

13/2/207

Communications

Advertising

Ad Council: Historical File, 1941-1997

The Historical File maintained by the Advertising Council's New York Office contains samples of campaign material as well as some outside and administrative materials. This finding aid lists all files transferred to the Advertising Council Archives in numerical order, and indicates file number, type of material, name of campaign, agency responsible for material, date, and size of material. Files are stored in boxes by the Ad Council's internal file number, reflecting a general chronological sequence of the creation of the file.

**File Number:** Indicates the number which the Ad Council's New York office assigned to each item/folder. They are in roughly, although not exclusively, chronological order, with the following exceptions:

- 1) Especially after they began the transfer of material to the University Archives, the office inserted any re-discovered older material, as well as collections of material pulled for specific projects, into the middle of the otherwise chronological progression and assigned them new numbers. Thus several file numbers may need to be consulted for information on certain older campaigns and publications (mostly pre-1960). These include collections of representative ads from various campaigns, old newspaper clippings and publicity, committee minutes, and publications.
- 2) Some campaign file numbers between 6195-6451 have been interfiled within other University Archives record series. Appropriate cross-reference sheets indicating the location of these campaigns can be found in Box 81.

In the finding aid, occasionally there will be a number followed by a decimal. The New York office would occasionally assign identical numbers to different files, then designate their difference by adding an alphabetical extension, such as A, B, or C. Because Excel doesn't recognize mixed numbers and letters, decimals denote a file number with a letter after it: .1 = A, .2 = B, .3 = C. Thus, 1005.1 would correspond to file 1005A.

**File Type:** This abbreviation gives a general idea of what type of material is located within each file:

adm = administrative

bkl = booklet

bus = business press

com = company publications

kit = kit, usually containing materials for multiple media

mag = consumer magazines

new = newspapers (including INAE, INAME and NCP issuances)

out = outdoor bulletins

pam = pamphlet

pos = poster bulletins (including 2- and 3-sheet)  
pro = promotional postcards or brochures  
rad = radio  
rep = article/ad reprint  
RD = ads taken from Reader's Digest  
tel = television  
tra = transit/bus shelter

INAME: International Newspaper Advertising and Marketing Executives  
INAE: International Newspaper Advertising Executives  
NCP: Newspaper Cooperation Plan

**Agency:** This column indicates, where possible, which agency produced these specific materials. While most are advertising agencies, there are also governmental offices as well as the Ad Council itself listed here.

AC = Ad Council  
AL = Anderson & Lemke  
AN = Association of National Advertisers  
AP = APCL & K  
AR = Altschiller Reitzfeld; Altschiller & Co.  
AS = Altman, Stoller, Weiss Advertising, Inc.  
AV = Averett, Free, & Ginsburg  
AY = Ayer, Inc.  
BA = Bloom Agency; Bloom FCA  
BAT = Bates USA  
BB = Benton & Bowles, Inc.  
BBV = Bayer Bess Vanderwarker  
BC = Brouillard Communications  
BCA = Burton and Campbell, Inc.  
BD = Batten, Barton, Dursting & Osborn, Inc. (BBDO)  
BE = Big Eye Films  
BH = Bryan Houston, Inc.  
BJ = Bozell & Jacobs; Bozell, Inc.; Bozell Worldwide; Bozell, Jacobs, Kenyon, & Eckhard  
BK = Backer Spielvogel Bates  
BM = Burson-Marsteller, NY  
BR = Burrell Communications, Inc.  
BS = Ben Sachheim, Inc.  
BU = Buchanan and Co.  
CA = Compton Advertising  
CC = Cabot Communications  
CE = Campbell-Ewald  
CF = Creamer/FSR  
CFP = Cliff, Freeman, & Partners  
CH = Calet, Hirsch, & Spector Inc.  
CJ = Caroline Jones Inc.

CL = Carr Liggett Advertising  
CM = Campbell-Mithum, Inc.  
CO = Conill Advertising  
CP = Cecil and Presbey, Inc.  
CR = Carmichael Lynch  
CW = Cunningham & Walsh  
DA = D'Arcy-MacManus & Masius  
DB = DMB & B (D'Arcy-MacManus Benton & Bowles)  
DC = Doremus & Company  
DCA = DCA Advertising  
DCI = Dentsu Corp. of America  
DD = Doyle, Dane & Bernbach  
DE = Deutsch, Inc./David Deutsch Associates  
DF = Dancer, Fitzgerald, Sample  
DI = Directors' Group, Inc.  
DK = DKG, Inc.  
DM = Degarmo, McCaffery  
DN = DDB Needham, Inc.  
DO = Doherty, Clifford, Steers & Shenfield  
DOE = Doe-Anderson  
DR = D'Arcy Advertising Co.  
DS = Deutsch, Shea and Evans, Inc.  
DT = Della Femina, Travisano & Partners of California, Inc.; Della Femina McNamee  
WCRS  
DU = Donahue and Coe  
DW = DFS Dorland Worldwide  
DY = D'Arcy Masius, Benton & Bowles, Inc.  
EA = Earl Palmer Brown, Atlanta  
EB = Edwin Bird Wilson  
EM = Eric Mower and Associates  
ER = Erwin, Wasey, Ruthrauff, and Ryan  
ES = Edward Stern and Co.  
EW = Erwin, Wasey, and Co.  
EC = Evans Communications, Inc.  
FC = Foote, Cone & Belding  
FCDA = Federal Civil Defense Administration  
FR = Fletcher, Richard, Calkins & Holden  
FS = Fuller & Smith & Ross, Inc  
GA = Grey Advertising  
GB = GM Basford  
GD = Geer Dubois  
GE = Griswold-Eshleman  
GF = Griffin Bacal, Inc.  
GI = Gisonde/McCormick/Sheff-Mauer  
GL = Garfield-Linn & Company

GM = de Garmo, McCaffery, Inc.  
GR = Gardner Advertising  
GY = Geyer Advertising, Inc.  
HA = Hutchins Advertising Co., Inc.  
HC = Harold Cabot, Inc.  
HD = Hutchins/Darcy, Inc.  
HO = Hewitt, Ogilvy, Benson, and Mather  
HR = Hal Riney  
JC = James Thomas Chirurg Co.  
JE = Jerry and Ketchum  
JK = J. Kenneth Kansas  
JM = Jordan, McGrath, Case, & Taylor  
JT = J. Walter Thompson  
KC = Kornhauser and Calene, Inc.  
KE = Kenyon & Eckhardt  
KM = Ketchum, MacLeod & Grove; Ketchum Advertising  
LA = J.C. LaRoche, Inc.  
LB = Leo Burnett  
LC = Laurence, Charles, Free, & Lawson Inc.  
LCE = Lintas-Campbell-Ewald  
LD = Lord, Dentsu and Partners  
LE = Liller, Neal, Battle & Lindsay  
LG = Lewis Gilman, Inc.  
LH = Liberman-Harrison  
LI = Lintas New York  
LK = Leber Katz Partners  
LM = Lennen and Mitchell, Inc.  
LN = Lennen & Newell  
LO = Lowe-Marschalk, Inc.  
LP = Lowe and Partners  
LR = LaRoche and Ellis, Inc.  
LS = Lester-Harrison  
LST = Liggett-Stashower  
LV = Levine, Huntley, Schmidt, and Beaver  
LW = Liller Neal Weltin  
MA = Marsteller  
MAB = Magazine Advertisers Bureau  
MC = Marschalk Co.  
ME = McCann-Erickson  
MF = Meldrum & Fewsmith  
MJ = Muller, Jordan, Weiss  
MM = McCaffrey & McCall, Inc.  
MO = Mingo Jones Advertising & Ogilvy and Mather; Mingo Group  
MU = Muse, Cordero, Chen  
MV = Messner Vetere Berger McNamee Schmetterer Euro RSCG

NA = N. W. Ayer & Son  
NAB = National Association of Broadcasters  
NAEA = National Advertising Executives Association  
NC = Norman, Craig & Kummel  
NH = Needham, Harper & Streers; Needham Harper Worldwide  
NL = Needham, Louis and Brorby  
OB = Ogilvy, Benson & Mather  
OM = Ogilvy & Mather  
OPA = Office of Price Administration  
OWMR = Office of War Mobilization and Reconversion  
OWI = Office of War Information  
PB = Publicis/Bloom  
PK = Papert, Koenig, Lois, Inc.  
PS = Partners & Shevack  
RC = Ries Cappiello Colwell, Inc.  
RD = Richardson, Myers & Donofrio, Inc.  
RM = Richard K. Manoff, Inc.  
RR = Ross Roy  
RS = Rosenfeld, Sirowitz & Lawson; Rosenfeld, Sirowitz, Humphrey, & Strauss  
RU = Ruthrauff and Ryan  
SC = Saatchi & Saatchi, Compton, Inc.  
SM = Scali, McCabe, Sloves Inc.  
SO = Sosa, Bromley, and Aguilar Inc.  
SS = SSC & B  
ST = Soskin/Thompson Associates  
TB = Ted Bates & Company  
TL = Tatham-Laird & Kudner, Inc.  
TR = Tracy Locke, a DDB Needham Agency  
TRC = Tubize Rayon Corp.  
TW = TBWA Advertising Co.  
USDA = US Department of Agriculture  
USDC = US Department of Commerce  
USDI = US Department of Interior  
USDL = US Department of Labor  
USGP = US Government Printing Office  
USN = US Navy  
UST = US Treasury  
VD = Vansant Dugdale  
VR = Vidal, Reynardus, & Maya  
WA = Warwick Advertising  
WAC = War Advertising Council  
WB = WB Doner & Co.  
WD = War Department  
WE = Wells, Rich, Greene NY  
WF = Warwick, Baker, & Fiore

WFA = Wartime Food Administration  
WL = Warwick & Legler  
WMC = War Manpower Commission  
WPB = War Production Board  
WR = Wunderman, Ricotta & Kline  
WS = W.L. Stensgaard and Associates  
WW = Warwick, Welsh & Miller  
YR = Young & Rubicam

**Size:** Materials too large to be housed in regular archives boxes are in either LS (Legal Size) Boxes 130-135, or OS (Oversize) Boxes 136-140. Some cross-reference sheets within the file refer to material being located in boxes 69-71; these have been renumbered as boxes 130-132 (69=130; 70=131; 71=132).

Some campaign numbers between 6195-6451 are designated with an XR (Cross-Reference) to denote that they have been interfiled within other archives record series. The cross-reference sheets locating these campaigns are housed in Box 81.

**Box 1:**

Memorandum on the Work of the Ad Council, 1942-43. #2, adm. WAC.  
“An Appeal to Business From the Country’s War Leaders,” July 14, 1943. #3, adm. WAC.

Washington Newsletter #7, Aug. 20, 1943. #7, adm. WAC.  
Nat’l Association of Broadcasters: “Business at War,” Jul. 16, 1943. #8, new. WAC.  
Food Fights for Freedom: Home Front Pledge, Dec, 1943. #14, bkl. WAC.  
Overseas Christmas Packages, 1942. #16, bkl. WAC.  
Smaller War Plants Corporation, 1943. #17, bkl. WAC.  
Food Fights for Freedom: Red Stamp Point Rationing - Handbook for Advertisers, March 17, 1943. #39, bkl. OPA.  
“The Advertising Council: What It Is, What It Is Doing...” 1942. #44, bkl. WAC.  
Information Program for the US Cadet Nurse Corps, Sept. 1943. #47, bkl. OWI.  
Conserve Critical Resources: A US Government Program to Fight Waste, 1943. #48, bkl. OWI.  
Status of War Advertising Council Current Campaigns, Oct. 1943. #53, adm.  
Security of War Information: How Industry Can Cooperate With the Government, Dec. 1, 1943. #57, bkl. OWI.  
US Crop Corps, 1943. #58, bkl. USDA.  
National Wartime Nutrition Program, 1943. #62, bkl. WAC.  
Food Fights for Freedom: Grow More in ‘44, 1944. #63, bkl. OWI.  
Food Fights for Freedom: Admakers Handbook for Point Rationing, 1943. #65, bkl. OPA.  
Food Fights for Freedom: A Call to Action, 1943. #67, bkl. WAC.  
A Plan for Business to Use One of Its Principal Tools to Help Win the War, 1942. #84, bkl. WAC.  
Food Fights for Freedom: Make Food Fight for Freedom By Cutting Down on Food Waste,

Mar. 1944. #90, bkl. OWI.  
 A Symposium on Wartime Advertising, Nov. 18, 1943. #99, adm. AN.  
 Nat'l Association Of Broadcasters: "This is an Army Hitler Forgot," 1943. #102, bkl. NAB.  
 Washington Newsletter #2, War Advertising: A Progress Bulletin, Mar. 1, 1943. #103, adm. WAC.  
 Ad Council Annual Report, 2<sup>nd</sup>. "Words That Work for Victory," 1943-44. #104, adm. WAC.  
 How Does the Council Work?, 1943. #113, adm.  
 Wartime Forest Fire Prevention, 1944. #124, bkl.  
 Food Fights for Freedom: Make Food Fight for Freedom by Preserving Food at Home, Feb. 1944. #126, bkl. OWI.  
 Food Fights for Freedom: Make Food Fight for Freedom by Growing a Victory Garden, Feb. 1944. #127, bkl. OWI.  
 Food Fights for Freedom: Make Food Fight for Freedom by Working on a Farm, Feb. 1944. #128, bkl. OWI.  
 War Advertising Council: "The Word is Mightier Than the Sword," 1944. #130, bkl. WAC.  
 How Industry Can Help the Government's Information Program on Womanpower, 1943. #131, bkl. OWI.  
 "Back the Attack," Information Program for the 5<sup>th</sup> War Loan, 1944. #132, bkl. OWI.  
 Keep Your Eye on the Infantry, June 1, 1944. #134, bkl. WAC.  
 The Navy is Proud of Its Aircrewman (reprint from Naval Aviation News), Apr. 15, 1944. #135, rep.  
 Womanpower: Put Your Advertising to Work for More "Women at War," 1943. #136, bkl. Stamp Out VD, 1943. #137, bkl. WAC.  
 A 4-Step Plan to Reduce Turnover, undated. #138, bkl. WAC.  
 How Industry Can Cooperate With the US Government to Reduce Absenteeism, 1944. #139, bkl. OWI.

**Box 2:**

Winterizing, 1944. #142, new. OWI.  
 Food Fights for Freedom: We Have Just Begun to Fight, Sept.-Dec. 1944. #143, bkl. WAC.  
 Wasted Manpower, 1944. #144, bkl. WAC.  
 Womanpower: Women in the War, 1944. #146, bkl. OWI.  
 Women's Army Corps: Give Us More WACs, 1944. #147, adm. WAC.  
 Economic Stabilization: Fight Against Inflation - Office of War Information Fact Sheet No. 187, Nov. 30, 1943. #148, adm. OWI.  
 V-Mail Fact Sheet, Feb. 7, 1944. #150, adm. OWI.  
 Wartime Nutrition Program, undated. #151, bkl. WAC.  
 National War Fund, Oct. 1944. #152, bkl. WAC.  
 Security of War Information, Oct. 1943. #153, bkl, WAC; and #261, new, OWI.  
 Economic Stabilization: Help Us Keep Prices Down (Anti-Inflation), Jul. 1944. #154, bkl. OWI.  
 War Bond Copy Guide, Mar. 1, 1944. #156, pam. UST.  
 Conservation of Manpower, 1943. #159, bkl. WAC.

Gasoline Black Market, June 1944. #162, pos. OWI.  
 Forest Fire Prevention: Shouting Ranger poster (cross-reference sheet only), 1944. #163, pos.  
*The Centralizer*, Insure Victory Issue, June 1944. #164, mag.  
 Fight Waste, Jan. 1, 1944. #168, bkl. OWI.  
 National Wartime Nutrition Guide, Jul. 1943. #170, bkl. WFA.  
 Womanpower: Where Am I Needed Most? A Guide to Your War Job, 1944. #171, pam.  
 TRC.  
 Fight Waste/Stop Accidents, Aug. 1944. #174, bkl. OWI.  
 Fight Waste/Stop Accidents: Your Advertising Can Save Lives, undated. #176, bkl. WAC.  
 Red Cross, Mar. 1945. #177, bkl. WAC.  
 Design for Good will: Seagram Advertising Booklet, undated. #178, bkl.  
 Food Fights for Freedom: Make Food Fight Fight for Freedom by Adequate On-the-Job  
 Feeding of Industrial Workers, Mar. 1944. #179, bkl. OWI.  
 Food Fights for Freedom: How Farmers Can Help, Feb. 1944. #180, bkl. OWI.  
 Information Program on the 6<sup>th</sup> War Loan Drive, Oct. 1944. #181, bkl. OWI.  
 Food Fights for Freedom: Sales Promotion Program, 1944. #182, bkl. OWI.  
 Food Fights for Freedom: Information Program, 1944. #183, bkl. OWI.  
 Victory Gardens, 1944. #187, new. WAC.  
 National Wartime Nutrition Program: Seven Food Groups poster (cross reference sheet  
 only), 1943. #189, pos.  
 The Council Looks Ahead, 1945. #190, adm. WAC.  
 Merchant Marine SOS, 1942. #199, bkl. WAC.  
 "Back the Attack," Information Program for the 4<sup>th</sup> War Loan Drive, Dec. 1943. #200, bkl.  
 OWI.  
 Red Cross War Fund, Mar. 1944. #202a, bkl. WAC.  
 A Proposal to Magazine Advertisers, Feb. 21, 1952. #202b, bkl. AC.  
 V-Mail, Nov. 29, 1944. #203, bkl. WAC.  
 Washington Newsletter No. 13, Jan. 1, 1945. #204, adm. WAC.  
 Fuel Conservation: Prepare for Winter, 1944-1945. #205, bkl. OWI.  
 How Stetson Advertising Helps Speed Victory, Fall 1944. #207, bkl. WAC.  
 Red Cross, 1945. #208, new. WAC.  
 The Story Back of the War Ads, from *Advertising and Selling*, 1944. #209, rep.  
 War Theme Digest, Jan. 8, 1945. #212, adm.  
 War Theme Digest, Feb. 1, 1944. #213, adm.  
 How Advertisers Can Cooperate With the US Cadet Nurse Corps, 1943. #214, bkl. WAC.

### **Box 3:**

Veterans' Information Program, Feb. 1945. #216, bkl. OWI.  
 Women's Army Corps: Women's Place in War, 1944. #217 or #218, bkl.  
 Nurse Recruitment - The Wounded Need Your Help: Information Handbook on War  
 Nursing Needs, Feb. 1945. #220, bkl. WAC.  
 V-Mail, 1944. #222, bkl. WAC.  
 Victory Gardens, 1945. #223, new. WAC.



Victory Gardens, Feb. 17, 1945. #225, adm. WAC.  
 Nurse Recruitment - Advance Information Bulletin: Immediate Needs for the Care of Our Wounded, Mar. 5, 1945. #226, bkl. WAC.  
 The Facts About Home Food Preservation, Feb. 19, 1945. #227, adm. WFA.  
 Wartime Advertising Awards, 1944. #228, bkl.  
 Forest Fire Prevention, 1945. #229, bkl. WAC.  
 Servicemen's Views on Advertising, *Tide*, 1944. #231, rep.  
 Farm Labor Needs: Farm Labor Program, Jan. 1945. #232, bkl. WFA.  
 Paper Conservation: Save Waste Paper, Jan. 1945. #234, bkl. WAC.  
 Paper Conservation: Waste Paper Campaign, 1945. #235, bkl. WAC.  
 7<sup>th</sup> War Loan: Official Copy Policy, 1945. #237, adm. UST.  
 Teacher Recruitment, undated. #238, new. WAC.  
 7<sup>th</sup> War Loan: The Mighty 7<sup>th</sup> War Loan, 1945. #239, bkl. UST.  
 Have Local Banks Run These Ads In Your Newspapers?, undated. #242, new. WAC.  
 Tin Salvage Campaign, Apr. 1944. #244, adm. WAC.  
 Maintain War Effort: Speak Louder, I Can't Hear You, 1945. #245, new. WAC.  
 Need and Effectiveness of War Themed Advertising, 1945. #246, adm. WAC.  
 Tin Salvage Campaign, Mar. 31, 1945. #248, kit. WAC.  
 The Advertising Agency in Total War, address by Chester J. LaRoche, 1942. #253, adm.  
 White House letter, Dec. 7, 1944. #259, adm.  
 Security of War Information: Keep the Japs in the Dark, 1945. #261, new. WAC.  
 US Cadet Nurse Corps: How You Can Share in the Care of Our Sick, 1945. #262, bkl. WAC.  
 US Cadet Nurse Corps: Nurses Are Needed, May 1945. #264, bkl. OWI.  
 Home Food Preservation: Home Canning Ads, 1945. #266, new. WAC.  
 National Wartime Nutrition Program: The Story of Nutrition is in the Movies!, June 1945. #267, bkl. USGP.  
 US Cadet Nurse Corps Fact Sheet, Jul. 9, 1945. #268, adm. OWI.  
 Meat is Ammunition, 1945. #269, bkl. OWI.  
 US Dept. Of Agriculture: Why We Need More Gardens and More Home Food Preservation, June 1, 1945. #271, adm. USDA.  
 The Biggest Battles May Still be Ahead, 1945. #274, bkl. WAC.  
 Enemy Japan, 1945. #275, bkl. OWI.  
 The War: Phase Two, 1945. #281, bkl. OWMR.  
 How Your Advertising Can Help the Veteran Readjust to Civilian Life, 1945. #287, bkl. OWI.  
 Facts You Should Know About the National War Fund, Oct. 1945, #288, bkl. OWI.  
 Facts About the Army Nurse Corps, Jan. 16, 1945. #289, bkl.  
 Economic Stabilization: Biggest Inflationary Danger Ahead, June 1945. #292, bkl. OWI.  
 US Cadet Nurse Recruitment: Nurses Are Needed, Sept. 1944. #293, bkl. OWI.  
 War Bonds: Germany's Last Blow, 1945 (post-VE Day). #294, bkl.  
 Meat Production Campaign, 1945. #295, bkl. OWI.  
 From War to Peace: The New Challenge to Business and Advertising, 1945. #296, bkl. WAC.  
 Nurse Recruitment, 1945. #299, bkl. WAC.

A Post-War Plan for the Advertising Council, June 27, 1945. #301, adm.  
Jobs For Returning Vets, 1945. #302, bkl. OWI.

**Box 4:**

Economic Stabilization: Holding the Line, 1945. #303, bkl. MAB.  
Official Copy Policy for Victory Loan, 1945. #305, adm. UST.  
Two Timely Talks, Nov. 1945. #307, bkl. ANA.  
Red Cross: The War is Never Over For the Red Cross, 1946. #308, bkl. AC.  
Economic Stabilization: Building a Stable, Prosperous, Post-War America, Sept. 1945. #309, bkl. OWI.  
Victory Clothing Collection, Jan. 7-31, 1946. #310, bkl.  
Economic Stabilization: Post-War Saving, 1946. #311, bkl. UST/O.  
Advertising Dons Long Pants, by TS Repplier (reprinted from Public Opinion Quarterly), 1945. #312, rep.  
Wartime Advertising Awards, 1945. #313, bkl.  
Army Recruitment: Building Our New Regular Army, Jan. 1946. #315, adm. AC.  
Red Cross: 1946 Fund Campaign Facts, Feb. 1946. #316, bkl.  
Report on Major National Problems, Feb. 1946. #317, adm. AC.  
Ad Council Newsletter #17, Feb. 1, 1946. #320, adm. AC.  
Home Fire Prevention, 1951. #325, kit. AC.  
Traffic Safety: Green Cross, 1946. #328, bkl. FC.  
Economic Stabilization Campaign, 1945. #332, bkl. MAB.  
Ad Council Annual Report, 4<sup>th</sup>. "In the Wake of the War," 1945-46. #336, bkl. AC.  
Women's Army Corps: Our Wounded Need Care, Jan. 27, 1945. #340, bkl.  
Women's Army Corps: 73 Questions and Answer About the WAC, Dec. 31, 1943. #342, bkl.  
Women's Army Corps: The WAC With the Medical Department, Aug. 16, 1944. #344, bkl.  
Ad Council Newsletter #18, Apr. 1, 1946. #345, adm. AC.  
Ad Council Newsletter #19, June 1, 1946. #346, adm. AC.  
US Savings Bonds: Payroll Savings, 1946. #347, new. CA.  
Ad Council Current Campaigns Docket, Jul. 1, 1946. #350, adm.  
Economic Stabilization: How You Can Help to..., 1946. #353, bkl. JT/YR.  
Army Recruitment, 1946. #354, new. AC.  
Ad Council Newsletter #20, Jul. 10, 1945. #355, adm. AC.  
Economic Stabilization: Planned Spending and Saving, 1945. #361, bkl. WAC.  
Wartime Forest Fire Prevention, 1943. #363, bkl. OWI.  
Red Cross, 1947. #367, new. LM.  
Emergency Food Collection, May 23, 1946. #369, kit. AC.  
Forest Fire Prevention (early Smokey), 1947. #370, kit.  
Letter From the Publisher: World Trade Education (reprinted from *Time*), Feb. 24, 1947. #372, rep.  
Student Nurse Recruitment, Apr. 1947. #375, new. AC.  
Accident Prevention: Stop Accidents, 1947. #377, bkl. AC.  
Accident Prevention: Stop Accidents, 1947. #378, new. YR.

Re-enlists For Peace Time Duty, Mar. 1947. #379, bkl. AC.  
Conference at the White House: American Heritage Program, May 22, 1947. #381, adm.  
Economic Stabilization: Anti-Inflation Campaign, July 1944. #390, bkl. WAC.  
Economic Stabilization: Anti-Inflation Campaign, "Extra Pennies," undated. #391, new.  
A Look at Successful War Theme Advertising, Apr. 30-May 3, 1944. #392, bkl. ANA.

**Box 5:**

Highlights of the Wartime Forest Fire Prevention Campaign, Nov. 2, 1943. #393, bkl. FC.  
1307 Days, Aug. 1945. #394, adm.  
"Major Advertisers Spend Millions on War Themes," reprint from *Advertising Age*, July 10, 1944. #398, rep.  
USO Radio Kit, 1946. #399, rad. AC.  
Emergency Food Collection, 1946. #400, new. AC.  
Need and Effectiveness of War Theme Advertising, 1945. #401, adm. WAC.  
Ad Council Annual Report, 5<sup>th</sup>. "Business Steps Up Its Candle Power," 1946-47. #402, adm. AC.  
"The Truth That Makes Us Free," reprint from *Collier's*, June 7, 1947, #403, rep.  
Questions and Answers About the Ad Council, Mar. 1947. #404, adm.  
"Advertising and the War Effort," reprint from *Collier's*, Aug. 26, 1944. #408, rep.  
World Trade and You!, Oct. 1947. #414, bkl.  
"Gallery: Ted Repplier," from *Advertising & Selling*, Dec. 1946. #416, rep.  
Thanks to Business, 1947. #417, bkl. AC.  
Red Cross Fund, 1948. #419, new. LM.  
Accident Prevention/Green Cross: Must They All Die Today?, Jan. 1948. #420, bkl.  
Advertising for Peace: A Plan to Promote Understanding of the Need for International Cooperation, Mar. 27, 1945. #421, adm. WAC.  
Forest Fire Prevention (praying Smokey and woodland animals), 1947. #428, bkl. AC.  
Report on the Graphic Facilities Made Available to the Ad Council, Apr. 1947. #435, adm.  
*House Magazine* copy: American Economic System, Fight Tuberculosis, United America, Traffic Safety, 1949. #437a, com.  
Stop Accidents: Green Cross/Traffic Safety, Fall 1948. #437b, kit. YR.  
Stop Accidents: Green Cross/Traffic Safety, "Will He Die in 5 Minutes?", 1949. #438, kit. YR.  
Stop Accidents: Green Cross/Winter Driving Safety, Winter 1948. #439, kit. YR.  
Stop Accidents: Green Cross, 1949. #440, kit. YR.  
Stop Accidents: Green Cross/Farm Safety Kit, #441, kit. YR.  
Stop Accidents: Green Cross/Home Safety Campaign, 1947. #442, new. YR.  
Stop Accidents: Green Cross/Child Safety, "Which One Will Die?", 1948. #443, new. YR.

**Box 6:**

Scrap Steel Campaign: It's a National Problem, 1947. #445, bkl. JC.  
American Economic System: The Miracle of America, 1949. #447, bkl.  
National Committee for Rat Control, Mar. 1948. #448, adm. USDI.

Rat Control, 1941; Let's Fight Rats!, 1948. #449, bkl. USDI.  
 Rat Proofing Building and Premises, 1942; Feed People Not Rats, 1948. #451, bkl. USDI.  
 Fight for Freedom (includes material on European Aid Program), Nov. 1948. #454, bkl.  
 American Heritage Foundation: Freedom is Everybody's Job, 1949. #455, new. FC.  
 Stop Accidents: Traffic Safety, Fall 1949. #457, new. YR.  
 CARE, 1949. #458, new. NA.  
 Better Schools, Dec. 1949. #459, new. BB.  
 Armed Forces, Apr. 12, 1949. #461, bkl. GR/JT.  
 Stop Accidents: Green Cross/Winter Driving Safety, Dec. 1949. #463, new. YR.  
 Thanks to Business, 1947. #464, bkl. AC.  
 American Heritage Foundation: Freedom is Everybody's Job, Aug. 1949. #466, new. FC.  
 American Heritage Foundation: Freedom is Everybody's Job, Nov. 1949. #467, new. FC.  
 American Heritage Foundation: Freedom is Everybody's Job, Jan. 1950. #468, new. FC.  
 United Nations Day, Oct. 1, 1949. #471, rad.  
 United America: Group Prejudice, 1949. #474, new.  
 Accident Prevention: Green Cross, "The Price of Indifference," 1950. #478, new. YR.  
 Ad Council Annual Report, 7<sup>th</sup>, 1948-49. #480, adm. AC.  
 Some Advertising Responsibilities in a Dynamic Society, by James Webb Young, Mar. 11, 1949. #481, bkl. AC.  
 The Miracle of America, 1950. #482, new. WS.

#### **Box 7:**

Accident Prevention: Green Cross Promoting Traffic Safety, 1947. #483, bkl. YR.  
 Accident Prevention: Green Cross/Farm Safety, 1950. #485, new. YR.  
 The Miracle of America, 1949. #486a, bkl.  
 Miracle of America, Oct. 1948. #486b, new.  
 US Savings Bonds, May 15-July 4, 1950. #487, new. JT.  
 Congressional Record Vol. 93 No. 79, Apr. 28, 1947. #488, adm.  
 Accident Prevention: Green Cross, "Is Your Family Really Safe at Home?," 1950. #490, new. YR.  
 Student Nurse Recruitment, 1950. #491, new, pos. JT.  
 American Economic System, 1950. #492, new. Multi.  
 American Heritage, 1950. #493, new.  
 Forest Fire Prevention: Smokey, "Thou Shalt Not Destroy Thy Forests," 1957. #494, pos.  
 Forest Fire Prevention: "Forest and Flame in the Bible," 1950. #494, bkl. USDA.  
 "New Dimensions for Advertising," Oct. 27, 1948. #496, bkl. ANA.  
 Better Schools, 1950. #497, new, kit. BB.  
 American Heritage Foundation, 1950. #498, new.  
 Advertising Council News, Vol. 1, No. 11, Dec. 1949. #499, adm.  
 Advertising Council News, Vol. 2, No. 5, Sept. 1950. #500, adm.  
 Stop Accidents: Green Cross, 1950. #501, new. YR.  
 Crusade for Freedom, 1950. #502, new. HO.  
 Ad Council Annual Report, 8<sup>th</sup>. "How Business Helps Solve Public Problems," 1949-50. #503, adm. AC.

Community Chests of America, 1950. #505, new. BD.  
Advertising Council of Rochester, 1950. #506, bkl.  
United Nations Day, 1950. #507, new. JT.  
American Economic System: The Miracle of America (Standard Oil of Indiana), 1949. #508, new, bkl.  
“10 Points of Emphasis,” *Washington Post* editorial reprints, Apr. 24, 1947. #509, rep.

**Box 8:**

Advertising and Selling: Annual Advertising Awards Issue, Mar. 1948. #510, adm.  
Home Fire Prevention, 1950. #516, new. EW.  
Get Out the Vote, 1950. #517, kit. LB.  
Voting is Everybody's Job!, 1950. #518, bkl.  
American Heritage Foundation, 1950. #519, new.  
United Nations Day, 1950. #520, kit. JT.  
Stop Accidents: Winter Driving Safety Kit, 1950. #521, new. YR.  
Stop Accidents: Green Cross/Traffic Safety, 1951. #522, bkl. YR.  
American Economic System: Ivan is Watching You, 1951. #524, new. ME.  
Home Fire Prevention, 1951. #525, new. EW.  
Armed Forces, 1951. #527, new.  
Group Prejudice Campaign/United America, 1951. #528, new.  
Government Reorganization/Hoover Report, 1950. #530, new. JT.  
American Heritage Foundation, 1951. #532, new.  
Ad Council Annual Report, 9<sup>th</sup>. “American Business in the Country's Service.” 1950-51. #535, adm. AC.  
Socially Conscious Capitalism, address by James Webb Young, Jan. 15, 1951. #536, bkl.  
Student Nurse Recruitment, 1951. #537, new. JT.  
American Heritage Foundation: 175<sup>th</sup> Birthday of the Declaration of Independence, May 17, 1951. #538, new. LB.  
American Heritage Foundation: Now—Freedom Needs You! Community Guide for the Observance of the 175<sup>th</sup> Anniversary of the Declaration of Independence, 1951. #540, adm. LB.  
CARE Campaign (copy), 1951. #542, new. NA.  
Armed Forces Campaign, 1951. #543, new.  
Ad Council Flow Chart: Messages to the Public, 1951. #545, adm.  
Scrap Steel booklets, 1951. #549, bkl. JC.  
Student Nurse Recruitment, 1951. #550, kit. JT.  
Crusade for Freedom/Radio Free Europe: Help Truth Fight Communism, 1951. HO.  
Stop Accidents: Traffic Safety, 1951. #553, new. YR.  
The Ad Council: What It Is, What It Does, and current campaigns, 1951. #554, adm.  
Crusade for Freedom/Radio Free Europe, 1951. #556, mag.

**Box 9:**

Better Schools, Better Communities, 1951. #559, new. BB.

Student Nurse Recruitment, 1951. #560, new. JT.  
 Religion in American Life (RIAL), 1951. #561, new. JT.  
 Armed Forces Blood Donor Program, 1951-52. #562, bkl. TB.  
 Religion in American Life (RIAL), 1951. #564, new. JT.  
 Stop Accidents: Traffic Safety, 1951. #565, new. YR.  
 Civil Defense: Emergency Actions to Save Lives, 1951. #567, bkl. FCDA.  
 CARE Campaign, 1951. #574, new. NA.  
 Stop Accidents: Winter Driving Safety Kit, 1951. #575, new. YR.  
 Public Service by Radio Networks and Advertisers, 1948. #577, bkl. AC.  
 "Advertising's Newest Frontier," *Christian Herald*, 1949. #578, rep.  
 Red Cross: Armed Crosses Blood Donor Program, 1951. #579, new.  
 Brotherhood Week/Group Prejudice, 1952. #581, new.  
 United Nations Day, Oct. 24, 1951. #583, new.  
 United Nations Day, Oct. 24, 1951. #584, new.  
 Government Reorganization/Hoover Report, 1951. #585, new. JT.  
 Highway Safety Kit, 1952. #586, new. TR.  
 Women in the Armed Forces, ca. 1950. #587, rad, pos.  
 Religion in American Life, 1950. #588, new.  
 CARE Campaign, 1952. #592, new. NA.  
 Fire Prevention, "Help Sparky Prevent Home Fires," 1952. #593, new.  
 Stop Accidents: Green Cross Safety Campaign, 1952. #595, new. YR.  
 Women in the Armed Services, 1952. #599, bkl. OPI.  
 American Heritage Foundation, "Good Citizen," 1952. #600, bkl.  
 Farm Safety Campaign, 1952. #602, kit. YR.  
 Scrap Metal Campaign, 1951. #603, mag.  
 American Heritage: Register and Vote Campaign Guide, 1952. #604, bkl.  
 American Economic System: The Miracle of America, 1952. #605, bkl. AC.  
 Student Nurse Recruitment, 1952. #606, new. FC.  
 "Few Remember All the Ad Council Has Done," *Ad Age*, Oct. 20, 1952. #609a, rep.  
 Campaigns, Symbols, Slogans, and Facts, 1952. #609b, bkl.  
 Stop Inflation, 1951. #610, new. DF.  
 Fight Inflation, 1952. #611, new. DF.  
 "Tenth Anniversary of the Ad Council," *CFAC News*, 1952. #612, rep.

**Box 10:**

The American Economic System, 1952. #614, bkl. ME.  
 American Heritage: Register and Vote, 1952. #615, bkl. LB.  
 Women in the Services, 1952. #617, new.  
 Armed Forces Blood Donor Program, 1952. #618, new.  
 American Heritage: Register and Vote, 1952. #619, new.  
 Crusade for Freedom/Radio Free Europe, 1952. #620, bkl. HO.  
 United Nations Day, 1952. #621, bkl. BD.  
 Stop Accidents: Summer Safety Kit, 1952. #622, new. YR.  
 How You Can Help Your Community, 1952. #623, bkl. NAEA.

United Nations Day, 1952. #625, new.  
Infantry Prestige: A Study and Recommendations, 1952. #626, adm.  
Stop Accidents: Fall Safety Kit, 1952. #628, new. YR.  
American Heritage Foundation: Get Out the Vote, 1952. #629, new. LB.  
Crusade for Freedom/Radio Free Europe, 1952. #632, mag.  
Ad Council Annual Report, 10<sup>th</sup>, 1951-52. #633, adm. AC.  
United Nations Ball Information and Memorabilia, 1952. #634, adm.  
Engineering as a Career, 1953. #643, bkl. KE.  
Magazine Cooperation Plan, Jan. 12, 1953. #644, mag.  
The Background and Beginning of the Ad Council, 1952. #647a, adm.

**Box 11:**

The Background and Beginning of the Ad Council, 1952 and 1983. #647b, adm.  
Student Nurse Recruitment, 1953. #648, new. FC.  
United Nations Day Yearbook, 1952. #650, bkl.  
Stop Accidents: Spring Safety Kit, 1953. #651, new. YR.  
Better Schools, Better Communities, undated. #653, new.  
Stop Accidents: Farm Safety Kit, 1953. #655, new. YR.  
Stop Accidents: Summer Traffic Safety Kit, 1953. #658, new. YR.  
Student Nurse Recruitment, 1953. #661, new. FC.  
Better Schools Campaign Kit, 1953. #662, new. BB.  
Home Fires Prevention, 1953. #663, new.  
“American Business Supports Campaign on School Conditions,” *School Life*, 1947. #664, rep.  
Ad Council Annual Report, 11<sup>th</sup>, 1952-53. #665, adm. AC.  
Engineers Wanted Campaign, 1953. #666, new. KE.  
Stop Accidents: Fall Safety Kit, 1953. #667, new. YR.  
No Business Is An Island, 1953. #668, bkl.  
Radio Free Europe: “Another War?” and “Questions and Answers,” 1953. #669, bkl. LB.  
Better Schools, Better Communities, 1953. #670, new.  
Civil Defense, 1953. #671, bus. BD.  
Stop Accidents: Winter Driving Kit, 1953. #672, new. YR.  
Better Schools, Better Communities, 1953. #673, new.  
CARE Food List, 1953. #675, new. BD.  
Red Cross Campaign, 1954. #676, new.

**Box 12:**

Religion in American Life, 1953. #677, new. JT.  
Crusade for Freedom News Summary, 1954. #680, new.  
Student Nurse Recruitment, 1954. #684, new. FC.  
Civil Defense, 1953. #685, new. BD.  
A Brief History of the Better Schools Campaign, 1954. #687, bkl.  
Stop Accidents: Spring Safety Kit, 1954. #689, new. YR.

Civil Defense: Ground Observer Corps, 1954. #692, new.  
 CARE Campaign, 1954. #695, new. NA.  
 National Blood Program, 1954. #696, rad.  
 Better Schools Kits, 1954 and 1956. #697, new. BB.  
 Student Nurse Recruitment, 1954. #698, rad.  
 The Future of America, 1954. #699, bkl. ME.  
 The Future of America, 1954. #700, kit. ME.  
 Ad Council Annual Report, 12<sup>th</sup>, 1953-54. #701, adm. AC.  
 Better Schools Campaign, 1954. #702, new. BB.  
 Stop Accidents: Fall Safety Kit, 1954. #704, new. CP.  
 Fire Prevention Campaign: Help Sparky Prevent Fires, 1954. #706, new. GY.  
 Forest Fire Prevention: Salute to the Boy Scouts (depicts Boys Scouts with Smokey), 1954. #708, new.  
 Better Schools, 1954. #710, new.  
 Steel Scrap Campaign, 1952. #712, bus. JC.  
 The Ad Council: What It Is, What It Does, 1952. #713, bkl. AC.  
 How Business Serves America, 1954. #714, bkl. AC.  
 Ground Observer Corps, 1954. #715, new.  
 Stop Accidents: Winter Driving Kit, 1954. #717, new. CP.

**Box 13:**

Red Cross Campaign, 1955. #718, new.  
 Better Schools Campaign, 1955. #719, new. BB.  
 CARE Food Crusade, 1954. #723, new.  
 "The Great Work of the Ad Council," *Congressional Record*, Jan. 28, 1955. #724, rep.  
 Business and Advertising Serving the People, 1955. #725, bkl. AC.  
 Stop Accidents: Spring Safety Kit, 1955. #726, new. CE.  
 Ad Council Annual Report, 13<sup>th</sup>, 1954-55. #727, adm. AC.  
 "Small Spots Do Big Job for Ad Council," *Printers' Ink*, Dec. 25, 1953. #728, rep.  
 Transcript (edited) of Report on US Propaganda Overseas, June 30, 1955. #729, adm.  
 Better Schools, Better Communities, 1955. #730, rad. BB.  
 Better Schools, Better Communities, 1955. #732, new.  
 Stop Accidents: Farm Safety, 1955. #733, new.  
 Stop Accidents: Careless Driving, 1955. #735, new. CE.  
 Religion in American Life, 1955. #740, new. JT.  
 Fire Prevention: Sparky, 1955. #741, new.  
 Stop Accidents: Careless Driving, 1955. #742, new. CE.  
 Red Cross, 1956. #745, kit.  
 Crusade for Freedom/Radio Free Europe, 1956. #746, new. JT.  
 American Heritage: Register and Vote, 1956. #747, rad.  
 American Heritage: Register and Vote, 1956. #749, new.  
 Better Schools, Better Communities, 1957. #750, new. BB.  
 CARE Campaign, 1955. #751, new. BD.  
 American Heritage: Register and Vote, 1956. #752, new.



Religion in American Life, 1956. #753, new. JT.  
Public Policy Committee Luncheon, Remarks by Paul G. Hoffman, 1955. #756, adm. AC.  
Second Annual Special Public Service Exhibit, Apr. 1, 1956. #757, bkl.  
12<sup>th</sup> Annual Washington Conference, 1956. #758, adm. AC.  
“Persuasion Under the Cherry Blossoms,” T.S. Repplier, *Saturday Review*, Oct. 1955. #759, rep.  
Second Annual Dinner of the Advertising Council program, Dec. 1, 1955. #760, adm. AC.

**Box 14:**

Ad Council Annual Report, 14<sup>th</sup>, 1955-56. #761, adm. AC.  
What Is America?, by Arthur Goodfreind, 1954. #764, bkl.  
Ground Observer Corps: Blondie cartoon, Nov. 1, 1956. #765, new.  
Stop Accidents: Emergency Highway Safety Kit, 1967. #766, rad. NH.  
Better Schools, Better Communities (2 different sets of materials), 1950 and 1956. #767, new.  
Better Schools, Better Communities, 1956. #768, new. BB.  
Better Schools, Better Communities, 1956. #769, new.  
CARE Campaign, 1954-55. #770, new.  
Home Fire Prevention: Sparky, 1956. #771, new.  
Fire Prevention: Sparky, 1956. #772, new.  
American Heritage: Register and Vote, (black, first phase), 1956. #773, new.  
American Heritage: Register and Vote, (brown, second phase), 1956. #774, new.  
American Heritage: Register and Vote, (blue, third phase), 1956. #775, new.  
American Red Cross Promotion Book., 1957. #776, bkl.  
Stop Accidents: Highway Safety Kit, 1956. #779, new. CE.  
Crusade for Freedom/Radio Free Europe, 1957. #782, new.  
“Now Freedom Needs You!” and “Let Freedom Ring,” 1951-52, #782a, bkl.  
“Advertising Council: How It Helps Business Work Better,” *Tide Newsmagazine of Sales and Advertising*, Oct. 10, 1952. #783, rep.  
CARE Campaign, 1951, 1954. #784, new, pos.  
No Business Is an Island!, 1954. #786, adm. AC.  
Ludlam Plan, Sept. 6, 1951. #787, adm.  
Newspaper Promotion Plan, 1950-51. #788, adm.  
Stop Accidents: Emergency Highway Safety Campaign, 1957. #791, new.  
Stop Accidents: Spring Highway Safety Kit, 1957. #793, new. CE.  
NATO, 8<sup>th</sup> Anniversary, 1957. #798, new. JT.  
Aid to Higher Education, 1957. #799, new. NA.  
“American Capitalism,” Massimo Salvadori, 1956. #801, bkl.  
“People’s Capitalism,” Alberto Galindo, 1957. #802, bkl.

**Box 15:**

“People’s Capitalism,” Theodore Houser, 1956. #803, bkl.  
Roundtable: *The Basic Elements of a Free Dynamic Society*, 1951. #804, bkl. AC.

*Roundtable on Economic Growth and Social Justice*, 1965. #804a (Folder 1), bkl.  
*Governo e Empresa Na Economia Brasileira e O Capital Estrangeiro No Desenvolvimento*, 1966; and *El Gobierno y la Empresa en la Economia Brasileira y el Capital Extranjero en el Desarrollo*, 1966. #804a (Folder 2), bkl.  
 Ad Council: What It Does, How It Works; includes 1956-57 organization information, 1956. #805, bkl. AC.  
 Future of America Campaign, 1957. #806, new.  
 American Council to Improve Our Neighborhoods (ACTION) Campaign, 1957. #809, new. YR.  
 Stop Accidents: Home Safety, 1957. #810, new. CE.  
 "Advertising is Defending Itself By Its Own Actions," *Printers' Ink*, Mar. 29, 1957. #811, rep.  
 The American Round Table Digest Report: People's Capitalism, Part I, 1956. #812, bkl. AC.  
 Better Mental Health Campaign, 1957. #814, new. RU.  
 Better Mental Health Campaign, 1957. #816, rad. ER.  
 Stop Accidents: Highway Safety Campaign, 1957. #817, new. CE.  
 Ad Council Annual Report, 15<sup>th</sup>, 1956-57. #818, adm. AC.  
 Religion in American Life, 1957. #821, rad, new. JT.  
 ACTION Campaign, 1957. #822, new. YR.  
 United Nations: Special Editorial Kit, 1957. #824, kit. KE.  
 Asian Flu, 1957. #829, new. YR.

**Box 16:**

ACTION Campaign, 1957. #833, rad. YR.  
 Better Mental Health, 1957. #834, rad. ER.  
 Better Mental Health, 1957. #836, new. ER.  
 ACTION Campaign (Special Women's Kit/AWRT), 1957. #839, rad. YR.  
 ACTION Campaign, 1957. #840, rad. YR.  
 Crusade for Freedom/Radio Free Europe, 1958. #841, new. TB.  
 American Round Table: People's Capitalism, 1957. #842, adm.  
 American Red Cross Feature Sheet, 1958. #843, adm.  
 Red Cross Special Supplement, 1958. #844, new.  
 Stamp Out Paralytic Polio, 1958. #846, rad. YR.  
 Better Schools, 1958. #848, new. BB.  
 Stop Accidents: Highway Safety, 1958. #849, new. CE.  
 Confidence in a Growing America, 1958. #852, kit. ME.  
 Materials collected by George Vaughn, 1951-57. #853, adm.  
 Support Higher Education, 1958. #854, rad. NA.  
 14<sup>th</sup> Annual Washington Conference: Program and remarks of the US President and Charles G. Mortimer, 1958. #855, bkl. AC.  
 Confidence in a Growing America, 1958. #856, rad.  
 Confidence in a Growing America, 1958. #857, new. ME.  
 Confidence in a Growing America (special for African-American newspapers), 1958. #859, new.

Your Great Future in a Growing America, 1958. #860, bkl. ME.  
Confidence in a Growing America, 1958. #860a, rad.  
Ad Council campaign booklet, 1958. #861, bkl.

**Box 17:**

American Heritage: Register and Vote, 1958. #862, rad.  
American Heritage: Register and Vote (dailies), 1958. #863, new. FC.  
American Heritage: Register and Vote (weeklies), 1958. #864, new. FC.  
Better Mental Health, 1958. #865, rad. SS.  
Better Mental Health, 1958. #866, new. SS.  
Our Future is Great in a Growing America (special food chain members), 1958. #868, new.  
  
Stop Accidents: Green Cross Summer-Fall Highway Safety, 1958. #869, new. CE.  
United Nations, 1958. #871, rad. BS.  
United Nations, 1958. #872, new. BS.  
Religion in American Life, 1958. #873, rad. JT.  
Religion in American Life, 1958. #874, new. JT.  
Religious Overseas Aid Program, 1958. #875, rad.  
Religious Overseas Aid Program, 1958. #875a, rad. BH.  
Confidence in a Growing America, 1958. #877, new. ME.  
Better Schools, 1958. #878, rad.  
Ad Council Annual Report, 16<sup>th</sup>, 1957-58. #879, adm. AC.  
Newspapers and Public Service Advertising, 1958. #880, adm. AC.  
Support Higher Education, 1957. #882, bkl.  
Confidence: A Vaccine Against Recession Fever, pamphlet and case study, 1958. #883, adm.  
AC.  
Year-End Promotion Ads, 1958. #886, mag.  
Higher Education, 1958. #887, new. NA.  
Ad Council Public Service Award program, 1957. #888, adm.  
Red Cross Special Supplement, 1959. #889, new.  
Red Cross Feature Sheet Ads, 1957. #890, new.  
Forest Fire Prevention: Smokey newspaper mats, 1959. #891, new. FC.

**Box 18:**

Crusade for Freedom/Radio Free Europe, 1959. #892, rad. TB.  
Crusade for Freedom/Radio Free Europe, 1959. #893, new. TB.  
Confidence in a Growing America, 1958. #895, bus. GA.  
Your Future is Great in a Growing America, 1958. #895a, new.  
Confidence in a Growing America (second mailing), 1958. #896, bus. ME.  
Confidence in a Growing America (Latino publications special mailing), 1958. #897, new.  
  
Television and Public Service Advertising Newsletter, Feb. 1959. #898, adm. AC.  
Outdoor Advertising and Public Service Newsletter, Feb. 1959. #899, adm. AC.

Aid to Higher Education, 1959. #900, bus. ME.  
 Religious Overseas Aid, 1959. #901, rad. BH.  
 Better Schools, 1958. #904, rad.  
 Stop Accidents: Highway Safety, 1959. #905, new. CE.  
 Ad Council Annual Report, 9<sup>th</sup>, "American Business in the Country's Service," 1950-51. #906, adm. AC.  
 Ad Council Annual Report, 11<sup>th</sup>, 1952-53. #907, adm. AC.  
 Ad Council Annual Report, 12<sup>th</sup>, 1953-54. #908, adm. AC.  
 Ad Council Annual Report, 13<sup>th</sup>, 1954-55. #909, adm. AC.  
 Ad Council Annual Report, 14<sup>th</sup>, 1955-56. #910, adm. AC.  
 Ad Council Annual Report, 7<sup>th</sup>, "What Helps People Helps Business," 1948-49. #911, adm. AC.  
 Ad Council Annual Report, 15<sup>th</sup>, 1956-57. #912, adm. AC.  
 Ad Council Annual Report, 8<sup>th</sup>, "How Business Helps Solve Public Problems," 1949-50. #914, adm. AC.  
 Aid to Higher Education, 1959. #916, new. NA.  
 Stamp Out Paralytic Polio, 1959. #918, rad. YR.  
 Stamp Out Paralytic Polio, 1959. #919, new. YR.  
 Advertisers and Public Service Advertising Newsletter, Apr. 1959. #920, adm. AC.  
 Sparks Into the USSR: The Story of Radio Liberation, 1959. #922, bkl.  
 American Round Table Digest Report: Major Economic Groups and National Policy, Part III, 1958. #923, bkl. AC.  
 Business Papers and Public Service Newsletter, June 1959. #924, adm. AC.

#### **Box 19:**

Radio and Public Service Advertising Newsletter, June 1959. #925, adm. AC.  
 Transportation Advertising and Public Service Advertising, July 1959. #926, adm. AC.  
 Stop Accidents: Highway Safety Campaign, 1959. #928, new. CE.  
 Better Schools, 1959. #929, rad.  
 Stop Accidents, 1959. #930, bus. CE.  
 Ad Council Annual Report, 17<sup>th</sup>, 1958-59. #931, adm. AC.  
 Aid to Higher Education, 1959. #932, rad. NA.  
 Religious Overseas Aid: "A Child Doesn't Hope, She Believes!", *Reader's Digest*, 1959. #932a, rep.  
 Religion in American Life, 1959. #933, new. JT.  
 Religion in American Life, 1959. #935, rad. JT.  
 Fall and Winter Highway Safety Campaign, 1959. #936, new. CE.  
 Better Mental Health, 1959. #937, rad. SS.  
 Religious Overseas Aid Program, 1959. #938, rad. FR.  
 Aid to Higher Education, 1959. #939, new. NA.  
 Anti-Inflation and Growth Campaign, 1959. #941, rad. ME.  
 Ideas for Plant-City Advertising, 1951. #943, kit. AC.  
 Special Magazine Ads to Business (Tie-in with Council campaigns), 1959. #944, com. MA.  
 Crusade for Freedom/Radio Free Europe, 1959. #945, new. TB.

Anti-Inflation and Growth, 1960. #948, rad. ME.  
Project HOPE Campaign, 1960. #949, rad.  
Project HOPE Campaign, 1960. #950, mag.  
Project HOPE Campaign, 1960. #951, new.  
Project HOPE Campaign pamphlet, 1960. #952, pam.  
Religious Overseas Aid, 1960. #954, rad. FR.  
Anti-Inflation booklet, "Prices, Growth, and You," 1960. #955, bkl.  
American Women in Radio and Television, Census Campaign Mailing, 1960. #956, rad.  
*Reader's Digest* ad, 1960. #958, RD.  
Green Cross: Highway Safety, 1960. #959, new. CE.

**Box 20:**

Forest Fire Prevention: Smokey posters and ads, 1960. #960, kit. FC.  
Radio Free Europe: Foreign language scripts, 1960. #961, rad.  
President Eisenhower's remarks at the 16<sup>th</sup> Washington Conference, 1960. #962, adm.  
Stamp Out Paralytic Polio, 1960. #963, YR.  
Aid to Higher Education, 1960. #964, new. NA.  
Ads from *Reader's Digest*: Prevent Forest Fires, RIAL, 1960 Census, HOPE, Crusade for Freedom/Radio Free Europe, 1960. #965, RD.  
Project HOPE, 1960. #966, rad.  
Contribute-Work-Vote Campaign, 1960. #967a, new. FC.  
Contribute-Work-Vote Campaign, 1960. #968, rad. FC.  
Ads from *Reader's Digest*: RIAL, Forest Fire Prevention, 1960. #969, RD.  
*The Agency Man*, 1960. #971, adm.  
Aid to Higher Education, 1960. #972, rad. NA.  
Magazine Service Bulletin, No. 1. Jul.-Sept. 1960. #973, mag.  
Register and Vote, 1960. #974, new. FC.  
Ads from *Reader's Digest*, Religious Overseas Aid, Forest Fire Prevention, 1960. #975, RD.  
House Magazine Copy: Religion in American Life, Employ the Handicapped, Higher Education, Safety, 1960. #976, com.  
Stop Accidents: Highway Safety, 1960. #977, new. GB.  
Contribute and Vote, 1960. #978, rad. FC.  
Contribute-Work-Vote, 1960. #978a, rad.  
Ads from *Reader's Digest*: RIAL, Higher Education, 1960, #979, RD.  
Magazine Service Bulletin, No. 2, Oct.-Dec. 1960. #980, mag.  
*Reader's Digest* (contains ads for RIAL, Higher Education), Nov. 1960. #981, RD.  
Summary Report: Help Launch HOPE Campaign, 1960. #982, adm.  
Aid to Higher Education, 1960. #983, rad. NA.  
Religion in American Life, 1960. #984, rad. JT.  
Religion in American Life, 1960. #985, new. JT.  
Crusade for Freedom/Radio Free Europe, 1960. #986, rad.  
Religious Overseas Aid Program, 1960. #987, rad. FR.  
*Reader's Digest* (contains ads for RIAL, Higher Education), Nov. 1960, #988, RD.

**Box 21:**

Radio Free Europe, 1960. #989, new. TB.  
Better Mental Health Campaign, 1960. #990, rad. SS.  
Ads from *Reader's Digest*: RIAL, Higher Education, 1960. #991, RD.  
Magazine Service Bulletin, No. 3, Jan.-Mar. 1961. #992, mag.  
Ad Council Annual Report, 18<sup>th</sup>, 1959-60. #993, adm. AC.  
House Magazine Copy: Radio Free Europe, Campfire Girls, Traffic Safety, Religious Overseas Aid, 1961. #994, mag.  
Radio Free Europe ads for consumer magazines, 1961. #995, mag. TB.  
The Seeds of Hope Are Sown, 1960. #996, mag.  
American Red Cross campaign, 1961. #997, com. JT.  
Religious Overseas Aid, 1961. #998, rad. FR.  
"Staffing Our Government for World Leadership," address by Neil McElroy on receiving Ad Council Award for Public Service, 1960. #999, adm.  
Ads from *Reader's Digest*: RIAL, Religious Overseas Aid, 1961. #1000, RD.  
Campaign Guide to Aid to Education, 1961. #1001, adm. NA.  
Confidence in a Growing America, 1961. #1003, new. ME.  
Forest Fire Prevention: Smokey posters, 1961. #1004, kit. FC.  
American Economic System: Confidence in a Growing America, 1960. #1005, kit.  
American Economic System, Campaign of Confidence, 1950-1955. #1005a, bkl, kit.  
Confidence in a Growing America, 1961. #1006, rad. ME.  
Goals for Americans, 1961. #1007, new. YR.  
Magazine Service Bulletin, No. 4 (incomplete), March 1961. #1009, mag.  
Aid to Higher Education, 1961. #1011, rad. NA.  
Spring Highway Safety, 1961. #1012, new. GB.  
Stamp Out Polio, 1961. #1013, rad. YR.  
Ads from *Reader's Digest*: Better Mental Health, Radio Free Europe, 1961. #1014, RD.

**Box 22:**

"Advertising's Biggest Bargain," *Saturday Review*, June 10, 1961. #1016, rep.  
Magazine Service Bulletin, No. 5, Jul.-Sept. 1961. #1018, mag.  
USO Campaign, 1961. #1019, new. BB.  
USO Campaign, 1961. #1020, rad. BB.  
Confidence in a Growing America, 1961. #1021, bus. GA.  
Peace Corps. 1961. #1022, rad. YR.  
Keep America Beautiful, 1961. #1023, rad. DF.  
Keep America Beautiful, 1961. #1024, new. DF.  
Ad from *Reader's Digest*, "Aid to Higher Education," 1961. #1025, RD.  
Stop Accidents: Highway Safety, 1961. #1026, new. GB.  
House Magazine Copy: RIAL, Religious Overseas Aid, Stop Accidents, Better Mental Health, Radio Free Europe, Disabled Employment, 1961. #1027, com.  
Religion in American Life, 1961. #1028, new. JT.  
Magazine Service Bulletin, No. 6, Oct.-Dec. 1961. #1029, mag.  
Crusade for Freedom/Radio Free Europe, 1961. #1030, new. TB.

Ad from *Reader's Digest*, "USO," 1961. #1031, RD.  
 Aid to Higher Education, 1961. #1032, rad.  
 Religious Overseas Aid Program, 1961. #1033, rad. FR.  
 Religion in American Life, 1961. #1034, rad. JT.  
 Ad Council Annual Report, 19<sup>th</sup>, 1960-61. #1035, adm. AC.  
 Radio Free Europe magazine proof sheet, 1961. #1036, mag. TB.  
 "Business Alerts America," *Ethyl News*, 1956. #1037, rep.  
 Forest Fire Prevention: Smokey, 1962. #1038, kit. FC.  
 House Magazine Copy: Youth Fitness, Stop Accidents, Aid to Higher Education, RIAL, KAB, 1962. #1039, com.  
 Magazine Service Bulletin, No. 7, Jan.-Mar. 1962. #1040, mag.  
 House Magazine Copy: KAB, Higher Education, Understanding Mental Problems, 1962. #1041, com.  
 Magazine Service Bulletin, No. 8, Apr.-June 1962. #1042, mag.  
 Red Cross, 1962. #1043, new.  
 Confidence in a Growing America, 1961. #1044, kit. ME.

**Box 23:**

Youth Fitness, 1962. #1045, rad. YR.  
 Aid to Higher Education, 1962. #1046, rad. NA.  
 "American Phenomenon: Public Service Advertising," *Saturday Review*, Apr. 14, 1962. #1047, rep.  
 Year-end ad: "5 Men and What They Have Said About the Advertising Council," 1961. #1048, mag.  
 Ad from *Reader's Digest*: Higher Education, 1962. #1049, RD.  
 Keep America Beautiful, 1962. #1050, new. DF.  
*New York Times* and *Advertising Age* reprints, 1962. #1051, rep.  
 Aid to Higher Education, 1962. #1052, mag.  
 Youth Fitness, 1962. #1053, new. YR.  
 Magazine Service Bulletin, No. 9, Jul.-Sept. 1962. #1054, mag.  
 US Travel Service, 1962. #1055, rad. BD.  
 Traffic Safety, 1962. #1056, new.  
 Cooperative Forest Fire Prevention, 1962. #1057, rad. FC.  
 Ad Council Docket, 1962. #1058, adm.  
 House Magazine Copy: Forest Fire Prevention, USO, Youth Fitness, Aid to Higher Education, 1962. #1059, com.  
 Keep America Beautiful, 1962. #1060, adm. DF.  
 Keep America Beautiful, 1962. #1061, rad. DF.  
 USO Campaign, 1962. #1062, rad. BB.  
 Company's Coming, 1962. #1063, new. BD.  
 Religion in American Life, 1962. #1064, new. JT.  
 Religion in American Life, 1962. #1065, rad. JT.  
 Aid to Higher Education, 1962. #1066, rad. NA.  
 House Magazine Copy: RIAL, Higher Education, Seat Belts, Company is Coming, 1962.

#1067, com.  
Ads from *Reader's Digest*: USO, US Savings Bonds, 1962. #1068, RD.  
Challenge to Americans, 1962. #1069, rad. YR.  
American Round Table Digest Report: The Common Good, 1961. #1070, bkl.  
Magazine Service Bulletin, No. 10, Oct.-Dec. 1962. #1071, mag.  
Forest Fire Statistics, 1962. #1072, adm.

**Box 24:**

Inform Yourself and Vote, 1962. #1073, rad.  
Ads from *Reader's Digest*: Keep America Beautiful, 1962. #1074, RD.  
Radio Free Europe, 1962. #1075, rad. TB.  
Radio Free Europe, 1962. #1076, new, TB.  
Ads from *Reader's Digest*: Keep America Beautiful, Higher Education, 1962. #1077, RD.  
Ad Council Overseas Information Committee: A Look at Mexico, 1962. #1078, adm.  
Ad Council Annual Report, 20<sup>th</sup>, 1961-62. #1080, adm. AC.  
Magazine Service Bulletin, No. 11, Jan.-Mar. 1963. #1081, mag.  
House Magazine Copy: Radio Free Europe, Youth Fitness, Aid to Higher Education, Challenge to Americans, 1963. #1082, com.  
Ads from *Reader's Digest*: RIAL, Higher Education, 1963. #1083, RD.  
Peace Corps Volunteer Campaign, 1963. #1085, rad. DO.  
Challenge to Americans booklet, revised, 1963. #1086, adm.  
Campaign Guide: Forest Fire Prevention, 1962. #1087, new. FC.  
Advertising: An Agonizing Reappraisal, 1963. #1088, bkl.  
Red Cross Campaign Ads, 1963. #1089, new. JT.  
Better Mental Health, 1963. #1090, rad. SS.  
Ads from *Reader's Digest*: Keep America Beautiful, US Savings Bonds, RIAL, 1963. #1091, RD.  
Aid to Higher Education, 1963. #1092, rad. NA.  
Ad Council Washington Conference, 19<sup>th</sup> - remarks by President Kennedy, 1963. #1093, adm.  
Youth Fitness, 1963. #1094, rad.  
Forest Fire Prevention, 1963. #1095, rad. FC.  
Keep American Beautiful, 1963. #1096, new. DF.  
Magazine Service Bulletin, No. 12, Apr.-June 1963. #1097, mag.  
House Magazine Copy: Stop Accidents, Freedom from Hunger, KAB, Company's Coming, Higher Education, 1963. #1098, com.  
Keep America Beautiful, 1963. #1099, rad. DF.  
Freedom from Hunger, 1963. #1100, rad. FR.  
Ads from *Reader's Digest*: Forest Fire Prevention, RIAL, 1963. #1101, RD.  
Youth Fitness, 1963. #1102, new. YR.  
Ads from *Reader's Digest*: RIAL, 1963. #1103, RD.  
Freedom From Hunger, 1963. #1105, new. FR.  
Challenge to Americans, 1963. #1106, new. YR.



**Box 25:**

Magazine Service Bulletin, No. 13, Jul.-Sept. 1963. #1107, mag.  
Aid to Higher Education, 1963. #1108, mag. NA.  
1962 Forest Fire Statistics, 1963. #1109, adm.  
House Magazine Copy: Forest Fire Prevention (Smokey's ABCs), United Nations, USO, KAB, Mental Health, 1963. #1110, com.  
Ads from *Reader's Digest*: KAB, US Savings Bonds, 1963. #1111, RD.  
Support the United Nations, 1963. #1112, rad. OB.  
United Nations Special Newspaper Kit, 1963. #1113, new. OB.  
USO Campaign, 1963. #1114, rad. BB.  
Magazine Service Bulletin, No. 14, Oct.-Dec. 1963. #1115, mag.  
Youth Fitness, 1963. #1116, new. YR.  
Youth Fitness, 1963. #1117, rad. YR.  
Ads from *Reader's Digest*: US Travel Service (Company is Coming), 1963. #1118, RD.  
American Round Table, Mexico City, 1963. #1119, adm.  
An Advertising Plan to Help Cushion the Problems of Technological Change, 1963. #1120, adm.  
Youth Fitness, 1963. #1121, new. YR.  
House Magazine Copy: RIAL, Aid to Higher Education, KAB, UN, Stop Accidents, Physical Fitness, Handicapped Employment, US Travel Service, 1963. #1123, com.  
Religion in American Life, 1963. #1125, rad. JT.  
Ad from *Reader's Digest*: United Nations, 1963. #1126, RD.  
Ad Council docket, 1963. #1127, adm.  
Operation Goodwill: Know Mexico, 1961. #1128, bkl.  
Southern Forest Fire Prevention, 1963. #1129, rad. LE.  
Southern Forest Fire Prevention Special TV Kit, 1963. #1129a, tel. LE.  
Traffic Safety Campaign, 1963. #1130, rad. NL.  
Ad Council Annual Report, 21<sup>st</sup>, 1962-63. #1131, adm. AC.  
Forest Fire Prevention Special Materials, 1963. #1132, adm. FC.  
Youth Fitness Campaign, 1963. #1133, mag. YR.  
Magazine Service Bulletin, No. 14, Oct.-Dec. 1963. #1134, mag.  
Ads from *Reader's Digest*: Mental Health, Highway Safety, 1963. #1135, RD.  
Ads from *Reader's Digest*: USO, UN, RIAL, 1963. #1136, RD.  
Peace Corps ad in *Saturday Review*, 1963. #1137, mag.  
Radio Free Europe, 1963. #1138, rad. DD.

**Box 26:**

The Seeds of Hope Are Sown by Many Hands, 1963. #1139, mag.  
Magazine Service Bulletin, No. 15, Jan.-Mar. 1964. #1140, mag.  
House Magazine Copy: Radio Free Europe, Southern Forest Fire Prevention, US Travel Service, 1964. #1141, com.  
Ads from *Reader's Digest*: Mental Health, RIAL, 1964. #1142, RD.  
Ad from *Reader's Digest*: US Savings Bonds, 1964. #1143, RD.  
Radio Free Europe, 1963. #1144, new. DD.

Magazine Service Bulletin, No. 16, Apr. June 1964. #1145, mag.  
 Radio Free Europe business paper ads, 1964. #1146, bus. DD.  
 Ad Council Chicago Dinner Meeting, Oct. 23, 1958. #1147, adm.  
 House Magazine Copy: KAB, Aid to Higher Education, Youth Fitness, 1964. #1148, com.  
 Ad from *Reader's Digest*: Traffic Safety, 1964. #1149, RD.  
 Forest Fire Prevention Campaign Guide (w/Smokey thumbnails), 1964. #1150, adm. FC.  
 Peace Corps, 1964. #1151, rad. YR.  
*Saturday Review* Advertising Awards, 1964. #1153, adm.  
 Ads from *Reader's Digest*: RIAL, Mexico, 1964. #1154, RD.  
 Peace Corps, 1964. #1155, new. YR.  
 Peace Corps, 1964. #1156, rad. YR.  
 Keep America Beautiful, 1964. #1157, rad. DF.  
 Keep America Beautiful, 1964. #1158, new. DF.  
 Youth Fitness, 1964. #1159, new. YR.  
 Forest Fire Prevention: "The Crying Trees," a folk ballad sung by The Limelitters, plus The Chipmunks and Dave sing "Smokey's ABC's", 1964. #1160, rad. FC.  
 Aid to Higher Education, 1964. #1161, rad. NA.  
 Youth Fitness, 1964. #1162, rad. YR.  
 Ads from *Reader's Digest*: KAB, Radio Free Europe, RIAL, 1964. #1163, RD.  
 Magazine Service Bulletin, No. 17, Jul.-Sept. 1964. #1164, mag.  
 House Magazine Copy: USO, Register and Vote, UN, Forest Fire Prevention, KAB, Safety Belt, 1964. #1165, com.  
 Keep America Beautiful, *Look Magazine*, 1964. #1166, mag.  
 Ads from *Reader's Digest*: RIAL, Peace Corps, Mexico, 1964. #1167, RD.  
 Aid to Higher Education, 1964. #1168, mag. NA.  
 Annual ad: The Seeds of Hope Are Sown by Many Hands, 1964. #1169, mag. LB.  
 Economic Session of the 20<sup>th</sup> Washington Conference, May 6, 1964. #1170, adm. AC.  
 Business Press Special Ads Mailing, 1964. #1171, bus.  
 USO Campaign, 1964. #1172, rad. DR.  
 Career Retraining Program, 1964. #1173, rad. FC.  
 Challenge to Americans, 1964. #1174, bkl. AC.  
 Round Table Report on Mexican Economy (Spanish), 1963. #1175, adm.  
 Operation Goodwill: Mexico, 1964. #1176, rad. JT.

**Box 27:**

20-Year History of the Advertising Council, 1964. #1177, adm.  
 20<sup>th</sup> Annual Meeting of the Ad Council - remarks by LBJ and Shriver, 1964. #1178, adm.  
 Goals for America Campaign, 1960. #1179, new.  
 Challenge to America, 1964. #1180, new.  
 Magazine Service Bulletin, No. 18, Oct.-Dec. 1964. #1181, mag.  
 Ad Council Annual Report, 22<sup>nd</sup>, 1963-64. #1182, adm. AC.  
 Register and Vote, 1964. #1183, rad. GA.  
 House Magazine Copy: RIAL, Aid to Higher Education, Safety Belt, UN, Vote, United Way, 1964. #1185, com.

Ads from *Reader's Digest*: US Savings Bonds, United Way, KAB, 1964. #1186, RD.  
 Cooperative Southern Forest Fire Prevention Campaign, 1964. #1187, rad. LE.  
 "Know Mexico" (revised edition), 1964. #1188, bkl. AC.  
 Stop Accidents: Traffic Safety, 1964. #1189, new. NL.  
 Youth Fitness, 1964. #1190, new. YR.  
 Retraining (Automation), 1964. #1191, new. VC.  
 Traffic Safety, 1964. #1192, rad. NL.  
 Register and Vote, 1964. #1193, rad. GA.  
 Religion in American Life, 1964. #1194, rad. JT.  
 United Nations Campaign, 1964. #1195, rad. PK.  
 John F. Kennedy Library, Inc., 1964. #1197, rad.  
 Ad Council docket, 1964. #1198, adm.  
 Ads from *Reader's Digest*: US Savings Bonds, Traffic Safety, RIAL, 1964. #1199, RD.  
 Ads from *Newsweek*: Peace Corps, Youth Fitness, 1964. #1200, rep.  
 Religion in American Life, 1964. #1201, new. JT.  
 Peace Corps, 1964. #1203, new.  
 Magazine Service Bulletin, No. 19, Jan.-Mar. 1965. #1204, mag.  
 Business Press: Aid to Higher Education, Forest Fire Prevention ("This Hat Does Things For You"), RIAL, Mental Retardation, Savings Bonds, Mexico, 1965. #1205, bus.  
 Campaign pamphlet on Mental Retardation, 1964. #1206, bkl.  
 Radio Free Europe, 1965. #1207, rad. DD.  
 House Magazine Copy: Mental Retardation, Radio Free Europe, Boys' Clubs, 1965. #1208, com.  
 Mental Retardation, 1964. #1209, new. YR.  
 Mental Retardation Radio Kit, 1965. #1210, rad.  
 Peace Corps Radio Kit, 1964. #1211, rad.  
 Ads from *Reader's Digest*: Ad Council, RIAL, 1965. #1212, RD.  
 Ads from *Reader's Digest*: Peace Corps, Youth Fitness, 1965. #1213, RD.  
 Annual Ad: Uncommon Advertising for the Common Good, 1964. #1214, mag. LB.

**Box 28:**

Mental Retardation, 1964. #1215, new.  
 Mental Retardation, 1965. #1216, mag. YR.  
 Radio Free Europe, 1965. #1217, mag. DB.  
 Radio Free Europe, 1965. #1218, new.  
 Forest Fire Prevention, 1965. #1219, new.  
 Forest Fire Prevention (w/Smokey and other thumbnails), 1965. #1220, adm. FC.  
 Problems of Economic Development and Population Growth, 1963. #1221, adm.  
 Magazine Service Bulletin, No. 20, Apr.-June 1965. #1222, mag.  
 Ads from *Reader's Digest*: Traffic Safety, 1965. #1223, RD.  
 House Magazine Copy: KAB, Higher Education, Forest Fire Prevention, Youth Fitness, 1965. #1224, com.  
 Cooperative Forest Fire Prevention: The New Christy Minstrels perform "Green, Green, Says Smokey Bear," 1965. #1225, rad. FC.

Youth Fitness, 1965. #1226, rad. GR.  
 Keep America Beautiful, 1965. #1227, rad. DF.  
 American Round Table Report: Mexico, 1965. #1228, adm.  
 American Round Table Report: India, 1965. #1229, adm.  
 Edwin Ebel presentation to Association of National Advertisers, 1965. #1230, adm.  
 Keep America Beautiful, 1965. #1231, new. DF.  
 Youth Fitness, 1965. #1232, new. GR.  
 Ads from *Reader's Digest*: Ad Council, 1965. #1233, RD.  
 Ads from *Reader's Digest*: RIAL, 1965. #1234, RD.  
 Ads from *Parenting Magazine*: Aid to Higher Education, Youth Fitness, 1965. #1235, rep.  
 Stop Accidents, 1965. #1236, rad. NH.  
 Aid to Higher Education, 1965. #1237, rad. NA.  
 USO Campaign, 1965. #1238, mag. DR.  
 Magazine Service Bulletin, No. 21, Jul.-Sept. 1965. #1239, mag.  
 Ads from *Reader's Digest*: KAB; and "Smokey the Bear and His Friends" reprint, 1965. #1240, rep.  
 Magazine ads: USO, KAB, United Way, Stop Accidents, 1965. #1241, mag. NH.  
 Retraining (Automation), 1965. #1242, new. FC.  
 USO Campaign, 1965. #1243, rad. DR.  
 Retraining (Automation), 1965. #1244, rad. FC.  
 Continue Your Education, 1965. #1245, new. FC.  
 Continue Your Education, 1965. #1246, rad. FC.  
 Continue Your Education, 1965. #1247, rad. FC.  
 Magazine Service Bulletin, No. 22, Oct.-Dec. 1965. #1248, mag.  
 "Advertising and Public Opinion," presentation to Association of National Advertisers, May 10, 1965. #1249, adm.  
 Ads from *Reader's Digest*: RIAL, Youth Fitness, USO, 1965. #1250, RD.  
 Operation Goodwill business mailing, 1965. #1251, bus.  
 Operation Goodwill Mexico, 1965. #1252, rad. JT.

**Box 29:**

"Smokey the Bear and His Friends," reprint from *Reader's Digest*, 1965. #1253, rep.  
 Ads from *Time Magazine*, 1965. #1254, rep.  
 House Magazine Copy: RIAL, Traffic Safety, United Way, 1965. #1255, com.  
 Religion in American Life, 1965. #1256, new. JT.  
 Better Community Relations: How to Turn Talk Into Actions, 1965. #1257, bkl.  
 Equal Opportunity Employment, 1965. #1258, rad. MC.  
 Balance of Payments, 1965. #1260, rad. TB.  
 Keeping the American Dollar Strong, 1965. #1260a, bkl. USDC.  
 Equal Employment Opportunity, 1965. #1262, new. MC.  
 Ad Council Annual Report, 23<sup>rd</sup>, 1964-65. #1263, adm. AC.  
 Religion in American Life, 1965. #1264, rad. JT.  
 Ads from *Sports Illustrated*: United Way, Youth Fitness, 1965. #1265, mag.  
 Equal Employment Opportunity, 1965. #1266, mag. MC.

Annual Ad: US Problems and Solutions, 1965. #1267, mag.  
 Productivity, 1977. #1268, rad. ME.  
 Ads from *Reader's Digest*: RIAL, Youth Fitness, 1965. #1268a, RD.  
 Stop Accidents, 1965. #1269, new. NH.  
 Magazine Service Bulletin, No, 23, Jan.-Mar. 1966. #1271, mag.  
 House Magazine Copy: Radio Free Europe, Continue Your Education, Higher Education,  
 Export Awareness, Jan.-Mar. 1966. #1272, com.  
 Peace Corps newspaper proofs, 1966. #1273, new.  
 Radio Free Europe, 1966. #1274, new. DD.  
 Ads from *Reader's Digest*: Traffic Safety, 1966. #1275, RD.  
 David Sarnoff PSA Acceptance Speech, "New Dimensions in Mass Communications," Dec.  
 13, 1965. #1276, adm.  
 Mental Retardation, 1965. #1277, rad. YR.  
 Radio Free Europe. 1965. #1278, rad. DD.  
 Peace Corps, 1966. #1279, rad. YR.  
 Retraining (Automation), 1966. #1280, new. FC.  
 Ads from *Reader's Digest*: RIAL, Traffic Safety, 1966. #1281, RD.  
 Round Table on Rural Development, 1965. #1282, adm.  
 Magazine Service Bulletin, No. 24, Apr.-June 1966. #1283, mag.  
 Keep America Beautiful, 1965. #1284, new. DF.  
 House Magazine Copy: KAB, Forest Fire Prevention: "Every Tree is a Family Tree," Higher  
 Education, 1966. #1285, com.  
 Business Press: Better Community Relations, Peace Corps, EEO, Traffic Safety, Mental  
 Retardation, Continue Your Education, Higher Education, RIAL, US Savings Bonds,  
 1966. #1286, bus.  
 Ad Council docket, 1966. #1287, adm.  
 United Nations, 1966. #1288, rad. PK.  
 Forest Fire Prevention: "Give the Bear a Break" and more, 1966. #1290, new. FC.  
 United Nations, 1966. #1291, mag. PK.  
 United Nations, 1966. #1292, new. PK.  
 Keep America Beautiful, 1966. #1293, new. LN.  
 "The Paradox of Public Persuasion," *Saturday Review*, Apr. 19, 1966. #1294, rep.  
 Ad from *Time Magazine*, 1966. #1295, adm.  
 Ads from *Reader's Digest*: RIAL, Red Cross, UN, 1966. #1296, RD.  
 Equal Employment Opportunity, 1966. #1298, rad. MC.

### **Box 30:**

Business Press: Higher Education, Continue Your Education, RIAL, Savings Bonds, Hiring  
 the Mentally Retarded, Better Community Relations, 1966. #1299, bus.  
 22<sup>nd</sup> Washington Conference Program, May 16-17, 1966. #1300, adm.  
 Ads from *Reader's Digest*: Red Cross, USO, Stop Accidents, 1966. #1301, RD.  
 Equal Employment Opportunity, 1966. #1302, rad. MC.  
 Peace Corps, 1966. #1303, rad. YR.  
 Keep America Beautiful, 1966. #1304, rad. LN.

Keep America Beautiful (*Reader's Digest* clippings), 1966. #1305, RD. LN.  
 Aid to Higher Education, 1966. #1306, rad. NA.  
 Traffic Safety, 1966. #1307, rad. NH.  
 Mental Retardation, 1966. #1309, rad. YR.  
 Traffic Safety, 1966. #1310, new. NH.  
 Mental Retardation, 1965. #1311, new. YR.  
 Mental Retardation, 1965. #1312, mag. YR.  
 Continue Your Education, 1966. #1313, kit. FC.  
 Magazine Service Bulletin, No. 25, Jul.-Sept. 1966. #1314, mag.  
 USO, 1966. #1315, new. DR.  
 House Magazine Copy: Traffic Safety, USO, United Way, KAB, 1966. #1316, com.  
 Business Press: Higher Education, United Way, Safe Driving, Savings Bonds, Zip Code, Job Training, UN Tour, 1966. #1317, bus.  
 Ads from *Reader's Digest*: Forest Fire Prevention, Higher Education, 1966. #1318, RD.  
 Ads from *Reader's Digest*: Higher Education, International Goodwill Mexico, 1966. #1319, RD.  
 Forest Fire Prevention, 1966. #1320, mag. FC.  
 Ad Council docket, 1966. #1321, adm.  
 USO, 1966. #1322, rad. DR.  
 Continue Your Education, 1966. #1323, new. FC.  
 Magazine Service Bulletin, No. 26, Oct.-Dec. 1966. #1324, mag.  
 Continue Your Education, 1966. #1325, rad. FC.  
 Peace Corps, 1966. #1326, rad. YR.  
 Ads from *Reader's Digest*: USO, UN, Savings Bonds, International Goodwill Mexico, 1966. #1328, RD.  
*Time Magazine*, with listing of Ad Council ads, 1966. #1329, adm.

### **Box 31:**

Ad Council advertisement in *Diplomat* magazine, pg. 33, Sept. 1966. #1330, adm.  
 Materials from the War Advertising Council, 1943-1944. #1330a, adm.  
 House Magazine Copy: Higher Education, Traffic Safety, United Way, Continue Your Education, Oct.-Dec. 1966. #1331, com.  
 "Always Put the Country's Interest First," Report to the Board (booklet), TS Repplier, Apr. 21, 1966. #1332, adm. AC.  
 "Always Put the Country's Interest First," Report to the Board (full text), TS Repplier, Apr. 21, 1966. #1332a, adm. AC.  
 Ads from *Reader's Digest*: United Way, USO, RIAL, 1966. #1333, RD.  
 34<sup>th</sup> National Competition of Outdoor Advertising Art, 1966. #1335, adm.  
 Cooperative Forest Fire Prevention, 1966. #1337, rad. FC.  
 Forest Fire Prevention, 1966. #1337a, rad. FC.  
 Ad Council advertisement in *Jet*, Aug. 4, 1966. #1338, adm.  
 "The Ad Council Campaign for a Better America," *Royal Forum*, pg. 12, Sept. 15, 1966. #1339, rep.  
 Ad Council Annual Report, 24<sup>th</sup>. "\$236,000,000 Advertising Contributed for the Public

Good," 1965-66. #1340, adm. AC.  
 Register and Vote, 1966. #1341, rad.  
 "Advertising: 25 years of Helping the Public," *The New York Times*, Nov. 6, 1966. #1342, rep.  
 Ad Council advertisement in *Sports Illustrated*, Nov. 1966. #1343, adm.  
 Ads from *Reader's Digest*: Higher Education, Traffic Safety, Savings Bonds, Zip Code, 1966. #1344, RD.  
 Traffic Safety (Defensive Driving), 1966. #1345, mag. NH.  
 Magazine Service Bulletin #27, Jan.-Mar. 1967. #1346, mag.  
 Ads from *Reader's Digest*: Zip Code, RIAL, Traffic Safety, 1967. #1347, RD.  
 House Magazine Copy: Radio Free Europe, American Red Cross, Higher Education, Youth Fitness, Zip Code, Jan.-Mar. 1967. #1348, com.  
 Traffic Safety Mailing to California Newspapers, 1966. #1349, new. NH.  
 Ads from *Reader's Digest*: Zip Code, USO, Higher Education, RIAL, 1967. #1350, RD.  
 Religion in American Life, 1966-67. #1351, rad. JW.  
 Business Press Mailing: Higher Education, Job Training, Peace Corps, Hiring the Mentally Retarded, RIAL, Savings Bonds, Safe Driving, 1966. #1352, bus.

**Box 32:**

Radio Free Europe, 1966. #1353, rad. FC.  
 Ad Council advertisement plus memo, *Time Magazine*, Feb. 1967. #1355, adm.  
 Ads from *Reader's Digest*: Radio Free Europe, Zip Code, Mentally Retarded, 1967. #1356, RD.  
 Ads from *Reader's Digest*: RIAL, Higher Education, 1967. #1359, RD.  
 Zip Code, 1967. #1361, new. WR.  
 Forest Fire Prevention Campaign Guide, 1966. #1363, adm. FC.  
 Zip Code, 1967. #1364, rad. WR.  
 Magazine Service Bulletin #28, Apr.-June 1967. #1365, mag.  
 Forest Fire Prevention, 1967. #1366, rad. FC.  
 Mental Retardation, 1967. #1367, rad. YR.  
 House Magazine Copy: Higher Education, Forest Fire Prevention: Fan letter to Smokey Bear, Zip Code, Mental Retardation, Continue Your Education, Traffic Safety, 1967. #1368, com.  
 Ads from *Reader's Digest*: Savings Bonds, Traffic Safety, Red Cross, 1967. #1369, RD.  
 Aid to Higher Education, 1967. #1370, rad. NA.  
 U.S. Savings Bonds, 1966. #1371, rad.  
 Cooperative Forest Fire Prevention Kit, 1967. #1372, mag. JC.  
 Ad from *Reader's Digest*: Higher Education, 1967. #1373, RD.  
 Mental Retardation, 1967. #1374, mag. YR.  
 Mental Retardation, 1967. #1375, new. YR.  
 Magazine Service Bulletin #29, July-Sept. 1967. #1376, mag.  
 Ads from *Reader's Digest*: Traffic Safety, USO, RIAL, 1967. #1377, RD.  
 "25 Years of Service," *New York Times*, May 1967. #1378, rep.  
 What Good Does Advertising Do?, 1967. #1379, new.

Youth Opportunity, 1967. #1380, rad. MC.  
Keep America Beautiful, 1967. #1381, rad. LN.  
Keep America Beautiful, 1967. #1382, new. LN.  
USO, 1967. #1383, new. DR.  
USO, 1967. #1384, mag. DR.  
Equal Employment Opportunity, 1967. #1385, rad. MC.

**Box 33:**

Equal Employment Opportunity, 1967. #1386, new. MC.  
Article about Ad Council in *Traffic Safety Magazine*, 1967. #1390, bus.  
Traffic Safety, 1967. #1391, rad. NH.  
USO, 1967. #1392, rad. DR.  
House Magazine Copy: Traffic Safety, KAB, USO, Higher Education, United Way, Hire the Handicapped, Jul.-Sept. 1967. #1393, com.  
Ad Council docket, 1967. #1394, adm.  
*Highlights*, National Association of Broadcasters Publication, Apr. 10, 1937. #1395, rep.  
Traffic Safety, 1967. #1396, new. NH.  
The 4A Newsletter, May 9, 1967. #1397, rep.  
Ads from Reader's Digest: KAB, Higher Education, 1967. #1398, RD.  
Ad from Reader's Digest: USO, 1967. #1399, RD.  
Magazine Service Bulletin #30, Oct.-Dec. 1967. #1400, mag.  
Continue Your Education, 1967. #1401, rad. FC.  
Continue Your Education, 1967. #1402, new. FC.  
Help Prevent Crime, 1967. #1403, rad. TB.  
Help Prevent Crime, 1967. #1404, new. TB.  
Ads from Reader's Digest: Ad Council, Higher Education, Traffic Safety, 1967. #1405, RD.

Religion in American Life, 1967. #1407, mag. JT.  
Religion in American Life, 1967. #1408, new. JT.  
Southern Forest Fire Prevention, 1966. #1409, rad. LE.  
Southern Forest Fire Prevention, 1967. #1410, rad. LE.  
House Magazine Copy: Silver Anniversary, Traffic Safety, Higher Education, Hire the Mentally Retarded, Oct.-Dec. 1967. #1411, com.  
Ads from *Reader's Digest*: United Way, Higher Education, 1967. #1412, RD.  
Magazine Service Bulletin #31, Jan.-Mar. 1968. #1413, mag.  
United Nations, 1967. #1414, new. PK.  
Traffic Safety, 1967. #1415, mag. NH.  
Religion in American Life, 1967-68. #1416, rad. JT.

**Box 34:**

Visit the United Nations, 1967. #1417a, rad. PK.  
Promote Overseas Gift Packages to Our Armed Forces, 1945. #1417b, kit.  
Aid to Higher Education, 1967. #1418, rad. NA.



Ads from *Reader's Digest*: Higher Education, US Savings Bonds, 1967. #1419, RD.  
 Yearbook of 35<sup>th</sup> National Competition of Outdoor Advertising Art, 1967. #1420, out.  
 A Tip of the Hat From the Top of America, 1967. #1421, bkl.  
 Ad Council Annual Report, 25<sup>th</sup>, 'A Report to the American People,' 1966-67. #1422, adm.  
 AC.  
 House Magazine Copy: Red Cross, Peace Corps, Zip Code, Higher Education, Equal  
 Employment Opportunities, 1967. #1423, com.  
 Ads from *Reader's Digest*: Traffic Safety, USO, 1967. #1424, RD.  
 Ads from *Reader's Digest*: Mental Retardation, Higher Education, 1968. #1425, RD.  
 Ads from *Reader's Digest*: RIAL, Traffic Safety, 1968. #1426, RD.  
 Peace Corps, 1967. #1427, new. YR.  
 Peace Corps, 1967. #1428, rad. YR.  
 Mental Retardation, 1968. #1429, mag. YR.  
 Continue Your Education, 1968. #1430, rad. OM.  
 Cooperative Forest Fire Prevention, 1967. #1431, new. FC.  
 Ads from *Reader's Digest*: RIAL, Traffic Safety, 1968. #1432, RD.  
 Pamphlet on Jobs Program, 1968. #1433, adm.  
 Magazine Service Bulletin # 32, Apr.-June 1968. #1434, mag.  
 Forest Fire Prevention, 1968. #1435, new. FC.  
 Ads from *Reader's Digest*: US Savings Bonds, Red Cross, 1968. #1436, RD.  
 American Red Cross, 1968. #1437, tel. JT.  
 Transit and Outdoor Ad Bulletin: Peace Corps, Red Cross, Forest Fire Prevention,  
 Advertising in the Public Interest, 1968. #1438, tra. FC.  
 Mental Retardation, 1967. #1439, rad. YR.  
 Traffic Safety, 1968. #1440, new.  
 Traffic Safety, 1968. #1441, new. NH.  
 Innercom Vol. 1, Spring 1968. #1442, com.  
 Aid to Higher Education, 1968. #1443, new.  
 Help Prevent Crime, 1968. #1445, new. TB.

**Box 35:**

Business Press Kit: Crisis in Our Cities, Summer Jobs, Traffic Safety, RIAL, Higher  
 Education, United Community, Radio Free Europe, 1968. #1444, bus. KM.  
 Magazine Service Bulletin #33, 3<sup>rd</sup> Quarter 1968. #1446, mag. NA.  
 Ads from *Reader's Digest*: Help Prevent Crime, US Savings Bonds, 1968. #1447, RD.  
 Keep America Beautiful, 1968. #1448, rad. LN.  
 Transit Advertising Bulletin: Zip Code, March 1968. #1449, tra. WR.  
 Aid to Higher Education, 1968. #1450, rad. NA.  
 Report to Business #1 and #2: Solving the Crisis in Our Cities, 1968. #1451, adm.  
 Red Cross, 1968. #1453, new. JT.  
 Radio Free Europe, 1968. #1454, mag. FC.  
 Magazine Service Bulletin #35, 1<sup>st</sup> Quarter 1969. #1455, mag.  
 Innercom Vol. 1, No. 3, 4<sup>th</sup> Quarter 1968. #1456, com.  
 NCP: Safety Belts, Crisis in Our Cities, Zip Code, Youth Opportunity, Peace Corps, 1968.

#1457, new.  
 Traffic Safety, 1968. #1475, rad. NH.  
 Southern Forest Fire Prevention, 1968. #1459, rad. LE.  
 Southern Forest Fire Prevention, 1967. #1460, rad. LE.  
 Traffic Safety, 1968. #1461, new. NH.  
 Religion in American Life, 1968. #1462, rad. JT.  
 Religion in American Life, 1968. #1463, new. JT.  
 Continue Your Education, 1968. #1464, rad. OM.  
 Crisis in Our Cities, 1968. #1465a, rad. KM.  
 Urban Coalition/Crisis in Our Cities, 1968. 1465b, mag. KM.  
 Ad Council docket, 1968. #1466, adm.  
 Ad Council Annual Report, 26<sup>th</sup>, 1967-68. #1467, adm. AC.  
 Ads from *Reader's Digest*: Traffic Safety, Forest Fire Prevention, 1968. #1468. RD.  
 USO, 1968. #1469, rad. DA.

**Box 36:**

Zip Code, 1968. #1470a, mag. WR.  
 Zip Code, 1968. #1470b, rad.  
 Zip Code, 1968. #1470c, new. WR.  
 Radio Free Europe, 1968. #1471, rad. FC.  
 Forest Fire Prevention, "Smokey Works for You," 1969. #1472, new. FC.  
 Continue Your Education, 1969. #1473, new. OM.  
 NCP: Safety Belts, Peace Corps, Radio Free Europe, Help for the Disabled, 1968-69. #1474, new. YR.  
 Peace Corps, 1968-69. #1475, new. YR.  
 Innercom Vol. 2, No. 1, 1<sup>st</sup> Quarter 1969. #1476, com.  
 Continue Your Education, 1968. #1477, pos.  
 Peace Corps, 1968. #1478, new. YR.  
 Peace Corps, 1968. #1479, rad. YR.  
 Business Press Ad Mailing: Higher Education, Red Cross, Crisis in Our Cities, Foreign Visitors, Jobs, Savings Bonds, 1968. #1480, bus. NH.  
 Forest Fire Prevention, 1968. #1481, rad. FC.  
 Traffic Safety, 1968. #1482, rad. NH.  
 Zip Code, 1968. #1482b, rad. WR.  
 Youth Opportunity Campaign, 1968. #1483, rad. MC.  
 Peace Corps, 1968. #1484, rad. YR.  
 Traffic Safety, 1968. #1485, rad. NH.  
 Rehabilitation of the Handicapped, 1969. #1486, new. WL.  
 Southern Forest Fire Prevention, 1968. #1488, new. FC.  
 Crisis in Our Cities, 1969. #1489, bkl.  
 NCP: Red Cross, Help Prevent Crime, Rehabilitation of the Handicapped, Higher Education, 1969. #1490, new. WL.  
 INAE/Ad Council Peace Corps proofs, 1969. #1491, new. YR.  
 US Travel Service: Invite and Welcome Foreign Visitors, 1969. #1492, rad. GM.

Rehabilitation of the Handicapped, 1969. #1493, rad. WL.

**Box 37:**

Rehabilitation of the Handicapped (Spanish), 1968. #1493b, rad/tel.  
Red Cross, 1969. #1494, new. JT.  
Magazine Service Bulletin #36, 2<sup>nd</sup> Quarter 1969. #1495, mag.  
Business Press Ad Mailing: Higher Education, Red Cross, Crisis in Our Cities, Foreign Visitors, Jobs, Traffic Safety, Savings Bonds, 1969. #1496, bus. KM.  
Innercom Vol. 2, No. 2, 2<sup>nd</sup> Quarter 1969. #1497, com.  
Traffic Safety, 1969. #1498, new. NH.  
Forest Fire Prevention, 1969. #1499, new. FC.  
Direct Mail Advisory Committee insert ads booklet, 1969. #1500, adm.  
Magazine Service Bulletin #37, 3<sup>rd</sup> Quarter 1969. #1501, mag.  
Business Press Ad Mailing: Higher Ed, Red Cross, Crisis in Our Cities, Foreign Visitors, Jobs, Traffic Safety, Savings Bonds, 1969. #1502, bus.  
Jobs, 1969. #1503, bus. GA.  
Keep America Beautiful, 1969. #1504, new. LN.  
Keep America Beautiful, 1969. #1505, rad. LN.  
Traffic Safety, 1969. #1506a, rad. NH.  
Traffic Safety (Spanish), 1969. #1506b, rad. NH.  
Technical Education and Training, 1969. #1507, new. OM.  
Traffic Safety, 1969. #1508a, new.  
Traffic Safety, 1969. #1508b, kit. NH.  
NCP: Radio Free Europe, Travel Service, Technical Education, Traffic Safety, Disabled, KAB, Zip Code, 1969. #1509, new.  
Technical Education, 1969. #1510, rad. OM.  
Technical Education, 1969. #1510b, rad/rep. OM.  
USO, 1969. #1512, new.  
Ads from *Reader's Digest*: Forest Fire Prevention, Traffic Safety, Higher Education, 1969. #1513, RD.  
Ads from *Reader's Digest*: Higher Education, RIAL, Traffic Safety, 1969. #1514, RD.  
Anti-Inflation, 1969. #1515, new. BB.  
Anti-Inflation: Inflation Can Be Stopped, 1969. #1516, bkl.  
Business Press Ad Mailing: Crisis in Our Cities, Jobs, Technical Ed, Higher Ed, Foreign Visitors, RIAL, Traffic Safety, United Community, 1969. #1517, bus. KM.

**Box 38:**

Booklets: *Education in the Junior High School Years; How Can Citizens Work With the Press?; How Can We Advertise School Needs?; How Do We Pay Our Schools?; and How Can We Discuss School Problems?*, 1954-1960. #1518a, bkl.  
Booklets: *How Good Are Our Teaching Materials?; How Have Our Schools Developed?; How Should Our Schools Be Organized?; How Can We Conduct a Winning Campaign?; What Should Our Schools Accomplish?; How Can We Get Enough*

*Good Teachers?; What Are Our School Building Needs?*, 1955. #1518b, bkl.  
 Booklets: *How Can We Help Our School Boards?; How Can We Organize a State Citizens' Committee?; How Can We Get Enough Good Teachers?; How Can Citizens Help Their Schools?; How Can We Organize for Better Schools?; Financing Public Education in the Decade Ahead; Handbook on New York State Education Law*; 1948-1954. #1518c, bkl.  
 Southern Forest Fire Prevention, 1969. #1519, rad. LE.  
 Anti-Inflation Press Kit, 1969. #1520, kit. BB.  
 Religion in American Life, 1969. #1521, new. JT.  
 Public Service Advertising Bulletin #1, Sept.-Oct. 1969. 1522, adm.  
 Red Cross - Hurricane Emergency Appeal , 1969. #1523, rad. JT.  
 Red Cross - Hurricane Emergency Appeal, 1969. #1525, mag. JT.  
 Jobs, 1969. #1526, bus.  
 USO, 1969. #1527, rad. DR.  
 Innercom Vol. 2, No. 3, 3<sup>rd</sup> Quarter 1969. #1528, com.  
 Magazine Service Bulletin #38, Oct.-Dec. 1969. #1529, mag.  
 Ad Council docket, 1969. #1530, adm.  
 INAE: Forest Fire Prevention, Anti-Inflation, 1969. #1531, new. BB.  
 NCP: Traffic Safety, Zip Code, USO, Stay in School, RIAL, 1969. #1532, new.  
 Innercom Vol. 2, No. 4, 4<sup>th</sup> Quarter 1969. #1533, com.  
 NCP: Crime Prevention, 1969. #1534, new.  
 Ad Council Awards Luncheon, 1969. #1535, adm.  
 Keep America Beautiful, 1969. #1536, new.

### **Box 39:**

Religion in American Life, 1969. #1537, new. JT.  
 Religion in American Life, 1969. #1538, kit. JT.  
 US Travel Service, 1969. #1539, new.  
 Rehabilitation of the Handicapped, 1969. #1541, mag.  
 Religion in American Life, 1969. #1542, new. JT.  
 Religion in American Life, 1969. #1543, rad. JT.  
 Jobs, 1969. #1544, mag.  
 "Antidisestablishmentarianists Show the Way," Robert Keim, *Public Relations Journal*, 1969. #1545, rep.  
 Technical Education and Training, 1969. #1546, bkl.  
 Aid to Higher Education, 1969. #1547, rad. NA.  
 NCP: Traffic Safety, RIAL, 1969. #1548, new.  
 Anti-Inflation, 1969. #1549, rad. BB.  
 Business Press Kit: Higher Education, Crisis in Our Cities, Traffic Safety, Census, Invite Foreign Visitors, RIAL, Savings Bonds, Jobs, 1969. #1550, bus. NA.  
 Peace Corps, 1969. #1551, new.  
 Census Campaign, 1970. #1552, new. FS.  
 "Of Drugs and the Lonely Crowd" speech by Larry A. Bear, Annual Awards Luncheon of the Ad Council, Oct. 22, 1969. #1553, adm.

Census Campaign, 1970. #1554, new. FS.  
Innercom, Vol. 3, No. 1, 1<sup>st</sup> Quarter 1970. #1555, com.  
Zip Code, 1970. #1556, new.  
Zip Code, 1970. #1556b, new. WR.  
Forest Fire Prevention, 1970. #1557, new. FC.  
Magazine Service Bulletin #39, Jan.-Mar. 1970. #1558, mag.  
Innercom, Vol. 3, No. 1, 1<sup>st</sup> Quarter 1970. #1559, com.  
Red Cross, 1970. #1560, mag. JT.  
Jobs, 1970. #1561, mag.  
Rehabilitation of the Handicapped, 1970. #1562, mag.

**Box 40:**

Help Prevent Crime, 1969. #1563, rad. TB.  
US Travel Service: Invite and Welcome Foreign Visitors, 1970. #1564, rad. DM.  
Census Campaign, 1970. #1565, new. FS.  
Peace Corps, 1970. #1566, new.  
Census Campaign, 1970. #1567, new. FS.  
NCP: Red Cross, Radio Free Europe, 1970. #1568, new.  
Census Campaign, 1970. #1569, rad. FS.  
Census Campaign, 1970. #1570, out.  
"How to Move Minds," A Digest of Ad Council PSA Campaigns, 1970. #1571, bkl.  
Remarks of CBS President Frank Stanton at Annual Public Service Awards Dinner, Dec. 15, 1969. #1572, adm.  
National Urban Coalition, 1970. #1573, kit.  
"The American Public, \$450,000,000+," Ad Council Annual Report, 28<sup>th</sup>, 1969-70. #1574, adm. AC.  
Census, 1970. #1575, new. FS.  
Census, 1970. #1576, mag. FS.  
Magazine Service Bulletin #40, Apr.-June 1970. #1577, mag.  
Radio Free Europe, 1970. #1578a, new.  
Radio Free Europe, 1970. #1578b, rad. FC.  
Census, 1970. #1579, new. FS.

**Box 41:**

Traffic Safety, 1970. #1580, new. NH.  
Rehabilitation of the Handicapped, 1970. #1581, new.  
Red Cross, 1970. #1582, new. JT.  
Magazine Service Bulletin #41, Jul.-Sept. 1970. #1583, mag.  
Jobs, 1970. #1584, mag.  
Traffic Safety: Drunk Driving Campaign, 1970. #1585, rad. NH.  
Forest Fire Prevention, 1970. #1586, rad. FC.  
Traffic Safety, 1970. #1587, new. NH.  
Forest Fire Prevention, 1970. #1588, new. FC.

Traffic Safety, 1970. #1589, new.  
Religion in American Life: Henry M. Schaechte speech, 1970. #1590, adm.  
Drug Abuse Information, 1970. #1592, new. CA.  
Drunk Driving, 1970. #1593, new.  
Religion in American Life, 1970. #1594a, new. JT.  
Religion in American Life, 1970. #1594b, new. JT.  
Continue Your Education, 1970. #1595, pos.  
Magazine Service Bulletin #42, Oct.-Dec. 1970. #1596, mag.  
Aid to Higher Education, 1970. #1597, rad. NA.  
Rehabilitation of the Handicapped, 1970. #1598, rad. WL.  
USO, 1970. #1599, rad. DR.

**Box 42:**

Ad Council docket, 1970. #1600, adm.  
Religion in American Life reply booklet, 1970. #1601, tel.  
NCP: Drunk Driving, Drug Abuse, US Travel Service, Continue Your Education, 1970. #1602, new.  
Innercom, Vol. 3, No. 2, 2<sup>nd</sup> half, 1970. #1603, com.  
NCP: Drug Abuse, USO, 1970. #1604, new.  
Drug Abuse, 1970. #1605, new.  
Rehabilitation of the Handicapped, 1971. #1606a, mag. WL.  
Rehabilitation of the Handicapped, 1971. #1606b, new. WL.  
Jobs, 1970. #1607, bus.  
Religion in American Life, 1970. #1608, rad. JW.  
Drug Abuse, 1970. #1609, rad. CA.  
Continue Your Education, 1970. #1610, rad. OM.  
Business Press Kit: Higher Education, Technical Ed, Traffic Safety, Zip Code, United Community, 1970. #1611, bus. WL.  
Religion in American Life, 1970. #1612, new. JT.  
Red Cross, 1970. #1613, new. JT.  
USO, 1970. #1614, new.  
Aid to Higher Education, 1970. #1615, new.  
Keep America Beautiful, 1970. #1616, new.  
Technical Education and Training, 1970. #1617, new.  
Radio Free Europe, 1970. #1618, new.  
Zip Code, 1970. #1619, new. WR.

**Box 43:**

Southern Forest Fire Prevention, 1970. #1620, rad. LE.  
Magazine Service Bulletin #43, Jan.-Mar. 1971. #1621, mag.  
Radio Free Europe, 1971. #1622, mag.  
Minority Business Enterprise, 1970. #1623, bus. RR.  
Business Press Mailing, 1970. #1624, bus.

Pakistan Relief Campaign, 1971. #1625, rad. FC.  
Radio Free Europe, 1970. #1626, rad.  
Zip Code, 1970. #1627, rad. WR.  
NCP: Religion in American Life, Drunk Driving, 1970. #1628, new. NH.  
NCP: Radio Free Europe, Drug Abuse, 1971. #1629, new.  
Drug Abuse, 1970. #1630, new.\  
Technical Education and Training, 1971. #1631, new. OM.  
Pakistan Relief Fund, 1971. #1632, mag. FC.  
Business Press Mailing: Jobs for Veterans, 1971. #1633, bus. DS.  
Vietnam Veterans, 1971. #1634, new. DS.  
Keep America Beautiful, 1971. #1635, new.  
Pakistan Relief Campaign, 1971. #1636, new. FC.

**Box 44:**

American Red Cross, 1971. #1637, new. JT.  
Forest Fire Prevention, 1971. #1638, new. FC.  
NCP: Aid to Higher Education, Continue Your Education, Zip Code, 1971. #1639, new.  
WR.  
Magazine Service Bulletin #44, Apr.-June 1971. #1640, mag.  
Forest Fire Prevention, 1971. #1641, mag.  
Drug Abuse Information, 1971. #1642, new.  
Drug Abuse Information, 1971. #1642b, new.  
Jobs for Veterans, 1971. #1643, rad. DS.  
“What Good Does Advertising Do?”, *News Front*, 1969. #1644, rep.  
Ad Council docket, 1971. #1645, adm.  
Keep America Beautiful, 1971. #1646, kit.  
Ad Council Annual Report, 29<sup>th</sup>, 1970. #1647, adm. AC.  
Jobs for Veterans, 1971. #1648, new.  
Jobs for Veterans, 1971. #1649a, rad. DS.  
Jobs for Veterans, 1971. #1649b, rad. DS.  
Magazine Service Bulletin #45, Jul.-Sept. 1971. #1650, mag.  
Savings Bonds, 1971. #1651, adm.  
Youth Jobs, 1971. #1652, bkl.  
“Don’t Forget, Hire the Vet,” 1971. #1653, pos. DS.  
Ad Council: What Is It, How it Works, 1971. #1655, adm.  
NCP: Pakistan Relief Fund, KAB, Forest Fire Prevention, 1971. #1656, new.  
NCP: USO, Jobs for Veterans, Drug Abuse, 1971. #1657, new. DS.  
INAE: Help Fight Pollution, Forest Fire Prevention, 1971. #1658, new. MA.

**Box 45:**

Continue Your Education, 1971. #1659, new.  
Help Fight Pollution, 1971. #1660, new. MA.  
Business Press Ads: Ad Council, Minority Business Enterprise, Drug Abuse Prevention,

Higher Education, Help Stop Pollution, Savings Bonds, United Fund, 1971. #1661, bus. RR.  
 Magazine Service Bulletin #46, Oct.-Dec. 1971. #1662, mag.  
 Forest Fire Prevention, 1971. #1663a, rad. FC.  
 Southern Forest Fire Prevention, 1971. #1663b, rad. LE.  
 Continue Your Education, 1971. #1664, rad. OM.  
 USO, 1971. #1665, rad. DA.  
 Drug Abuse Information, 1971. #1666a, kit. CA.  
 Drug Abuse Information, 1971. #1666b, rad. VD.  
 Drug Abuse Information, 1971. #1667, mag. VD.  
 NCP: Drug Abuse, Forest Fire Prevention, 1971. #1668, new.  
 Help Fight Pollution, 1971. #1669, new. MA.  
 NCP: Forest Fire Prevention, Drug Prevention, USO, 1971. #1670, new.  
 NCP: Higher Education, RIAL, 1971. #1671, new.  
 Religion in American Life, 1971. #1672, new. LH.  
 Religion in American Life, 1971. #1673, rad. LH.  
 Help Fight Pollution, 1971. #1674a, rad. MA.

**Box 46:**

Drug Abuse Information, 1971. #1974b, rad. VD.  
 Religion in American Life, 1971. #1675a, new. LH.  
 Religion in American Life, 1971. #1675b, kit. LH.  
 Honor Roll: Business Press Support of the Ad Council, 1971. #1676, adm.  
 Consumer Magazine ads: Red Cross, Drug Abuse, Help Fight Pollution, Population, Prisoner of War Campaign, 1971. #1677, mag. MA.  
 POW/MIA in Southeast Asia, 1972. #1678, new.  
 Keep America Beautiful, 1971. #1679, new.  
 INAE: Religion in American Life, Population, 1972. #1680, new. RM.  
 NCP: Continue Your Education, Population, Rehabilitation of the Handicapped, 1971. #1681, new.  
 Jobs for Veterans, 1971. #1681b, rad.  
 Jobs for Veterans, 1973. #1681c, rad. DS.  
 Red Cross, 1972. #1682, new.  
 NCP: Rehabilitation of the Handicapped, Jobs for Vets, Population, 1972. #1682b, new.  
 Population, 1972. #1682c, new.  
 United Negro College Fund, 1972. #1683a, new. YR.  
 ACTION, 1972. #1683b, new. GD.  
 Jobs for Vets, 1972. #1883c, rad. DS.  
 Southern Forest Fire Prevention, 1972. #1684a, rad. LW.  
 Youth Jobs, 1972. #1984b, pos. DS.  
 Red Cross, 1972. #1685a, bkl.  
 Business Press Kit: Aid to Higher Education/Jobs for Veterans, 1972. #1685b, bus. NA/DS.  
 Population, 1972. #1686a, rad. RM.  
 Jobs for Vets (plus poster), 1972. #1686b, new.



Technical Education and Training, 1972. #1687a, rad. OM.  
"25 Technical Careers You Can Learn in 2 Years or Less," 4<sup>th</sup> ed., 1972. #1687b, bkl.

**Box 47:**

Technical Education and Training, 1972. 1688, new. OM.  
Magazine Service Bulletin #48, 1972. #1689, mag. OM.  
*Reader's Digest* 50<sup>th</sup> Anniversary Issue, 1972. #1690, RD.  
Forest Fire Prevention, 1972. #1692, new. FC.  
Forest Fire Prevention, 1972. #1693, new. FC.  
NCP: Technical Education and Training, Population, United Negro College Fund, Red Cross, 1972. #1694, new.  
Ad Council Annual Report, 30<sup>th</sup>, 1971. #1695, adm. AC.  
Drug Abuse Information. 1972. #1696, new.  
Drug Abuse Information, 1972. #1697, new.  
Business Press Advisory: Aid to Higher Education, Help Fight Pollution, Rehabilitation of the Handicapped, Ad Council, United Negro College Fund, 1972. #1698, bus. MA.  
Magazine ads: Red Cross, Drug Abuse Info, Forest Fire Prevention, Population, Ad Council, UNCF, United Community, 1972. #1699, mag. RM.  
Aid to Higher Education, 1972. #1700, rad. NA.  
"Quo Vadis, Advertising Council?", Robert Keim speech to Board of Directors at Annual Meeting, Mar. 9, 1972. #1701, adm. AC.  
Forest Fire Prevention, 1972. #1702a, rad. LE.  
Southern Forest Fire Prevention, 1971. #1702b, rad. LE.  
POW/MIA, 1972. #1703, rad. SS.  
United Negro College Fund, 1972. #1704, rad. YR.  
ACTION, 1972. #1705, rad. DF.

**Box 48:**

Drug Abuse Information, 1972. #1706a, rad. VD.  
Drug Abuse Information, 1972. #1706b, rad. VD.  
Drug Abuse Information (abroad), 1972. #1707, new. VD.  
NCP: Technical Education and Training, Forest Fire Prevention, 1972. #1708, new. FC.  
NCP: Pollution, Jobs for Vets, Aid to Higher Education, Population, 1972. #1709, new. DS.  
Magazine ads: Higher Education, Help Fight Pollution, RIAL, United Way, 1972. #1710, mag. NA.  
Religion in American Life, 1972. #1711, rad. LH.  
Religion in American Life, 1972. #1712a, new. LH.  
Religion in American Life, 1972. #1712b, kit. LH.  
Religion in American Life organizational information, 1972. #1712c, adm.  
Jobs, 1972. #1713, mag.  
NCP: Keep America Beautiful, Technical Education and Training, Volunteers, Population, 1972. #1714, new.  
NCP: Forest Fire Prevention, Jobs for Vets, United Way, 1972. #1715, new.

**Box 49:**

INAE: Red Cross, United Negro College Fund, 1972. #1716, new. JT.  
NCP: United Way, USO, Religion in American Life, 1972. #1717, new. LH.  
INAE: Technical Education and Training, Religion in American Life, 1972. #1718, new. LH.  
Jobs: "If We Can Get People Walking on the Moon...", National Alliance of Businessmen, 1972. #1719, bkl.  
Register and Vote, 1972. #1720, rad. NH.  
Keep America Beautiful, 1972. #1721, rad. MA.  
Southern Forest Fire Prevention, 1973. #1722, mag.  
Traffic Safety, 1973. #1723a, rad. NH.  
Traffic Safety (Spanish), 1973. #1723b, rad.  
Traffic Safety/Seat Belt, 1973. #1724, new.  
Voluntary Action, 1973. #1725, new. KE.  
Red Cross, 1973. #1726, new. JT.  
Red Cross, 1973. #1727, kit. JT.  
"The American People," Ad Council's functions booklet, 1973. #1728, adm.  
Southern Forest Fire Prevention, 1973. #1729, rad. LE.  
INAE: Religion in American Life, Consumer Info, 1973. #1730, new. LB.  
NCP: Traffic Safety/Seat Belt, BBB, Red Cross, 1973. #1731, new. LB.  
Ad Council Leadership List, 1973. #1972-73. #1732, adm.  
ACTION, 1973. #1733, rad. DF.  
ACTION kit, 1973. #1734, new. DF.  
NCP: Red Cross, Volunteer, 1973. #1735, new.  
Consumer Information, 1973. #1736, new. LB.  
Religion in American Life, 1972. #1737, new. LH.  
Business Press Kit: Aid to Higher Education, Red Cross, Consumer Info and Service, Jobs for Vets, Traffic Safety, Savings Bonds, UNCF, Voluntary Action, Ad Council, 1972. #1738, bus. NH.  
Better Business Bureau, 1973. #1739, new.  
Forest Fire Prevention, 1973. #1740, rad. FC.  
Volunteering, 1973. #1741, rad. KE.  
Rehabilitation of the Handicapped, 1973. #1742, rad. WW.  
NCP: Technical Education and Training, ACTION, Forest Fire Prevention, Keep America Beautiful, 1973. #1743, new. OM.  
Traffic Safety, 1973. #1744, new. NH.  
Magazine ads: Aid to Higher Education, Red Cross, Forest Fire Prevention, Traffic Safety, UNCF, Voluntary Action, 1973. #1745, mag. GE.  
Rehabilitation of the Handicapped: "FDR Sat Here," 1973. #1746, mag. WW.  
Voluntary Action, 1974. #1747, new. KE.  
Jobs for Veterans, 1973. #1748, new. DS.

**Box 50:**

NCP: BBB, Red Cross, UNCF, 1973. #1749, new. JT.  
 ACTION, 1973. #1750, mag. DF.  
 Better Business Bureau, 1973. #1751, new. LB.  
 Help Fight Pollution, 1973. #1752, new. MA.  
 NCP: Continue Your Education, Red Cross, Traffic Safety, Seat Belts, 1973. #1753, new.  
 Rehabilitation for the Handicapped, 1973. #1754, new. WW.  
 Drug Abuse Info - Overseas, 1973. #1755, new. VD.  
 Drug Abuse Info - Overseas, 1973. #1756, rad. VD.  
 United Negro College Fund, 1973. #1757, rad. YR.  
 United Negro College Fund, 1973. #1758, new. YR.  
 Technical Education and Training, 1973. #1759, bkl.  
 Magazine ads: Red Cross, Consumer Info, Forest Fire Prevention, Rehabilitation of the  
 Handicapped, UNCF, United Way, Voluntary Action, 1973. #1760, mag. YR.  
 Business Press ads: Consumer Info, Employer Support, Rehabilitation of the Handicapped,  
 Traffic Safety, UNCF, Savings Bonds, United Way, Voluntary Action, 1973. #1761,  
 bus. YR.  
 Small Claims Court, 1973. #1762, rad. MM.  
 INAE: Red Cross, Productivity, 1973. #1763, new. JT.  
 NCP: Keep America Beautiful, Productivity, Employer Support, United Way, 1973. #1764,  
 new. DA.  
 Help Fight Pollution, 1973. #1765, rad. MA.  
 Help Fight Pollution, 1973. #1766, new. MA.  
 Business Press ads: Aid to Higher Education, Fight Pollution, Veterans' Jobs, Productivity,  
 RIAL, Technical Education and Training, Ad Council, 1973. #1767, bus. MA.  
 Business Press ads: Aid to Higher Education, Fight Pollution, Red Cross, Productivity,  
 RIAL, Technical Education and Training, Ad Council, 1973. #1768, mag. MA.  
 Religion in American Life, 1973. #1769, rad. LH.  
 Productivity, 1973. #1770, rad. ME.  
 VD Facts, 1973. #1771, bkl.  
 NCP: United Way, ACTION, RIAL, 1973. #1772, new. DF.

**Box 51:**

INAE: UNCF, RIAL, 1973. #1773, new. LH.  
 "Food Is More Than Just Something to Eat," 1973. #1774, bkl.  
 VD, 1973. #1775, mag. NA.  
 Productivity, 1973. #1776, new. ME.  
 Southern Forest Fire Prevention, 1973. #1777, new.  
 Southern Forest Fire Prevention, 1973. #1778, mag.  
 Religion in American Life, 1973. #1779a, new. LH.  
 Religion in American Life, 1973. #1779b, kit. LH.  
 Population, 1973. #1780, new. RM.  
 National Commission on Productivity, 1973. #1781, kit. ME.  
 Food, Nutrition and Health, 1973. #1782, kit. YR.  
 Religion in American Life, 1973. #1783, new. LH.

NCP: Technical Education and Training, Rehabilitation of the Handicapped, Commission on Productivity, Red Cross, 1974. #1784, new. OM.  
 Red Cross, 1973. #1785, bkl.  
 Business Press ads: Aid to Higher Education, Red Cross, Employer Support, Help Fight Pollution, Rehabilitation of the Handicapped, 1973. #1786, bus. DA.  
 Magazine ads: Help Fight Pollution, Red Cross, Aid to Higher Education, Employer Support, Rehabilitation of the Handicapped, Technical Education and Training, VD, Voluntary Action, 1973. #1787, mag. DA.  
 Southern Forest Fire Prevention, 1973. #1788, rad. LE.  
 Red Cross, 1973. #1789, new. JT.  
 Rehabilitation of the Handicapped, 1974. #1790, new. WW.  
 ACTION, 1974. #1791, rad. DF.  
 ACTION, 1974. #1791b, new. DF.  
 VD Awareness, 1974. #1792, rad. NA.  
 Special Mailing: Energy Crisis, 1974. #1793, bus.  
 Savings Bonds, 1974. #1794, tel. LB.  
 Ad Council Annual Report, 31<sup>st</sup>, 1972-73. #1795, adm. AC.  
 Poster, Outdoor, and Transit Advertising Bulletins: ACTION, Red Cross, 1974. #1797, out. JT.  
 INAE: Energy Conservation, Red Cross, 1974. #1798, new. JT.

**Box 52:**

NCP: Energy Conservation, 1974. #1799, new.  
 Energy Conservation, 1974. #1800a, new, mag. CW.  
 Rehabilitation of the Handicapped, 1974. #1801, new. WW.  
 ACTION, 1974. #1802, new. DF.  
 NCP: Rehabilitation of the Handicapped, Volunteering, 1974. #1803, new. WW.  
 Energy Conservation, 1974. #1804a, rad. CW.  
 National Alliance of Businessmen, 1974. #1805, rad. GA.  
 Volunteer, 1974. #1806, mag. KE.  
 Magazine ads: Guard and Reserve; ACTION; Red Cross; Food, Nutrition, and Health; Forest Fire Prevention; Health Careers; Rehabilitation of the Handicapped; United Negro College Fund, 1974. #1807, mag. KE.  
 Food, Nutrition, and Health, 1974. #1808, new. YR.  
 Energy Conservation, 1974. #1809, mag. CW.  
 Forest Fire Prevention, 1974. #1811, new. FC.  
 "The Profit Motive and the Public Interest," address by Howard J. Morgens, Dec. 18, 1973. #1812, rep.  
 Poster, Outdoor, and Transit Advertising Bulletins: Energy Conservation, 1974. #1813, out, pos, tra. CW, DF.  
 Business Press ads: Guard and Reserve; Food, Nutrition, and Health; Help Fight Pollution; Rehabilitation of the Handicapped; UNCF; US Savings Bonds; Volunteer, 1974. #1814, bus. YR.  
 Forest Fire Prevention, 1974. #1815, rad. FC.

Health Careers, 1974. #1816, rad. OM.  
 Technical Education and Training, 1974. #1817, rad. OM.  
 Savings Bonds, 1974. #1818, mag. LB.  
 Health Careers, 1974. #1819, new. OM.  
 United Negro College Fund, 1974. #1820, new. YR.  
 Poster, Outdoor, and Transit Advertising Bulletins: Forest Fire Prevention, Savings Bonds,  
 1974. #1821, pos, out, tra. FC, WW, LB.  
 NCP: ACTION, Health Careers, Red Cross, 1974. #1822, new. DF.  
 Your Advertising Council, 1974. #1823, adm.  
 NCP: Rehabilitation of the Handicapped, Red Cross, 1974. #1824, new. WW, JT.  
 INAE: National Health Council, ACTION, 1974. #1825, new. OM, DF.  
 Forest Fire Prevention, 1974. #1826, tra. FC.  
 Savings Bonds, 1974. #1827, mag. LB.  
 Technical Education and Training, 1974. #1828, new. OM.  
 Volunteer, 1974. #1829, rad. KE.  
 Rehabilitation of the Handicapped, 1974. #1830, rad. WW.  
 United Negro College Fund, 1974. #1831, rad. YR.  
 Magazine ads: Red Cross; Food, Nutrition, and Health; Forest Fire Prevention; Guard and  
 Reserve; Technical Education and Training; UNCF; Volunteer; Population Control,  
 1974. #1832, mag. YR, KE, JT, DA, FC, RM, OM.

**Box 53:**

Business Press Media Kit, 1974. #1833, bus.  
 Food, Nutrition, and Health, 1974. #1834, rad. YR.  
 Aid to Higher Education, 1974. #1835, rad. GE.  
 Energy Conservation, 1974. #1836a, rad. CW.  
 "Don't Be Fuelish," Energy Conservation, 1974. #1836b, tra. CW.  
 Religion in American Life, 1974. #1837, rad. CA.  
 Religion in American Life, 1974. #1838, new. CA.  
 Savings Bonds, 1974. #1839, new.  
 NCP: Technical Education and Training, Forest Fire Prevention, Energy Conservation, BBB,  
 Food and Nutrition, Rehabilitation of the Handicapped, 1974. #1840, new.  
 INAE: Energy Conservation, Red Cross, Technical Education and Training, Forest Fire  
 Prevention, 1974. #1841, new. CW.  
 Poster Advertising Bulletin: Guard and Reserve, UNCF, 1974. #1842a, pos. DA, YR.  
  
 USO, 1974. #1842b, rad. DI.  
 Transit Advertising Bulletin: Guard and Reserve, RIAL, Energy Conservation, 1974. #1843,  
 tra. DA, CA, CW.  
 Business Press ads: Food, Nutrition, and Health; Guard and Reserve; Jobs; Veterans Jobs;  
 UNCF; Volunteer, 1974. #1844, bus. YR, DA, GA, KE.  
 Business Press ads: Guard and Reserve, ACTION, Consumer Info, Energy Conservation,  
 RIAL, United Way, 1974. #1845, bus. DA, DF, TL, CW, CA, CE.  
 Magazine ads: Guard and Reserve; BBB; Food, Nutrition, and Health; RIAL; United Way;

1974. #1846, bus. DA, TL, YR, CA, CE.  
Ad Council Annual Report, 32<sup>nd</sup>, "Report to the American People," 1973-74. #1847, adm.  
AC.  
NCP: Rehabilitation of the Handicapped, United Way, 1974. #1848, new. WW, CE.

**Box 54:**

Rehabilitation of the Handicapped, 1974. #1849, new. WW.  
Savings Bonds, 1974. #1850, out. LB.  
Savings Bonds, 1975. #1851, tra. LB.  
Volunteer, 1974. #1852, mag. KE.  
Business Press ads: Red Cross, Guard and Reserve, Rehabilitation of the Handicapped,  
Volunteer, 1974. #1853, bus. JT, DA, WW, BJ.  
Magazine ads: Red Cross, Guard and Reserve, Rehabilitation of the Handicapped,  
Volunteer, 1974. #1854, mag. JT, DA, WW, BJ.  
Double Up America, 1974. #1855, new. AP.  
Business Press kit: Export Development, Carpooling, 1974. #1856, bus.  
Forest Fire Prevention, 1974. #1857, new. LE.  
Energy Conservation, 1974. #1858, kit. AP.  
Savings Bonds features, 1974. #1859, bkl.  
"Don't Be Fuelish," Energy Conservation, 1974. #1860, tra. CW.  
Carpooling/Energy Conservation, 1974. #1861, new. AP.  
Carpooling/Energy Conservation, 1974. #1862, new. CW.  
Carpooling/Energy Conservation, 1974. #1863, pos. AP.  
Carpooling/Energy Conservation, 1974. #1864, new. AP.  
United Way of America, 1974. #1865, new. CE.  
Religion in American Life, 1974. #1866, new. CA.  
Transit Advertising Bulletin: United Way, Rehabilitation of the Handicapped, 1974. #1867,  
tra. CE, WW.  
Southern Forest Fire Prevention, 1975. #1868, rad. LE.  
Keep America Beautiful, 1975. #1869, rad. MA.  
Carpooling/Energy Conservation, 1975. #1870, rad. AP.  
National Alliance of Businessmen, 1975. #1871, mag. GA.  
National Alliance of Businessmen, 1975. #1872, rad. GA.  
Forest Fire Prevention (order form), 1975. #1874, new/mag.  
Red Cross, 1975. #1875, new. JT.  
Savings Bonds (order form), 1975. #1876, new.  
Poster Advertising Bulletin: Rehabilitation of the Handicapped, National Alliance of  
Businessmen, 1975. #1877, pos. WW, GA.  
Outdoor Advertising Bulletin: Energy Conservation, Rehabilitation of the Handicapped, Red  
Cross, 1975. #1878, out. CW, WW, JT.  
Transit Advertising Bulletins: Red Cross, Energy Conservation, Rehabilitation of the  
Handicapped, National Alliance of Businessmen, 1975. #1879, tra. JT, CW, WW,  
GA.  
NCP: Volunteer, Keep America Beautiful, Red Cross, RIAL, 1975. #1880, new. BJ, MA, JT,

CA.

INAE: Consumer Information, Red Cross, Volunteer, 1975. #1881, new. JT, LB, BJ.

Business Press Mailing: Export Development, NAB, Red Cross, Rehabilitation of the Handicapped, Volunteer, 1975. #1882, bus. MA, GA, JT, WW, BJ.

National Alliance of Businessmen, 1975. #1883, mag. GA.

Rehabilitation of the Handicapped, 1975. #1884, new. WW.

**Box 55:**

Preliminary Statement on a Major Public Service Mass Communications Program by the Advertising Council, Inc. To Help Create a Better Understanding of the American Economic System, 1975. #1885, adm. CA.

Savings Bonds, 1975. #1886, mag. LB.

Tips for Energy Savers, 1975. #1887, adm. CW.

Aid to Higher Education, 1975. #1888, new. GE.

NCP: Financial Aid to Education, BBB, Energy Conservation, Red Cross, 1975. #1889, new. GE, CW, JT.

Aid to Higher Education, 1975. #1890, new. GE.

Energy Conservation, 1975. #1891, kit. CW.

Volunteer, 1975. #1892, rad. BJ.

Magazine ads: Red Cross, Higher Education, Help Fight Pollution, Rehabilitation of the Handicapped, Volunteer, 1975. #1893, mag. JT, GE, MA, WW, BJ.

National Alliance of Businessmen, 1974. #1894, new. GA.

Rehabilitation of the Handicapped, 1975. #1895a, rad. WW.

Rehabilitation of the Handicapped, 1975. #1895b, tel. WW.

Volunteer, 1975. #1896, new. BJ.

United Negro College Fund, 1975. #1897, new. YR.

Poster Advertising Bulletins: Help Fight Pollution, Forest Fire Prevention, Volunteer, Red Cross, 1975. #1898, pos. MA, FC, BJ, JT.

Forest Fire Prevention, 1975. #1899, new. LE.

Transit Advertising Bulletins: Volunteer, Help Fight Pollution, 1975. #1900, tra. MA, BJ.

Outdoor Advertising Bulletins: Forest Fire Prevention, Volunteer, 1975. #1901, BJ.

Employer Support of the Guard and Reserve, 1975. #1902, new. DA.

ACTION, 1975. #1903, new. DF.

Forest Fire Prevention, 1975. #1904, new. LE.

INAE: VD Awareness, Help Fight Pollution, Employer Support of the Guard and Reserve, 1975. #1905, new. NA, MA, DA.

NCP: Employer Support of the Guard and Reserve, Volunteer, Red Cross, 1975. #1906, new. DA, BJ, JT.

Magazine ads: Red Cross, Energy Conservation, Forest Fire Prevention, Guard and Reserve, Higher Education, UNCF, Volunteer, 1975. #1907, mag. JT, AP, FC, DA, GE, YR, BJ.

Business Press Special Mailing: Energy Conservation, Export Development, Employer Support, Higher Education, NAB, UNCF, 1975. #1908, bus. AP, MA, DA, GE, GA, YR.

Employer Support of the Guard and Reserve, 1975. #1909, rad. DA.  
 Forest Fire Prevention, 1975. #1910, rad. FC.  
 United Negro College Fund, 1975. #1911, rad. YR.  
 Outdoor Advertising Bulletin: Carpooling, Employer Support, Savings Bonds, 1975. #1912,  
 out. AP, DA, LB.  
 Transit Advertising Bulletins: Forest Fire Prevention, UNCF, 1975. #1913, tra. FC, YR.  
 Poster Advertising Bulletins: Carpooling, Employer Support, 1975. #1914, pos. AP, DA.  
 NCP: Forest Fire Prevention, Pollution, 1975. #1915a, new. FC, MA.  
 Forest Fire Prevention, 1975. #1915b, new. FC.  
 Red Cross, 1975. #1916a, new. JT.  
 Forest Fire Prevention, 1975, new. #1916b, new. FC.  
 Savings Bonds, 1975. #1917, mag. LB.  
 Outdoor, Poster, and Transit Advertising Bulletins: United Way, Forest Fire Prevention,  
 Higher Education, UNCF, RIAL, Employer Support, NAB, 1975. #1918a, out, pos,  
 tra. CE, FC, GE, YR, CA, DA, GA.  
 Aid to Higher Education, 1975. #1918b, rep.  
 Health Careers, 1975. #1919, mag.

**Box 56:**

Savings Bonds, 1975. #1920, new.  
 Minority Business Enterprises, 1975. #1921, bus. RR.  
 Peace Corps, 1975. #1922, rad. DF.  
 Aid to Higher Education, 1975. #1923, rad. GE.  
 Energy Conservation, 1975. #1924, rad. CW.  
 Religion in American Life, 1975. #1925, rad. CA.  
 Business Press ads: Higher Education, Export Development, NAB, RIAL, United Way,  
 1975. #1926, bus. GE, MA, GA, CA, CE.  
 INAE: United Nations, Health Careers, United Way, RIAL, 1975. #1928, new. DD, OM, JK,  
 CA.  
 Carpooling/Energy Conservation, 1975. #1929, rad. VD.  
 United Nations, 1975. #1930, new. DD.  
 United Nations, 1975. #1931, rad. DD.  
 Technical Education and Training, 1975. #1932, rad. FS.  
 Poster, Outdoor, and Transit Advertising Bulletins: Health Careers, UN, Savings Bonds,  
 Productivity, Forest Fire Prevention, United Way, Technical Education and Training,  
 1975. #1933, out, pos, tra. OM, DD, LB, ME, FC, FS.  
 Religion in American Life, 1975. #1934, new. CA.  
 Southern Forest Fire Prevention, 1975. #1935, new. LE.  
 Southern Forest Fire Prevention, 1975. #1936, rad. LE.  
 NCP: Health Careers, United Way, RIAL, 1975. #1937, new. OM, CE, CA.  
 Health Careers, 1975. #1938, new. OM.  
 Export, 1975. #1939, bus. MA.  
 Technical Education and Training, 1975. #1940, mag. FS.  
 Ad Council Annual Report, 33<sup>rd</sup>, 1974-75. #1941, adm. AC.



Business Press ads: Aid to Higher Education, Red Cross, High Blood Pressure Education, Productivity, 1975. #1942, bus. GE, JT, DK, ME.  
Red Cross, 1976. #1943, kit. JT.  
Spanish Technical Education and Training, 1975. #1944, mag. FS.

**Box 57:**

High Blood Pressure Education, 1975. #1944b, rad. DK.  
Health Careers, 1976. #1945, rad. OM.  
Consumer magazine ads: Aid to Higher Education, Red Cross, Health Careers, High Blood Pressure Education, Technical Education and Training, 1975. #1946, mag. OM.  
NCP: Red Cross, Productivity, United Nations, 1976. #1947, new.  
INAE: ACTION, Carpooling/Energy Conservation, 1976. #1948, new. DF.  
Poster, Outdoor, and Transit Bulletin Ads: Carpooling, Productivity, Red Cross, 55mph, Health Careers, 1976. #1949, pos, out, tra. VD, ME, JT, VD, JT, OM.  
US Savings Bonds, 1975. #1950, new.  
US Savings Bonds, 1975. #1951, mag.  
US Savings Bonds story boards, 1976. #1952, tel.  
Red Cross, 1976. #1953, new. JT.  
Employer Support of the Guard and Reserve, 1976. #1954, rad. DA.  
Health Careers (Spanish), 1976. #1955, mag. OM.  
Health Careers, 1976. #1956, rad. OM.  
Consumer magazine ads: ACTION, High Blood Pressure, Red Cross, RIAL, 1976. #1957, mag.  
Health Careers (Spanish), 1976. #1958, new. OM.  
Business Press ads: Red Cross, Carpooling, Export Development, High Blood Pressure Education, UNCF, 1976. #1959, bus. DK.  
High Blood Pressure Education, 1976. #1960, rad. DJ.  
US Savings Bonds, features "Campaign Issue," 1976. #1961, bus.  
Consumer magazine ads: 55mph, UNCF, 1976. #1962, mag. VD, YR.  
Consumer magazine ads: Red Cross, 55mph, High Blood Pressure Education, UNCF, 1976. #1963, mag. JT, VD, DK, YR.  
American Economic System, 1976. #1964, mag. CA.  
Technical Education and Training, 1976. #1965, new.  
Southern Forest Fire Prevention, 1976. #1966, rad. LE.  
55 MPH, 1976. #1967, new. VD.  
55 MPH, 1976. #1968, rad. VD.

**Box 58:**

United Nations, 1976. #1969, mag. DD.  
Poster, Outdoor, and Transit Bulletin ads: Productivity, UNCF, Savings Bonds, Carpooling, Red Cross, 1976. #1970, pos, out, tra. ME, YR, LB, VD, ME, JT, YR.  
NCP: Carpooling, UNCF, 55mph, Technical Education and Training, 1976. #1971, new. AP, YR, VD.

Red Cross, 1976. #1972, new. JT.  
 Ad Council booklet, 1976. #1973, bkl.  
 Outdoor and Transit Advertising Bulletins: Savings Bonds, American Economic System,  
 Forest Fire Prevention, 1976. #1974, out, tra. LB, CA, FC, LB, CA.  
 American Economic System, 1976. #1975a, rad. CA.  
 United Negro College Fund, 1976. #1976, rad. YR.  
 American Economic System, 1976. #1977, new. CA.  
 American Economic System (special INAE mailing), 1976. #1978, new. CA.  
 International Association of Business Communicators ads: Carpooling, 55mph, Forest Fire  
 Prevention, United Nations, 1976. #1979, com. VD, FC, DD.  
 Carpooling, 1976. #1980, new. VD.  
 Carpooling, 1976. #1981, rad. VD.  
 Employer Support of the Guard and Reserve, 1976. #1982, rad. DA.  
 INAE: UNCF, Technical Education and Training, Forest Fire Prevention, 1976. #1983, new.  
 YR, FS, FC.  
 NCP: Red Cross, American Economic System, 1976. #1984, new. JT.  
 Forest Fire Prevention, 1976. #1985, rad. FC.  
 American Economic System, 1976. #1986, bus. CM.  
 Carpooling, 1976. #1987, mag. AP.  
 Export Education, 1976. #1988a, rad. MA.  
 American Economic System, 1976. #1988b, mag. CA.  
 American Economic System, 1976. #1989, com. CA.  
 55MPH, 1976. #1990, rad. VD.  
 Media Guide for American Economic System, 1976. #1991, adm. CA.  
 Poster, Outdoor, and Transit Advertising Bulletins: Older Persons, United Nations,  
 American Economic System, Child Abuse, 1976. #1992, pos, out, tra. BA, DD, CA,  
 BA, CE.  
 American Economic System, 1976. #1993, mag. CA.  
 Older Persons/Aging, 1976. #1994a, new. BA.  
 Facts and Myths About Aging, 1976. #1994b, bkl. AC.

**Box 59:**

Forest Fire Prevention, 1976. #1995, new. FC.  
 3<sup>rd</sup> Quarter ads: High Blood Pressure, Productivity, 1976. #1996, com.  
 Business Press ads: Carpooling, Export Development, High Blood Pressure, UNCF, 1976.  
 #1997, bus. VD, MA, YR, DK.  
 NCP: Child Abuse, High Blood Pressure, 1976. #1998a, new.  
 Child Abuse Prevention, 1976. #1998b, rad. CE.  
 Ad Council Annual Report, 35<sup>th</sup>, "Report to the American People: A Bicentennial  
 Perspective," 1975-76. #1999a, adm. AC.  
 INAE: Carpooling, High Blood Pressure, 1976. #1999b, new. VD, DK.  
 "The American Economic System...and Your Part in It," sixth printing, 1977. #2000, bkl.  
 Register and Vote, 1976. #2001, rad. NH.  
 National Alliance of Businessmen: Help America Work, 1976. #2002, rad. GA.

Southern Forest Fire Prevention, 1976. #2004, rad. LE.  
 Transit Advertising Bulletins: Register and Vote, Aid to Higher Education, 1976. #2005, tra. NH.  
 Aid to Higher Education, 1976. #2006, pos. DC.  
 United Way, 1976. #2007, out. BJ.  
 Consumer magazine ads: American Economic System, Aging, Child Abuse, United Way, Aid to Higher Education, Technical Education and Training, 1976. #2009, mag. CA, BA, CE, BJ, FS.  
 4<sup>th</sup> Quarter ads: Child Abuse, United Way, 1976. #2011a, pos. YR.  
 Fair Campaign, 1976. #2011b, rad.  
 Fair Campaign, 1976. #2012, new.  
 Business Press ads: American Economic System, Guard and Reserve, NAB, Technical Education and Training, 1976. #2013, bus. CA, DA, GA, FS.  
 United Nations, 1976. #2014, bus. DD.  
 INAE: 55MPH, United Way, 1976. #2016, new. VD, BJ.  
 NCP: Register and Vote, United Way, American Economic System, Aging, 1976. #2017, new.  
 Aging, 1976. #2018, rad. BA.  
 Register to Vote, 1976. #2019, rad. NH.  
 Employer Support of the Guard and Reserve, 1977. #2020, rad. DA.  
 Swine Flu Immunization, 1976. #2021, rad. AS.  
 Business Press ads: Red Cross, Aid to Higher Education, Guard and Reserve, Export Development, 1977. #2022, bus. JT, DC, DA, MA.  
 United Negro College Fund, 1977. #2023, pos. YR.

**Box 60:**

Savings Bonds, 1977. #2024, out. JT.  
 Transit Advertising Bulletins: Red Cross, Swine Flu, Savings Bonds, 1977. #2025, tra. JT, AS, LB.  
 Consumer magazine Ads: Aging, Aid to Higher Education, Red Cross, Child Abuse Prevention, 1977. #2026, mag. BA, DC, JT, CE.  
 1<sup>st</sup> Quarter ads: Aging, Aid to Higher Education, Red Cross, 1977. #2027, com. BA, DC, JT.  
 NCP: 55MPH, Aging, UNCF, Swine Flu, 1976. #2028, new. VD.  
 INAE: Child Abuse, UNCF, 1977. #2029, new. CE, YR.  
 Swine Flu Immunization, 1977. #2030, new. AS.  
 Economic Communicator, May, July, and Sept./Oct. 1976. #2031, adm.  
 Economic Communicator, Vol. 1, No. 4, Jan. 1977. #2032, adm.  
 "The Most Successful Introduction of a Public Service Campaign in Ad Council History," Status Report on the American Economic System PSA Campaign, 1977. #2033, bkl.  
 2<sup>nd</sup> Quarter ads: ACTION, Aging, Red Cross, Child Abuse, Health Careers, UNCF, 1977. #2034, mag. DF, BA, JT, CE, DM, YR.  
 Forest Fire Prevention, 1977. #2035, new. FC.  
 ACTION, 1977. #2036, new. DF.  
 Business Press ads: Aid to Higher Education, Red Cross, Guard and Reserve, Export

Development, United Nations, UNCF, 1977. #2037, bus. DC, JT, DA, MA, DD, YR.  
 Transit Advertising Bulletins: American Economic System, Red Cross, Health Careers, RIAL, 1977. #2038, CA, JT, OM, CA.  
 Outdoor Advertising Bulletins: Red Cross, RIAL, American Economic System, Savings Bonds, 1977. #2039, out. JT, CA, CA.  
 Religion in American Life, 1977. #2040a, rad. CA.  
 55MPH (storyboards), 1977. #2040b, tel. VD.  
 Southern Forest Fire Prevention, 1977. #2041, rad. LE.  
 NCP: Child Abuse Prevention, Aid to Higher Education, Red Cross, UNCF, Health Careers, 1977. #2042, new. CE, DC, JT, YR, DM.  
 INAE: Health Careers, Red Cross, RIAL, 1977. #2043, new. DM, JT, CA.  
 Savings Bonds, 1977. #2044, new. LB.  
 2<sup>nd</sup> Quarter ads: Red Cross, UNCF, 1977. #2045, com. JT, YR.  
 Red Cross, 1977. #2046, new. JT.  
 Red Cross, 1977. #2047, kit. JT.  
 Economic Communicator, Vol. 1, No. 5, Mar. 1977. #2048, adm.  
 Transit Advertising Bulletins: UNCF, Savings Bonds, Forest Fire Prevention, High Blood Pressure, 1977. #2049, tra. YR, LB, FC, NC.  
 Outdoor Advertising Bulletins: Savings Bonds, Red Cross, 1977. #2050, out. LB, JT.  
 Forest Fire Prevention, 1977. #2051, pos. FC.  
 Aid to Higher Education, 1977. #2052, rad. DC.  
 Employer Support of the Guard and Reserve, 1977. #2053, rad. DA.  
 High Blood Pressure Education, 1977. #2055, rad. NC.  
 NCP: ACTION, RIAL, American Economic System, VISTA, Peace Corp. NAB/Jobs for Veterans, 1977. #2056. TB.

**Box 61:**

INAE: High Blood Pressure, Forest Fire Prevention, Red Cross, 1977. #2057, new. NC, FC, JT.  
 Export Development, 1977. #2058, rad. MA.  
 INAE: UNCF, Child Abuse, 1977. #2059, new. YR, CE.  
 NCP: Peace Corp, VISTA, Child Abuse, Aid to Higher Education, American Economic System, 1977. #2060, new. TB, DC, CA.  
 Aid to Higher Education, 1977. #2061, pos. DC.  
 Transit Advertising Bulletins: Aid to Higher Education, Child Abuse, 1977. #2062, tra. DC, CE.  
 Outdoor Advertising Bulletins: Forest Fire Prevention, NAB/Jobs for Veterans, 1977. #2063, out. FC, GA.  
 Business Press ads: Ad Council, American Economic System, Guard and Reserve, Export Development, Nat'l Minority Purchasing Council, Technical Education and Training, UNCF, Savings Bonds, 1977. #2064, bus. AC, CA, DA, MA, RR, CF, YR, LB.  
 ACTION, 1977. #2065a, new. DF.  
 ACTION, 1977. #2065b, new. DF.  
 ACTION (Peace Corps/VISTA), 1977. #2065c, rad.

Forest Fire Prevention, 1977. #2066a, mag. FC.  
Forest Fire Prevention, 1977. #2066b, rad. FC.  
Forest Fire Prevention, 1977. #2066c, rad. FC.

Consumer magazine ads: American Economic System, Forest Fire Prevention, Religion in American Life, 1977. #2067, mag. CA, FC, CA.  
Public Service Advertising Bulletin, Nos. 48 and 49, 1977. #2068, adm.  
Consumer magazine ads: Aid to Higher Education, Aging, Child Abuse, Forest Fire Prevention, High Blood Pressure, Red Cross, RIAL, UNCF, 1977. #2069, mag. DC, BA, CE, FC, NC, JT, CA, YR.  
United Way, 1977. #2070, adm.  
Savings Bonds, 1977. #2071, adm.  
Brochure: Your Ad Council, 1977. #2072a, adm.  
United Negro College Fund, 1977. #2072b, rad. YR.  
Aging, 1977. #2073, rad. BA.  
Outdoor Advertising Bulletins: American Economic System, United Way, 1977. #2074, out. CA, BJ.  
Poster Advertising Bulletin: American Economic System, 1977. #2075, pos. CA.  
Transit Advertising Bulletins: Technical Careers, Savings Bonds, NAB, 1978. #2076, tra. CF, LB, GA.  
Child Abuse Prevention, 1977. #2078, rad. CE.  
4<sup>th</sup> Quarter ads: American Economic System, United Way, 1977. #2079, com. CA, BJ.  
Red Cross, 1977. #2080, mag. JT.  
Consumer magazine ads: Aid to Higher Education, Child Abuse Prevention, Guard and Reserve, Export Development, Nat'l Minority Purchasing Council, Technical Education and Training, UNCF, Savings Bonds, United Way, Ad Council, 1977. #2081, bus. DC, CE, DA, MA, RR, CF, YR, LB, BJ, AC.  
NCP: American Economic System, Technical Education and Training, NAB, 1977. #2082, new. CA, CF.  
INAE: United Way, American Economic System, 1977. #2083, new. BJ, CA.

**Box 62:**

Consumer magazine ads: Aid to Higher Education, Child Abuse, High Blood Pressure Education, Technical Education and Training, UNCF, 1977. #2084, mag. DC, CE, NC, CF, YR.  
American Economic System, "Productivity and Your Part in It," 1977. #2085, bkl.  
Economic Communicator, 1978. #2086, adm.  
Ad Council Annual Report, 35<sup>th</sup>. "Report to the American People," 1977. #2087, adm. AC.  
Red Cross Campaign Kit, 1978. #2088, kit. JT.  
American Economic System, 1978. #2089, new. CA.  
Employer Support of the Guard and Reserve, 1978. #2090, rad. DA.  
Poster Advertising Bulletins: American Economic System, Red Cross, 1978. #2091, pos. CA, JT.  
Outdoor Advertising Bulletins: Child Abuse Prevention, Savings Bonds, 1978. #2092, out.

CE, LB.  
 Transit Advertising Bulletins: American Economic System, Red Cross, Savings Bonds, 1978. #2093, tra. CA, JT, LB.  
 Business Press ads: Aid to Higher Education, Red Cross, Child Abuse, Export Development, Guard and Reserve, Savings Bonds, 1978. #2094, bus. DC, JT, CE, MA, DA, YR.  
 1<sup>st</sup> Quarter ads for company publications: Red Cross, High Blood Pressure, 1978. #2095, JT, NC.  
 Consumer magazine ads: Aid to Higher Education, Red Cross, Child Abuse, High Blood Pressure, Technical Education and Training, 1978. #2096, mag. DC, JT, CE, NC, CF.

American Economic System, 1978. #2097, bus. CA.  
 Southern Forest Fire Prevention, 1978. #2098, mag. LE.  
 INAE: Food, Nutrition, and Health; Red Cross, 1978. #2099, new. YR, JT.  
 NCP: NAB; Food, Nutrition, and Health; Red Cross, 1978. #3000, new. GA, YR, JT.  
 "The Media and Economic Understanding: Is Anybody Listening?," by Robert Keim, 1977. #3001, adm.  
 INAE: Red Cross, RIAL, 1978. #3002, new. CA.  
 NCP: RIAL, Peace Corps, 1978. #3003, new. CA, TB.  
 Transit Advertising Bulletins: Pollution/KAB; Food, Nutrition, and Health, 1978. #3004, tra. MA, YR.  
 American Economic System, 1977. #3005, com. CA.  
 Red Cross, 1978. #3006, new. JT.  
 American Economic System, 1977. #3007, rad. CA.  
 American Economic System booklets: "Employment and Your Part in It," "Inflation and Your Part in It," "Productivity and Your Part in It," 1978. #3008, bkl.  
 Keep America Beautiful, 1978. #3010, pos. MA.  
 Keep America Beautiful, 1978. #3011, pos. MA.  
 Transit Advertising Bulletins: Forest Fire Prevention, Savings Bonds, RIAL, ACTION, 1978. #3012, tra. FC, LB, CA, TB.  
 Outdoor Advertising Bulletins: Forest Fire Prevention, Red Cross, Savings Bonds, American Economic System, 1978. #3013, out. FC, JT, LB, CA.  
 Forest Fire Prevention, 1978. #3014, mag. FC.

**Box 63:**

Keep America Beautiful, 1978. #3015, rad. MA.  
 United Negro College Fund, 1978. #3016, rad. YR.  
 Religion in American Life, 1978. #3017, rad. CA.  
 Forest Fire Prevention, 1978. #3018, rad. FC.  
 Peace Corps, 1978. #3019, rad. TB.  
 Aid to Higher Education, 1978. #3020, rad. DC.  
 NCP: American Economic System, UNCF, 1978. #3021, new. CA, YR.  
 INAE: Peace Corps, Forest Fire Prevention, 1978. #3022, new. TB, FC.  
 Consumer magazine ads: Aid to Higher Education, UNCF, United Way, 1978. #3023, mag.  
 Economic Communicator, Vol. 1, No. 9, 1978. #3024, adm.

Forest Fire Prevention, 1978. #3025, rad. FC.  
 NCP: United Way; Food, Nutrition, and Health; Support the Arts; Technical Education and Training; UNCF; Forest Fire Prevention; 1978. #3026, new. BJ, YR, DD, CF, YR, FC.  
 INAE: UNCF, VISTA, Technical Education and Training, United Way, 1978. #3027, new. YR, TB, CF, BJ.  
 Support the Arts, 1978. #3028, rad.  
 55 MPH, 1978. #3029a, rad. SS.  
 Carpooling, 1978. #3029b, rad. LG.  
 Company ads: United Way, Forest Fire Prevention, 1978. #3030, com. FC.  
 Forest Fire Prevention, 1978. #3031, new. FC.  
 Consumer magazine ads: Aid to Higher Education; American Economic System; Food, Nutrition, and Health; High Blood Pressure; UNCF; United Way; VISTA, 1978. #3032, mag.  
 Red Cross, 1978. #3033, mag.  
 Business Press Advisory ads: Aid to Higher Education, American Economic System, Guard and Reserve, Export Development, High Blood Pressure, UNCF, Savings Bonds, United Way, 1978. #3034, bus. DC, CA, DA, MA, NC, YR, LB, BJ.  
 Transit Advertising Bulletins: VISTA, Forest Fire Prevention, UNCF, 1978. #3035, tra. TB, FC, YR.  
 Forest Fire Prevention, 1978. #3036, pos. FC.  
 Outdoor Advertising Bulletins: Child Abuse, Forest Fire Prevention, 1978. #3037, out. CE, FC.  
 Forest Fire Prevention, 1978. #3038, pos. FC.  
 Forest Fire Prevention, 1978. #3039, rad. LE.  
 Carpooling, 1978. #3040, new. LG.  
 INAE: Carpooling, Nat'l Endowment for the Arts, 1978. #3041, new. LG, DD.  
 NCP: High Blood Pressure, Aid to Higher Education, American Economic System, Carpooling, 1978. #3042, new. NC, DC, CA, LG.  
 55 MPH, 1978. #3044, new. SS.

**Box 64:**

Outdoor Advertising Bulletins: Carpooling, 55 MPH, 1978. #3045, out. LG, SS.  
 Transit Advertising Bulletins: Savings Bonds, Technical Education and Training, 1978. #3046, tra. LB, CF.  
 Carpooling, 1978. #3047, pos. LG.  
 Ad Council Annual Report, 36<sup>th</sup>. "Report to the American People," 1977-78. #3048, adm. AC.  
 Summary of Research: Study on Advertising Awareness and Understanding of the American Economic System, Post Study, Phase III, 1978. #3049a, adm.  
 American Economic System cartoons, 1978. #3049b, adm.  
 Research Highlights: Study of Advertising Awareness and Understanding of the American Economic System, Post Study, Phase III, 1978. #3049c, adm.  
 Economic Communicator, Vol. 1, No. 10, 1978. #3050, adm.

Red Cross, 1979. #3051a, kit. JT.  
 Red Cross, 1979. #3051b, JT.  
 Business Press Advisory ads: Carpooling, Energy Conservation, UNCF, American Economic System, Red Cross, Child Abuse, Guard and Reserve, Export Development, Savings Bonds, Ad Council, Inflation, 1979. #3052, JT, LG, YR, CA, JT, CE, DA, MA, LB.  
 Company magazine ads: American Economic System, Red Cross, United Way, 1979. #3053, CA, JT, BJ.  
 Red Cross, 1979. #3054, new. JT.  
 Southern Forest Fire Prevention, 1979. #3055, LE.  
 Forest Fire Prevention, 1978. #3056a, new. FC.  
 Red Cross, 1979. #3056b, pos. JT.  
 Transit Advertising Bulletins: Child Abuse, Red Cross, 1979. #3057, tra. CE, JT.  
 Red Cross, 1979. #3058, out. JT.  
 Savings Bonds, 1979. #3059, adm. LB.  
 INAE: RIAL, Red Cross, 1979. #3060, new. CA, JT.  
 NCP: UNCF, Support the Arts, Red Cross, 1979. #3061, YR, DD, JT.  
 National Endowment for the Arts, 1979. #3062, new. DD.  
 NCP: Blood Pressure, Red Cross, 1979. #3063, new. NC, JT.  
 Religion in American Life, 1979. #3064, out. CA.  
 Child Abuse, 1979. #3065, pos. CE.  
 American Economic System Picture Book, 1979. #3066, bkl.  
 Energy Conservation, 1979. #3067, rad. LG.  
 VISTA, 1979. #3068, rad. TB.  
 Consumer magazine ads: Aid to Higher Education, Red Cross, Child Abuse, Direct Deposit, UNCF, United Way, 1979. #3069, mag. DC, JT, CE, ME, YR, BJ.  
 Business Press Advisory ads: Aid to Higher Education, American Red Cross, Child Abuse Prevention, Employer Support of the Guard and Reserve, Export Development, UNCF, Savings Bonds, United Way, 1979. #3070a, bus. DC, JT, CE, DA, MA, YR, LB, BJ.  
 Company magazine ads: Child Abuse Prevention, Direct Deposit, United Way, 1979. #3070b, mag. CE, ME, BJ.  
 Outdoor Advertising Bulletins: Savings Bonds, Religion in American Life, 1979. #3071, out. LB, CA.  
 United Way, 1979. #3072, mag. BJ.  
 Technical Education and Training, 1979. #3073, pos. CF.  
 Transit Advertising Bulletins: UNCF, RIAL, Savings Bonds, Direct Deposit, 1979. #3074, tra. YR, CA, LB, ME.  
 NCP: Child Abuse, NAB, Red Cross, 1979. #3075, new. CE, GA, JT.  
 Religion in American Life, 1979. #3076, new. CA.  
 Religion in American Life, 1979. #3077, rad. CA.  
 Religion in American Life, 1979. #3078, rad. CA.  
 Forest Fire Prevention, 1979. #3079, rad. FC.  
 Employer Support of the Guard and Reserve, 1979. #3080, rad. DA.



**Box 65:**

Company magazine ads: Direct Deposit, Forest Fire Prevention, NAB, United Way, 1979. #3081, com. ME, FC, GA, BJ.

Business Press Advisory ads: Aid to Higher Education, American Economic Support, Employer Support of the Guard and Reserve, Export Development, NAB, Technical Education and Training, UNCF, Savings Bonds, United Way, 1979. #3082, bus. DC, CA, DA, MA, CF, YR, LB, BJ.

Consumer magazine ads: Aid to Higher Education, Alliance to Save Energy, American Economic System, Red Cross, Child Abuse, Direct Deposit, Forest Fire Prevention, National Alliance of Businessmen/Jobs, RIAL, UNCF, United Way, 1979. #3083, mag. DC, JT, CA, JT, CE, ME, FC, GA, CA.

Alliance to Save Energy, 1979. #3084, new. JT.

Transit Advertising Bulletins: Forest Fire Prevention, Direct Deposit, 1979. #3085, tra. FC, ME.

Forest Fire Prevention, 1979. #3086, pos. FC.

Forest Fire Prevention, 1979. #3087, pos. FC.

Outdoor Advertising Bulletins: Direct Deposit, Red Cross, 1979. #3088, out. ME, JT.

NCP: Forest Fire Prevention, Alliance to Save Energy, 1979. #3089, new. FC, JT.

Forest Fire Prevention, 1979. #3090, new. FC.

Company magazine ads: Technician Education and Training, United Way, 1979. #3091, com. CF, BJ.

Business Press Advisory ads: Aid to Higher Education, Child Abuse Prevention, Employer Support of the Guard and Reserve, Export Awareness, UNCF, Savings Bonds, United Way, 1979. #3092, bus. DD, CE, MA, YR, LB, BJ.

Consumer magazine ads: Aid to Higher Education, Child Abuse, UNCF, United Way, 1979. #3093, mag. DD, CE, YR, BJ.

INAE: Inflation, United Way, 1979. #3094, new. CA, BJ.

Employer Support of the Guard and Reserve, 1979. #3095, mag. DA.

United Way, 1979. #3096, pos. BJ.

Technician Education and Training, 1979. #3097, tra. CF.

NCP: Direct Deposit, United Way, Child Abuse, American Economic System, NAB/Jobs, 1979. #3098, new. ME, BJ, CE, CA, GA.

Savings Bonds, 1979. #3099, out. LB.

Forest Fire Prevention, 1979. #4000, mag. FC.

Employer Support of the Guard and Reserve, 1979. #4001, new. DA.

Economic Communicator, Vol. 4, No. 1, 1979. #4002, adm.

Employer Support of the Guard and Reserve, 1979. #4003, rad. DA.

Forest Fire Prevention, 1979. #4004, rad. FC.

Crime Prevention, 1979. #4005, new. DF.

Direct Deposit, 1979. #4006, new. ME.

Anti-Inflation, 1979. #4007, bus. CA.

Consumer Magazine ads: Aid to Higher Education, Child Abuse Prevention, UNCF, United Way, 1979. #4008a, mag. DD, CE, YR, BJ.

Child Abuse Prevention, 1979. #4008b, rad. CE.

NCP: American Economic System, Anti-Inflation, United Way, 1979. #4009, new. CA, CA,

BJ.

INAE: Crime Prevention, Direct Deposit, 1979. #4010, DF, ME.  
Transit Advertising Bulletins: Crime Prevention, Anti-Inflation, 1979. #4011, tra. DF, CA.  
Poster Advertising Bulletins: Anti-Inflation, Crime Prevention, 1979. #4012, pos. DF, CA.  
Poster Advertising Bulletins: Anti-Inflation, Crime Prevention, 1979. #4013, pos. DF, CA.  
Outdoor Advertising Bulletins: Anti-Inflation, Crime Prevention, 1979. #4014, out. DF, CA.  
Outdoor Advertising Bulletins: Red Cross, Census, 1980. #4015, out. JT, OM.  
Transit Advertising Bulletins: Red Cross, Census, 1980. #4016, tra. JT, OM.  
Decennial Census, 1980. #4017, pos. OM.  
Red Cross, 1980. #4018, pos. JT.  
Alliance to Save Energy, 1979. #4019, new. JT.  
Economic Communicator, Vol. 4, No. 2, 1979. #4020, adm.  
Census, 1980. #4021, bus. OM.  
American Economic System, 1979. #4022, new. CA.  
Company magazine ads: Crime Prevention, Direct Deposit, Anti-Inflation, 1979. #4023, com. DF, ME, CA.  
Consumer magazine ads: Alliance to Save Energy, Red Cross, Anti-Inflation, Child Abuse Prevention, United Way, Census, 1980. #4024, mag. JT, JT, CA, CE, BJ, OM.  
Company magazine ads: Red Cross, Anti-Inflation, Census, United Way, 1980. #4025, com. JT, CA, OM, BJ.  
Direct Deposit, 1980. #4026, new. ME.

**Box 66:**

Direct Deposit, 1980. #4027a, mag. ME.  
Census, 1980. #4027b, new. OM.  
Census, 1980. #4028a, new. OM.  
Census, 1980. #4028b, new. OM.  
Direct Deposit, 1980. #4029, bus. ME.  
Census, 1980. #4030, adm. OM.  
Census, 1980. #4031, rad. OM.  
Census, 1980. #4032, rad. OM.  
Census, 1980. #4033, new.  
Census, 1980. #4034, new. OM.  
INAE: Forest Fire Prevention, RIAL, Direct Deposit, 1980. #4035, new. FC, CA, ME.  
NCP: Child Abuse Prevention, Red Cross, Forest Fire Prevention, VISTA, RIAL, Direct Deposit, 1980. #4036, new. CE, JT, FC, TB, CA, ME.  
Census, 1980. #4037, pos. OM.  
Poster Advertising Bulletins: Census, Export Awareness, 1980. #4038, pos. OM.  
Transit Advertising Bulletins: Anti-Inflation, Forest Fire Prevention, RIAL, Child Abuse Prevention, 1980. #4039, tra. CA, FC, CA, CE.  
Census, 1980. #4040, out. OM.  
Forest Fire Prevention, 1980. #4041a, mag. LE.  
Southern Forest Fire Prevention, 1980. #4041b, mag. LW.  
Anti-Inflation, 1980. #4041c, rad. CA.

Energy Conservation: Residential Energy, 1980. #4042a, new. JT.  
 Energy Conservation, 1980. #4042b, kit. JT.  
 Direct Deposit, 1980. #4043, mag. ME.  
 Forest Fire Prevention, 1980. #4044, rad. LE.  
 Religion in American Life, 1980. #4045, rad. CA.  
 Southern Forest Fire Prevention, 1980. #4046, new. LW.  
 Business Press Advisory ads: American Economic System, Red Cross, Anti-Inflation, Direct Deposit, RIAL, Savings Bonds, United Way, 1980. #4047, bus. CA, JT, CA, ME, CA, LB, BJ.  
 Consumer magazine ads: Red Cross, Anti-Inflation, Child Abuse Prevention, Direct Deposit, Forest Fire Prevention, 1980. #4048, mag. JT, CA, CE, ME, FC.  
 Energy Conservation/Carpooling, 1980. #4049, rad. JT.  
 Direct Deposit, 1980. #4050, rad. ME.  
 Forest Fire Prevention, 1980. #4051, new. FC.  
 Forest Fire Prevention, 1980. #4052a, rad. FC.  
 Child Abuse Prevention, 1980. #4052b, rad. CE.  
 Forest Fire Prevention, 1980. #4052c, rad. FC.  
 Red Cross, 1980. #4053, rad. JT.

**Box 67:**

Aid to Higher Education, 1980. #4054, rad. DD.  
 Direct Deposit, 1979. #4055a, rad. ME.  
 Cambodia Crisis, 1980. #4055b, mag/new. KM.  
 Cambodia Crisis, 1980. #4055c, rad. KM.  
 Census, 1980. #4056, new. OM.  
 Crime Prevention, 1979. #4057, rad/pos/out/new. DF.  
 Census, 1980. #4058, rad. OM.  
 Company magazine ads: Anti-Inflation, Forest Fire Prevention, RIAL, 1981. #4059, com. CA, FC, CA.  
 Anti-Inflation, 1980. #4060, new. CA.  
 Be A Voter, 1980. #4061a, new. NH.  
 Be a Voter, 1980. #4061b, rad. NH.  
 United Way, 1980. #4062, mag.  
 Transit Advertising Bulletins: Energy Conservation/Carpooling, Crime Prevention, Savings Bonds, Aid to Higher Education, Employer Support of Guard and Reserve, 1980. #4063, tra. JT, DF, LB, DD, DA.  
 Outdoor Advertising Bulletins: Energy Conservation, Crime Prevention, Savings Bonds, 1980. #4064, out. JT, DF, LB.  
 Poster Advertising Bulletins: Aid to Higher Education, Energy Conservation, 1980. #4065, pos. DD, JT.  
 NCP: Vote, United Way, Child Abuse Prevention, American Economic System, Careers, Anti-Inflation, 1980. #4066, new. NH, BJ, CE, CA, CF, CA.  
 INAE: Crime Prevention, VISTA, United Way, 1980. #4067, new. DF, TB, BJ.  
 Crime Prevention, 1980. #4068, rad. DF.

Company magazine ads: National Alliance of Business, United Way, 1980. #4069, com. GA, BJ.

Business Press Advisory ads: Aid to Higher Education, Anti-Inflation, NAB, Savings Bonds, United Way, 1980. #4070, bus. DD, CA, GA, LB, BJ.

Direct Deposit, 1980. #4071, kit. ME.

Employer Support of the Guard and Reserve, 1980. #4072, rad. DA.

Consumer magazine ads: Aid to Higher Education, Anti-Inflation, Child Abuse Prevention, NAB, United Way, 1980. #4073, mag. DD, CA, CE, GA, BJ.

National Alliance of Business, 1980. #4074, new. GA.

NCP: Direct Deposit, Peace Corps, 1980. #4075, new. ME, TB.

INAE: Aid to Higher Education, Be a Voter, United Way, 1980. #4076, new. DD, NH, BJ.

National Alliance of Business, 1980. #4077, tra. GA.

Employer Support of the Guard and Reserve, 1980. #4078, new. DA.

Consumer magazine ads: Aid to Higher Education, Direct Deposit, Employer Support of the Guard and Reserve, Peace Corps, United Way, 1980. #4079, mag. DD, ME, DA, TB, BJ.

Energy Conservation - Residential, 1980. #4080, rad. JT.

Crime Prevention, 1981. #4081, new. DF.

INAE: Aid to Higher Education, Crime Prevention, 1981. #4082, new. DD, DF.

Red Cross, 1981. #4083, pos. JT.

Crime Prevention, 1981. #4084, out. DF.

Red Cross, 1981. #4085, tra. JT.

Company magazine ads: American Economic System, Anti-Inflation, Housing and Urban Development, United Way, 1981. #4086, com. CA, CA, JT, BJ.

Consumer magazine ads: Aid to Higher Education, Red Cross, Housing and Urban Development, United Way, 1981. #4087, mag. DD, JT, JT, BJ.

Red Cross Centennial kit, 1981. #4088, new. JT.

American Economic System, 1980. #4089, bus. CA.

**Box 68:**

Business Press Advisory ads: Aid to Higher Education, Red Cross, Crime Prevention, Direct Deposit, Employer Support of the Guard and Reserve, Savings Bonds, United Way, 1981. #4090, bus. DD, JT, DF, ME, DA, GL, BJ.

Ad Council Annual Report, 38<sup>th</sup>, 1979-80. #4091, adm. AC.

American Economic System brochures: Inflation and Your Part in It; Employment and Your Part in It; Dollars and Sense; 1981. #4092, adm.

Crime Prevention coloring book, 1981. #4093, adm.

Crime Prevention, 1981. #4094, rad. DF.

INAE: UNCF, Direct Deposit, RIAL, Interfaith Hunger Appeal, 1981. #4095, new. YR, ME, CA, KM.

NCP: Direct Deposit, Interfaith Hunger Appeal, Aid to Higher Education, RIAL, 1981. #4096, new. ME, KM, DD, CA.

UNCF, 1981. #4097, out. YR.

Interfaith Hunger Appeal, 1981. #4098, tra. KM.

Business Press Advisory ads: Aid to Higher Education, Red Cross, Direct Deposit, RIAL, UNCF, Savings Bonds, 1981. #4099, bus. DD, JT, ME, CA, YR, GL.

Company magazine ads: Crime Prevention, Forest Fire Prevention, Interfaith Hunger Appeal, 1981. #4100, DF, FC, KM.

Consumer magazine ads: Red Cross, Child Abuse Prevention, Crime Prevention, Interfaith Hunger Appeal, RIAL, UNCF, 1981. #4101, mag. JT, CE, DF, KM, CA, YR.

Crime Prevention, 1981. #4102, new. DF.

VISTA, 1981. #4103, rad. TB.

UNCF, 1981. #4104, rad. YR.

Census Study, 1980. #4105a, adm.

Census Study, 1980. #4105b, adm.

Southern Forest Fire Prevention, 1981. #4106, rad. LE.

NCP: Red Cross, American Economic System, Child Abuse Prevention, 1981. #4107, new. JT, CA, CE.

INAME: Child Abuse Prevention, Forest Fire Prevention, 1981. #4108, new. CE, FC.

Consumer magazine ads: Aid to Higher Education, Child Abuse Prevention, Direct Deposit, Forest Fire Prevention, NAB, 1981. #4109, mag. DD, CE, ME, FC, GA.

**Box 69:**

Forest Fire Prevention, 1981. #4110, new. FC.

Direct Deposit, 1981. #4111a, new. ME.

Direct Deposit (NCP), 1981. #4111b, new. ME.

Direct Deposit, 1981. #4111c, rad. ME.

National Alliance of Business: Help Young America Work, 1981. #4112, new. GA.

Southern Forest Fire Prevention, 1981. #4113, new. LE.

Red Cross, 1981. #4114, new. JT.

Forest Fire Prevention, 1981. #4115, new. FC.

Aid to Higher Education, 1981. #4116, mag. DD.

Forest Fire Prevention, 1981. #4117, rad. FC.

International Year for Disabled Persons, 1981. #4118, new. NH.

Interfaith Hunger Appeal, 1981. #4119, new. KM.

Transit Advertising Bulletins: Savings Bonds, Child Abuse Prevention, Forest Fire Prevention, 1981. #4120, tra. LB, CE, FC.

Child Abuse Prevention, 1981. #4121, out. CE.

Poster Advertising Bulletins: UNCF, Aid to Higher Education, Forest Fire Prevention, 1981. #4122, pos. YR, DD, FC.

INAME: Direct Deposit, United Way, 1981. #4123, new. ME, BJ.

NCP: American Economic System, United Way, Crime Prevention, Peace Corps, Child Abuse Prevention, NAB, 1981. #4124, new. CA, BJ, DF, TB, CE, GA.

Outdoor Advertising Bulletins: Aid to Higher Education, Savings Bonds, Employer Support of the Guard and Reserve, 1981. #4125, out. DD, LB, DA.

Savings Bonds, 1981. #4126a, tra. LB.

United Negro College Fund, 1981. #4126b, rad. YR.

Child Abuse Prevention, 1981. #4127, pos. CE.

Employer Support of the Guard and Reserve, 1982. #4128, mag. DA.  
 Consumer magazine ads: Red Cross, Child Abuse Prevention, Direct Deposit, UNCF, 1981. #4129, mag. JT, CE, ME, YR.  
 Energy Conservation, 1981. #4130, mag. JT.  
 Employer Support of the Guard and Reserve, 1981. #4131, bus. DA.  
 Energy Conservation, 1981. #4132, new. JT.  
 Consumer magazine ads: Aid to Higher Education, Red Cross, Child Abuse Prevention, UNCF, 1981. #4133, mag. DD, JT, CE, YR.  
 Outdoor Advertising Bulletins: Child Abuse Prevention, Crime Prevention, UNCF, 1981. #4134, out. CE, DF, YR.  
 Poster Advertising Bulletins: Crime Prevention, UNCF, 1981. #4135, pos. DF, YR.  
 Transit Advertising Bulletins: Savings Bonds, National Alliance of Business, 1981. #4136, tra. LB, GA.  
 NCP: Aid to Higher Education, Child Abuse Prevention, United Way, National Urban League, Direct Deposit, 1981. #4137, new. DD, CE, BJ, YR, ME.  
 INAME: Child Abuse Prevention, Disabled Persons, Employer Support of the Guard and Reserve, United Way, 1981. #4138, new. CE, NH, DA, BJ.  
 Red Cross, 1981-82. #4139, new. JT.  
 Consumer magazine ads: Red Cross, National Urban League - Opportunities for Minorities, United Way, 1982. #4140, mag. JT, YR, BJ.  
 Business Press Advisory ads: Ad Council, UNCF, United Way, 1981. #4141, bus. YR, GL.  
  
 NCP: Aid to Higher Education, Crime Prevention, National Urban League, Red Cross, 1982. #4142, new. DD, DF, YR, JT.  
 INAME: NAL/Opportunities for Minorities, Red Cross, 1982. #4143, new. JT, YR.  
 Transit Advertising Bulletins: NAL/Opportunities for Minorities, Red Cross, 1982. #4144, tra. JT, YR.  
 Outdoor Advertising Bulletins: Red Cross, Savings Bonds, 1982. #4145, out. JT, LB.  
 Disabled Persons, 1982. #4146, new.  
 Consumer magazine ads: Red Cross, Opportunities for Minorities, United Way, 1982. #4147, mag. JT, YR, BJ.  
 Business Press Advisory ads: Crime Prevention, Direct Deposit, United Way, 1982. #4148, bus. DF, ME, BJ.  
 Red Cross, 1982. #4149, new. JT.  
 Ad Council Annual Report :40 Years Communicating in the Public Interest, 40<sup>th</sup>. #4150, adm.  
 Direct Deposit, 1981. #4152, adm.  
 Red Cross, 1981. #4153, rad. JT.  
 Foster Grandparent Program, 1981. #4154, rad.  
 United Negro College Fund, 1980. #4155, rad. YR.  
 Direct Deposit, 1982. #4156, new. ME.  
 NAB/Hire a Teenager, 1982. #4157, new. GA.  
 NCP: Child Abuse Prevention, Interfaith Hunger Appeal, 1982. #4158, new. CE, KM.  
 NCP: Red Cross, United Way, 1982. #4159, new. JT, BJ.  
 Child Abuse Prevention, 1982. #4160, mag. CE.

INAME: Crime Prevention, Religion in American Life, 1982. #4161, new. DF, CA.

**Box 70:**

INAME: Interfaith Hunger Appeal, UNCF, 1982. #4162, new. KM, YR.

Interfaith Hunger Appeal, 1982. #4163, rad. KM.

Interfaith Hunger Appeal, 1982. #4164, new.

Ad Council Public Service Advertising Bulletin, No. 76, 1982. #4165, adm.

Poster Advertising Bulletins: Aid to Higher Education, Crime Prevention, 1982. #4166, pos. DD, DF.

Crime Prevention, 1982. #4167, pos. DF.

Transit Advertising Bulletins: Child Abuse Prevention, Crime Prevention, Opportunities for Minorities, RIAL, UNCF, 1982. #4168, tra. CE, DF, YR, CA, YR.

Business Press Advisory ads: Red Cross, Opportunities for Minorities, Savings Bonds, Ad Council, 1982. #4169, bus. JT, YR, LB.

Religion in American Life, 1970. #4170, rad. CA.

Disabled Persons, 1982. #4171, new. NH.

Consumer magazine ads: Red Cross, Child Abuse Prevention, RIAL, 1982. #4172, mag. JT, CE, CA.

Child Abuse Prevention, 1982. #4173, mag. CE.

Ad Council Washington Conference information packet, 1982. #4174, adm.

Crime Prevention booklets; INAME Crime Prevention, 1982. #4175, new. DF.

Transit Advertising Bulletins: Alcoholism Prevention, Direct Deposit, Employer Support of the Guard and Reserve, Interfaith Hunger Appeal, Opportunities for Minorities, 1983. #4176, tra. NA, ME, DA, KM, YR.

Crime Prevention, 1982. #4177, out. DF.

Poster Advertising Bulletins: Crime Prevention, Direct Deposit, 1982. #4178, pos. DF, ME.

Poster Advertising Bulletins: Direct Deposit, Forest Fire Prevention, United Way, 1982. #4179, pos. ME, FC, BJ.

INAME: Alcoholism Prevention, Child Abuse Prevention, Crime Prevention, Direct Deposit, Forest Fire Prevention, Savings Bonds, UNCF, United Way, 1982. #4180, new. NA, CE, ME, FC, LB, BJ.

NCP: Child Abuse Prevention, Direct Deposit, Employer Support of the Guard and Reserve, Interfaith Hunger Appeal, Opportunities for Minorities, Red Cross, Savings Bonds, Vote, 1982. #4181, new. CE, ME, DA, KM, JT, LB, NH.

Telecast PSAs: Forest Fire Prevention, Red Cross, 1982. #4182, tel. FC, JT.

Alcoholism Prevention, 1982. #4183, bus. NA.

Business Press Advisory ads: Aid to Higher Education, Child Abuse Prevention, 1982. #4184, bus. JT.

Vote, 1982. #4185, new. NH.

Savings Bonds, 1982. #4186, mag. LB.

Savings Bonds, 1982. #4187, bus. LB.

Consumer magazine ads: Alcoholism Prevention, Child Abuse Prevention, Direct Deposit, Employer Support of the Guard and Reserve, Red Cross, UNCF, 1982. #4188, mag. NA, CE, ME, DA, JT, YR.

Business Press Advisory ads: Interfaith Hunger Appeal, UNCF, United Way, 1982. #4190, bus. KM, YR, BJ.  
Direct Deposit, 1982. #4191a, bus. ME.  
Direct Deposit, 1982. #4191b, bus. ME.  
Direct Deposit, 1982. #4191c, bus. ME.  
NCP: Crime Prevention, Forest Fire Prevention, National Urban League, United Way, 1982. #4192, DF, FC, YR, BJ.  
Direct Deposit, 1982. #4193, bus. ME.  
Crime Prevention, 1982. #4194, rad. DF.  
Forest Fire Prevention, 1982. #4195, rad. FC.  
Direct Deposit, 1982. #4196a, bus. ME.  
Business Press Advisory ads: Interfaith Hunger Appeal, UNCF, United Way, 1982. #4196b, bus. KM, YR, BJ.

**Box 71:**

Forest Fire Prevention, 1982. #4197, new. FC.  
Business Press Advisory ads: Aid to Higher Education, National Urban League, 1982. #4198, bus. DD, YR.  
Ad Council Annual Report, 41<sup>st</sup>, 1981-82. #4198b, adm. AC.  
Productivity, 1982. #4199a, bus. CA.  
Red Cross, 1982. #4199b, new. JT.  
Productivity, 1982. #4199c, bus. CA.  
Consumer magazine ads: Aid to Higher Education, Direct Deposit, Forest Fire Prevention, National Urban League, Red Cross, United Way, 1982. #5000a, mag. DD, ME, FC, YR, JT, BJ.  
Alcoholism Prevention, 1982. #5000b, rad. NA.  
Consumer magazine ads: Aid to Higher Education, Direct Deposit, Forest Fire Prevention, National Urban League, Red Cross, United Way, 1982. #5000c, mag. DD, ME, FC, YR, JT, BJ.  
Crime Prevention, 1982. #5001, bkl.  
Vote, 1982. #5002a, tel. NH.  
Consumer magazine ads: National Urban League, Red Cross, Vote, 1982. #5002b, YR, JT, NH.  
Alcoholism Prevention, 1982. #5003a, tel. NA.  
Savings Bonds, 1982. #5003b, rad. LB.  
Alcoholism Prevention, 1982. #5003c, tel. NA.  
High Blood Pressure, 1983. #5004a, rad. MJ.  
Business Press Advisory ads: Red Cross, Savings Bonds, 1982. #5004b, bus. JT, MJ.  
High Blood Pressure, 1983. #5004c, rad. MJ.  
Consumer magazine ads: Child Abuse Prevention, Crime Prevention, Red Cross, 1983. #5005, mag. CE, DF, JT.  
Business Press Advisory ads: High Blood Pressure Education, UNCF, 1983. #5006, bus. MJ, YR.  
Consumer magazine ads: Employer Support of the Guard and Reserve, NAB, Religion in



American Life, 1983. #5007, mag. DA, GA, CA.  
 Southern Forest Fire Prevention, 1983. #5008, new. LE.  
 Forest Fire Prevention, 1983. #5009, mag. LE.  
 Poster Advertising Bulletins: Red Cross, Savings Bonds, 1983. #5010, pos. JT, LB.  
 Savings Bonds, 1983. #5011, out. LB.  
 Savings Bonds, 1983. #5012, tra. LB.  
 INAME: Employer Support of the Guard and Reserve, High Blood Pressure, 1983. #5013, new. DA, MJ.  
 NCP: Child Abuse Prevention, Employer Support of the Guard and Reserve, High Blood Pressure, NAB, UNCF, 1983. #5014, new. CE, DA, MJ, GA, YR.  
 NCP: Crime Prevention, National Urban League, 1983. #5015, new. DF, YR.  
 INAME: NAB, Religion in American Life, 1983. #5016, new. GA, CA.  
 Savings Bonds, 1983. #5017, bus. LB.  
 Consumer magazine ads: Aid to Higher Education, Forest Fire Prevention, 1983. #5018, mag. DD, FC.  
 Direct Deposit, 1983. #5019, new. ME.  
 Child Abuse Prevention, 1983. #5020, new. CE.  
 Red Cross, 1983. #5021, adm.  
 Outdoor Advertising Bulletins: Employer Support of the Guard and Reserve, Savings Bonds, 1983. #5022, out. DA, LB.  
 Transit Advertising Bulletins: RIAL, Savings Bonds, 1983. #5023, tra. CA, LB.  
 Savings Bonds, 1983. #5024, new. LB.  
 Consumer magazine ads: Direct Deposit, Employer Support of the Guard and Reserve, Red Cross, 1983. #5025, ME, DM, JT.  
 Employer Support of the Guard and Reserve, 1983. #5026, new. DM.  
 Savings Bonds, 1983. #5027, mag. LB.  
 Forest Fire Prevention, 1983. #5028, mag. FC.  
 Forest Fire Prevention, 1983. #5029, new. FC.  
 Employer Support of the Guard and Reserve, 1983. #5030, new. DA.  
 Business Press Advisory ads: Aid to Higher Education, Crime Prevention, Direct Deposit, 1983. #5031, bus. DD, DF, ME.  
 Business Press Advisory ads: Alcoholism, Child Abuse Prevention, NAB/Youth, 1983. #5032, bus. NA, CE, GA.

**Box 72:**

Employer Support of the Guard and Reserve, 1983. #5033, rad. DA.  
 National Alliance of Business/Youth, 1983. #5034, rad. GA.  
 INAME: Forest Fire Prevention, Savings Bonds, 1983. #5035, new. FC, LB.  
 INAME: Aid to Higher Education, Interfaith Hunger Appeal, 1983. #5036, new. DD, KM.  
 NCP: NAB/Youth, Savings Bonds, 1983. #5037, new. GA, LB.  
 NCP: Aid to Higher Education, Forest Fire Prevention, NAB/Youth, United Way, 1983. #5038, new. DD, FC, GA.  
 Forest Fire Prevention, 1983. #5039, out. FC.  
 Transit Advertising Bulletins: Aid to Higher Education, Employer Support of the Guard and

Reserve, 1983. #5040a, tra. DD, DA.  
 Forest Fire Prevention, 1983. #5040b, rad. FC.  
 Red Cross, 1983. #5041, new. JT.  
 Business Press Advisory ads: Employer Support of the Guard and Reserve, Red Cross, 1983.  
 #5042, bus. DA, JT.  
 PSA Bulletin No. 85, 1983. #5043, adm.  
 INAME: Employer Support of the Guard and Reserve, Red Cross, 1983. #5044, new. JT.  
 NCP: Direct Deposit, High Blood Pressure, Interfaith Hunger Appeal, 1983. #5045, new.  
 ME, MJ, KM.  
 Red Cross, 1983. #5046, new. JT.  
 Savings Bonds, 1983. #5047a, bus. GL.  
 Direct Deposit, 1983. #5047b, new. ME.  
 Savings Bonds, 1983. #5048, rad. LB.  
 Savings Bonds, 1983. #5049, new. LB.  
 Red Cross, 1983. #5050, bus. JT.  
 International Executive Service Corps, 1983. #5051, bus. BC.  
 Consumer magazine ads: Direct Deposit, International Youth Exchange, Peace Corps,  
 UNCF, United Way, 1983. #5052, mag. ME, RD, TB, YR.  
 "Know What I Think?", Crime Prevention booklet, 1983. #5053, bkl. DF.  
 Ad Council Annual Report, 42<sup>nd</sup>, 1982-83. #5054, adm. AC.  
 Business Advisory Press ads: Employer Support of the Guard and Reserve, Peace Corps,  
 UNCF, 1983. #5055, bus. DM, TB, YR.  
 United Way, 1983. #5056, bus. BJ.  
 Savings Bonds, 1953. #5057, bus. GL.  
 Interfaith Hunger Appeal, 1983. #5058, bus. KM.  
 Savings Bonds, 1983. #5059, rad. LB.  
 International Youth Exchange, 1983. #5060, new. RD.  
 Business Press Advisory ads: Child Abuse Prevention, Employer Support of the Guard and  
 Reserve, International Youth Exchange, 1983. #5061, bus. CE, DA, RD.  
 Statue of Liberty/Ellis Island Centennial, 1983. #5062, bus. KE.  
 Business Press Advisory ads: Aid to Higher Education, Opportunities for Minorities, 1983.  
 #5062, bus. DD, YR.  
 Consumer magazine ads: Aid to Higher Education, Child Abuse Prevention, Direct Deposit,  
 Employer Support of the Guard and Reserve, 1983. #5064, mag. DD, CE, ME, DM.  
 INAME: Child Abuse Prevention, Crime Prevention, Nat'l Institute on Drug Abuse, UNCF,  
 1983. #5065a, new. CE, DF, NH, YR.  
 Drug Abuse Prevention, 1983. #5065b, mag. NH.  
 United Way, 1983. #5066, bus. BJ.  
 Child Abuse Prevention (English and Spanish), 1982. #5067, rad. CE.  
 National Urban League/Opportunities for Minorities, 1982. #5068, rad. YR.  
 Forest Fire Prevention, 1983. #5069, rad. FC.  
 Peace Corps, 1983. #5070a, rad. TB.  
 Peace Corps brochures, 1985. #5070b, bkl.  
 International Youth Exchange, 1983. #5071, rad. RD.  
 Southern Forest Fire Prevention, 1983. #5072, rad. LE.

**Box 73:**

Peace Corps, 1983. #5073, rad. TB.  
UNCF, 1983. #5074, rad. YR.  
Direct Deposit, 1983. #5075, rad. ME.  
Southern Forest Fire Prevention, 1983. #5076, rad. LE.  
Consumer magazine ads: NAB, Red Cross, 1984. #5077, mag. CM, JT.  
Drug Abuse Prevention, 1984. #5078, rad. NH.  
Red Cross, 1984. #5079, rad. JT.  
Individual Giving/Volunteering "Lend a Hand," 1983. #5080a, rad. OM.  
Individual Giving/Volunteering "Lend a Hand," 1984. #5080b, adm.  
Alcoholism, 1984. #5081, new. NA.  
Consumer magazine ads: Energy Conservation, Red Cross, 1984. #5082, mag. JT, JT.  
Business Press Advisory ads: Individual Giving/Volunteering, Savings Bonds, 1984. #5083a, bus. OM, LB.  
Peace Corps, 1984. #5083b, bus. TB.  
Child Abuse Prevention, 1980. #5084a, rad. CE.  
Child Abuse Prevention (Spanish), 1984. #5084b, rad. CE.  
Consumer magazine ads: Energy Conservation, Red Cross, 1984. #5084c, JT.  
National Urban League/Opportunities for Minorities, 1982. #5085, rad. YR.  
Southern Forest Fire Prevention, 1983. #5086, rad. LE.  
Savings Bonds, 1984. #5087, rad. LB.  
Forest Fire Prevention, 1984. #5088, rad. FC.  
Energy Conservation, 1984. #5089, rad. JT.  
National Alliance of Business/Jobs for Youth, 1984. #5090, rad. GA.  
National Alliance of Business, 1984. #5091, rad. CM.  
Direct Deposit, 1984. #5092, rad. ME.  
Religion in American Life, 1984. #5093, rad. CA.  
Employer Support of the Guard and Reserve, 1984. #5094, rad. DA.  
Savings Bonds, 1984. #5095a, rad. LB.  
Savings Bonds, 1984. #5095b, rad. LB.  
Savings Bonds, 1984. #5095c, rad. LB.  
Direct Deposit, 1984. #5096, rad. ME.  
International Youth Exchange, 1984. #5097, rad. RD.  
UNCF, 1984. #5098, rad. YR.

**Box 74:**

Vote '84, 1984. #5099, rad. OM.  
Statue of Liberty/Ellis Island, 1984. #6000, rad. KE.  
Aid to Higher Education, 1984. #6001, rad. DD.  
National Urban League/Opportunities for Minorities, 1984. #6002, rad. YR.  
Red Cross, 1984. #6003a, rad. JT.  
Consumer magazine ads: Aid to Higher Education, Alcoholism, Individual Giving and

Volunteering, United Way, 1984. #6003b, mag. DD, NA, OM, BJ.  
 Red Cross, 1984. #6004, mag. JT.  
 Red Cross, 1984. #6005, new. JT.  
 Ad Council Annual Report, 42<sup>nd</sup>. 1983-84. #6006, adm. AC.  
 Forest Fire Prevention, 1984. #6007, new. FC.  
 Consumer magazine ads: Crime Prevention, Direct Deposit, Religion in American Life,  
 UNCF, 1984. #6008a, mag. DF, ME, CA, YR.  
 Crime Prevention stamp, 1984. #6008b, adm.  
 Consumer magazine ads: Crime Prevention, Direct Deposit, RIAL UNCF, 1984. #6008c,  
 mag. DF, ME, CA, YR.  
 Alcoholism, 1984. #6009, bus. NA.  
 Neighborhood Housing Services, 1984. #6010, bus. EC.  
 Savings Bonds, 1984. #6011, mag. LB.  
 Savings Bonds, 1984. #6012, new. LB.  
 Forest Fire Prevention, 1984. #6013, mag. FC.  
 Employer Support of the Guard and Reserve, 1984. #6014, new. DA.  
 United Way, 1984. #6015, bus. BJ.  
 Consumer magazine ads: Drunk Driving Prevention, Employer Support of the Guard and  
 Reserve, United Way, 1984. #6016, mag. LK, DA, BJ.  
 Savings Bonds, 1984. #6017, mag. LB.  
 International Executive Service Corps, 1984. #6018, bus. BC.  
 Savings Bonds, 1984. #6019, mag. LB.  
 Consumer magazine ads: Direct Deposit, Red Cross, 1984. #6020, mag. JT.  
 Forest Fire Prevention - Smokey USPS stamps, 1984. #6021, adm.  
 United Negro College Fund, 1984. #6022, bus. YR.  
 International Youth Exchange, 1984. #6023, mag. RD.  
 International Youth Exchange, 1984. #6024, new. RD.  
 Aid to Higher Education, 1984. #6025, bus. DD.  
 Consumer magazine ads: Red Cross, UNCF, 1984. #6026, mag. YR.  
 Aid to Higher Education, 1984. #6027, rad. DD.  
 Forest Fire Prevention: Smokey Bear's 40th Birthday, 1984. #6028, bkl.  
 Red Cross, 1984. #6029, new. JT.  
 INAME: Volunteer Against Illiteracy, Individual Giving/Volunteering, Religion in American  
 Life, Peace Corps, 1984. #6030, new. OM, BB, CA, TB.

**Box 75:**

Illiteracy, 1985. #6031a, rad. BB.  
 Peace Corps, 1985. #6031b, bus.  
 Red Cross (Corporate campaign), 1985. #6032, kit. JT.  
 Individual Giving/Volunteering, 1985. #6033a, rad. OM.  
 Forest Fire Prevention, 1985. #6033b, mag. FC.  
 NCP: Child Abuse Prevention, Forest Fire Prevention, Illiteracy, 1985. #6034, new. CE, FC,  
 BB.  
 Consumer magazine ads: Child Abuse Prevention, Red Cross, 1985. #6035, mag. CE, JT.

International Executive Service Corps, 1985. #6036, bus.  
 NCP: Individual Giving/Volunteering, Red Cross, RIAL, 1985. #6037, new.  
 Crime Prevention, 1985. #6038, bkl.  
 Child Abuse Prevention, 1985. #6039a, rad. CE.  
 NCP: Illiteracy, NAB, Peace Corps, Red Cross, United Way, 1985. #6039b, new. BB, CM,  
 TB, JT, BJ.  
 International Executive Service Corps, 1985. #6041, bus.  
 Religion in American Life, 1985. #6042, bus. CA.  
 Consumer magazine ads: Religion in American Life, UNCF, 1985. #6043, mag. CA, YR.  
 Drunk Driving Prevention, 1985. #6044, mag. LK.  
 Red Cross, 1985. #6045, bus. JT.  
 INAME: Direct Deposit, United Way, 1985. #6046, new. ME.  
 Employer Support of the Guard and Reserve, 1985. #6047, mag. DA.  
 Consumer magazine ads: Direct Deposit, United Way, ME, BJ.  
 Consumer magazine ads: Child Abuse Prevention, Energy Conservation, Forest Fire  
 Prevention, 1985. #6049, mag. CE, JT, FC.  
 Direct Deposit, 1985. #6050a, rad. ME.  
 Individual Giving/Volunteering, 1985. #6050b, bus. OM.  
 Employer Support of the Guard and Reserve, 1985. #6051, new. DA.  
 Employer Support of the Guard and Reserve, 1985. #6052, new. DA.  
 Consumer magazine ads: Aid to Higher Education, Nat'l Organization on Disability, 1985.  
 #6053, mag. DD, EB.  
 INAME: Employer Support of the Guard and Reserve, Nat'l Organization on Disability,  
 Religion in American Life, 1985. #6054, new. DA, EB, CA.  
 NCP: National Urban League, RIAL, 1985. #6055, new. YR, CA.  
 Red Cross, 1985. #6056, new. JT.  
 Drug Abuse Prevention (collection of print ads), 1985. #6057, mag.  
 Crime Prevention: McGruff's Family Activity calendar, 1985. #6058, adm.  
 Crime Prevention poster, 1985. #6059, pos.  
 Drug Abuse Prevention, 1985. #6060, new. NH.  
 Drug Abuse Prevention, 1985. #6060b, new. NH.  
 Drug Abuse Prevention, 1985. #6061, mag. NH.  
 National Urban League, 1985. #6062a, rad. YR.  
 Business Press Advisory ads: UNCF, United Way, 1985. #6062b, bus. YR, BJ.  
 Red Cross, 1985. #6063, bus. JT.  
 International Youth Exchange, 1985. #6064, new. RD.  
 International Youth Exchange, 1985. #6065, mag. RD.

**Box 76:**

The Ad Council: Investing in the Public Interest, 1985. #6066a, bkl.  
 The Ad Council: Investing in the Public Interest, 1985. #6066b, bkl.  
 Employer Support of the Guard and Reserve, 1985. #6066c, rad. DA.  
 Productivity, 1985. #6067, bus. SC.  
 United Negro College Fund, 1985. #6068a, rad. YR.

International Executive Service Corps, 1985. #6068b, bus. BC.  
 Direct Deposit, 1985. #6068c, rad. ME.  
 Direct Deposit, 1985. #6069, mag. ME.  
 International Youth Exchange, 1985. #6070a, rad. RD.  
 Direct Deposit, 1985. #6070b, new. ME.  
 Peace Corps, 1985. #6071a, rad. TB.  
 NCP: Citizens Against Government Waste, UNCF, 1985. #6071b, BD, BJ.  
 United Negro College Fund, 1985. #6072, bus. YR.  
 Crime Prevention (English and Spanish), 1985. #6073a, rad. DF.  
 Business Press Advisory ads: Red Cross, United Way, 1985. #6073b, bus. JT, BJ.  
 Cooperative Education, 1985. #6074a, rad. DT.  
 Consumer magazine ads: Cooperative Education, Peace Corps, 1985. #6074b, mag. DT.  
 International Executive Service Corps, 1985. #6075, bus. BC.  
 INAME: Citizens Against Government Waste, Crime Prevention, United Way, 1985. #6076,  
 new. BD, DF, BJ.  
 Consumer magazine ads: Crime Prevention, UNCF, 1985. #6077, mag. DF, YR.  
 Consumer magazine ads: Red Cross/Blood Donor, United Way, 1985. #6078, mag. JT, BJ.  
 Statue of Liberty/Ellis Island, 1985. #6079, mag. KE.  
 Statue of Liberty/Ellis Island, 1985. #6080a, new. KE.  
 Cooperative Education, 1985. #6080b, bus. DT.  
 Cooperative Education, 1985. #6081, rad. DT.  
 Consumer magazine ads: Food Stamps, Red Cross, RIAL, 1986. #6082, mag. JT.  
 NCP: Drunk Driving Prevention, Food Stamps, RIAL, 1986. #6083, new. LK, RS, CA.  
 Citizens Against Government Waste, 1986. #6084, mag. BD.  
 Statue of Liberty/Ellis Island, 1986. #6085, mag. KE.  
 Citizens Against Government Waste, 1986. #6086, bus. BD.  
 Citizens Against Government Waste, 1986. #6087, new. BD.  
 INAME: Illiteracy, RIAL, Safety Belts, 1986. #6088, new. DB, CA, LB.  
 NCP: Cooperative Education, Peace Corps, Safety Belt, Statue of Liberty/Ellis Island, 1986.  
 #6089, new. DT, TB, LB, BJ.  
 Statue of Liberty/Ellis Island, 1986. #6090, mag. BJ.  
 Forest Fire Prevention (English and Spanish), 1986. #6091, mag. FC.  
 Forest Fire Prevention, 1986. #6092, mag. FC.  
 International Executive Service Corps, 1986. #6093, bus. JT.

**Box 77:**

Forest Fire Prevention, 1986. #6094, new. FC.  
 Consumer Magazine ads: Child Abuse Prevention, Safety Belts, 1986. #6095a, mag. CE.  
 Peace Corps, 1986. #6095b, rad. TB.  
 INAME: Child Abuse Prevention, Cooperative Education, Forest Fire Prevention, Red  
 Cross, RIAL, Statue of Liberty/Ellis Island, 1986. #6096a, new. CE, DT, FC, JT, SC,  
 BJ.  
 Forest Fire Prevention (English and Spanish), 1986. #6096b, rad. FC.  
 NCP: Employer Support of the Guard and Reserve, National Organization on Disability,

Volunteer Against Illiteracy, 1986. #6097, new. DA, NH, DA.  
 NCP: Child Abuse Prevention, Forest Fire Prevention, 1986. #6098, new. CE, FC.  
 Forest Fire Prevention, 1986. #6099, new. FC.  
 Consumer magazine ads: Child Abuse Prevention, Safety Belts, 1986. #6100, mag. CE, LB.  
 Drug Abuse Prevention, 1986. #6101, tel. NH.  
 Ad Council Annual Report (Japanese), 42nd, 1983-84. #6102, adm. AC.  
 Ad Council Annual Report, 43<sup>rd</sup>, 1984-85. #6103, adm. AC.  
 Consumer magazine ads: Cooperative Education, Employer Support of the Guard and Reserve, 1985. #6104a, mag. DT, DA.  
 Statue of Liberty/Ellis Island, 1986. #6104b, rad. BJ.  
 Citizens Against Government Waste, 1986. #6104c, rad. BD.  
 Statue of Liberty/Ellis Island, "Keep the Dream Alive," 1986. #6105a, rad. BJ.  
 Statue of Liberty/Ellis Island, 1986. #6105b, tel. BJ.  
 Consumer magazine ads: Cooperative Education, Employer Support of the Guard and Reserve, 1986. #6106, mag. DT, DA.  
 Cooperative Education, 1986. #6107, mag. DT.  
 Employer Support of the Guard and Reserve, 1986. #6109, bus. DA.  
 Drug Abuse Prevention, 1986. #6110, rad. NH.  
 INAME: Crime Prevention, Drug Abuse Prevention, Food Stamps, National Urban League, Safety Belts, Vote '86. #6111, new. DW, NH, RS, YR, LB, MO.  
 International Executive Service Corps, 1986. #6112, bus. ST.  
 Vote '86, 1986. #6113, rad. OM.

**Box 78:**

Employer Support of the Guard and Reserve, 1986. #6114, new. DA.  
 Religion in American Life, 1986. #6116, rad. SC.  
 United Way, 1986. #6117, new. BJ.  
 Vote '86, 1986. #6118, tel. MO.  
 International Youth Exchange, 1986. #6119, pos. RD.  
 International Youth Exchange, 1986. #6120, tra. RD.  
 Drug Abuse Prevention, 1986. #6121, mag. NH.  
 NCP: Food Stamps, Safety Belts, 1986. #6122, new. RS, LB.  
 Employer Support of the Guard and Reserve, 1986. #6123, new. DA.  
 INAME: Drug Abuse Prevention, Employer Support of the Guard and Reserve, 1986. #6124, new. DA, NH.  
 International Executive Service Corps, 1986. #6125, bus. ST.  
 Peace Corps, 1986. #6126, mag. TB.  
 United Way, 1986. #6127, pos. BJ/KE.  
 Red Cross Blood Donor, 1986. #6128, out. JT.  
 Outdoor Advertising Bulletins: Forest Fire Prevention, United Way, 1986. #6129, out. FC, BJ/KE.  
 Cooperative Education, 1986. #6130, bus. DT.  
 Forest Fire Prevention, 1986. #6132a, tel. FC.  
 Food Stamps, 1986. #6132b, rad. RS.

Understanding Mental Illness, 1986. #6133, bus. WA.  
 Understanding Mental Illness, 1986. #6134, tel. WA.  
 Youth Alcoholism Prevention, 1986. #6135, rad. NA.  
 Red Cross (English and Spanish), 1986. #6136, rad. JT.  
 United Way, 1986. #6137, mag. BJ.  
 INAME: Crime Prevention, Forest Fire Prevention, Red Cross, Safety Belts, 1986. #6138,  
     new. DF, FC, JT, LB.  
 Red Cross, 1986. #6140, adm. JT.  
 Red Cross, 1986. #6141, tel. JT.  
 Youth Alcoholism Prevention, 1986. #6142, tel. NA.  
 NCP: Employer Support of the Guard and Reserve, Forest Fire Prevention, 1986. #6143,  
     new. DA, FC.  
 Red Cross, 1986. #6144, new. JT.  
 Statue of Liberty/Ellis Island, 1986. #6145, new. BJ.  
 Youth Alcoholism Prevention, 1986. #6146, new. NA.  
 INAME: Forest Fire Prevention, Red Cross, Youth Alcoholism Prevention, 1986. #6147,  
     new. FC, JT, NA.  
 NCP: Employer Support of the Guard and Reserve, Food Stamps, National Organization on  
     Disability, National Urban League, Volunteer Against Illiteracy, 1986. #6148, new.  
     DA, RS, EB, YR, DA.  
 Understanding Mental Illness, 1986. #6149, tel. WA.

**Box 79:**

Understanding Mental Illness, 1986. #6150, rad. WA.  
 Understanding Mental Illness, 1986. #6151, new. WA.  
 Understanding Mental Illness, 1986. #6152, mag. WA.  
 Red Cross, 1986. #6153, new. JT.  
 Red Cross, 1986. #6154a, mag. JT.  
 Red Cross, 1986. #6154b, rad. JT.  
 Consumer magazine ads: Cooperative Education, Youth Alcoholism Prevention, 1986.  
     #6155, mag. DT.  
 Crime Prevention, 1986. #6156a, new. DF.  
 Crime Prevention, 1986. #6156b, new. DW.  
 Understanding Mental Illness, 1986. #6157, tra. WA.  
 Understanding Mental Illness, 1986. #6158, pos. WA.  
 Red Cross, 1986. #6159a, tra. JT.  
 Peace Corps, 1986. #6159b, tel. TB.  
 VOTE Campaign, 1986. #6160, new. MO.  
 Forest Fire Prevention, 1986. #6161, pos. FC.  
 Red Cross, 1986. #6162, pos. JT.  
 NCP: Cooperative Education, Volunteer Against Illiteracy, 1986. #6163, new. DT, DA.  
 INAME: Cooperative Education, Drug Abuse Prevention, 1986. #6164, new. DT, NH.  
 Crime Prevention, 1986. #6165, mag. DF.  
 NCP: Cooperative Education, Red Cross, Safety Belts, 1986. #6166, new. DT, JT, LB.



NCP: Export Awareness, National Organization on Disability, 1986. #6167, new. CL, EB.  
 Volunteer Against Illiteracy, 1986. #6168, bus. DA.  
 Cooperative Education, 1986. #6169, tra. DT.  
 INAME: Drug Abuse Prevention, Red Cross, Understanding Mental Illness, 1986. #6170,  
 new. NH, JT, WA.  
 Red Cross, 1986. #6171, mag. JT.  
 Red Cross, 1986. #6172a, adm. JT.  
 Red Cross (English and Spanish), 1986. #6172b, rad. JT.  
 Red Cross, 1986. #6173, bus. JT.  
 Understanding Mental Illness, 1986. #6174, new. WA.  
 PSA Bulletin, #104, Nov/Dec 1986. #6175, adm. AC.  
 Crime Prevention, 1986. #6176a, tel. DW.  
 Crime Prevention, 1986. #6176b, rad. DW.  
 Red Cross, 1986. #6177, tel. JT.  
 Illiteracy, 1986. #6178, bus. DA.

**Box 80:**

United Negro College Fund, 1986. #6179, mag. YR.  
 Drug Abuse Prevention, 1986. #6180, bus. DN.  
 Red Cross, 1986. #6181, pos. JT.  
 Red Cross, 1986. #6182, tra. JT.  
 Crime Prevention, 1986. #6183, tra. DW.  
 Red Cross, 1986. #6184, out. JT.  
 Understanding Mental Illness, 1986. #6185, out. WA.  
 Consumer magazine ads: Child Abuse, Mental Health, 1986. #6186, mag. CE, WA.  
 Crime Prevention, 1986. #6187a, rad. DW.  
 Drug Abuse, 1986. #6187b, tel. NH.  
 National Urban League/Opportunities for Minorities, 1986. #6188, rad. YR.  
 Crime Prevention, 1986. #6189, new. DW.  
 Drug Abuse Prevention, 1986. #6190a, tel. DN.  
 National Urban League/Opportunities for Minorities, 1986. #6190b, tel. YR.  
 INAME: Drug Abuse Prevention, National Urban League, 1986. #6191, new. DN.  
 National Urban League, 1986. #6192, new. YR.  
 NCP: Child Abuse Prevention, Food Stamps, 1987. #6193, new. CE, RS.  
 PSA Bulletin, #105, Jan/Feb 1987. #6194, adm. AC.  
 National Urban League/Opportunities for Minorities, 1987. #6197, tel. YR.  
 National Urban League/Opportunities for Minorities, 1987. #6199, pos. YR.  
 Child Abuse Prevention, 1987. #6201, tra. CE.  
 Child Abuse Prevention, 1987. #6202, tel. CE.  
 Outdoor Advertising Bulletins: Child Abuse Prevention, Drug Abuse Prevention, 1987.  
 #6203, out. CE, DN.  
 Export Awareness, 1987. #6206, bus. CL.  
 Red Cross, 1987. #6209, pos. JT.  
 United Negro College Fund, 1987. #6212b, rad. YR.

United Negro College Fund, 1987. #6218, tra. YR.  
 Red Cross, 1987. #6224, out. JT.  
 NCP: Child Abuse Prevention, Export Awareness, Food Stamps, Peace Corps, Safety Belts,  
 1987. #6236, new. CE, CL, RS, TB, LB.  
 INAME: Child Abuse Prevention, Peace Corps, Red Cross, Safety Belts, 1987. #6237, new.  
 CE, TB, JT, LB.  
 NCP: Bicentennial of the Constitution, Child Abuse Prevention, Cooperative Education,  
 Employer Support of the Guard and Reserve, Export Awareness, Forest Fire  
 Prevention, Red Cross, Understanding Mental Illness, Volunteer Against Illiteracy,  
 1987. #6238, new. SM, CE, DT, DA, CL, FC, JT, WA, DY.  
 INAME: Bicentennial of the Constitution, Child Abuse Prevention, Drug Abuse Prevention,  
 Drunk Driving Prevention, Understanding Mental Illness, Youth Alcoholism  
 Prevention, 1987. #6239, new. SM, CE, DN, WA, NA.  
 Take Pride in America, 1987. #6242, tel. WB.  
 International Executive Service Corps, 1987. #6243, bus. JT.  
 Understanding Mental Illness, 1987. #6244, tel. WA.  
 Bicentennial of the Constitution, 1987. #6246, mag. SM.  
 Child Find Mediation, 1987. #6247, new. MM.

**Box 81:**

NCP: Direct Deposit, Individual Giving/Volunteering, Take Pride in America, 1987. #6251,  
 new. ME, BCA, WB.  
 Export Awareness, 1987. #6252, new. CL.  
 Crime Prevention, 1987. #6255, tel. DW.  
 Individual Giving/Volunteering, 1987. #6256, tel. BCA.  
 Employer Support of the Guard and Reserve, 1987. #6260, tel. DA.  
 Free Press: 'If the Press Didn't Tell Us, Who Would?', 1987. #6261, tel. LO.  
 Take Pride in America, 1987. #6262, mag. WB.  
 NCP: Forest Fire Prevention, Free Press, Red Cross, Take Pride in America, 1987. #6366,  
 new. FC, LO, JT, WB.  
 International Executive Service Corps, 1987. #6368, bus. JT.  
 NCP: Drunk Driving Prevention, Safety Belts, 1987. #6370, new. LB.  
 United Way, 1987. #6379, tel. BJ/KE.  
 United Way, 1987. #6380, mag. BJ/KE.  
 Peace Corps, 1987. #6381, mag. TB.  
 Free Press, 1987. #6382, new.  
 International Executive Service Corps, 1987. #6384, bus. JT.  
 Red Cross, 1987. #6385, new. JT.  
 United Negro College Fund, 1987. #6388, bus. YR.  
 United Negro College Fund, 1987. #6389, tel. YR.  
 Red Cross, 1987. #6391, new. JT.  
 United Way, 1987. #6393, rad. BJ/KE.  
 International Executive Service Corps, 1987. #6396, bus. JT.  
 International Executive Service Corps, 1987. #6397, new. JT.

Space Program, 1987. #6398, tel. CE.  
Red Cross: CPR, 1987. #6399, pos. JT.  
Red Cross: CPR, 1987. #6400, tra. JT.  
Red Cross: CPR, 1987. #6401, out. JT.  
United Negro College Fund, 1987. #6402, bus. YR.  
Red Cross, 1987. #6404, kit. JT.  
Social Security, 1987. #6410, new. KC.

**Box 82:**

Individual Giving and Volunteering, 1897. #6411, tel. BCA.  
Red Cross, 1987. #6412, bus. JT.  
Child Find Mediation, 1987. #6413, new. MM.  
Child Abuse Prevention, 1987. #6415, tel. LCE.  
Red Cross: Corporate Campaign, 1987. #6416, bus. JT.  
Cooperative Education, 1987. #6419, tel. SC/DF.  
Transit Advertising Bulletin ads: Cooperative Education, Red Cross, Take Pride in America, 1987. #6422, tra. SC/DF.  
Red Cross, 1987. #6423, out. JT.  
Poster Advertising Bulletin ads: Red Cross, Take Pride in America, 1987. #6424a, pos. JT, WB.  
Cooperative Education, 1987. #6424b, rad. SC/DF.  
Economic Census, 1987. #6425, tel. OM.  
Peace Corps, 1987. #6427, tel. TB.  
Agricultural Census, 1987. #6428, new. OM.  
Agricultural Census, 1987. #6429, mag. OM.  
Internal Revenue Service: Make Your Taxes Less Taxing, 1987. #6430a, kit. ME.  
Economic Census, 1987. #6430b, rad. OM.  
Economic Census, 1987. #6432, bus. OM.  
Red Cross: Corporate Campaign, 1987. #6433a, mag. JT.  
Space Technology, 1987. #6433b, rad. CE.  
Red Cross: Corporate Campaign, 1987. #6440, new. JT.  
Safety Belts, 1988. #6444, tel. LB.  
Aid to Higher Education, 1988. #6445, tel. LC.  
Economic Census, 1988. #6446, new. OM.  
Transit Advertising Bulletin ads: IRS, Red Cross, UNCF, 1988. #6447, tra. ME, JT, YR.  
Outdoor Advertising Bulletin ads: IRS, Red Cross, 1988. #6448a, out. ME, JT.

**Box 83:**

IRS, 1988. #6448b, rad. ME.  
Red Cross, 1988. #6449, out. JT.  
Red Cross: Corporate Campaign, 1988. #6450, tel. JT.  
Colon Cancer, 1988. #6452a, rad. CH.  
Colon Cancer, 1988. #6452b, mag. CH.

Aid to Higher Education, 1987. #6453, rad. LC.  
 Colon Cancer, 1987. #6454, tel. CH.  
 Space Technology, 1987. #6455, rad. CE.  
 Crime Prevention, 1987. #6456, tel. SC.  
 United Negro College Fund, 1988. #6457a, out. YR.  
 Colon Cancer, 1988. #6457b, new. CH.  
 INAME: Aid to Higher Education, American Cancer Society, Social Security, 1988. #6458, new. LC, CH, KC.  
 Consumer magazine ads: Aid to Higher Education, Crime Prevention, 1988. #6459, mag. LC, SC.  
 Social Security, 1988. #6460, tel. KC.  
 Aid to Higher Education, 1988. #6461, bus. LC.  
 Social Security, 1988. #6462, new. KC.  
 Aid to Higher Education, 1988. #6463, new. LC.  
 Social Security, 1988. #6464a, tel. KC.  
 Ad Council Annual Report, "Town Crier for a Nation," 45th, 1986-87. #6464b, adm. AC.  
 Social Security, 1988. #6465, out. KC.  
 Crime Prevention, 1988. #6466, pos. SC.  
 Aid to Higher Education, 1988. #6467, tra. LC.  
 Crime Prevention, 1988. #6468, tra. SC.  
 Social Security, 1988. #6469, out. KC.  
 United Way, 1988. #6470, mag. BJ/KE.  
 Child Abuse Prevention, 1988. #6471, mag. LCE.  
 Social Security, 1988. #6472, new. KC.  
 Social Security, 1988. #6473, mag. KC.  
 Social Security, 1988. #6474, new. KC.  
 INAME: Aid to Higher Education, Crime Prevention, Opportunities for Minorities, Social Security, 1988. #6475, new. LC, SC, YR, KC.  
 NCP: Opportunities for Minorities, Social Security, 1988. #6476, new. KC.  
 IRS, 1988. #6477, new. ME.  
 IRS, 1988. #6479, out. ME.

**Box 84:**

Take Pride in America, 1988. #6480, bus. WB.  
 Forest Fire Prevention, 1988. #6481, tel. FC.  
 Aid to Higher Education, 1988. #6482, pos. LC.  
 Consumer magazine ads: Child Abuse Prevention, IRS, 1988. #6483, mag. LCE, ME.  
 INAME: Child Abuse Prevention, Recruiting Teachers, Social Security, 1988. #6485, new. LCE, AV, KC.  
 Recruiting Young Teachers, 1988. #6486, tel. AV.  
 Employer Support of the Guard and Reserve, 1988. #6487, tel. DB.  
 United Way, 1988. #6488, tel. LM.  
 IRS, 1988. #6489, tra. ME.  
 Social Security, 1988. #6490, tra. KC.

Recruiting Young Teachers, 1988. #6491, mag. AV.  
 Forest Fire Prevention, 1988. #6492, new. FC.  
 Forest Fire Prevention (English and Spanish), 1988. #6493, rad. FC.  
 Forest Fire Prevention, 1988. #6494, mag. FC.  
 Bicentennial of the Constitution, 1988. #6495, tel. SM.  
 Space Technology, 1988. #6497, tel. CE.  
 NCP: Ellis Island, Forest Fire Prevention, Social Security, 1988. #6498, new. BJ/KE, FC, KC.  
 Child Abuse Prevention, 1988. #6499, tra. LI.  
 Child Abuse Prevention, 1988. #6500, out. LI.  
 Consumer magazine ads: Ellis Island, Space Technology, 1988. #6501, mag. BJ/KE, CE.  
 Consumer magazine ads: Ellis Island, Space Technology, 1988. #6502, mag. BJ/KE, CE.  
 Individual Giving/Volunteering, 1988. #6503, tel. EA.  
 Drug Abuse Prevention, 1988. #6504, tel. DN.  
 Recruiting Young Teachers, 1988. #6505, rad. AV.  
 INAME: Aid to Higher Education, Ellis Island, Forest Fire Prevention, Safety Belts, Social Security, 1988. #6506, new. LC, BJ/KE, FC, LB, KC.  
 Understanding Mental Illness, 1988. #6507a, new. WA.  
 NCP: Child Abuse Prevention, Recruiting New Teachers, 1988. #6507b, new. LI, AV.  
 Forest Fire Prevention, 1988. #6508, out. FC.  
 INAME: Aid to Higher Education, Forest Fire Prevention, Individual Giving/Volunteering, Social Security, 1988. #6509, new. LC, FC, EA, KC.  
 Safety Belts, 1988. #6510, tel. LB.  
 Peace Corps, 1988. #6511, tel. BK.  
 Drug Abuse Prevention: "Cocaine, The Big Lie," 1988. #6512, rad. DN.  
 Child Find Mediation, 1988. #6513, new. MM.  
 Crime Prevention, 1988. #6514, bus. SC.

**Box 85:**

Ad Council Annual Report, "Town Crier for a Nation," 45th, 1986-87. #6515, adm. AC.  
 NCP: Forest Fire Prevention, Understanding Mental Illness, 1988. #6516, new. FC.  
 Ellis Island, 1988. #6517a, tel. BJ/KE.  
 Child Find Mediation, 1988. #6517b, new. MM.  
 Take Pride in America, 1988. #6518, tel. WB.  
 United Way, 1988. #6519a, tel. LM.  
 Social Security, 1988. #6519b, bus. KC.  
 Export Awareness, 1988. #6520, new.  
 Safety Belts, 1988. #6521, mag. LB.  
 Safety Belts, 1988. #6522, new. LB.  
 Safety Belts, 1988. #6523, out. LB.  
 Drunk Driving Prevention, 1988. #6524, tel.  
 Take Pride in America, 1988. #6525, new. WB.  
 United Way, 1988. #6526, rad. LM.  
 NCP: Aid to Higher Education, Social Security, 1988. #6527, new. LC, KC.

INAME: Child Find Mediation, Ellis Island, Forest Fire Prevention, Individual Giving/Volunteering, Take Pride in America, 1988. #6528, new. MM, BJ/KE, FC, EA, WB.  
International Executive Service Corps, 1988. #6529, bus. JT.  
Consumer magazine ads: Drug Abuse, Take Pride in America, 1988. #6530, mag. DN, WB.  
United Way, 1988. #6531, new. LM.  
NCP: Red Cross, Safety Belts, 1988. #6532, new. JT, LB.  
NCP: Ellis Island, Forest Fire Prevention, 1988. #6533, new. BJ/KE, FC.  
Red Cross, 1988. #6534, tra. JT.  
United Way, 1988. #6535, pos. LM.  
Individual Giving/Volunteering, 1988. #6536, tra. EA.  
Poster Advertising Bulletins ads: Drug Abuse, Individual Giving/Volunteering, 1988. #6537, pos. DN, EA.  
Red Cross, 1988. #6538, kit. JT.  
Employer Support of the Guard and Reserve, 1988. #6539, rad. DA.

**Box 86:**

Red Cross (English and Spanish), 1988. #6540, rad.  
Red Cross, 1988. #6541, mag. JT.  
United Way, 1988. #6542, mag. LM.  
Crime Prevention, 1988. #6543, rad. SC.  
Ellis Island, 1988. #6544, rad. BJ/KE.  
Vote '88, 1988. #6545, tel. BK.  
United Way, 1988. #6546, rad. LM.

**Box 87:**

Red Cross, 1988. #6547, mag. JT.  
Red Cross, 1988. #6548, bus. JT.  
Red Cross, 1988. #6549, new. JT.  
Red Cross, 1988. #6550, tel. JT.  
Consumer magazine ads: Aid to Higher Education, Individual Giving/Volunteering, 1988. #6551, mag. LC, EA.  
Aid to Higher Education, 1988. #6552, bus. LC.  
INAME: Individual Giving/Volunteering, Take Pride in America, United Way, 1988. #6553, new. EA, WB.  
NCP: Forest Fire Prevention, Recruiting Young Teachers, 1988. #6554, new. FC.  
NCP: Drunk Driving Prevention, Safety Belts, 1988. #6555, new. LB.  
Red Cross, 1988. #6556, out. JT.  
Washington Conference booklet: "A Unique Partnership Between the Public and Private Sectors," 1988. #6557, adm.  
United Way, 1988. #6558, tel. LM.  
IRS, 1988. #6559, bus. ME.  
School Dropouts (Ashland Oil Campaign), 1988. #6560, mag. DOE.

School Dropouts (Ashland Oil Campaign), 1988. #6561, tel. DOE.  
Washington Conference booklet: "A Unique Partnership Between the Public and Private Sectors," 1988. #6562, adm.  
Vote '88, 1988. #6563, rad. BK.  
IRS, 1988. #6564, rad. ME.  
NCP: Ellis Island, Safety Belts, 1988. #6565, new.  
IRS, 1988. #6566, new. ME.  
IRS, 1988. #6567, bus. ME.  
IRS, 1988. #6568, mag. ME.  
Vote '88, 1988. #6569, new. BK.  
IRS, 1988. #6570, new. ME.  
NCP: Colon Cancer, Environmental Defense Fund, 1988. #6571, new. CH, DE.

**Box 88:**

INAME: American Cancer Society, Ellis Island, Environmental Defense Fund, IRS, 1988. #6572, new. CH, DE, ME.  
Understanding Mental Illness, 1988. #6573, mag. WA.  
Space Technology, 1988. #6574, tel. CE.  
Bicentennial of the Constitution, 1988. #6575, tel. SM.  
Crime Prevention, 1988. #6576, tel. SC.  
School Dropouts (Ashland Oil Campaign), 1988. #6577, rad. DOE.  
Individual Giving/Volunteering, 1988. #6578, new. EA.  
Environmental Defense Fund, 1988. #6579, mag. DE.  
Environmental Defense Fund, 1988. #6580, rad. DE.  
United Negro College Fund, 1988. #6581, tel. YR.  
AIDS Prevention, 1988. #6582, tel. SM.  
Environmental Defense Fund, 1988. #6583, tel. DE.  
Red Cross, 1988. #6584, kit. JT.  
Red Cross, 1988. #6585, mag. JT.  
Red Cross, 1988. #6586, bus. JT.

**Box 89:**

Red Cross, 1988. #6587, new. JT.  
United Way, 1988. #6588, new. LM.  
Red Cross, 1988. #6589, out. JT.  
Red Cross, 1988. #6590, new. JT.  
Understanding Mental Illness, 1988. #6591, bus. WA.  
Understanding Mental Illness, 1988. #6592, new. WA.  
United Way, 1988. #6593, mag. ME.  
Crime Prevention, 1988. #6594, mag. SC.  
NCP: IRS, Opportunities for Minorities, 1988. #6595, new. ME, YR.  
NCP: Ellis Island, Red Cross, 1988. #6596, new. BJ/KE, JT.  
NCP: Ellis Island, Recruiting Young Teachers, 1988. #6597, new. BJ/KE, AV.

Crime Prevention, 1988. #6598, out. SC.  
United Way, 1988. #6599, pos. LM.  
INAME: AIDS, Red Cross, 1988. #6600, new.  
Employer Support of the Guard and Reserve, 1988. #6601, out. DB.  
IRS, 1988. #6602, bus/new. ME.  
Understanding Mental Illness, 1988. #6604, pos. WA.  
INAME: AIDS, Crime Prevention, Drunk Driving, 1988. #6605, new. SM, SC, WE.  
International Executive Service Corps, 1988. #6606, bus. JT.  
IRS, 1988. #6607, rad. ME.  
NCP: Crime Prevention, Peace Corps, 1988. #6608, new. SC, BK.  
Red Cross, 1988. #6610, tra. JT.  
Colon Cancer Detection, 1988. #6611, tel. CH.  
Understanding Mental Illness, 1988. #6612, tel. WA.  
Understanding Mental Illness, 1988. #6613, rad. WA.  
Understanding Mental Illness, 1988. #6614, tra. WA.

**Box 90:**

Colon Cancer Detection, 1988. #6617, rad. CH.  
IRS (English and Spanish), 1988. #6618, mag. ME.  
Bicentennial of the Constitution, 1988. #6620, new. SM.  
IRS, 1988. #6621, tel. ME.  
Red Cross (English and Spanish), 1988. #6622, tel. JT.  
Food Stamps, 1988. #6623a, tel. RS.  
Food Stamps, 1988. #6623b, new. RS.  
IRS, 1989. #6624, tra. ME.  
IRS, 1988. #6625, rad. ME.  
Crime Prevention, 1989. #6626, pos. SC.  
Peace Corps, 1989. #6627, rad. BK.  
Crime Prevention, 1989. #6628, tra. SC.  
Red Cross, 1989. #6629, new. JT.  
AIDS Prevention, 1989. #6630, mag. SM.  
Red Cross, 1989. #6631, mag. JT.  
Colon Cancer Detection, 1989. #6632, mag. CH.  
IRS, 1989. #6633, bus. ME.  
IRS, 1989. #6634, new. ME.  
IRS, 1989. #6635, out. ME.  
Colon Cancer Detection, 1989. #6636, new. CH.  
Red Cross, 1988. #6637, kit. JT.  
NCP: IRS, Red Cross, 1989. #6638, new. ME, JT.  
Red Cross, 1989. #6640, rad. JT.  
Red Cross, 1989. #6641, out. JT.  
Red Cross, 1989. #6642, pos. JT.  
NCP: Cooperative Education, IRS, 1989. #6643, new. SC.  
INAME: AARP, IRS, 1989. #6644, new. EM, ME.



IRS, 1989. #6645, out. ME.  
Environmental Defense Fund: Recycling, 1989. #6646, new.  
AARP, 1989. #6647, mag. EM.  
UNCF, 1989. #6648, bus. YR.  
Child Abuse Prevention, 1989. #6649, bus. LI.  
International Executive Service Corps, 1989. #6650, mag. JT.  
International Executive Service Corps, 1989. #6651, bus. JT.  
AIDS Prevention, 1989. #6652, new. SM.  
Nutrition, 1989. #6653, mag.  
International Executive Service Corps, 1989. #6654, new. JT.  
Consumer magazine ads: Aid to Higher Education, Cooperative Education, UNCF, 1989.  
#6655, mag. LC, SC, YR.

**Box 91:**

AARP, 1989. #6656, rad. EM.  
Food Stamps, 1989. #6657, rad. RS.  
Child Abuse Prevention, 1989. #6658, rad. LI.  
AARP, 1989. #6659, tel. EM.  
Crime Prevention, 1989. #6660, new. SC.  
INAME: Cooperative Education, Ellis Island, Understanding Mental Illness, 1989. #6661,  
new. SC, BJ, WA.  
Red Cross, 1989. #6662, tra. JT.  
Ellis Island, 1989. #6663, mag. BJ.  
Child Abuse Prevention, 1989. #6664, mag. LI.  
Environmental Defense Fund: Recycling, 1989. #6687, new.  
United Way, 1989. #6688, mag. LO.  
Child Find Mediation, 1989. #6689, new. MM.  
United Way: Drug Rehabilitation, 1989. #6690, tel. LO.  
United Way: Drug Rehabilitation, 1989. #6691, new. LO.  
Bicentennial of the Constitution, 1989. #6692, rad. SM.  
Bicentennial of the Constitution, 1989. #6693, mag. SM.  
Bicentennial of the Constitution, 1989. #6694, new. SM.  
Take Pride in America, 1989. #6695, tel. WB.  
Individual Giving/Volunteering, 1989. #6696, out.  
IRS, 1989. #6698, mag. ME.  
Individual Giving/Volunteering, 1989. #6699a, mag. EA.  
IRS, 1989. #6699b, new. ME.  
IRS, 1989. #6700a, tel. ME.  
Ad Council Executive Committee minutes, 1953. #6700b, adm.  
UNCF, 1989. #6701a, rad. YR.  
Ad Council Executive Committee minutes, 1954. #6701b, adm.  
Individual Giving/Volunteering, 1989. #6702a, tel. EA.  
Ad Council Executive Committee minutes, 1955. #6702b, adm.  
Individual Giving/Volunteering, 1989. #6703a, tra.

Ad Council Executive Committee minutes, 1956. #6703b, adm.  
Individual Giving/Volunteering, 1989. #6704a, new. EA.  
Ad Council Executive Committee minutes, 1957. #6704b, adm.

**Box 92:**

IRS, 1989. #6705a, rad. ME.  
Ad Council Executive Committee minutes, 1958. #6705b, adm.  
Red Cross: Health and Safety, 1989. #6706, kit. JT.  
Ad Council Executive Committee minutes, 1959. #6706b, adm.  
Covenant House: Nineline, 1989. #6707a, tel. YR.  
Ad Council Executive Committee minutes, 1960. #6707b, adm.  
Red Cross: Infant CPR, 1989. #6708a, rad. JT.  
Ad Council Executive Committee minutes, 1961. #6708b, adm.  
Free Press, 1989. #6709a, tel. LO.  
Ad Council Executive Committee minutes, 1962. #6709b, adm.  
Ad Council Annual Report: "Moving America to Action," 46th, 1987-88. #6710, adm. AC.  
Red Cross, 1989. #6711a, tra.  
Historical PSA Bulletins #21-39, 1973-76. #6711b, adm.  
Red Cross, 1989. #6712a, out.  
Historical PSA Bulletins #5-15, 1970-72. #6712b, adm.  
Covenant House: Nineline, 1989. #6713, pos. YR.  
Covenant House: Nineline, 1989. #6714, tra. YR.  
Covenant House: Nineline, 1989. #6715, out. YR.  
Red Cross: Health Services, 1989. #6716, new. JT.  
Red Cross: Health Services, 1989. #6717, rad. JT.  
United Way, 1989. #6719, mag. LO.  
United Way, 1989. #6720, new. LO.

**Box 93:**

Free Press, 1989. #6721, new. LO.  
Free Press, 1989. #6722, rad. LO.  
Covenant House: Nineline, 1989. #6723, mag. YR.  
Covenant House: Nineline, 1989. #6724, new. YR.  
Bicentennial of the Constitution, 1989. #6725, new. SM.  
Recruiting Teachers, 1989. #6726, rad. AV.  
United Way, 1989. #6727, new.  
Recruiting Teachers, 1989. #6728, tel. AV.  
United Way, 1989. #6729, tel. LO.  
Drunk Driving Prevention, 1989. #6730, rad.  
Cooperative Education, 1989. #6731, tel. SC.  
INAME: AIDS Prevention, Cooperative Education, Drunk Driving Prevention, Forest Fire Prevention, 1989. #6732, new. SM, SC, FC.  
Cooperative Education, 1989. #6733, new. SC.

Free Press, 1989. #6734, mag. LO.  
Covenant House: Nineline, 1989. #6735, rad. YR.  
Cooperative Education, 1989. #6736, rad. SC.  
Space Technology, 1989. #6737, mag. LI.  
United Way, 1989. #6738, tel. LO.  
Red Cross: Blood Donors, 1989. #6739, mag. HC.  
Red Cross: Blood Donors, 1989. #6740, tra. HC.  
United Way, 1989. #6741, pos. LO.  
Red Cross: Blood Donors, 1989. #6742, pos. HC.  
Red Cross: Blood Donors, 1989. #6743, out. HC.  
Red Cross: Blood Donors, 1989. #6744, tel. HC.  
Red Cross: Blood Donors, 1989. #6745, new. HC.  
United Way, 1989. #6746, rad. LO.

**Box 94:**

Safety Belts, 1989. #6747, mag. LB.  
Space Technology, 1989. #6748, rad. LI.  
Radon Awareness, 1989. #6749, new. TW.  
Radon Awareness, 1989. #6750, mag. TW.  
Radon Awareness, 1989. #6751, tel. TW.  
United Way, 1989. #6752, mag. LO.  
United Way, 1989. #6753, pos. LO.  
United Way, 1989. #6754, new. LO.  
Safety Belt, 1989. #6755, rad. LB.  
Safety Belt, 1989. #6756, new. LB.  
United Way, 1989. #6757, rad. LO.  
Employer Support of the Guard and Reserve, 1989. #6758, tel. RR.  
Radon Awareness, 1989. #6759, out. TW.  
Radon Awareness, 1989. #6760, tra. TW.  
IRS, 1989. #6761, rad. ME.  
IRS, 1989. #6762, mag. ME.  
International Youth Exchange, 1985. #6763, new. RD.  
Red Cross, 1989. #6764a, rad. JT.  
Consumer magazine ads: Ellis Island, Peace Corps, 1984. #6764b, KE, TB.  
Red Cross chapter kit, 1984. #6765, kit. JT.  
INAME: Opportunities for Minorities, Peace Corps, United Way, 1984. #6766, new. YR.

**Box 95:**

Peace Corps, 1984. #6767, bus. TB.  
International Youth Exchange, 1984. #6768, mag. RD.  
Consumer magazine ads: Child Abuse Prevention, National Urban League, United Way,  
1984. #6770CE, YR, BJ.  
Red Cross, 1984. #6771, rad. JT.

Employer Support of the Guard and Reserve, 1985. #6772, rad. DA.  
 Forest Fire Prevention, 1985. #6773, mag. FC.  
 Ellis Island, 1985. #6774, new. KE.  
 Peace Corps, 1985. #6775, bus. TB.  
 Red Cross, 1985. #6776, new. JT.  
 International Executive Service Corps, 1985. #6777, bus. BC.  
 Consumer magazine ads: Peace Corps, Religion in American Life, UNCF, 1985. #6778, TB, CA, YR.  
 Religion in American Life, 1985. #6779, rad. CA.  
 Employer Support of the Guard and Reserve, 1985. #6780, bus. DA.  
 Individual Giving and Volunteering, 1985. #6781, bus. OM.  
 Forest Fire Prevention, 1985. #6782, rad. FC.  
 Productivity, 1985. #6783, bus. CA.  
 Consumer magazine ads: Aid to Higher Education, National Organization on Disability, 1985. #6784, mag. DD, EB.  
 Red Cross - Health Services, 1985. #6785, new. JT.  
 Consumer magazine ads: Opportunities for Minorities, Red Cross, 1985. #6786, mag. YR, JT.  
 Direct Deposit, 1985. #6787, new. ME.  
 International Executive Service Corps, 1985. #6788, bus. BC.  
 Business Press ads: Ad Council, Red Cross, United Way, 1985. #6789, bus. JT.  
 Consumer magazine ads: Cooperative Education, Peace Corps, 1985. #6790, mag. DT, TB.  
 International Executive Service Corps, 1985. #6791, bus. BC.  
 UNCF, 1985. #6792, bus. YR.  
 Business Press ads: Ad Council, Red Cross, United Way, 1985. #6793, bus. JT.  
 NCP: Child Abuse Prevention, Crime Prevention, Drunk Driving Prevention, Employer Support of the Guard and Reserve, Food Stamps, Forest Fire Prevention, National Organization on Disability, Opportunities for Minorities, 1985. #6794, new. CE, DF, LK, DA, RS, FC, EB, YR.  
 Citizens Against Government Waste, 1986. #6796, new. BD.  
 Citizens Against Government Waste, 1986. #6797, mag. BD.  
 United Way, 1986. #6798, new. BJ.  
 Food Stamps, 1986. #6799, rad. RS.  
 Consumer magazine ads: Child Abuse Prevention, Safety Belt Awareness, 1986. #6800, mag. CE, LB.

**Box 96:**

Vote '86, 1986. #6801, rad. MO.  
 Employer Support of the Guard and Reserve, 1986. #6802, new. DA.  
 Peace Corps, 1986. #6803, mag. TB.  
 Citizens Against Government Waste, 1986. #6804, bus. BD.  
 Child Abuse Prevention, 1986. #6805, rad. CE.  
 Employer Support of the Guard and Reserve, 1986. #6806, bus. DA.  
 Drug Abuse Prevention, 1986. #6807, rad. NH.

Ellis Island, 1986. #6808, new. BJ.  
Drug Abuse Prevention, 1986. #6809, mag. NH.  
Consumer magazine ads: Food Stamps, Red Cross, Religion in American Life, 1986. #6810,  
mag. RS, JT, SC.  
Red Cross, 1986. #6811, rad. JT.  
Forest Fire Prevention, 1986. #6812, mag. FC.  
Ellis Island, 1986. #6813, mag. BJ.  
United Way, 1986. #6814, mag. BJ.  
Space Technology, 1990. #6815, rad.  
Eat LEAN, 1990. #6816, mag. LV.  
Census '90, 1990. #6817, tra. OM.  
Eat LEAN, 1990. #6818, new. LV.  
Census '90, 1990. #6819, tra. OM.  
Eat LEAN, 1990. #6820, tel. LV.  
Red Cross, 1990. #6821, tel. JT.  
Space Technology, 1990. #6822, tel.  
Red Cross, 1990. #6823, rad. JT.

**Box 97:**

Census '90, 1990. #6824, out. OM.  
Bicentennial of the Constitution, 1990. #6825, tel. SM.  
Crime Prevention, 1990. #6826, tel. SC.  
Eat LEAN, 1990. #6827, tra. LV.  
Eat LEAN, 1990. #6828, tra. LV.  
Census '90. #6829, tra. OM.  
Census '90, 1990. #6831, bus. OM.  
Census '90, 1990. #6832, rad. OM.  
Census '90, 1990. #6833, mag. OM.  
Eat LEAN, 1990. #6835, rad. LV.  
Child Abuse Prevention, 1990. #6836, mag. LCE.  
International Executive Service Corps, 1990. #6837, mag. JT.  
Nurse Recruitment, 1990. #6838, tel. DB.  
Religion in American Life, 1990. #6839, mag. FC/LK.  
Social Security, 1990. #6840, new. PS.  
Colon Cancer, 1990. #6841, bud. CH.  
Recruiting New Teachers, 1990. #6842, mag. AV.  
Social Security (Spanish), 1990. #6843, new. PS.  
Child Abuse Prevention, 1990. #6844, new. LCE.  
Social Security, 1990. #6845, rad. PS.  
Social Security, 1990. #6846, mag. PS.  
Religion in American Life, 1990. #6847, new. FC/LK.  
Individual Giving and Volunteering, 1990. #6848, rad. EA.  
Religion in American Life, 1990. #6849, adm. FC/LK.  
Nurse Recruitment, 1990. #6850, rad. DB.

Individual Giving and Volunteering, 1990. #6851, tel. EA.  
NeighborWorks, 1990. #6852, new. GF.  
NeighborWorks, 1990. #6853, tra. GF.  
NeighborWorks, 1990. #6854, out. GF.  
Recycle, 1990. #6856, new. DE.  
Recruiting Nurses, 1990. #6857, mag. DB.

**Box 98:**

Individual Giving and Volunteering, 1990. #6858, mag. EA.  
Recruiting New Teachers, 1990. #6859, new. AV.  
Individual Giving and Volunteering, 1990. #6860, new. EA.  
Social Security, 1990. #6861, tel. PS.  
Cooperative Education, 1990. #6862, bus. SC.  
NeighborWorks, 1990. #6863, bus. GF.  
NeighborWorks, 1990. #6864, bus. GF.  
Individual Giving and Volunteering, 1990. #6865, tra. EA.  
Safety Belts, 1990. #6866, tel. LB.  
United Way, 1990. #6867, tel. LM.  
NeighborWorks, 1990. #6868, tel. GF.  
Safety Belts, 1990. #6869, out. LB.  
United Way, 1990. #6870, tel. LM.  
Employer Support of the Guard and Reserve, 1990. #6871, bus. RR.  
United Way, 1990. #6872, rad. LM.  
IRS, 1990. #6873, bus. ME.  
Radon Awareness, 1990. #6874, out. TW.  
Forest Fire Prevention, 1990. #6875, rad. FC.  
Child Find Mediation, 1990. #6876, rad. MM.  
Forest Fire Prevention, 1990. #6877, tel. FC.  
Safety Belts, 1990. #6878, tra. LB.  
Crime Prevention, 1990. #6879, tra. SC.  
Crime Prevention, 1990. #6880, tra. SC.  
Red Cross, 1990. #6881, out. JT.  
Employer Support of the Guard and Reserve, 1990. #6882, new. RR.  
IRS, 1990. #6883, new. ME.  
IRS, 1990. #6884, tel. ME.  
Radon Awareness, 1990. #6885, tra. TW.  
IRS, 1990. #6886, mag. ME.  
IRS, 1990. #6887, rad. ME.  
Red Cross, 1990. #6888, mag. JT.  
NeighborWorks, 1990. #6889, rad. GF.  
Red Cross, 1990. #6890, new. JT.  
NeighborWorks, 1990. #6891, bus. GF.

**Box 99:**

United Way, 1990. #6892, rad. LM.  
Child Find Mediation, 1990. #6893, rad. MM.  
Child Find Mediation, 1990. #6894a, new. MM.  
Child Find Mediation, 1990. #6894b, rad. MM.  
Teen Alcoholism, 1990. #6895, rad. AY.  
Teen Alcoholism, 1990. #6896, new. AY.  
Teen Alcoholism, 1990. #6897, tel. AY.  
UNCF, 1990. #6898, tel. YR.  
Employer Support of the Guard and Reserve, 1990. #6899, out. RR.  
Child Find Mediation, 1990. #6900, tel. MM.  
Crime Prevention, 1990. #6901, rad. SC.  
Employer Support of the Guard and Reserve, 1990. #6902, rad. RR.  
Forest Fire Prevention, 1990. #6903, tra. FC.  
UNCF, 1990. #6904, mag. YR.  
Forest Fire Prevention, 1990. #6905, out. FC.  
Radon Awareness, 1990. #6906, rad. TW.

**Box 100:**

United Way, 1990. #6907, rad. LM.  
UNCF, 1990. #6908, tel. YR.  
Social Security, 1990. #6909, new. PS.  
Drug Abuse and AIDS, 1990. #6910, rad. DT.  
Child Abuse Prevention, 1990. #6911, new. LI/CE.  
Drug Abuse and AIDS, 1990. #6912, rad. DT.  
Safety Belts, 1990. #6913, tel. LB.  
Forest Fire Prevention, 1990. #6914, new. FC.  
Drug Abuse and AIDS, 1990. #6915, tel. DT.  
Radon Awareness, 1990. #6916, new. TW.  
Child Find Mediation, 1990. #6917, new. MM.  
Radon Awareness, 1990. #6918, tel. TW.  
Energy Efficiency, 1990. #6919, rad. BJ.  
Drug Abuse and AIDS, 1990. #6920, mag. DT.  
Drug Abuse and AIDS, 1990. #6921, new. DT.  
Crime Prevention, 1990. #6922, rad. SC.  
Crime Prevention, 1990. #6923, bus. SC.  
Drunk Driving Prevention, 1990. #6924, tel. WE.

**Box 101:**

Crime Prevention, 1990. #6925, new. SC.  
Peace Corps, 1990. #6926, tel. SC.  
Drunk Driving Prevention, 1990. #6928, rad. WE.  
Drunk Driving Prevention, 1990. #6929, mag. WE.

Red Cross: Blood Donors, 1990. #6930, rad. JT.  
Drug Abuse and AIDS, 1990. #6931, rad. DT.  
Drunk Driving Prevention, 1990. #6932, new. WE.  
Understanding Mental Illness, 1990. #6933, rad. WF.

**Box 102:**

Child Abuse Prevention, 1990. #6934, rad. LI/CE.  
Red Cross: Blood Donors, 1990. #6935, mag. CC.  
Red Cross, 1990. #6936, new. JT.  
Aid to Higher Education, 1987. #6937, rad. LC.  
Youth Alcoholism Prevention, 1986. #6938, rad. NA.  
Bicentennial of the Constitution, 1987. #6939, rad. SM.  
Red Cross: Health Services, 1988. #6940, rad. JT.  
Safety Belt Education, 1991. #6941, rad. LB.  
United Way, 1991. #6942, rad. LP.

**Box 103:**

Safety Belt Education, 1991. #6943, tel. LB.  
Energy Efficiency, 1991. #6944, tel. BJ.  
IRS, 1991. #6945, tel. ME.  
UNCF, 1991. #6946, bus. YR.  
Employer Support of the Guard and Reserve, 1991. #6947, rad.  
UNCF, 1991. #6948, rad. YR.  
IRS, 1991. #6949, new. ME.  
IRS, 1991. #6950, mag. ME.  
IRS, 1991. #6951, rad. ME.  
Red Cross: Corporate Campaign, 1991. #6952, tel. JT.  
Employer Support of the Guard and Reserve, 1991. #6953, new. RR.  
UNCF, 1991. #6954, new. YR.  
Recycling, 1991. #6955, rad. DE.

**Box 104:**

Religion in American Life, 1991. #6956, rad. FC/LK.  
Red Cross: Water Safety, 1991. #6957, tel. JT.  
Drug Abuse and AIDS, 1991. #6958, new. DT.  
Bicentennial of the Constitution, 1991. #6959, rad. SM.  
Understanding Mental Illness, 1991. #6960, tel. WF.  
Recycling, 1991. #6963, rad. DE.  
Crime Prevention, 1991. #6964, tel. SC.  
Crime Prevention, 1991. #6965, rad. SC.  
Employer Support of the Guard and Reserve, 1991. #6966, bus. RR.  
Understanding Mental Illness, 1991. #6967, new. WF.



Understanding Mental Illness, 1991. #6968, mag. WF.  
Crime Prevention, 1991. #6969, new. SC.  
Red Cross: Water Safety, 1991. #6970, new. JT.  
Crime Prevention, 1991. #6971, mag. SC.  
Employer Support of the Guard and Reserve, 1991. #6972, new. RR.  
Employer Support of the Guard and Reserve, 1991. #6973, tel. RR.  
Employer Support of the Guard and Reserve, 1991. #6974, mag. RR.  
Red Cross: Water Safety, 1991. #6975, new. JT.  
Red Cross: Water Safety, 1991. #6976, mag. JT.  
Red Cross: Water Safety, 1991. #6977, mag. JT.

**Box 105:**

Employer Support of the Guard and Reserve, 1991. #6978, rad. RR.  
Employer Support of the Guard and Reserve, 1991. #6979, rad. RR.  
Points of Light Foundation, 1991. #6980, rad. SC.  
Understanding Mental Illness, 1991. #6981, rad.  
Recycling, 1991. #6982, new. DE.  
Recycling, 1991. #6983, mag. DE.  
United Way, 1991. #6984, rad. LP.  
United Way, 1991. #6985, rad. LP.  
Drug Abuse and AIDS, 1991. #6986, tel. DT.  
Points of Light Foundation, 1991. #6987, tel. SC.  
American Economic System, 1950. #6989, bkl.

**Box 106:**

Better Schools, 1950s. #6990, rad.  
Ad Council, 1968-73. #6991, adm.  
High Blood Pressure, 1974-1980. #6992a, adm.  
High Blood Pressure, 1974-1980. #6992b, adm.  
High Blood Pressure, 1974-1980. #6992c, rad.  
Jobs, 1968. #6993, kit.  
Traffic Safety and Safety Belts, 1968-1985. #6995, adm.  
Energy, 1974. #6996, adm. CW.

**Box 107:**

Ad Council Executive Committee meeting minutes, 1950. #6997, adm.  
Ad Council Executive Committee meeting minutes, 1951. #6998, adm.  
Ad Council Executive Committee meeting minutes, 1952. #6999, adm.  
Historical PSA Bulletins, #40-44, 1976. #7013a, adm.  
Historical PSA Bulletins, #45-49, 1977. #7013b, adm.  
Historical materials: Better Schools, Religion in American Life, War Advertising Council,

1944-1950. #7015, adm. WAC.  
29<sup>th</sup> Ad Council Washington Conference, 1973. #7017, adm.  
Ad Council Board Meeting transcript, 1974. #7023, adm.  
American Economic System newspaper proof sheet, 1948. #7026, new.  
Ad Council Annual Reports, 7<sup>th</sup>, 10<sup>th</sup>-14<sup>th</sup>, 16<sup>th</sup>, 1948-1958. #7028, adm.

**Box 108:**

Forest Fire Prevention, 1986-89. #7029, adm. FC.  
Understanding Mental Illness, 1986-90. #7030, adm. WA.  
Drugs: headline article, New York Times, 1989. #7031, rep.  
Drugs: headline article, New York Times, 1983-86. #7032, rep.  
AIDS: headline article, Washington Post, 1988. #7033, rep.  
Social Security, 1987-88. #7034, adm.  
Historical materials: US Savings Bonds photographs and slides, 1984. #7035, adm.  
IRS, 1991. #7047, rad. ME.  
IRS, 1991. #7048, mag. ME.  
IRS, 1991. #7049, bus. ME.  
IRS, 1991. #7050, new. ME.  
Forest Fire Prevention, 1991. #7051, mag. FC.  
Teen Alcoholism Prevention, 1991. #7052, tel. NA.  
IRS, 1991. #7053, tel. ME.

**Box 109:**

Forest Fire Prevention, 1991. #7054, kit. FC.  
Environmental Defense Fund, 1991. #7055, kit. DE.  
Radon Awareness, 1991. #7056a, kit. TW.  
Radon Awareness, 1991. #7056b, kit. TW.  
Recruiting Teachers, 1991. #7057, kit. BA.  
UNCF, 1991. #7058, kit. YR.

**Box 110:**

Points of Light Foundation, 1991. #7059, tel. SC.  
Peace Corps, 1991. #7060a, tel. BK.  
Crime Prevention, 1991. #7060b, kit. SC.  
Red Cross: Blood Donors, 1991. #7061, te. JT.  
Safety Belt Education, 1991. #7062, kit. LB.  
Drunk Driving Prevention, 1991. #7063, kit. WE.  
Child Abuse Prevention, 1991. #7064, kit. LI/CE.

**Box 111:**

Religion in American Life, 1991. #7065, rad. FC/LK.

Parental Involvement in Education, 1991. #7066, tel. JM.  
Employer Support of the Guard and Reserve, 1991. #7067, tel. RR.  
Vote '92, 1992. #7068, tel. BK.  
Radon Awareness, 1992. #7069, tel. TW.  
Radon Awareness, 1992. #7070, rad. TW.  
Recycle, 1992. #7071, mag. DE.  
Recycle, 1992. #7072, rad. DE.

**Box 112:**

Recycle, 1992. #7073, new. DE.  
Forest Fire Prevention, 1992. #7074, tel. FC.  
Ad Council PSA Award Dinner program, 1990. #7075, adm.  
Ad Council PSA Award Dinner program, 1991. #7076, adm.  
Ad Council Annual Report, 49<sup>th</sup>, 1990-91. #7077, adm.  
Employer Support of the Guard and Reserve, 1992. #7078, rad. RR.  
Employer Support of the Guard and Reserve, 1992. #7079, tel. RR.  
Employer Support of the Guard and Reserve, 1992. #7080, bus. RR.  
Individual Giving and Volunteering, 1992. #7082, rad. EA.  
Individual Giving and Volunteering, 1992. #7083, tel. EA.  
Recruiting New Teachers, 1992. #7084, kit. BA.  
Recycle, 1992. #7085, new. DE.

**Box 113:**

Safety Belt Education, 1992. #7086, mag. LB.  
Points of Light Foundation, 1992. #7087, kit. SC.  
Forest Fire Prevention, 1992. #7088, kit. FC.  
Child Abuse Prevention, 1992. #7089, kit. LI/CE.  
Healthy Start, 1992. #7090, tel. GA.  
Drug Abuse and AIDS, 1992. #7092, tel. DT.  
UNCF, 1992. #7093, bus. YR.  
Drug Abuse and AIDS, 1992. #7094a, rad. DT.

**Box 114:**

Safety Belt Education, 1992. #7094b, rad. LB.  
Drug Abuse and AIDS, 1992. #7095, rad. DT.  
Employer Support of the Guard and Reserve, 1992. #7096, tel. RR.  
Employer Support of the Guard and Reserve, 1992. #7097, rad. RR.  
Anti-Discrimination, 1992. #7098, tel. MO.  
Points of Light Foundation, 1992. #7099, bus. AL.  
Forest Fire Prevention (Spanish), 1992. #8000, mag. FC.  
Understanding Mental Illness, 1992. #8001, kit. WF.  
Understanding Mental Illness, 1992. #8003, rad. WF.

Radon Awareness, 1992. #8004, tel. TW.

**Box 115:**

Red Cross, 1992. #8005, rad. DB.  
Red Cross, 1992. #8006, mag. DB.  
Forest Fire Prevention, 1992. #8008, rad. FC.  
Anti-Discrimination, 1992. #8009, rad. MO.  
Crime Prevention, 1992. #8010, rad. SC.  
Drunk Driving Prevention, 1992. #8013a, tel. WE.  
Drunk Driving Prevention, 1992. #8013b, rad. WE.

**Box 116:**

Ad Council Award Dinner programs, 1954-1970. #8014a, adm.  
Ad Council Award Dinner programs, 1971-1988. #8014b, adm.  
Ad Council Award Dinner programs, 1989-93. #8015, adm.  
Ad Council Award Dinner programs, 2002-05. #8016, adm.

**Box 117:**

UNCF, 1993. #8018, tel. YR.  
Healthy Start, 1993. #8021, kit. GA.  
Forest Fire Prevention, 1993. #8024, tel. FC.  
Forest Fire Prevention, 1993. #8027, rad. FC.  
Red Cross: Blood Donor, 1993. #8028, kit.  
Red Cross, 1993. #8031, rad. JT.  
Crime Prevention, 1993. #8032, rad. SC.  
Red Cross: Blood Donor, 1993. #8035, kit. DB.

**Box 118:**

Points of Light Foundation, 1993. #8036, tel. SC.  
Crime Prevention, 1993. #8037, tel. SC.  
Employer Support of the Guard and Reserve, 1993. #8038, rad. RR.  
Outdoor Advertising Bulletin ads: Child Abuse Prevention, Crime Prevention, Drunk Driving, Peace Corps, Savings Bonds, 1984. #8041, out. CE, SC, LK, TB, LB.  
Transit Advertising Bulletin ads: Aid to Higher Education, Child Abuse Prevention, Crime Prevention, Drunk Driving, Individual Giving/Volunteering, International Youth Exchange, Red Cross, RIAL, Savings Bonds, UNCF, 1984. #8042, tra. CE, SC, LK, OM, RD, CA, LB, YR.  
Poster Advertising Bulletin ads: Drug Abuse Prevention, International Youth Exchange, Red Cross, Savings Bonds, UNCF, 1984. #8043, pos. NH, RD, JT, LB, YR.  
Transit Advertising Bulletin ads: Child Abuse Prevention, Individual Giving/Volunteering, Opportunities for Minorities, Red Cross, UNCF, 1985. #8044, tra. CE, OM, YR, JT,

YR.

Outdoor, Transit, and Poster Advertising Bulletin ads: Aid to Higher Education, Direct Deposit, Employer Support of the Guard and Reserve, Forest Fire Prevention, Interfaith Hunger Appeal, Peace Corps, RIAL, Savings Bonds, UNCF. 1983, out, tra, pos. DD, ME, DA, FC, KM, TB, CA, LB, YR.

Outdoor and Poster Advertising Bulletin ads: Citizens Against Government Waste, Crime Prevention, Direct Deposit, Ellis Island, Employer Support of the Guard and Reserve, Food Stamps, Forest Fire Prevention, Opportunities for Minorities, Red Cross, Understanding Mental Illness, UNCF, United Way, 1985-86. #8046, out, pos. BD, DW, NH, KE, DA, RS, FC, YR, JT, WA, YR, BJ.

Outdoor, Transit, and Poster Advertising Bulletin ads: Child Abuse Prevention, Citizens Against Government Waste, Cooperative Education, Crime Prevention, Drug Abuse Prevention, Food Stamps, Opportunities for Minorities, Take Pride in America, Understanding Mental Illness, UNCF, United Way, 1986-87. #8047, out, tra, pos. CE, BD, DF/SC, DW, DN, RS, YR, WB, WA, YR, BJ.

**Box 119:**

Crime Prevention, Direct Deposit, Employer Support of the Guard and Reserve, Food Stamps, Forest Fire Prevention, International Youth Exchange, Opportunities for Minorities, Take Pride in America, UNCF, United Way, 1980s. #8048, adm.

Radon Awareness, 1993. #8049, rad.

Education Reform, 1993. #8050, rad. YR.

United Way, 1993. #8051, rad. SC.

Employer Support of the Guard and Reserve, 1993. #8052, rad. RR.

Forest Fire Prevention, 1993. #8054, tel. MU.

Safety Belt Education, 1993. #8058, tel. LB.

Breast Cancer Detection, 1993. #8059, tel. BD.

United Way, 1993. #8060, tel. SC.

Employer Support of the Guard and Reserve, 1993. #8061, tel. RR.

Education Reform, 1993. #8062, tel. YR.

Crime Prevention: "Scruff" magazine, collector's edition, Vol. 1, No. 1, 1993. #8063, bkl.

**Box 120:**

Ad Council Museum of TV and Radio: A Retrospective of Advertising Council Campaigns—A Half Century of Public Service, 1991. #8064, bkl.

Drunk Driving Prevention, 1993. #8072, kit. WE.

Drug Abuse and AIDS, 1993. #8073, kit. DF.

Red Cross: Blood Donors, 1993. #8074a, kit. DB.

Red Cross. 1993. #8074b, tel. CR.

Arts and Humanities, 1993. #8076, tel. SM.

Earth Share, 1993. #8077, tel. FC.

Crime Prevention, 1993.. #8078, rad. SC.

Teen Alcoholism Prevention, 1993. #8079, tel. AY.

Junior Achievement, 1994. #8085, rad. BJ.

**Box 121:**

Breaking the Cycle of Disadvantage, 1994. #8086, rad. GA.  
Crime Prevention, 1994. #8089, kit. SC.  
Recycle, 1994. #8091, kit. ME.  
Vote '94, 1994. #8092, kit. BK.  
Points of Light Foundation, 1994. #8093, kit. SC.  
Red Cross: Disaster Relief, 1994. #8094, kit. GI.  
Forest Fire Prevention, 1994. #8095, kit. FC.  
Safety Belt Education, 1994. #8096, rad. LB.  
Childhood Immunization, 1994. #8098, kit. BC.  
Earth Share, 1994. #8099, rad. FC.  
Drunk Driving Prevention, 1994. #9001, kit. WE.  
Anti-Discrimination (Kids-Directed), 1994. #9008, tel. GF.  
Head Start, 1994. #9009, tel. LD.  
UNCF, 1994. #9010, kit. YR.  
Crime Prevention, 1994. #9011, rad. SC.

**Box 122:**

Washington Conference Programs, 1951-1966. #9016, adm.  
Washington Conference Programs, 1967-83, 1987-88. #9017, adm.  
Ad Council 2<sup>nd</sup> Annual Public Service Institute program and luncheon remarks, 1987. #9018, adm.  
Ad Council 2<sup>nd</sup> Annual Public Service Institute program and dinner remarks, 1987. #9019a, adm.  
Ad Council 2<sup>nd</sup> Annual Public Service Institute full program and transcript (1 of 2), 1987. #9019b, adm.

**Box 123:**

Ad Council 2<sup>nd</sup> Annual Public Service Institute full program and transcript (2 of 2), 1987. #9019c, adm.  
Ad Council 2<sup>nd</sup> Annual Public Service Institute Workshops 1 and 2 transcripts, 1987. #9019d, adm.  
Ad Council 2<sup>nd</sup> Annual Public Service Institute Workshops 3 and 4 transcripts, 1987. #9019e, adm.  
Ad Council 2<sup>nd</sup> Annual Public Service Institute Workshops 5 and 6 transcripts, 1987. #9019f, adm.  
U.S. Presidents' quotes and photos, undated. #9020, adm.

**Box 124:**

Head Start, 1994. #9022, rad. LD.  
 Domestic Violence Prevention, 1994. #9023, rad. AR.  
 Forest Fire Prevention, 1994. #9024, rad. FC.  
 Drunk Driving Prevention, 1994. #9025, rad. WE.  
 Safety Belt Education, 1994. #9026, rad. LB.  
 Organ and Tissue Donation, 1994. #9027, rad. JE.  
 Safety Belt Education, 1995. #9028, rad. LB.  
 Arts and Humanities, 1994. #9029, rad. LP.  
 Infant Immunization, 1994. #9030, rad. DB.  
 Second Harvest (Hunger Relief), 1994. #9031, rad. JT.  
 Crime Prevention (Spanish), 1994. #9032, rad. VR.  
 Forest Fire Prevention, 1995. #9033, tel. FC.  
 Forest Fire Prevention, 1994. #9034, pro.  
 UNCF, 1994. #9040, mag. YR.  
 UNCF, 1994. #9041, new. YR.  
 Forest Fire Prevention, 1994. #9055, tel. FC.  
 Employer Support of the Guard and Reserve, 1994. #9056, pro.  
 Domestic Violence, 1994. #9057, pro.  
 Domestic Violence, 1994. #9058, out. AR.  
 Vote '94, 1994. #9059, out. BK.  
 Vote '94, 1994. #9060, pro.  
 Vote '94, 1994. #9061, tel. BK.  
 Junior Achievement, 1994. #9062, out. BJ.  
 Recruiting New Teachers, 1994. #9063, pro.  
 Education Reform, 1994. #9064, tel. YR.  
 Clean Water, 1994. #9065, rad. DCI.  
 Breast Cancer Detection, 1994. #9066, tel. BD.  
 Arts and Humanities, 1994. #9067, tel. LP.  
 Organ and Tissue Donation, 1994. #9068, tel. JE.  
 Safety Belt Education, 1995. #9069, tel. LB.  
 Safety Belt Education, 1994. #9070, tra. LB.  
 Drunk Driving Prevention, 1994. #9071, out. WE.

**Box 125:**

Earth Share, 1994. #9072, tra. FC.  
 Employer Support of the Guard and Reserve, 1994. #9073, tel. RR.  
 Round Table discussions, 1951, 1953. #9074, adm.  
*Person to Person*, "A 44-Year Public Service Campaign That Bears Watching," 1985  
 (Smokey). #9075, rep.  
 T.S. Repplier materials: photos, memos, "Confidence" campaign, 1945. #9076, adm.  
 TV Guide: Jason Robards quote and article "The Long Hot Summer," 1991. #9077, rep.  
 Anti-Inflation campaign report, 1980. #9078, adm.  
 University of Illinois finding aids, undated. #9079, adm.  
 American Economic System: national survey and info booklet, placement test, 1976. #9080,

adm.  
 American Economic System: National Survey on the US Economic System, 1975. #9081, adm.  
*Forum*, "Writer Recalls Famed WWII Ad," 1991, rep.  
 "An Appeal to Business From the Country's War Leaders," 1943. #9083, bkl.  
 AIDS Prevention: Harvard Business School exhibit, 1992. #9084, adm.  
 UNCF, 1970s. #9085, mag.  
 White House Ad Council meeting, 1949. #9086, adm.  
 Ad Council Public Service Award, 1954. #9087, adm.  
 White House press release: announcement of Citizen Advisory Committee, 1959. #9088, adm.  
 "Actions for Food and Agriculture," Daniel Shaughnessy, 1976. #9089, adm.  
 "What Shall We Do About It?," James Young, 1941. #9090, adm.  
 "What You Give is Only a Fraction of What You Get...," 1991. #9091, bkl. AC.  
 "The Ad Council: Investing in the Public Interest," 1983. #9092, bkl. AC.  
 Advertising Council News, 1949-52, 1958. #9093, adm.  
 "They Give Us a Good Name," T.S. Repplier; telegram to Repplier from President Eisenhower, 1959. #9094, rep.  
*Advertising Age*, "Smaller World and Bigger Government...," Repplier, 1966. #9095, rep.  
*Media History Digest*, "Ad Council Marks 50 Years of Crusades," 1992. #9096, rep.

#### **Box 126:**

Smokey Bear materials, 1951-1980. #9097, adm.  
*Collier's*, "The Truth That Makes Us Free," 1947. #9098, rep.  
 Ad Council photographs, 1959. #9099, adm.  
*New York Herald Tribune*, "President's Talk to Ad Men," 1957. #9100, rep.  
 "What Advertising Learned From the War," 1945. #9101, adm.  
 War Advertising Council: Kleenex Womanpower ad, 1943. #9102, rep.  
*Independent Press*, "It's What I Think," 1966. #9103, rep.  
 Ad Council correspondence: John P. Kelley to Brad Lynch, 1991. #9104, adm.  
 United America: Group Prejudice, 1950. #9105, new.  
 Ad Council Washington Conference pamphlets, 1963-64. #9106, adm.  
 Memo to advertisers from Harry Steinbreder, Jr., *Sports Illustrated*, 1972. #9107, rep.  
 The American People, 1973-74. #9108, bkl.  
 "The Profit Motive and the Public Interest," address by Howard Morgens at Ad Council Public Service Award Dinner, #9109, bkl.  
 National Endowment for the Arts, 1979. #9110, new.  
 Government Reorganization (Hoover Report), ca. late 1940s. #9111, new.  
 Ad Council American Round Table: "The Cultural Aspects of America," 1953. #9112, adm.  
 Smithsonian exhibit: "Selling American Ideas: The Advertising Council First 50 Years," 1992. #9113, bkl.  
 Clean Water Campaign: NRDC Action Guide booklet, undated. #9114, bkl.  
 Museum of Broadcast Communications exhibit: "Selling American Ideas: The Advertising Council First 50 Years," 1992. #9115, bkl.



Museum of TV & Radio exhibit: "Selling American Ideas: The Advertising Council First 50 Years," 1992. #9116, bkl.  
*Chronicle of Philanthropy*, Earth Share's Ad Campaign, 1993. #9117, rep.  
Smokey Bear: The First 50 Years, 1993. #9118, bkl.  
Smokey Bear: The First 50 Years, 1993. #9119, bkl.  
*New York Times*, "Public Service Campaigns Ran at Record Pace in '90," 1991. #9120, rep.  
*The Advertiser*, "Fifty Years of Service," 1992. #9121, rep.  
*The NonProfit Times*, "PSAs effective in getting out the message," 1992. #9122, rep.  
*Adweek*, The Best of Pro Bono, 1993. #9123, rep.  
*Congressional Record*, "In Honor of the Ad Council," 1992. #9124, rep.  
*Adweek*, The Best of Pro Bono, 1993. #9125, rep.  
*Congressional Record*, 1989. #9126, bkl.  
National Survey on the American Economic System, 1976. #9127, bkl. CA.  
Break the Cycle of Disadvantage, 1995. #9130, rad. GA.  
Employer Support of the Guard and Reserve, 1995. #9131a, kit. RR.

**Box 127:**

Child Abuse Prevention, 1995. #9131b, rad. BBV.  
Drunk Driving Prevention, 1995. #9132a, rad. WE.  
Earth Share, 1995. #9132b, rad. FC.  
Clean Water Campaign, 1995. #9133, kit. DCA.  
UNCF, 1995. #9133b, pro.  
Crime Prevention, 1995. #9134a, kit. SC.  
Teen Alcoholism, 1995. #9134b, pro.  
Child Abuse Prevention, 1995. #9135a, tel. BBV.  
Head Start, 1994. #9135b, tel. LD.  
Infant Immunization, 1994. #9136a, tel. DB.  
Gender Equity in Education, 1995. #9136b, tel. MV.  
Forest Fire Prevention, 1995. #9137a, tel. FC.  
Red Cross: Blood Donor Recruitment, 1995. #9137b, kit. DB.  
Red Cross, 1995. #9138a, tel. JT.  
Breast Cancer Awareness, 1995. #9138b, rad. BD.  
Breaking the Cycle of Disadvantage, 1995. #9139a, tel. GA.  
Second Harvest, 1995. #9139b, tel. JT.  
Value of Math and Science, 1995. #9140a, kit. TR.  
Second Harvest, 1994. #9140b, tel. JT.  
Crime Prevention, 1994. #9141a, tel. SC.  
Understanding Mental Illness, 1995. #9141b, kit. TW.  
Earth Share, 1995. #9142a, tel. FC.  
Pediatric AIDS, 1995. #9142b, tel. BAT.  
UNCF, 1995. #9143a, tel. YR.  
United Nations 50<sup>th</sup> Anniversary, 1995. #9143b, tel. BM.  
Crime Prevention, 1994. #9144a, out. SC.  
Safety Belt Education, 1995. #9144b, tel. LB.

**Box 128:**

Employer Support of the Guard and Reserve - Bosnia, 196. #9145a, pro.  
Drunk Driving Prevention, 1995. #9145b, tel. WE.  
Fire Safety Campaign, 1995. #9146a, tel. AV.  
Child Abuse Prevention, 1995. #9146b, tel. BBV.  
Ad Council Monthly Personnel Policy Manual, 1996. #9147a, adm.  
Public Safety and Environmental Concerns campaign: Buy Recycled, Clean Water, Crime Prevention, Domestic Violence Prevention, Drunk Driving Prevention, Earth Share, Employer Support of the Guard and Reserve, Forest Fire Prevention, 1995. #9147b, rad.  
Domestic Violence Prevention, 1995. #9148a, tel. AR.  
Holiday PSAs: Anti-Discrimination, Crime Prevention, Domestic Violence Prevention, Drug Abuse and AIDS Prevention, Drunk Driving Prevention, Employer Support of the Guard and Reserve, Forest Fire Prevention, Infant Immunization, Junior Achievement, Red Cross, UNCF, 1995. #9148b, pro.  
Vote '96, 1996. #9149a, kit. BAT.  
Crime Prevention, 1995. #9149b, pro.  
UNCF, 1996. #9149c, tel. YR.  
Crime Prevention, 1994. #9150a, pro.  
Breast Cancer Detection, 1996. #9150b, rad. BD.  
Ad Council Salute to Volunteers, 1995. #9151a, adm.  
National Fatherhood Initiative, 1996. #9151b, tel. CE.  
Domestic Violence Prevention, 1995. #9152, rad. AR.  
Buy Recycled, 1996. #9153, rad. ME.  
National Fatherhood Initiative, 1996. #9154, rad. CE.  
Understanding Mental Illness, 1996. #9155, rad. TW.  
Crime Prevention, 1996. #9156, rad. SC.  
Forest Fire Prevention (Spanish), 1996. #9157, rad. CO.  
Safety Belt Education, 1996. #9158, rad. LB.  
Individual Giving and Volunteering, 1996. #9159, rad. HR.  
Forest Fire Prevention, 1996. #9160, rad. FC.  
Junior Achievement, 1996. #9161, rad. BJ.  
Vote '96, 1996. #9162, rad. BAT.  
Safety Belt Education, 1996. #9163, tel. LB.  
Buy Recycled, 1996. #9164, tel. ME.  
Vote '96, 1996. #9165, tel. BAT.  
Employer Support of the Guard and Reserve, 1996. #9166, tel. RR.  
Coalition for America's Children, 1996. #9167, tel. YR.  
Forest Fire Prevention, 1996. #9168, tel. CO.  
Crime Prevention, 1996. #9169, tel. SC.  
Junior Achievement, 1996. #9170, tel. BJ.  
Red Cross, 1996. #9171, tel. JT.  
Forest Fire Prevention, 1996. Tel. FC.  
Value of Math and Science, 1996. #9173, tel. TR.

Individual Giving and Volunteering, 1996. #9174, tel. HR.

**Box 129:**

Education Reform, 1996. #9175, tel. YR.  
Recruiting New Teachers, 1996. #9176, tel. PB.  
Head Start, 1996. #9177, rad. DN.  
Head Start, 1996. #9178, tel. DN.  
Coalition for America's Children, 1996. #9179. Rad. TR.  
National Urban League, 1996. #9180, tel. NA.  
National Urban League, 1996. #9181, rad. NA.  
Point of Light, 1996. #9182, tel. SC.  
Employer Support of the Guard and Reserve, 1996. #9183, rad. RR.  
Employer Support of the Guard and Reserve, 1996. #9184, tel. RR.  
Infant Immunization, 1996. #9185, tel. DB.  
Forest Fire Prevention, 1996. #9186, pro.  
Education Reform, 1996. #9187, tel. YR.  
Coalition for America's Children, 1996. #9188, rad. YR.  
Drunk Driving Prevention, 1996. #9189, tel. WE.  
Buy Recycled, 1996. #9190, tel. ME.  
Drunk Driving Prevention, 1996. #9191, rad. WE.  
Crime Prevention, 1997. #9192, rad. SC.  
Youth Fitness, 1997. #9193, tel. CFP.  
Infant Immunization, 1997. #9194, rad. DB.  
Talking With Kids About Tough Issues, 1997. #9195, rad. JT.  
Talking With Kids About Tough Issues, 1997. #9196, tel. JT.  
Crime Prevention, 1997. #9197, tel. SC.  
Second Harvest, 1997. #9198, tel. JT.  
Value of Math and Science, 1997. #9199, rad. BJ.  
Coalition for America's Children, 1997. #9200, tel. YR.  
Value of Math and Science, 1997. #9201, tel. BJ.  
Coalition for America's Children, 1997. #9202, rad. YR.  
Buy Recycled, 1997. #9203, tel. ME.  
Healthy Start, 1997. #9204, tel. CJ.  
Individual Giving and Volunteering, 1997. #9205, tel. HR.  
National Fatherhood Initiative, 1997. #9206, tel. CE.  
Fire Safety, 1997. #9207, tel. AV.  
Early Childhood Development, 1997. #9208, tel. BE.  
Safety Belt Education, 1997, tel. LB.  
Safety Belt Education, 1997. #9210, rad. LB.

**Box 130:**

Food Fights for Freedom: A Call to Action, 1943. #5, bkl. WAC.  
"What Job is Mine on the Victory Line?" (Womanpower), Apr. 1943. #83, pam. USDL.

Victory Garden Ads, 1944. #160, new, WAC; and #187, new, WAC.  
 Rope Conservation, undated. #161, bkl. WPB.  
 Paper Conservation: Help Wanted! To Save a Million Tons of Paper, 1943. #198, bkl. WAC.  
 Forest Fire Prevention, 1945. #230, kit. OWI.  
 Manpower Recruitment: A Program For Recruiting Workers to Process Perishable Foods, 1944. #240, kit. WMC.  
 A Plan For Recruiting Local Emergency Farm Workers, 1944. #241, kit. WAC.  
 Home Food Preservation: Home Canning Ads, 1945. #265, new. WAC.  
 Manpower Recruitment: Plan for Recruiting Workers to Process Perishable Foods, 1945. #272, kit. WAC.  
 Army Recruitment, 1946. #327, new. AC.  
 American Red Cross, 1944. #362, bkl. WAC.  
 Forest Fire Prevention, 1946. #370, kit.  
 Army Recruitment, 1947. #371, new. AC.  
 Operation Naval Reserve, 1947. #374, new. AC.  
 Army Volunteers, 1947. #376, new. AC.  
 Fifth Anniversary of Public Service Advertising, 1947. #382, adm. AC.  
 Green Cross for Safety, 1947. #407, new. YR.  
 Crusade for Children, 1948. #423, new.  
 Fight Tuberculosis, 1948. #432, new. DU.  
 Air Force Day, 1948. #434, new. AC.

**Box 131:**

Forest Fire Prevention, 1947. #436, kit.  
 Armistice Day Promotion, 1948. #450, new. AC.  
 Naval Reserve, 1948. #452, new. AC.  
 American Economic System, 1949. #460, new. LS.  
 "Will 270 Die Today?", 1950. #465, bkl. YR.  
 1950 Census, 1950. #472, new. BB.  
 Forest Fire Prevention, 1949. #475, kit. FC.  
 Better Schools, Better Communities, 1951. #529, new. BB.  
 Forest Fire Prevention, 1950. #533, kit. FC.  
 Stop Accidents; Defense Bonds; Red Cross; American Economic System; Better Schools; CARE; Armed Forces; Forest Fire Prevention, 1951. #546, new. YR.  
 Recruit Student Nurses; Fight Inflation; Home Fire Prevention; American Economic System; Stop Accidents; Armed Forces; Forest Fire Prevention; American Defense Bonds, 1951. #547, new. YR.  
 Fight Inflation; CARE; Home Fires; Fire Safety; Gov't Reorganization; Productivity for Defense; Student Nurse Recruitment; US Defense Bonds; Heritage - 4<sup>th</sup> of July, 1951. #548, new. ME.  
 Crusade for Freedom, 1951. #551, new. HO.  
 Forest Fires; School Crisis; Fight Inflation; Traffic Accidents; US Defense Bonds; Crusade for Freedom; Gov't Reorganization; Productivity for Defense, 1951. #557, new. YR.  
 US Defense Bonds; Community Chests; CARE; RIAL; American Economic System; Home

Fire Prevention; Gov't Reorganization, 1951. #558, new. ME.  
Armed Forces Blood Donor Programs, 1951. #563, new. TB.  
Forest Fires; School Crisis; Fight Inflation; Traffic Accidents; US Defense Bonds; Crusade for Freedom; Gov't Reorganization; Productivity for Defense, 1951. #570, new. YR.  
US Defense Bonds; Community Chests; CARE; RIAL; American Economic System; Home Fire Prevention; Gov't Reorganization, 1951. #571, new. ME.  
American Economic System; RIAL; US Defense Bonds; CARE, 1951. #572, new. ME.  
Fight Inflation, 1952. #589, DF.  
Armed Forces Blood Donor Program, 1951. #590, new. TB.  
Armed Forces Blood Donor Program, 1951. #591, new. TB.

**Box 132:**

Forest and Range Fire Prevention, 1951. #596, kit. FC.  
Civic Defense Campaign, 1952. #597, new. BD.  
Chevrolet Crusade for Freedom, 1951. #598, kit.  
Women in the Services, 1952. #601, new. LA.  
Civil Defense - Air Defense, 1952. #627, kit. BU.  
Crusade for Freedom, 1952. #630, new. HO.  
United Nations Day Ball Information and Memorabilia, 1952. #634, adm. AC.  
Crusade for Freedom, 1952. #636, new.  
National Blood Program/Red Cross, 1953. #639, kit. TB.  
National Blood Program, 1952. #641, new.  
American Economic System, RIAL, US Defense Bonds, CARE, 1951. #646, new. ME.  
Forest Fire Prevention, 1952. #649, kit. FC.  
National Blood Program, 1953. #656, new.  
Radio Free Europe, 1983. #674, new. LB.  
Recruiting Women for the Armed Forces, 1953. #678, new. DF.  
Forest Fire Prevention (The Blue Kit), 1953. #681, kit. FC.  
"The Power of Advertising," Chicago Sunday Tribune, March 1, 1953. #683, rep.  
National Blood Campaign, 1954. #694, new. TB.  
National Blood Campaign, 1954. #703, new. TB.  
Farm Scrap Action Plan, 1952. #711, kit. FS.  
Forest Fire Prevention, 1955. #720, kit. FC.  
Crusade for Freedom, 1955. #721, new. LB.  
Ground Observer Corps, 1955. #722, new.

**Box 133:**

Better Schools, Better Communities, 1955. #739, new/rad.  
Ground Observer Corps, 1955. #743, new.  
Civil Defense, 1955. #744, new. BD.  
Forest Fire Prevention, 1956. #748, kit.FC.  
Schedule of Public Service Advertising, 1956. #755, adm.  
Ground Observer Corps, 1956. #778, new.

Ground Observer Corps, 1957. #781, rad. RU.  
Stop Accidents - Home Safety Kit, 1957. #792, rad. CE.  
Better Schools, 1957. #794, new. BB.  
NATO, 8<sup>th</sup> Anniversary, 1957. #797, rad. JT.  
Forest, Woods, and Range Fire Prevention, 1957. #800, kit. FC.  
Ground Observer Corps, 1957. #815, new. RU.  
Ground Observer Corps, 1956. #823, new.  
Aid to Higher Education, 1957. #832, rad.  
Aid to Higher Education, 1958. #845, rad.  
American Council to Improve Our Neighborhoods (ACTION), 1958. #851, rad. YR.  
Confidence in a Growing America (special kit), 1958. #867, new. ME.  
Ad Council slogans and symbols stickers, 1958. #870, adm.  
Aid to Higher Education, 1958. #876, rad.

**Box 134:**

NATO, 10<sup>th</sup> Anniversary, 1959. #902, rad. JT.  
NATO, 10<sup>th</sup> Anniversary, 1959. #903, new. JT.  
Aid to Higher Education, 1959. #917, rad. NA.  
U.S. Census, 1960. #946, new. MF.  
U.S. Census, 1960. #953a, new. MF.  
U.S. Census, 1960. #953b, rad. MF.  
Challenge to Americans, 1962. #1084, mag.  
Better Community Relations, 1966. #1327, rad. GA.  
Petty proofs - trade press: Mental Retardation; US Savings Bonds; Forest Fire Prevention;  
Radio Free Europe; Red Cross; Traffic Safety; Keep America Beautiful; USO, 1967.  
#1354, bus.  
Peace Corps, 1966. #1357, rad. YR.  
Peace Corps, 1966. #1358, new. YR.  
Drug Abuse Information, 1970. #1591, kit. CA.  
PSA Bulletin No. 16, 1972. #1691, adm.  
Health Careers Campaign, 1974. #1796, kit. OM.

**Box 135:**

Energy Conservation, 1974. #1800, kit. CW.  
Energy Conservation, 1974. #1804, kit. CW.  
Red Cross, 1975. #1873, new. JT.  
Energy Conservation, 1975. #1891, kit. CW.

**Box 136:**

Health Careers, 1975. #1919, mag.  
Southern Forest Fire Prevention, 1976. #2003, mag. LE.  
Register and Vote, 1976. #2008, new. NH.

American Economic System Info and Action Guide, 1976. #1975b, kit. CA.  
Register and Vote, 1976. #2010, new. NH.  
Southern Forest Fire Prevention, 1976. #2015, new. LE.  
American Economic System, 1978. #3009, kit.  
Consumer magazine ads: Child Abuse Prevention, Red Cross, 1978. #3043, mag.  
Crime Prevention, 1979. #4094, bkl.  
Newspaper ads: Employer Support of the Guard and Reserve, Savings Bonds, 1982. #4189, new. LB.  
Red Cross, 1987. #6373, kit. JT.  
Bicentennial of the Constitution, 1987. #6390, kit. SM.  
Infant Immunization, 1994. #9049, mag. DB.  
Ellis Island, 1988. #6496, new. BJ/KE.

**Box 137:**

Safety Belt Education, 1994. #9035, mag. LB.  
Safety Belt Education, 1994. #9036, new. LB.  
Buy Recycled, 1994. #9037, new. ME.  
Organ and Tissue Donation, 1994. #9038, mag. JE.  
Organ and Tissue Donation, 1994. #9039, new. JE.  
Arts and Humanities, 1994. #9042, new. LP.  
Domestic Violence, 1994. #9043, mag. AR.  
Domestic Violence, 1994. #9044, new. AR.  
Drunk Driving Prevention, 1994. #9045, mag. WE.  
Junior Achievement, 1994. #9046, bus. BJ.  
Head Start, 1994. #9047, bus. LD.  
Earth Share, 1994. #9048, bus. FC.  
Infant Immunization, 1994. #9050, new. DB.  
Drunk Driving Prevention, 1994. #9051, new. WE.  
Second Harvest, 1994. #9052, mag. JT.  
Second Harvest, 1994. #9053, new. JT.  
Second Harvest, 1994. #9054, bus. JT.  
Clean Water Campaign (folder only), 1995. #9129, adm.

**Box 138:**

International Campaigns and Projects, 1945-1986. #6710a, adm  
American Red Cross, 1989. #6718, mag. JT.  
American Red Cross, 1985. #6795, kit.  
US Census, 1990. #6830, tel. OM.  
US Census, 1990. #6834, new. OM.  
Teen Alcoholism, 1990. #6897b, tel. AY.  
Recruiting Nurses - Hispanic, 1991. #6961, kit. SO.  
Recruiting Nurses - Hispanic, 1991. #6962, kit. SO.  
Points of Light Foundation, 1991. #6988, new. SC.  
American Economic System, 1948-53. #6994a, adm.

American Economic System, 1948-53. #6994b, adm.  
“How to Turn the Tide”: Confidence in a Growing America; Crisis in Education, ca. 1950s.  
#7014, adm.

**Box 139:**

United Nations Day ads, 1949-1967. #7018, adm.  
Representative old ads, 1947-1967. #7019, adm.  
American Economic System (Anti-Inflation) negatives, 1951. #7020, adm.  
American Economic System (Anti-Inflation), 1951. #7021, adm.  
Representative war ads, 1943-1961. #7024, adm.  
American Economic System negative proof sheets, 1948. #7027, adm.  
Earth Share, 1992. #7081, kit. DN.  
Register and Vote, 1992. #7091, kit. BK.  
Individual Giving and Volunteering, 1992. #8002, kit. EA.  
Drug Abuse; AIDS Prevention, 1992. #8007, kit. DT.

**Box 140:**

Crime Prevention, 1992. #8011, mag. SC.  
Crime Prevention, 1992. #8012, new. SC.  
Drunk Driving Prevention, 1993. #8015, mag. WE.  
Drunk Driving Prevention, 1993. #8016, new. WE.  
Radon Awareness, 1993. #8017, new. TW.  
Individual Giving and Volunteering (Spanish), 1992. #8019, mag. EA.  
Individual Giving and Volunteering (Spanish), 1992. #8020, new. EA.  
Forest Fire Prevention, 1993. #8022, mag. FC.  
Forest Fire Prevention, 1993. #8023, new. FC.  
Earth Share, 1993. #8025, new. DN.  
Earth Share, 1993. #8026, mag. DN.  
Education Reform, 1993. #8028, kit. YR.  
American Red Cross, 1993. #8030, kit. JT.  
Crime Prevention, 1993. #8033, mag. SC.  
Breaking the Cycle of Disadvantage, 1993. #8034, kit. GA.  
American Red Cross - Blood Donor, 1993. #8039, kit. DB.

**Box 141:**

Employer Support of the Guard and Reserve, 1993. #8040, kit. RR.  
Education Reform, 1993. #8053, mag. YR.  
Forest Fire Prevention, 1993. #8055, new. FC.  
Forest Fire Prevention, 1993. #8056, mag. FC.  
Breast Cancer Detection, 1993. #8057, kit. BD.  
Arts and Humanities, 1993. #8065, kit. SM.  
Forest Fire Prevention (Spanish and Asian), 1993. #8066, kit. MU.



American Red Cross - Blood Donors, 1993. #8067, mag. DB.  
Education Reform, 1993. #8068, new. YR.  
Drunk Driving Prevention, 1993. #8069, kit. WE.  
Drug Abuse/AIDS Prevention, 1993. #8070, kit. DF.  
Drug Abuse/AIDS Prevention (Spanish), 1993. #8071, kit. DF.  
Recruiting New Teachers, 1993. #8075, kit. BA.  
Recruiting New Teachers, 1994. #8080, kit. BA.  
Safety Belt Education, 1993. #8082, kit. LB.  
Recruiting New Teachers (Spanish), 1994. #8083, kit. BA.

**Box 142:**

Junior Achievement, 1994. #8084, mag. BJ.  
Clean Water Campaign, 1994. #8087, kit. DCI.  
Junior Achievement, 1994. #8088, new. BJ.  
Environmental Defense Fund: Buy Recycled, 1994. #8090, kit. ME.  
Register and Vote, 1994. #8097, new. BK.  
American Red Cross, 1994. #9000, new. GI.  
Childhood Immunization, 1994. #9002, kit. BR.  
Earth Share, 1994. #9003, kit. FC.  
Forest Fire Prevention, 1994. #9004, kit. FC.  
American Red Cross, 1994. #9005, kit. JT.  
American Red Cross - 911 (Spanish), 1994. #9006, kit. GI.  
Employer Support of the Guard and Reserve, 1994. #9007, kit. RR.  
Points of Light Foundation, 1994. #9021, bus. AL.

**Box 143:**

War Bonds ads and booklets, 1944. #5, bkl. WAC.  
Army Medical Department, 1943. #8a, bkl. WAC.  
“Advertising Goes to War,” *The Depictor*, 1943. #15, mag. ES.  
Food Fights for Freedom, 1944. #18, bkl. WAC.  
Economic Stability, 1943. #35, bkl. WAC.  
Wartime Advertising, 1943. #36, bkl. WAC.  
Food Advertising, undated. #43, bkl. WAC.  
Buy War Bonds, 1942. #46, bkl. WAC.  
“They Are Taking Away the Sandbags”: Restatement of Policy to Advertisers, Media, and Ad Agencies, 1943. #61, bkl. WAC.  
Food Fights for Freedom, 1944. #125, bkl. WAC.  
Food Fights for Freedom, undated. #143, bkl. WAC.  
Fuel Conservation, 1944. #155, pos. USGP.  
“The Story of You in Navy Blue” and “Waves Wanted: WAVES Recruitment,” 1943. #193, bkl. USN.  
Wartime Nutrition Program: Make Food Fight for Freedom by Eating Wisely, 1944. #197, new. WAC.

**Box 144:**

Maintain War Effort, 1945. #206, bkl. WAC.  
Economic Stabilization: Planned Spending and Saving, 1944. #210, bkl. WAC.  
Nurse Recruitment, 1945. #221, kit. WAC.  
6<sup>th</sup> War Loan, 1944. #243 (181?), bkl. OWI.  
Typewriter Salvage: "Send Your Typewriters to War," 1942. #250, kit. WPB.  
Beat Japan: "It'll Take a Lot of Killing," 1945. #276, kit. WAC.  
Security of War Information: "How Your Words Get to Japan," 1945. #277, bkl. WAC.  
Step on It - Save Tin Cans, 1945. #278, kit. OWI.  
Fight Famine, 1946. #334, bkl.  
Community Chests and Councils, 1946. #352, bkl. BD.  
World Trade Campaign, 1947. #359, bkl. AC.  
Economic Stabilization: War Financing, Bankers of America, 1945. #364/365, bkl. OWI.  
Crisis in Education, 1946. #409, bkl.  
American Heritage Program, ca. 1947. #410, bkl.  
Our American Heritage, 1947. #415, bkl.  
Better Schools Campaign, 1948. #430, kit. BB.  
Student Nurse Recruitment, 1948. #431, kit. JT.  
Red Cross Fund Chapter Plan Book, 1949-52. #444/477/582, kit. CA.

**Box 145:**

American Economic System, 1948. #446, bkl.  
Armed Forces Prestige Campaign, 1949. #473, new. JT.  
US Savings Bonds, 1950. #487, new. JT.  
"Freedom is Everybody's Job," undated; "History's Greatest Register and Vote Campaign," undated; *Sunday Herald*, Jan. 29, 1950. #517a, bkl/new. LB.  
Civil Defense Volunteer Recruiting kits, 1951. #576, kit. BD.  
Fight Inflation, 1951. #607, kit. DF.  
"Business Leaders Volunteered, Too," (ad) *Look*, 1952. #613, rep.  
Get Out the Vote, 1952. #615, bkl. LB.  
Red Cross Fund poster, 1953. #642, kit. NA.  
"Ad Council - What It Is, What It Does," *Colliers*, 1952. #645, rep.  
Better Schools: "Dr. Conant Looks at American High Schools," Nov. 1958; "How Can We Advertise School Needs," May 1954; "Let's Get Our Schools Ready Now!" ca. 1956. #652, bkl.  
ACTION, 1955. #737, rad, new. YR.  
Stamp Out Paralytic Polio, 1957-58. #831/846, rad. YR.

**Box 146:**

Confidence in a Growing America, 1958. #858, new.  
*Look* Magazine: Reports the Recession, 1958. #885, adm.  
Ad Council Year-End Ad, 1959-60. #957, new.

Contribute, Work, Vote, 1960. #967b, new. FC.  
Goals for Americans, 1961. #1007, #1008, new/rad, YR.  
Safety Belts (Stop Accidents), undated. #1098, com.  
Register and Vote ad from *Look* Magazine, 1964. #1184, Mag. GA.  
*Life* ad: Religion in American Life and list of ads which have appeared, 1965. #1259, adm.

"The 'You' in the UN," 1966. #1297, bkl.  
*Tuesday* (supplement to the *Times-Union*), 1966. #1334, adm.  
Mental Retardation ad, *Life*, 1966. #1336, adm.  
Equal Employment Opportunity, 1967. #1387, mag. MC.  
Equal Employment Opportunity, 1967. #1406, kit. MC.  
Crisis in Our Cities/Urban Coalition, 1968. #1465a, mag. KM.

**Box 147:**

Crisis in Our Cities, 1968. #1487, new. KM.  
American Economic System - ALA Kit, 1977. #2077, kit.  
Miracle of America ad, 1948. #486b, new.  
Child Abuse; Drunk Driving; Drug Abuse; Ad Council, 1985. #6040, bus.  
Free Press, 1987. #6364, new. LO.  
AIDS Prevention, 1988. #6600, new.  
US Department of Energy: Energy Efficiency, 1990. #6927, new. BJ.  
Historical Ad Council print ads, 1952-1971. #7016, adm.  
Advertising Council News, Vol. 1, No. 1, 1949. #7025, adm.

**Box 148:**

*Advertising Council News*, Vol. 2, 1950. #7031a, adm.  
*Advertising Council News*, Vol. 1, 1949. #7036, adm.  
*Advertising Council News*, Vol. 3, 1951. #7038, adm.  
*Advertising Council News*, Vol. 4, 1952. #7039, adm.  
*Advertising Council News*, Vol. 5, 1953. #7040, adm.  
*Advertising Council News*, Vol. 9, 1956. #7040a, adm.  
*Advertising Council News*, Vol. 8, No. 7, 1955. #7042, adm.  
*Advertising Council News*, Vol. 10, No. 1, 1957. #7044, adm.  
*Advertising Council News*, Vol. 11, No. 3, 1958. #7045, adm.  
*Advertising Council News*, Vol. 11, Nos. 2 and 3, 1958. #7046, adm.  
*Advertising Age*, Vol. 62, No. 48, 1991. #9128, rep.

**Box 149:**

Wartime Forest Fire Prevention: "*Greater Danger Than Ever!*" poster with shouting ranger, 1944. #124, bkl.  
US Army Nurse Corps, 1944. #196a, new.  
Nurse Recruitment, 1944. #196b, bkl. WAC.

Red Cross, 1945. #208, new. WAC.  
Medical WACS, 1945. #219, new.  
Forest Fire Prevention, ca. 1945. #230, kit. OWI.  
Forest Fire Prevention, 1944. #337, kit. WAC.  
CARE Campaign, 1951. #541, new. NA.  
Council Symbols: Ad Council Animal ad, 1953-54, 1955-56. #679, 734, mag.  
Forest Fire Prevention, 1962. #1038, kit. FC.  
Forest Fire Prevention, 1986. #6094, new. FC.  
Bicentennial of the Constitution, 1987. #6258, new. SM.  
IRS (English and Spanish), 1988. #6478, 6484, new. ME.

**Box 150:**

Overseas Christmas Packages, 1943. #1, new. WAC.  
Overseas Christmas Packages, 1943. #42, kit. WAC.  
Local Emergency Farm Workers, 1944. #241, kit. WAC.  
Overseas Christmas Packages, 1945. #297, pos, adm. WD.  
Accident Prevention, 1946. #326, new. FC.  
Ad Council ad, 1947. #406, pos. LR.  
Crusade for Children, 1948. #423, new.  
Army Day (Army Recruitment), 1949. #535, new.  
Fight Tuberculosis, 1949. #573, new. DU.

**Box 151 (Oversize):**

World War II Posters