



# Guide to the Advertising Council records, 1935-2013

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

[askRL@duke.edu](mailto:askRL@duke.edu)

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## Summary

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**Collection Title:**

Advertising Council records, 1935-2013

**Creator:**

Advertising Council

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Abstract:**

The Advertising Council is a nonprofit organization, founded in 1942 and based in New York, N.Y., that produces and distributes public service messages and advertising. Collection includes annual reports; newsletters; correspondence; status reports; scripts; audiovisual materials; press releases and other materials relating to the administrative operations of the Advertising Council and its involvement in public service advertising campaigns. Campaigns include U.S. Savings Bonds, United Service Organizations (USO), food policies and other wartime activities; American Economic System and other Cold War-era programs; American Red Cross; child abuse and child nutrition and fitness promotions; equal opportunity; fair housing; Religion in American Life; Smokey Bear and other fire prevention campaigns; and the war on poverty. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

21.6 Linear Feet

**Language:**

English.

**Collection ID:**

RL.00013

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1z593>

**Preferred Citation**

[Identification of item], Advertising Council records, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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## Background

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### Scope and Content

Collection includes annual reports; newsletters; correspondence; status reports; scripts; audiovisual materials; press releases and other materials relating to the administrative operations of the Advertising Council and its involvement in public service advertising campaigns. Campaigns include U.S. Savings Bonds, United Service Organizations (USO), food policies and other wartime activities; American Economic System and other Cold War-era programs; American Red Cross; child abuse and child nutrition and fitness promotions; equal opportunity; fair housing; Religion in American Life; Smokey Bear and other fire prevention campaigns; and the war on poverty.

### Biographical/Historical

The Advertising Council is a nonprofit organization, founded in 1942 and based in New York, N.Y., that produces and distributes public service messages and advertising.

The Advertising Council was founded in 1942 in New York. The following year it renamed as the War Advertising Council to promote a range of war-related social activities and programs. In 1946 the organization reverted to its original Advertising Council name and continued its work on a variety of public service programs, generally pairing with advertising agencies which worked on a pro bono basis.

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## Administrative Information

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### Publication Statement

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URL: <https://library.duke.edu/rubenstein/>

## **Access Restrictions**

Collection is restricted. Access note. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.

## **Acquisition Information**

The Advertising Council Records were received by the David M. Rubenstein Rare Book & Manuscript Library as transfers from the University of Illinois at Urbana-Champaign and the Campbell-Ewald advertising agency 1998-2023.

## **Processing Information**

Processed by: Richard Collier, Isis Dallis, Adam Decher, Don Sechler, September 2003;

Encoded by Richard Collier.

Additions processed March 2024 by Richard Collier.

Processing of this collection was supported in part by gifts from the John and Kelly Hartman Foundation.

Accessions described in this collection: 1997-0201, 1998-0556, 1999-0181, 2005-0079, 2009-0159, 2023-0069.

## **Use Restrictions**

The Copyright Interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

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## **Related Materials**

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### **Related Material**

Related materials may be found in the following Hartman Center collections:

Bates Worldwide, Inc. records;

J. Walter Thompson Company. Account files;  
J. Walter Thompson Company. Domestic advertisements;  
J. Walter Thompson Company. Edgar Hatcher Papers;  
Jim Kobs papers;  
Outdoor Advertising Association of America (OAAA) archives;  
War Effort Mobilization Campaigns Poster Collection;  
Warwick Baker O'Neill Records;  
Wells Rich Greene Inc. records.

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## **Names and Subjects**

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- World War, 1939-1945 -- Mass media and the war
- Advertising -- History -- 20th century
- Propaganda, American -- History -- 20th century
- Public relations
- Advertising--Forest fire prevention
- Advertising -- United States
- Savings bonds -- United States -- History
- Cold War -- Social aspects -- United States
- Child abuse -- United States
- Smokey Bear
- John W. Hartman Center for Sales, Advertising & Marketing History
- United Service Organizations (U.S.)
- War Advertising Council
- American Red Cross
- Religion in American Life, Inc.

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## **Collection Inventory**

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### **General Files Series, 1935-1999 and undated**

**Scope and Contents note**

Contains Advertising Council administrative and published materials that are not specific to particular campaigns, such as annual reports, brochures, correspondence, meeting minutes, press releases, and reports. This series is divided into the following subseries: Administrative Files, Publications, and Promotional Materials. Arranged alphabetically within each subseries.

**Administrative Files Subseries, 1945-1990 and undated**

Board of Directors Meeting Minutes, 1945-1965 Box 1A

**Physical Description:** 7 folders

Board of Directors Meeting Minutes, 1965-1987 Box 1B

**Physical Description:** 7 folders

Board of Directors Meeting Minutes, 1967-1979 Box 1C

**Physical Description:** 7 folders

Board of Directors Minutes, 1980-1988 Box 2

**Physical Description:** 10 folders

Campaign Review Committee Minutes, 1985-1987 Box 2

Correspondence, 1950-1979 Box 2

Miscellaneous, 1958-1970 Box 2

**Scope and Contents note**

[Additional materials may be found in Oversize Box 43]

Special Events, 1947-1977; 1990-1995; and undated Box 3

**Physical Description:** 3 folders

Unpublished Reports, 1945-1990 and undated Box 3

**Physical Description:** 3 folders

**Publications Subseries, 1943-1993 and undated**

Ad Council, Items About, undated Box 4

Annual Reports, 1945-1967	Box 4
<b>Physical Description:</b> 5 folders	
Annual Reports, 1969-1990	Box 5
<b>Physical Description:</b> 3 folders	
Economic Communicator, 1976-1979	Box 5
Press Clippings, 1946-1993	Box 5
Published Reports and Informational Brochures - General, 1947-1971	Box 5
<b>Physical Description:</b> Folders 1-2 of 3	
Published Reports and Informational Brochures - General, 1947-1971	Box 6
<b>Physical Description:</b> Folder 3 of 3	
Published Reports and Informational Brochures - WWII, 1943-1945	Box 6
<b>Promotional Materials Subseries, 1946-1999</b>	
House Magazine Copy, 1956-1968	Box 6
Public Service Advertising Bulletin, 1969-1999	Box 6
<b>Physical Description:</b> 3 folders	
Innercom, 1968-1969	Box 6
Innercom, 1970	Box 7
Magazine Service Bulletin, 1960-1971	Box 7
<b>Physical Description:</b> 2 folders	
Allocations, 1967-1986	Box 7
<b>Physical Description:</b> 6 folders	
Miscellaneous, 1946-1993	Box 8
Public Service Advertisements for Business Press, 1966 July - 1975 May	Box 8
<b>Physical Description:</b> 4 folders	

Public Service Advertisements for Business Press, 1975 May - 1980 Sept.	Box 9
<b>Physical Description:</b> 5 folders	
Public Service Advertisements for Business Press, 1980 Oct. - 1993 Nov.	Box 10
<b>Physical Description:</b> 4 folders	
Public Service Advertisements for Company Publications, 1979-1982	Box 11
<b>Physical Description:</b> 4 folders	
Public Service Advertisements for Consumer Magazines, 1971 Nov.-1974 Feb.	Box 11
Public Service Advertisements for Consumer Magazines, 1974 June-1979 Dec.	Box 12
<b>Physical Description:</b> 6 folders	
Public Service Advertisements for Consumer Magazines, 1980 Jan.-1982 Dec.	Box 13
<b>Physical Description:</b> 5 folders	
Public Service Advertisements for Consumer Magazines, 1983-1988 and undated	Box 14
<b>Physical Description:</b> 5 folders	
Public Service Advertisements for Editors, 1976-1978	Box 14

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## Campaigns Series, 1939-1998 and undated

### Scope and Contents note

Contains sample advertisements, pamphlets, brochures, posters, newspaper articles, radio spots and memos concerning the strategies of over 100 public service advertising campaigns. Arranged alphabetically by the title of each campaign.

Action, 1971-1977	Box 15
Ad Council, 1967-1981 and undated	Box 15

**Scope and Contents note**

[Additional materials may be found in Oversize Box 43]

Agricultural Census, 1987-1988	Box 15
Aid to Higher Education, 1966-1985 and undated	Box 15
<b>Physical Description:</b> 5 folders	
Alcoholism: A Treatable Disease, 1982-1984	Box 16
Alliance to Save Energy, 1974-1984	Box 16
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 43]	
American Cancer Society, 1988	Box 16
American Economic System, 1948-1981 and undated	Box 16
<b>Physical Description:</b> 5 folders	
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 43]	
American Economic System, assorted pamphlets, undated	Box 16
American Heritage, 1947-1952	Box 16
American Legion, 1949	Box 16
Anti-Inflation, 1959, 1979-1980	Box 17
Armed Forces Blood Donor Program, 1951	Box 17
Be a Voter, 1980	Box 17
Better Community Relations, 1966	Box 17
Better Schools, 1953-1958	Box 17
Bicentennial of the Constitution, 1987	Box 17
Boy Scouts of America, 1954	Box 17

Cambodian Crisis, 1980	Box 17
CARE, undated	Box 17
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 43]	
Carpooling, 1974-1978 and undated	Box 17
<b>Physical Description:</b> 5 folders	
Census, 1970	Box 17
<b>Physical Description:</b> 2 folders	
Census, 1980	Box 18
<b>Physical Description:</b> 2 folders	
Challenge to Americans, 1963-1964	Box 18
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 43]	
Child Abuse, 1976-1994	Box 18
<b>Physical Description:</b> 3 folders	
Child Find Mediation, 1987	Box 19
Citizens for a New Prosperity, 1971	Box 19
Clean Water, undated	Box 19
Clothing Collection for Overseas Relief, 1945	Box 19
Confidence in a Growing America, 1958-1961	Box 19
Consumer Information, 1972-1975	Box 19
Continue Your Education, 1966-1970	Box 19
<b>Physical Description:</b> 2 folders	
Co-op Education, 1986-1987	Box 19
Crime Prevention, 1979-1981	Box 19
Crime Prevention, 1982-1998	Box 20
<b>Physical Description:</b> 2 folders	

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**Scope and Contents note**

[Additional materials may be found in Oversize Box 43]

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Crisis in Our Cities, 1968 Box 20

**Scope and Contents note**

[Additional materials may be found in Oversize Box 43]

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Direct Deposit, 1979-1984 Box 20

**Physical Description:** 2 folders

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Disabled Persons, 1982 Box 20

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Domestic Violence, undated Box 20

---

Driver Energy Awareness, 1980 Box 20

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Drug Abuse Information, 1969-1971 Box 20

**Scope and Contents note**

[Additional materials may be found in Oversize Box 43]

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Drug Abuse Information, 1973 Box 21

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Drug Abuse Prevention, 1984-1986, 1992 Box 21

**Physical Description:** 2 folders

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Drunk Driving, 1970, 1992 and undated Box 21

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Economic Census, 1987 Box 21

---

Economic Stabilization, 1943-1945 Box 21

---

Education Reform, 1993 Box 21

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Emergency Food Collection on Behalf of the  
UNRRA, 1946 Box 21

**Scope and Contents note**

[United Nations Relief and Rehabilitation Administration]

[Additional materials may be found in Oversize Box 43]

Employer Support of the Guard and Reserve, 1973-1993 and undated	Box 22
<b>Physical Description:</b> 6 folders	
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 43]	
Energy Conservation, 1974 and undated	Box 23
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 43]	
Engineers Wanted, undated	Box 23
Equal Employment Opportunity, 1967 and undated	Box 23
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 43]	
Export Awareness, 1987	Box 23
Export Development, 1977-1979	Box 23
Fair Campaign Practices, 1976	Box 23
Famine Emergency, 1946	Box 23
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 43]	
Food Fights For Freedom, 1941-1944	Box 23
Food Nutrition and Health, 1970-1978	Box 23
Forest Fire Prevention, 1945-1978	Box 24
<b>Physical Description:</b> 6 folders	
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 44]	
Forest Fire Prevention, 1979-1988	Box 25
<b>Physical Description:</b> 7 folders	

Forest Fire Prevention, 1992-1993 and undated <b>Physical Description:</b> 2 folders	Box 26
Free Press, 1987 <b>Scope and Contents note</b> [Additional materials may be found in Oversize Box 44]	Box 26
Freedom from Hunger, 1963	Box 26
Freedoms Foundations Awards, 1950	Box 26
Future of America, 1955	Box 26
Get Out the Vote, 1996, 1998	Box 26
Health Careers, 1974-1975	Box 26
Health Careers, 1976-1977	Box 27
Help Prevent Crime, 1969	Box 27
Help Prevent Homefires, 1952	Box 27
Help Young America Work, 1980-1981	Box 27
High Blood Pressure Education, 1975-1983 and undated	Box 27
Hoover Report, 1948	Box 27
Hope, 1960	Box 27
Hospital Career, 1945-1948 <b>Scope and Contents note</b> [Additional materials may be found in Oversize Box 44]	Box 27
Individual Giving/Volunteering, 1987	Box 27
Infant Immunization, undated	Box 27
Inflation Can Be Stopped, 1980	Box 27
Interfaith Hunger Appeal, 1981-1983	Box 27

Internal Revenue Service, 1988	Box 27
International Executives Service Corps, 1984-1986	Box 27
International Youth Exchange, 1983-1984	Box 28
Invite and Welcome Foreign Visitors, 1969-1970	Box 28
Jobs (National Alliance of Businessmen), 1968-1974, 1979 and undated <b>Physical Description:</b> 2 folders	Box 28
Jobs for Veterans, 1971-1978 and undated <b>Physical Description:</b> 2 folders	Box 28
Keep America Beautiful, 1961-1965	Box 28
Keep America Beautiful, 1966-1975 and undated <b>Physical Description:</b> 3 folders <b>Scope and Contents note</b> [Additional materials may be found in Oversize Box 44]	Box 29
Know Mexico, 1964	Box 29
Mental Retardation, 1968 <b>Scope and Contents note</b> [Additional materials may be found in Oversize Box 44]	Box 29
Minority Business Enterprise, 1971-1975	Box 29
Multiple Campaigns (Assorted), 1968-1973, 1981-1986 <b>Physical Description:</b> 2 folders	Box 29
Multiple Campaigns (Assorted), 1987-1993 <b>Physical Description:</b> 3 folders	Box 30
National Council on the Aging, 1976	Box 30
National Endowment for the Arts, 1978-1979	Box 30

National Institute on Drug Abuse, 1983	Box 30
National Urban Coalition, 1970	Box 30
Neighborhood Housing Services, 1984	Box 30
Opportunities for Minorities, 1982-1986	Box 30
Pakistan Relief Fund, 1971	Box 30
Paper Conservation, 1944-1945	Box 30
Peace Corps, 1963-1970, 1980-1988	Box 31
<b>Physical Description:</b> 3 folders	
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 44]	
People's Capitalism, 1956-1959	Box 31
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 44]	
Population, 1971-1973	Box 31
Prejudice, ca. 1960s	Box 31
Prisoners of War, 1971-1972	Box 31
Productivity Project, 1972-1973	Box 31
Radio Free Europe, 1951-1970	Box 32
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 44]	
Radon, 1991	Box 32
Recycling, 1980	Box 32
Red Cross, 1947, 1968-1981	Box 32
<b>Physical Description:</b> 4 folders	
Red Cross, 1982-1987	Box 33
<b>Physical Description:</b> 5 folders	

Red Cross, 1988 and undated	Box 34
Register and Vote, 1956, 1966, 1976	Box 34
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 44]	
Rehabilitation of Handicapped People, 1968-1975 and undated	Box 34
<b>Physical Description:</b> 3 folders	
Religion in American Life, 1966-1969	Box 34
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 44]	
Religion in American Life, 1969-1975	Box 35
<b>Physical Description:</b> 6 folders	
Religion in American Life, 1977-1986 and undated	Box 36
Residential Energy, 1980-1981	Box 36
Safety Belt Education, 1987	Box 36
Save the Survivors (Pakistan Relief Fund), 1971	Box 36
Scrap Metal Drive, 1942-1947	Box 36
Security of War Information, 1943	Box 36
Small Business Foundation, 1950	Box 36
Small Claims Court, 1973	Box 36
Smoking, 1969	Box 36
Southern Forest Fire Prevention, 1964-1971	Box 36
<b>Physical Description:</b> 2 folders	
Southern Forest Fire Prevention, 1972-1978	Box 37
<b>Physical Description:</b> 2 folders	

Statue of Liberty/Ellis Island Centennial, 1983-1986	Box 37
Stop Accidents, 1946-1952	Box 37
Student Nurse Recruitment, 1954	Box 37
Summer Jobs for Youth, 1967-1984	Box 37
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 44]	
Support the Arts (National Endowment for the Arts), 1978	Box 37
Take Pride in America, 1987	Box 37
Technical Education and Training, 1969-1980 and undated	Box 38
<b>Physical Description:</b> 3 folders	
Traffic Safety, 1948-1978 and undated	Box 38
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 44]	
Understanding Mental Illness, 1986-1987, 1993	Box 38
<b>Physical Description:</b> 2 folders	
United Nations Association (UNA-USA), 1952-1968, 1972-1976 and undated	Box 39
<b>Physical Description:</b> 2 folders	
United Negro College Fund, 1972-1987 and undated	Box 39
<b>Physical Description:</b> 4 folders	
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 44]	
United Service Organizations (USO), 1941-1971 and undated	Box 40
<b>Physical Description:</b> 3 folders	

**Scope and Contents note**

[Additional materials may be found in Oversize Box 44]

United States Army "V-Mail," 1944	Box 40
United States Savings Bonds, 1942-1957, 1966-1983	Box 40
<b>Physical Description:</b> 3 folders	
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Folder 1]	
United States Savings Bonds, 1983-1984 and undated	Box 41
United Way, 1970-1984	Box 41
<b>Physical Description:</b> 2 folders	
Venereal Disease Awareness, 1944-1975	Box 41
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 44]	
Victory Gardens, 1946	Box 41
Vista, 1978	Box 41
Volunteer, 1973-1975	Box 41
Volunteer Against Illiteracy, 1986	Box 41
Vote '84, 1984	Box 42
Vote '86, 1986	Box 42
War to Peace Transition, 1945-1947	Box 42
World Hunger, 1946-1947	Box 42
Youth Alcoholism Prevention, 1986	Box 42
<b>Scope and Contents note</b>	
[Additional materials may be found in Oversize Box 44]	

Zip Code, 1967-1970 and undated <b>Physical Description:</b> 2 folders	Box 42
55 MPH Speed Limit, 1976-1978	Box 42

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## **Oversize Materials, 1935-1987 and undated**

### **General Files Series, 1935-1952 and undated**

Miscellaneous Reports, 1935-1952 and undated	Oversize-box 43
Norman Rockwell Prints, ca. 1943	Oversize-box 43

#### **Scope and Contents note**

[Undated prints of The Four Freedoms, which were published in the Saturday Evening Post in 1943]

### **Campaigns Series, 1939-1987 and undated**

Advertising (Truth About...), 1939-1962	Oversize-box 43
Advertising Council, 1946-1971	Oversize-box 43
Alliance to Save Energy, 1979	Oversize-box 43
American Economic System, 1940s-1970s	Oversize-box 43
American Heritage Crusade for Freedom, undated	Oversize-box 43
Army Prestige Campaign, ca. 1947	Oversize-box 43
Care Food Campaign, ca. 1955	Oversize-box 43
Challenge to Americans, undated	Oversize-box 43
Crisis in Our Cities, 1968	Oversize-box 43
Crime Prevention, 1985	Oversize-box 43
Drug Abuse, 1970	Oversize-box 43
Education, ca. 1970	Oversize-box 43

Emergency Food Collection for UNRRA, 1946	Oversize-box 43
<b>Scope and Contents note</b>	
[United Nations Relief and Rehabilitation Administration]	
Employer Support for the Guard and Reserve, 1973	Oversize-box 43
Energy Conservation, 1974	Oversize-box 43
Equal Employment Opportunity, 1967	Oversize-box 43
Famine Emergency Relief, "World Hygiene," 1946	Oversize-box 43
Fight Inflation, 1959	Oversize-box 43
Fight Waste, 1944	Oversize-box 43
Forest Fire Prevention, 1949-1965	Oversize-box 44
<b>Physical Description:</b> 2 folders	
Free Press, 1987	Oversize-box 44
General Safety, 1948	Oversize-box 44
Higher Education, 1967-1972	Oversize-box 44
Hospital Career Campaign, 1947-1948	Oversize-box 44
Inflation, 1951	Oversize-box 44
Keep America Beautiful, 1967	Oversize-box 44
Mental Retardation, 1968	Oversize-box 44
Miscellaneous (Edward Petry and Company), undated	Oversize-box 44
National Goals (Eisenhower), 1960	Oversize-box 44
Nursing, 1946	Oversize-box 44
Our Teachers Mold Our Nation's Future, 1947-1948	Oversize-box 44
Peace Corps, 1967-1968	Oversize-box 44

People's Capitalism, 1956	Oversize-box 44
Productivity Project, 1973	Oversize-box 44
Radio Free Europe, 1951	Oversize-box 44
Register and Vote, 1956	Oversize-box 44
Religion in American Life, 1956-1957	Oversize-box 44
Savings Bank, 1945-1974	Oversize-box 44
Scrap Paper Drive, 1944	Oversize-box 44
Summer Youth, 1967	Oversize-box 44
Traffic Safety, 1948-1958	Oversize-box 44
United America, 1948-1949	Oversize-box 44
United Negro College Fund, 1978	Oversize-box 44
United Service Organizations (USO), 1967	Oversize-box 44
Venereal Disease, 1975	Oversize-box 44
War Bonds, 1943-1944	Oversize-box 44
World Trade, ca. 1948	Oversize-box 44
Youth Alcoholism Prevention, 1986	Oversize-box 44
United States Savings Bonds, 1945-1950	Oversize-folder 1

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## 2024 Additions, 1943-2013

### Access Restrictions:

Access note. Series contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.

## General--Administrative, 1957-2007

American Round Table--People's capitalism,  
1957

Box 45 > Folder 1

American Round Table--Problems of economic development and population growth, 1963	Box 45 > Folder 2
American Round Table--Rural development, 1965	Box 45 > Folder 3
Board of Directors Meetings (photographs), 1987-1998	Box 45 > Folder 1
Campaign Team seminar photographs, 1997 <b>Physical Description:</b> 2 folders <b>Scope and Contents</b> Includes images of Crash Test Dummies	Box 45 > Folder 2
Campaigns Review Committee, 1986-1989	Box 45 > Folder 1
Mentorship program photographs, 1992	Box 45 > Folder 2
Museum of Broadcast Communications reception, 1992	Box 45
Partner Summit photographs, 1998	Box 45
Public Service Award dinner, 1991-2007 <b>Physical Description:</b> 3 folders	Box 45
Salute to Chicago, 1989	Box 45
Salute to volunteers photographs, 1988, 2000 <b>Physical Description:</b> 2 folders	Box 45
Washington conference Packet, 1989	Box 45

### **General--Promotion, 1953-2005**

#### **Access Restrictions:**

Access note. Series contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.

Adweek--Ad Council 60th anniversary supplement, 2002	Box 45
Campaign publicity log, 1991-1992	Box 45
Historical reel, approximately 2001	Box 46

Historical reel--50th anniversary, 2001	Box 46
Peggy Conlon AWNY Woman of the Year, 2005	Box 45
Presidential testimonials, approximately 2002	Box 45
Press coverage, 1991-1998	Box 47
Press handout, 2000	Box 45
Print advertisement, 1953	Box 47
Public and Community Service Emmy Awards, 2004	Box 45
Web site press coverage, 1998	Box 45
Web site press coverage, 1998	Box 47
What the Advertising Council Is--And What It Does, approximately 1953	Box 47
Year end ad, 1965	Box 45

### **General--Publications, 1964-2007**

Annual ad report, 1965	Box 45
Annual reports, 1960-1965, 2005-2007	Box 45
<b>Physical Description:</b> 3 folders	
Council docket, 1964	Box 45
House Magazine, 1965-1966	Box 45
Magazine Service Bulletin, 1965-1966	Box 45
Public Service Advertising Bulletin, 1977-1995	Box 48
<b>Physical Description:</b> 11 folders	
Public Service Advertising Bulletin, 1995-2007	Box 49
<b>Physical Description:</b> 6 folders	
Public Service Advertising Bulletin contact lists, 1977-1979	Box 49

### **Campaigns, 1943-2013**

**Access Restrictions:**

Access note. Series contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.

AARP Caregiver Assistance, 2014	Box 46
Aid to higher education, 1964	Box 45
Americans for the arts, 2012	Box 45
Are you into it? 4-H volunteer program, approximately 1999	Box 45
Autism Awareness, 2012	Box 46

**Scope and Contents**

Includes: Jamie McMurray; Tommy Hilfiger; Curt Schilling; Morph (English and Spanish); Ernie Els; Toni Braxton

Black market meat, 1940s	Box 47
Campaign for Freedom--"Main Street USA" spots, 2003	Box 46
Campaigns radio catalog kit volume 1, 2012	Box 46
CARE USA, 1970s	Oversize-folder 2
Child adoption, 2012	Box 46
Co-Op education, 1987	Oversize-folder 2
College graduates--To get a good job, get a good education (radio spots), 1965	Box 46

**Scope and Contents**

Includes: Rock & roll; Travel; Sports cars; What's an education

Commitment to raising a better tomorrow (photographs), 2000	Box 45
Connect for kids, approximately 1999	Box 45
Crime prevention (photographs), 1990s	Box 45
Drug abuse/AIDS (photographs), 1990	Box 45

Education excellence, 1999	Box 45
Environmental defense, 2000	Box 45
Equal employment opportunities, 1965	Box 45
Equal employment opportunities, 1965-1967	Box 47
Equal employment opportunities--"Personal statements by working Americans" radio spots, 1967	Box 46
Equal employment opportunities--"Things are changing" radio spots, 1965	Box 46
Equal employment opportunities--"The Supremes sing things are changing" radio spots, 1965	Box 46
Forest fire prevention (Smokey Bear), 1964-1965, 1994-2004 <b>Physical Description:</b> 4 folders	Box 45
Forest fire prevention radio spots, 1964 <b>Scope and Contents</b> Includes: The Limelinters sing "The Crying Trees"; The Chipmunks sing "Smokey's ABCs"	Box 46
Forest fire prevention radio spots, 1965 <b>Scope and Contents</b> Includes: The New Christy Minstrels sing "Green, Green says Smokey Bear"; The Chipmunks sing "Smokey's ABCs"	Box 46
Goals for Americans, approximately 1960	Box 47
Ground Observer Corps, 1950s	Oversize-folder 2
Group prejudice, 1951	Box 47
H1N1 flu vaccination spots, 2010 <b>Scope and Contents</b> Includes: Anthem; Parents; Pregnant woman; Young adults; Beat poetry; Hispanic parents; Hispanic pregnant woman	Box 46

How to bring new hope to the mentally retarded, 1965	Box 45
Internal Revenue Service (photographs), 1987	Box 45
John F. Kennedy Library, 1964	Box 45
John F. Kennedy Library--Radio spots with Henry Fonda, 1964	Box 46
Keep America Beautiful, 1964-1965	Box 45
<b>Physical Description:</b> 2 folders	
Keep America Beautiful radio spots, 1964	Box 47
Keep America Beautiful radio spots, 1964	Box 46
<b>Scope and Contents</b>	
Includes: Picnic and recreation areas; Streets and highways; Waterways and beaches; Camping and outdoor life	
Keep the dollar strong, 1965	Box 45
Keep the dollar strong--Radio spots, 1965	Box 46
<b>Scope and Contents</b>	
Includes spots with Secretary of Commerce John T. Connor and Jack Benny	
Miscellaneous child-related campaigns, 2000s	Box 45
National Fair Housing Alliance, 2001	Box 45
National Guard, 1999	Box 45
Nutrition education, approximately 1996	Box 45
Organ and tissue donation, 1990	Box 45
Peace Corps, 1964	Oversize-folder 2
Peace Corps, 1964, 1966	Box 45
<b>Physical Description:</b> 2 folders	
Peace Corps--Mick Nichols, Elaine May, Bob Hope radio spots, 1964	Box 46

Physical fitness, 1965	Box 45
Physical fitness--"The future belongs to the fit" radio spots, 1965	Box 46
<b>Scope and Contents</b>	
Includes: She's some girl; The world is yours; The whole job; The future; PTA; Bob Pettit	
President's Committee on Mental Retardation, 1966	Box 45
President's Committee on Mental Retardation--"Personal appeals" radio spots, 1966	Box 46
<b>Scope and Contents</b>	
Includes: President Lyndon B. Johnson; Crozet DuPlantier; Senator Edward M. Kennedy; Dr. Robert E. Cooke; Count Basie; Bob Bruce; Roy Rogers; Walter Abel; Dr. Benjamin Spock	
Radio Free Europe, 1965-1966	Box 45
<b>Physical Description:</b> 4 folders	
Radio Free Europe--Radio spots, 1965	Box 46
Radio Free Europe--Radio spots, 1966	Box 46
Re-engineering (photographs), 1997	Box 45
Re-training, 1966	Box 45
Religion in American Life, 1964	Box 47
Religion in American Life, 1965-1966	Box 45
Religion in American Life--Ken Banghart radio spots, 1965-1966	Box 46
<b>Scope and Contents</b>	
Includes: Liberty; Kids the best; Insecurity; Brothers	
Safety belts, 1970s	Box 47
Safety belts (photographs), 1992	Box 45

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Saturday Evening Post--"Four Freedoms"  
posters, 1943 Oversize-folder 3

**Scope and Contents**

Illustrations by Norman Rockwell; text by Booth Tarkington, Carlos Bulosan, Jack Alexander, Stephen Vincent Benet, Will Durant

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Save the Children gala, 1999	Box 45
Stay in School, 2002	Box 45
Stop Accidents, 1965	Box 45
Student nurse recruitment, 1952	Box 47
Unemployment, 1970s	Oversize-folder 2
United Negro College Fund, 2000	Box 45
Unplanned pregnancy prevention, 2013	Box 46
Voter registration, 1964	Box 47
Y2 Vote, 2000	Box 45
Youth fitness, 1964	Box 45

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