

13/2/203  
Communications  
Advertising  
Ad Council: Special Publications, 1952-2006

**Box 1:**

"Background and Beginning of the Advertising Council," Harold Thomas, 1952  
*Smokey Bear Loves Ad Agencies: True Stories About Ad Agencies and Their Talented Men and Women, Or, Another Two-Years of Lighting The Torches for America and Putting Out Her Fires*, 1960  
"Free PSA Inserts for Your Corporate Direct Mail Activities," 1970s  
"Meet Bert Saddler: He's One Reason the Ad Council Exists" pamphlet, 1974-75  
*Economic Communicator*, 1978-79  
"Advertising Council: Free Enterprise's Effective Communications Machine" pamphlet, 1980s  
"The Ad Council at 40: A Watershed" pamphlet, 1982  
Fiftieth Anniversary information kit, 1991  
*Ad Council Update: News to Corporate Donors*, 1992-93  
Public Service Events Calendars, 1991, 1993  
*The Tearsheet: A Newsletter of the Ad Council*, February 1994 "The Power of the Printed A" booklet, 1995  
*Matters of Choice: Advertising in the Public Interest* booklet (history of the Ad Council), 1996  
Captions and documentation, 1949-53, 1978, 1991-92.

**Box 2:**

"Matters of Choice:"  
List of photos, 1992  
"Matters of Choice: National Issues and The Ad Council" manuscript (history of the Ad Council), January 25, 1994  
Photos from *Advertising Age*, 1986  
1998 Kids Calendar (containing children's artwork and messages relating to children's issues campaigns), December 1997  
"Advertising's Gift to America" booklet, 1998  
Commitment 2000/Community Improvement Calendar (containing examples of PSAs on these themes), January 1998  
"Who's Looking After the Kids? A Report from the Ad Council" booklet (reprinted from *Reader's Digest*), 1998  
"Pledge for a Brighter Future" booklet (reprinted from *Reader's Digest*), 2000  
"Engaging the Next Generation: How Nonprofits Can Reach Young Adults", 2001  
"Young People Make the Difference" booklet (reprinted from *Reader's Digest*), 2001  
Public Service events, 2001  
"Desire to Make a Difference" booklet, 2002

“Ad Council – Celebrating 60 Years” publication, 2002  
“Making it in America: Preparing Our Children for the Future” booklet (reprint from Reader’s Digest), 2002  
Commitment to Children: Helping Parents Help Kids – Report Card, 2002-2003  
Extending the Reach of a Campaign: Proven PR Strategies, ca. 2003

**Box 3:**

Through the Eyes of a Child: Safe Gun Storage Campaign Case Study, ca. 2003  
Public Service Events, 2004  
Public Service Advertising That Changed a Nation, 2004  
Turning Point: Engaging the Public on Behalf of Children, 2004  
Fulfilling the Promise...Strengthening the Commitment, ca. 2004  
Ad Council Quarterly, Summer 2005  
Ad Council Quarterly, Fall 2005  
Ad Council Quarterly, Spring 2006  
Environics Communications PR Campaign Proposal for the Ad Council: PayAttention.org, 2005  
Impacting Social Change, 2005  
“When There is a Need...We are There” pamphlet, 2006  
“Change is Good” booklet, 2006-2007  
Connecting With the Hispanic Market, 2007  
7 Deadly Sins of Diabetes, ca. 2007  
“When There is a Need... We Are There” booklet, 2007-2008  
“Change is Good” pamphlet, 2008  
Promotional kit, 2010  
Public Service Advertising Events calendar, 2011  
Ad Council Campaigns Make a Difference – Here’s Proof, undated