Box 1:

LITERATURE ABOUT THE AD COUNCIL, 1946-2009

Advertising Age, "Smokey and Friend," July 15, 1963
Articles (newscfippings) on Ad Council controversies (POW ads, "Should the Ad Council Disband?", counter-attack ads on American economic system), 1971-76
Chicago Tribune, "Only the Public Profits: Selling a Good Cause," March 18, 1976
Bulletin of Religion in American Life, "From Sea to Shining Sea," October 1976
Advertising Age, "Ad Bond is Broken", April 23, 1984
"'Remember, Only You,...:' 1944 to 1984, Forty Years of Preventing Forest Fires, Smokey's 40th Birthday," U.S. Department of Agriculture Forest Service Booklet, August 1984
(Digital Surrogate)
"Broadsides & Posters from the National Archives," 1986
Friendscript: The U of I Library Friends at Urbana-Champaign, "The Ad Council Collection Comes to University Archives," Summer 1986
Christian Science Monitor, "Warning labels proposed in war on alcoholism"; "Liquor foes unite," May 5-6, 1988
Advertising Age, "Ad Council Chief to Lure Media", June 20, 1988
Illini Week, "Image of sacrifice in WWII saved ad industry," June 8, 1989
Chicago Tribune, "Make That Smokey the Bear," August 1990
Fund Raising Management, "Advertising to Our Heart's Discontents," August 1990
Smokey Bear)
Journal of American History, "The Politics of Sacrifice on the American Home Front in
World War II," March 1991
Advertising Age, ad soliciting material for Ad Council 50th anniversary issue,
October/November 1991
Media History Digest, "OWI: Winning Wars With Words," Fall/Winter 1991
Coalition on Donation press release, [1992]
December/January 1992
"What Do You Get When The Media Plays Mother?--Advertising in the Public Interest: 50
Years of Sound Advice," American Advertising Museum (Portland, OR) exhibit on
the Ad Council and the Portland Perspective, April 1-26, 1992
Media History Digest, "Ad Council Marks 50 Years of Crusades," Spring/Summer 1992
Museum of American History (Smithsonian) exhibit, Summer 1992
The Non-Profit Times, "PSAs effective in getting out the message," September 1992
"Selling American Ideas: The Advertising Council, the First Fifty Years," Museum of
Broadcast Communications exhibit, Sept.-Dec. 1992
The Advertiser, "Fifty Years of Service"/"Looking Ahead," Fall 1992
Emeritus, "Ruth Wooden: President Pro Bono," Fall/Winter 1992
The New York Times, "Drafting the 'New Media' into Public Service Campaigns,"
November 17, 1992
Good Morning America segment, interview with Lisbeth Schorr, "Breaking the Cycle of
Disadvantage," December 15, 1992
Adweek, "Good Deeds in Bad Times," December 21, 1992
The Advertiser, "It's Better to Give Than to Receive," Summer 1993
Corporate Philanthropy Report, "Free Media is Less Free," August/September 1993
1993
Advertising Age, "Big Win for Ad Council," October 4, 1993
Advertising Age, "Earth Share Finds Prodigy a Good Environment," October 18, 1993
Chronicle of Philanthropy, "Earth Share's Advertising Campaign Creates a Good
"Newspapers and PSAs: An Effective Partnership," published by Newspaper Association of
America, c. 1993
Smithsonian Magazine, "Where there's Smokey, there's never fire," January 1994
EGRam (Employer Support of the Guard and Reserve) "Ad Council Receives Special
Recognition", February 1994
TV Guide, "Clinton on TV's Clout," March 26, 1994
Parade, "When Forest Fires Help," September 22, 1996
Parade, "Help America's Children" (Bill Bradley campaign), August 3, 1997
Advertising Age, "Conlon's Task" (Peggy Conlon, new Council president), July 5, 1999
"Newsworthy Trends: Volunteers Wanted," no magazine or date listed
Insight Anglias Textbook includes CD (Ad Council mentioned), copyright 2007
New York Archives, “Alert America” (mentions Civil Defense), Summer 2009

Box 2:

MONOGRAPHS AND ARTICLES ON ADVERTISING (NOT SPECIFIC TO AD COUNCIL)


Press Clippings and Excerpts, Advertising
- Current Events, 1992-95

HISTORICAL ADVERTISING RESOURCES AT OTHER REPOSITORIES

Listing of Other Advertising Holdings
- American Advertising Museum, Portland, OR
- University of British Columbia
- Barton A. Cummings Center for Advertising Studies, 1995

**Box 3:**

John W. Hartman Center for Sales, Advertising, and Marketing History, Duke University, 1993-

Materials issued by, related to, and gathered at the conference, including speech notes for

History of Advertising Trust, Norwich, England
- *HATNEWS* newsletters, 1998

Michigan State University, Marketing History, 1992-2000
- includes *Retrospectives in Marketing* newsletters, 1992-2000

Museum of Broadcast Communications, Chicago
- Museum of Broadcasting, New York, 1988

Museum of Television and Radio, New York

National Museum of American History, Smithsonian Institution, Summer 1992

University of Oklahoma, Price College of Business, 1999

Radio Hall of Fame, Aug 1994

Center for Advertising History, Smithsonian Institution, Washington DC

The State Historical Society of Wisconsin

Gary Woodward Advertising Collection, UIUC
Box 4:


**Side A**
1. Soul :60
2. Soul :60
3. Soul :60
4. Soul :30
5. Soul :30
6. Country/Western :60
7. Country/Western :30
8. Country/Western :30
9. Country/Western :20

**Side B**
10. MOR/Folk :60
11. MOR/Folk :60
12. MOR/Folk :60
13. MOR/Folk :60
14. MOR/Folk :20
15. MOR/Folk :20
16. MOR/Folk :10
17. Span/Mus/Eng/Lang :60
18. Spanish :60
19. Spanish :30


**Side A**
1. O.C Smith :60
2. Ricardo Montalban :60
3. Count Basie :60
4. Dustin Hoffman :60
5. Les McCann :60
6. Jane Russell :60
7. Roy Wilkins :60
8. Dr. Joyce Brothers :60
9. Julie Harris :60
10. Bennett Cerf :60

**Side B**
11. O.C. Smith :30
12. Ricardo Montalban :30
13. Count Basie :30
14. Dustin Hoffman :30
15. Les McCann :30
16. Jane Russell :30
17. Roy Wilkins :30
18. Dr. Joyce Brothers :30
19. Julie Harris :30
20. Bennett Cerf :30

Support the physical education program in your school (1971) Washington DC: President’s Council on Physical Fitness and Sports. 7" disk, 33 1/3 rpm. Includes print statements by President Nixon and James A. Lovell and a Council fact sheet.

1 - Tenley Albright (Olympic Skater) 60 seconds
2 - Tenley Albright (Olympic Skater) 30 seconds
3 - James Brown (Soul Singer) 60 seconds
4 - James Brown (Soul Singer) 30 seconds
5 - Lee Trevino (Golf Pro) 60 seconds
6 - Lee Trevino (Golf Pro) 30 seconds

US Dept of Agriculture Food and Nutrition Service Mailing, ca. 1976

Side A
MOR/C & W
1. Sometimes Home, Sometimes School :60
2. Sometimes Home, Sometimes School :30
3. Breakfast Hassle :30
4. Food For Thought :10

Side B
Soul/Contemporary
5. Don’t Need Hungries :30
6. Gotta Have Breakfast :30
7. Without Breakfast, No Way! :30
8. Spanish Language :30


Side 1
Cut 1 - Eat Better 30 sec.
Cut 2 - Unit Pricing 30 sec.
Cut 3 - A Snack is a Mini-Meal 30 sec.
Cut 4 - Which Brand is the best buy? 30 sec.

Side 2
Cut 5 - Preparing to Food Shop 30 sec.
Cut 6 - Convenience Foods 30 sec.
Cut 7 - Eat Better (En Español) 60 sec.
Cut 8- Unit Pricing (En Español) 60 sec.

**Box 5:**


National Cristina Foundation PSAs

*Create a new word* (1991) New York: Advertising for Public Service, Inc. 60 seconds. 1/4" audio tape, 7 ½" per second. Includes printed materials from original mailing.

*Over the hill; Out to pasture; Retirement party* (60 & 30 s. versions of each) (1992) 1/4" audio tape, 7 ½" per second. Includes printed materials from original mailing.


  Track 1: Report Card – 1 :30
  Track 2: Report Card – 2 :30
  Track 3: Water Sayings :30
  Track 4: Water Sayings (En Español) :30
  Track 5: For Granted :30
  Track 6: For Granted (En Español) :30


**Box 6:**

*Take It Back; GSA documentary by Aneesa Winn, ca. 2012.* DVD. [Includes Ad Council PSA “That’s So Gay.”]

Cyberbullying PSA amateur entries, Disks 1 and 2, 2008. DVD.

*Advertising Week, Sept. 20-24, 2004*
*Advertising Week, Sept. 25-29, 2006*
*Advertising Week, Sept. 24-28, 2007*
*Advertising Week, Sept. 22-26, 2008*
*Advertising Week, Sept. 27- Oct. 1, 2010*
*Advertising Week, Oct. 3-7, 2011*
Advertising Week, Oct. 1-5, 2012
Advertising Week, Sept. 23-27, 2013
Advertising Week, Sept. 29 - Oct. 3, 2014
Advertising Week, Sept. 28- Oct. 2, 2015
Advertising Week, Sept. 26-30, 2016

Box 7:


Brain Creativity, Vol. 683, June 2017 (Japan). [Ellyn Fisher interview on p. 72]

Box 8:

120 Marketing Moments, 2016
Ad Week
March 18, 2002
July 29, 2002
November 18, 2002
January 20, 2003
February 24, 2003
March 10, 2003
November 10, 2003
April 5, 2004
August 9-16, 2004
November 29, 2004
September 29, 2014
October 6, 2014
August 17-24, 2015
December 14-28, 2015

*American Fitness, March/April 2014*

*Cause Marketing Terminology: A Field Guide, 2012*

*Digit, August 2005*

*Google Creative Canvas, 2010*

*Government Executive, September 1, 2004*

Innovating for People: Methods of Human-Centered Design, undated

*Listen Up! Powerful Public Service Campaigns, 2015*

*Matrix, April 15, 2002*

Powerful Connections report, 2017

*Working Mother, October 2002*

**Box 9:**

*Ad Age Global, November 2001*

*Advertising Age*

April 29, 2002
August 5, 2002
March 17, 2003
November 29, 2004
September 24, 2012
November 26, 2012
June 1, 2015
December 21, 2015
November 14, 2016
December 5, 2016

*Advertising Age’s Ad Network and Exchange Guide, April 14, 2008*

*B&C (Broadcasting and Cable)*

October 29, 2012
December 3, 2012
June 24, 2013
October 14, 2013
October 21, 2013
November 18, 2013
Crain’s, October 13-19, 2014
The Drum, 2015
The Non-Profit Times, July 1, 2014
PR Week
   October 6, 2003
   June 16, 2008
   February 2013
“All Clear” Chesterfield Cigarette ad with Rosalind Russell promoting War Bonds, 1942
   Also has Seagram’s ad on the reverse (Do not confuse the “United Nations” listed on the back with the UN.)
“Revenge in the Pacific” advertisement by Electric Boat Company, 1943