

13/2/218

Communications Advertising

Advertising Council Campaign Posters, 1944-90

Box 10 contains scanned copies of material that was on display at the 1992 Advertising Council exhibit at the Smithsonian. As of January 2025, this collection is stored at the Main Library Archive, or UAN, in Room 146.

Box 1:

Aid to Higher Education: Invest in the Future of America, n.d. (33x21)

Aid to Higher Education: We Can't Afford to Run out of Ideas, n.d. (33x21)

AARP: Child Prodigy, n.d. (27x19 ½)

Be a Frien.d.: Don't Be Afraid, Be a Frien.d., 1990s (22x16)

Car Theft Prevention: Young Car Thieves..., 1968 (21x22)

Careers: You Can be More than You Are, 1970s (33x21)

Census: 200 Million Reasons to Answer the Census, 1980 (22x21)

Child Abuse Prevention: Abused Children are Helpless, n.d. (33x21)

Child Abuse Prevention: Stop Using Words that Hurt, n.d. (33x21)

Child Abuse Prevention: Take Time Out, 1980 (33x21)

Citizens Against Government Waste: One of the Largest Federal Depositories..., n.d. (33x21)

Coop Education: In Today's Job Market..., 1985 (33x21)

Covenant House: Because Life on the Street..., n.d. (33x21)

Crime Prevention: Don't Let 'em Knock Your Block..., 1986 (33x21)

Crime Prevention: One out of Two Teens in America, 1988 (22x21)

Crime Prevention: McGruff Wants You, 1989 (22x21)

Box 2:

Direct Deposit: Before Direct Deposit..., 1970s (18x12 ½)
Direct Deposit: Direct Deposit Fights Crime, n.d. (20x14)
Direct Deposit: Discover the Profitability..., n.d. (28x22)
Direct Deposit: Get Out of Line, n.d. (33x21)
Direct Deposit: With Direct Deposit..., n.d. (28x22)
Direct Deposit: This Year You'll Spend 8 1/2 Hours..., 1980s (14x20)
Drunk Driving Prevention: Drinking and Driving..., n.d. (33x21)
Drug Abuse: "Crucifix" photo (anti-heroin campaign), ca. 1970 (11x24)
Employer Support of the Guard and Reserve: It's Their Job to Protect You, n.d. (33x21)
Employer Support of the Guard and Reserve: The Better Our Team..., n.d. (33x21)
Energy Conservation: Don't be Fuelish, n.d. (18x41)
Food Stamps: Half the People Suffering..., 1986 (33x21)
Forest Fire Prevention: Fortieth Anniversary, n.d. (28x22)
Forest Fire Prevention: Make Wildfire A Thing of the Past, ca. 1982 (16x21)
Forest Fire Prevention: Prevent Wildfire, ca. 1981 (16x19)
Forest Fire Prevention: This Used to be a Forest, n.d. (22x21)
Forest Fire Prevention: Be My Guest, n.d. (22x21)
Health Careers: I Wanted More Out of Life, n.d. (33x21)

Box 3:

Independent Sector

Just a Fraction..., n.d. (28x22),
Meet J. Robert Anderson, n.d. (33x21)

IRS/Tax Assistance

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

International Youth Exchange

Help Bring the World Together, n.d. (33x21)

The World is Waiting, n.d. (33x21)

National Aids Network

Help Stop Aids. Use a Condom, n.d. (10 ½ x16)

National Alliance of Businessmen

Sad but True..., n.d. (33x21)

National Commission on Productivity

Would You Hire You?, n.d. (22x21)

National Urban League

Everybody Deserves A Chance, ca.1982 (33x21)

I Grew Up Believing..., ca.1987 (22x21)

Peace Corps

We Need Someone..., n.d. (26 ½ x20)

Radon

If You're Not Testing..., n.d. (22x21)

Box 4:

Red Cross

Bill Cosby, ca. 1979-1980 (33x21)

Don't Chicken Out, ca. Jan. 1986 (33x21)

Every Day Someone Needs Us, ca. February 1986 (33x21)

If Only They Came with Instructions, n.d. (30x23)

Join Us, n.d. (33x21)

Life's a Beach, ca. Jan-Feb. 1987 (33x21)

Red Badge of Courage, n.d. (33x21)

Red Cross is Counting on You, ca. Jan-Feb. 1978 (33x21)

This Dummy Could Save a Life, ca. September 1986 (33x21)

What Kind. of Wife..., ca. Sept. 1987 (33x21)

Where Would America Be..., ca. 1984-1985 (33x21)

If Only they Came with Instructions, 1989 (33x21)

Retrain

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

Safety Belts

Mrs. Gordon Never Bothered..., n.d. (12 ½ x20)

Prepare Your Kids for Life, n.d. (30x39)

Want to Keep your Face from Breaking Out, n.d. (17x20)

Social Security

Many People Only Know Half the Story, n.d. (22x21)

State Department of Rehabilitation

I Got My Job..., n.d. (22x21)

Swine Flu Shot

How Does a Week or Two..., 1976 (33x21)

Take Pride in America

Bad Guys Abuse Public Land, n.d. (22x21)

Box 5:

United Negro College Fund

All Dressed Up and No Place to Go, n.d. (27 ½ x20)

He Could Have Been Searching..., n.d. (33x21)

He Resisted Drugs, Crime, and the Street..., n.d. (22x29)

My Father Gave Me Ambition, n.d. (33x21)

Who Ever Said the Man..., n.d. (33x21)

The Old Bodie Plantation..., 1981 (33x21)

The Old Bodie Plantation..., 1983 (33x21)

Understanding Mental Illness

There's Nothing Wrong with Him..., n.d. (33x21)

U.S. Cadet Nurse Corps

Enlist in a Proud Profession!, 1944 (20x14)

Box 6:

US Savings Bonds

US Savings Bonds, n.d. (33x21)

Buy US Savings Bonds, n.d. (33x21)

Happy New Yield, n.d. (33x21)

New Variable Interest Rate, n.d. (33x21)

Plug into Savings, n.d. (33x21)

Preserve the Future, n.d. (33x21)

Take Stock in America, n.d. (33x21)

Wedding Bond, n.d. (33x21)

Watch' em Grow, n.d. (33x21)

Vista

When City, State and Federal Programs..., n.d. (33x21)

Volunteer

It'll Make You a Better Human Being, n.d. (33x21)

Vote

Celebrate the Fourth of July, n.d. (33x21)

Box 7:

United Negro College Fund

All Dressed Up, n.d. (26x20)

Peace Corps

We Need Someone, n.d. (26x20)

Give Five

What You Get Back is Immeasurable, n.d. (23x28)

Red Cross

If Only They Came With Instructions, n.d. (22x30)

Box 8:

Safety Belt Education

Prepare Your Kid for Life, n.d. (33x21)

Box 9:

United Negro College Fund

Who Said That..., n.d. (22x30)

Box 10:

Challenge to America

We are Challenged..., n.d. (9x23)

Radio Free Europe

“Your Grandchildren...”, n.d. (17x23)

Goals for Americans

Who are We?, n.d. (17x25 ½)

We are Challenged, n.d. (17x25 ½, 3 images)

We are Challenged, n.d. (17x25 ½, 2 images)

We are Challenged, n.d. (17x25 ½, 8 images)

Radio Free Europe:

“Your Grandchildren...”, n.d. (21x18 ½, 5 images)

Forest Fire Prevention:

“Please Folks” and “Smokey Says”, n.d. (21x15)

Burned Timber Builds No Homes, n.d. (21x15)