaper proof sheet), Ad Council & American Overseas Aid, United Nations Appeal for Children, Feb. 1-29, 1948, 4 pp. **(13/2/207 #423)**
2. "Your Advertising Can Do an Important and Comment-Provoking Job, by Publicizing Youth Month," Ad Council & Dept. of Justice and the National Conference on Prevention and Control of Juvenile Delinquency prepared by Buchanan & Company, Inc., July 1948, 4 pp.

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)**

2. "Here's How You Can Help World Business and Your Business," Ad Council & the above agencies. Agency: Compton Advertising, Inc., ca. 1947, 4 pp.
3. "Part of Every Dollar You Get Comes from World Trade," Ad Council & the above agencies. Agency: Compton Advertising, Inc., New York, ca. 1947, 20 pp. **(13/2/207 #405)**
4. "Part of Every Dollar You Get Comes from World Trade" (reprint), Ad Council & the above agencies. Agency: Compton Advertising, Inc., New York, September 2, 1947, 2 pp. (Oversize, see box 6)
5. "Part of Every Dollar You Get Comes from World Trade" (poster), Ad Council & above agencies. Agency: Compton Advertising, Inc., New York, ca. 1947, 1 pp. **(13/2/207 #359)**

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