

`13/2/282  
Communications  
Advertising  
50th Anniversary File, 1943-93

Box 1:

Subject File

Advertising Age Clippings (3 folders), 1949-78, 1988  
"Advertising Council, America's Catalyst for Change" (2 folders) ca. 1990  
Annual Report Highlights, 1947-87  
Borg-Warner "Ripley" ads for Ad Council campaigns, ca. 1965  
Choices that Matter (50th Anniversary publication draft), 1992

Box 2:

Subject File

Correspondence, 1989-93  
Clippings about Advertising Council, 1947-92  
Finance Study Committee Report, 1971  
Goodman, John, While You Were Gone, 1974  
Historical Quotes, 1991  
History, 50th Anniversary, plans, reports, correspondence, 1989-93  
Localizing Public Service Advertising, March 1992  
"Media Support by Medium 1982-91", 1992  
New Directions in Power Structure Research, 1975  
Pocono Papers, February 10-11, 1953  
Presidential Letters, Quotations, 1944-88  
Press Releases, 1989-92  
Public Service Award, 1993

Box 3

Subject File

Rosenberg, Harold, 1979  
Slide Show, 50th Anniversary generic script, Jan.6, 1992  
Thomas, Harold B., "The Background & the Beginning of the Advertising Council", April 1, 1952  
"Time Line, 1942-89", Sept. 3, 1991  
War Advertising Council, 1943-45

Agency Files

Foote, Cone & Belding, Smokey Bear publicity, 1973-78  
Young & Rubicam, 1987, 1992

Speeches

Jock Elliott "The Social Responsibility of Advertising" Buenos Aires Oct.7, 1986  
Ira C. Herbert "Voluntarism", June 12, 1990  
Ruth Wooden, 1990-93

Box 4:Interviews and Statements

Peter W. Allport, A.N.A. History, March 1991  
Pat Carbine, ca. 1991  
Bart Cummings, May 21, 1991  
Bob Keim, President, Jan. 14, 1991  
Gordon Kinney letter, Oct. 30, 1947  
Forest Long, May 16, 1991  
George Ludlam, Jan. 28, 1991  
Nelson Metcalf, "The Kid in Upper 4", June 3, 1990  
Ted Reppner, Letters, speech, report, article, obituary, 1944-45, 1955, 1966  
Frank Stanton, June 10, 1991  
Ruth Wooden, ca. 1991  
James Webb Young - Speeches, 1941-51  
James Webb Young - Biographical, 1973

Box 5:Research Institutions

Ad Council Archives (Illinois), 1990-91  
Museum of Broadcasting, 1989-92  
Museum of Television and Radio (formerly Museum of Broadcasting), 1991-92  
National Archives Exhibit, 1991  
Smithsonian Institution, 1991

Campaign Files

American Cancer Society, Colon Cancer, 1988  
American Heritage Foundation, 1950  
American Red Cross, 1947, 1972  
American Red Cross - Blood Donation, 1980-87  
Better Schools and Better Communities  
Buckle your Safety Belt, 1962  
CARE, 1949  
Census Campaign  
Challenge to Americans  
Child Abuse, 1983, 1991  
Civil Defense  
Co-op Education, 1985  
Crime Prevention  
Crisis in our Cities, 1968  
Disadvantaged Children, Breaking the Cycle, ca. 1990  
Drugs and AIDS  
Drunk Driving Prevention, 1990  
Employer Support of the Guard and Reserve, 1989  
Energy Conservation, 1974  
Environmental Defense Fund, 1989-91

Farm Scrap Action Plan, 1951  
Forest Fire Prevention, 1943-44, 1953, 1989-91  
Healthy Start, 1992  
Help Prevent Crime, 1967  
Internal Revenue Service, 1988  
Keep America Beautiful, 1966-71, 1976  
National Citizens Commission for Public Schools  
National Goals Campaign, 1960-61  
Neighbor Works  
Pakistan Relief Fund Campaign, 1971  
Peace Corps, 1963-66, 1975-78, 1984-88  
Recruiting Young Teachers, 1990  
Religion in American Life, 1968-69  
Research and Rehabilitate America's Handicapped, 1970  
Statue of Liberty, 1986  
Student Nurse, 1952  
Take Pride in America, 1983  
Understanding Mental Illness, 1988  
United Negro College Fund, 1972, 1975, 1984, 1989-90  
U.S. Savings Bonds, 1975-76  
USO, 1961  
United Way, 1972, 1977, 1982, 1985-88  
Youth Fitness, 1963

Ad Council Ads, 1990

Box 6:

Ad Council Videotapes

Ad Council 50th Anniversary Dinner, November 1992  
Ad Council Media Blitz Annual Dinner Reel, November 1993

Exhibit Files

Certificate of Incorporation, February 26, 1942  
50th Anniversary, Source of Copy, World War II Ads, 1945-47, 1991-92  
50th Anniversary Congratulatory Messages, 1991  
50th Anniversary Archives, 1992  
50th Anniversary Exhibits, 1992  
Ad Council 50th Anniversary Exhibit, 1993  
James Webb Young Quotations  
Quotations: Peter Franchel  
David Ogilvy  
Harold Thomas  
George Ludlam

Box 7: (flat photo print box 15 x 12 x 2)

Campaign Files

American Economic System  
 Equal Employment Opportunity, 1967  
 Register and Vote, 1952  
 Commercial War Advertising, 1943-46  
 War Advertising Council Ads, 1944-45  
 WAC: "The Depictor: Advertising Goes to War," "Light Reading for Your Lunch Hour" & "The Word is Mightier Than the Sword"

Box 8: (flat photo print box 15 x 12 x 2)

Magazines

Esquire, March 1973  
Essence, July 1975  
Good Housekeeping, August 1953  
Ms., September 1978  
Newsweek, July 1972  
LIFE  
     April 29, 1940  
     April 6, 1942  
     July 27, 1942  
     September 14, 1942  
     September 6, 1943  
     September 25, 1944  
     March 26, 1945  
     February 4, 1946

Box 9: (Scrapbook box 16 x 20 x3)

Sound Recordings

The 13th Washington Conference, April 2, 1957  
 12" LP disk 33<sup>1/3</sup> rpm in jacket (2 copies)

Magazines (continued)

LIFE (cont.)  
     April 4, 1949  
     October 5, 1959  
     August 20, 1965  
     September, 1979  
     Fall, 1986 - Anniversary Issue

People:

    June 10, 1974  
     September 16, 1974

Saturday Evening Post:

    September 16, 1950  
     November 1, 1952

Time:

13/2/282

5

March 26, 1951

June 28, 1963

TV Guide, September 10-16, 1955