

13/2/218  
Communications  
Advertising  
Advertising Council Campaign Posters, 1944-90

Note: This collection is arranged by campaign, and within each campaign the slogan found on each poster is included for easier identification. The second column contains the size of the poster (height x length), and the third contains the date, if known.

This collection is stored in two places. The items listed below are stored in the main archives search room. In addition, framed items from the 1992 Advertising Council exhibit at the Smithsonian are stored at the Archives Research Center. These items are enumerated in the attached list of "Framed Storage File Items."

**Folder 1:**

**Aid to Higher Education**

Invest in the Future of America	33x21	nd
We Can't Afford to Run out of Ideas	33x21	nd

**AARP**

Child Prodigy	27x19 1/2	nd
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**Be a Friend**

Don't Be Afraid, Be a Friend	22x16	1990s
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**Car Theft Prevention**

Young Car Thieves...	21x22	1968
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**Careers**

You Can be More than You Are	33x21	1970s (?)
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**Census**

200 Million Reasons to Answer the Census	22x21	1980
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**Child Abuse Prevention**

Abused Children are Helpless	33x21	nd
Stop Using Words that Hurt	33x21	nd
Take Time Out	33x21	1980

**Citizens Against Government Waste**

One of the Largest Federal Depositories..	33x21	nd
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**Coop Education**

In Today's Job Market...	33x21	1985
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**Covenant House**

Because Life on the Street...	33x21	nd
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**Crime Prevention**

Don't Let 'em Knock Your Block...	33x21	1986
One out of Two Teens in America	22x21	1988
McGruff Wants You	22x21	1989

**Folder 2:**

**Direct Deposit**

Before Direct Deposit...	18x12 1/2	1970s
Direct Deposit Fights Crime (with McGruff picture)	20x14	nd
Discover the Profitability...	28x22	nd (1981?)
Get Out of Line	33x21	nd
With Direct Deposit...	28x22	nd
This Year You'll Spend 8 1/2 Hours....	14x20	1980s

**Drunk Driving Prevention**

Drinking and Driving...	33x21	nd
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**Drug Abuse**

"Crucifix" photo (anti-heroin campaign)	11x24	ca. 1970
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**Employer Support of the Guard and Reserve**

It's Their Job to Protect You	33x21	nd
The Better Our Team...	33x21	nd

**Energy Conservation**

Don't be Fuelish	18x41	nd
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**Food Stamps**

Half the People Suffering...	33x21	1986
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**Forest Fire Prevention**

Fortieth Anniversary	28x22	nd
Make Wildfire A Thing of the Past	16 1/2 x21	ca.1982
Prevent Wildfire	16x19	ca.1981
This Used to be a Forest	22x21	nd
Be My Guest	22x21	nd

**Health Careers**

I Wanted More Out of Life	33x21	nd
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**Folder 3:****Independent Sector**

Just a Fraction...	28x22	nd
Meet J. Robert Anderson	33x21	nd

**IRS/Tax Assistance**

There are Volunteers to Help...	33x21	nd
For the Best Tax Advice...	33x21	nd
This Year the IRS...	22x21	nd
Don't Let This Come Between You...	22x21	1989

**International Youth Exchange**

Help Bring the World Together	33x21	nd
The World is Waiting	33x21	nd

**National Aids Network**

Help Stop Aids. Use a Condom	10 1/2 x16	nd
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**National Alliance of Businessmen**

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Sad but True... 33x21 nd

**National Commission on Productivity**

Would You Hire You? 22x21 nd

**National Urban League**

Everybody Deserves A Chance 33x21 ca.1982

I Grew Up Believing... 22x21 ca.1987

**Peace Corps**

We Need Someone... 26 1/2x20 nd

**Radon**

If You're Not Testing... 22x21 nd

**Folder 4:**

**Red Cross**

Bill Cosby	33x21	c.1979-80
Don't Chicken Out	33x21	c. Jan, 1986
Every Day Someone Needs Us	33x21	c. Feb, 1986
If Only They Came with Instructions	30x23	nd
Join Us	33x21	nd
Life's a Beach	33x21	c. Feb-Mar, 1987
Red Badge of Courage	33x21	nd
Red Cross is Counting on You	33x21	c. Jan-Feb, 1978
This Dummy Could Save a Life	33x21	c. Sept, 1986
What Kind of Wife...	33x21	c. Sept, 1987
Where Would America Be...	33x21	c. 1984-1985
If Only they Came with Instructions	33x21	1989

**Retrain**

You Won't Get Tomorrow's Jobs... 22x21 1965

**Safety Belts**

Mrs. Gordon Never Bothered...	12 1/2 x20	nd
Prepare Your Kids for Life	30x39	nd
Want to Keep your Face from Breaking out	17x20	nd

**Social Security**

Many People Only Know Half the Story 22x21 nd

**State Department of Rehabilitation**

I Got My Job... 22x21 nd

**Swine Flu Shot**

How Does a Week or Two... 33x21 1976

**Take Pride in America**

Bad Guys Abuse Public Land 22x21 nd

**Folder 5:**

**United Negro College Fund**

All Dressed Up and No Place to Go	27 1/2x20	nd
He Could Have Been Searching...	33x21	nd
He Resisted Drugs, Crime, and the Street...	22x29	nd
My Father Gave Me Ambition	33x21	nd
Who Ever Said the Man...	33x21	nd
The Old Bodie Plantation...	33x21	1981
Some Students are Fighting for More...	33x21	1983

**Understanding Mental Illness**

There's Nothing Wrong with Him...	33x21	nd
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**U.S. Cadet Nurse Corps**

Enlist in a Proud Profession!	20x14	1944
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**Folder 6:****US Savings Bonds**

US Savings Bonds		
Buy US Savings Bonds	33x21	nd
Happy New Yield	33x21	nd
New Variable Interest Rate	33x21	nd
Plug into Savings	33x21	nd
Preserve the Future	33x21	nd
Take Stock in America	33x21	nd
Wedding Bond	33x21	nd
Watch' em Grow	22x21	nd

**Vista**

When City, State and Federal Programs...	33x21	nd
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**Volunteer**

It'll Make You a Better Human Being	22x21	nd
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**Vote**

Celebrate the Fourth of July	33x21	c1976 (?)
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