

13/2/201
Communications
Advertising
Advertising Council Minutes, 1942-98

Box 1:

Advertising Council Rosters of Board Members, 1944-63 (2 folders)

Advertising Council Minutes	January-February, 1942
January 14, 1942	
January 22, 1942	
February 2, 1942	
February 5, 1942	
February 11, 1942	
February 14, 1942	
February 18, 1942	
By-Laws of the Advertising Council, Inc.	
Current Information Objectives and Proposed Programs	
Minute Book, Certificate of Incorporation and By-Laws	
Advertising Council Minutes	March-April, 1942
Annual Meeting, March 4, 1942	
Executive Committee, April 6, 1942	
April 15, 1942	
Certificate of Change of Purpose of the Advertising Council	
Advertising Council Minutes	May-June 1942
Board of Directors, May 12, 1942	
Executive Committee, May 20, 1942	
May 27, 1942	
June 5, 1942	
June 12, 1942	
June 19, 1942	
June 26, 1942	
Advertising Council Minutes	July-August 1942
Executive Committee, July 3, 1942	
July 10, 1942	
July 17, 1942	
July 24, 1942	
Preliminary Organization Report and Estimated Cash Position, July 24, 1942	
Board of Directors, July 31, 1942	
Executive Committee, August 7, 1942	
August 14, 1942	
August 21, 1942	
Board of Directors, August 25, 1942	
Some Observations Concerning Advertising	
Advertising Council Minutes	September-October 1942
Executive Committee, September 4, 1942	
September 18, 1942	
September 25, 1942	
October 2, 1942	
Board of Directors, October 9, 1942	
Executive Committee, October 16, 1942	
Board of Directors, October 23, 1942	

Executive Committee, October 30, 1942
 Advertising Council Minutes November-December 1942
 Executive Committee, November 6, 1942
 Special Meeting of the Executive Committee, November 10, 1942
 Meeting of the Ad Council, November 16, 1942
 November 19, 1942
 November 20, 1942
 Executive Committee, December 4, 1942
 December 11, 1942
 December 18, 1942
 December 23, 1942
 December 30, 1942
 Advertising Council Minutes January-February 1943
 Executive Committee, January 8, 1943
 January 15, 1943
 January 22, 1943
 Report of the Committee to Coordinate War Advertising, January 28, 1943
 Executive Committee, January 29, 1943
 February 5, 1943
 February 11, 1943
 February 18, 1943
 Supplemental Report of the Committee to Coordinate War Advertising, February 18, 1943
 Executive Committee, February 26, 1943
 Advertising Council Minutes March-April 1943
 Executive Committee, March 5, 1943
 March 12, 1943
 March 19, 1943
 March 26, 1943
 April 2, 1943
 April 9, 1943
 Board of Directors, April 16, 1943
 Office of War Information Supplement No. 1 to Staff Order No. 15, April 19, 1943
 Excerpt from "Government Advertising," April 21, 1943
 Executive Committee, April 23, 1943
 April 30, 1943

Box 2:

Advertising Council/War Advertising Council Minutes May-June 1943
 Executive Committee, May 7, 1943
 May 14, 1943
 War Ad Council - Sponsor Members and the Board of Directors, May 28, 1943
 Board of Directors, June 4, 1943
 June 10, 1943
 June 18, 1943
 War Advertising Council Minutes July-August 1943
 Board of Directors, July 2, 1943
 July 9, 1943
 July 16, 1943

Board of Directors and Sponsor Members, July 23, 1943	
War Advertising Council, July 23, 1943	
Board of Directors, July 30, 1943	
War Advertising Council, August 13, 1943	
Board of Directors and Sponsor Members, August 20, 1943	
Board of Directors, August 27	
War Advertising Council, August 27, 1943	
War Advertising Council Minutes	September-October 1943
Board of Directors, September 10, 1943	
War Advertising Council, September 10, 1943	
Board of Directors, September 17, 1943	
War Advertising Council, September 17, 1943	
Board of Directors, September 24, 1943	
War Advertising Council, September 24, 1943	
Board of Directors, October 1, 1943	
Supplement to the Board of Directors, October 1, 1943	
War Advertising Council, October 15, 1943	
October 29, 1943	
War Advertising Council Minutes	November-December 1943
War Advertising Committee, November 12, 1943	
Board of Directors, November 22, 1943	
November 26, 1943	
War Advertising Council, November 26, 1943	
Board of Directors, December 10, 1943	
December 17, 1943	
War Advertising Council Minutes	January-February 1944
Board of Directors, January 14, 1944	
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February 4, 1944	
War Advertising Council, February 11, 1944	
February 18, 1944	
Board of Directors and Sponsor Members, February 25, 1944	
War Advertising Council Minutes	March-April 1944
By-Laws of the War Advertising Council, March 1, 1944	
Board of Directors and Sponsor Members, March 3, 1944	
March 17, 1944	
March 24, 1944	
March 31, 1944	
April 14, 1944	
April 28, 1944	
War Advertising Council Minutes	May-June 1944
Board of Directors and Sponsor Members, May 5, 1944	
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June 2, 1944	
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- June 30, 1944
- War Advertising Council Minutes July-August 1944
 Board of Directors and Sponsor Members, July 7, 1944
 July 14, 1944
 July 20, 1944
 Letter to H. B. Thomas from T. S. Replier, July 24, 1944
 Board of Directors and Sponsor Members, July 27, 1944
 August 3, 1944
 August 10, 1944
 August 17, 1944, including a memo to H. Thomas from A. E. Winger
 Memorandum to Directors and Sponsor Members of the War Advertising Council
 from H. Thomas, August 18, 1944
 Board of Directors and Sponsor Members, August 24, 1944
 August 31, 1944
- War Advertising Council Minutes September-October 1944
 Memo to Directors and Sponsor Members of the War Advertising Council from Paul
 B. West, September 5, 1944
 Board of Directors and Sponsor Members, September 7, 1944
 Letter to Frederic Gamble from Regina Hands, September 9, 1944
 Memo to Directors and Sponsor Members from Paul West, September 11, 1944
 Board of Directors and Sponsor Members, September 15, 1944
 Memo to Directors and Sponsor Members from Paul West, September 22, 1944
 Board of Directors and Sponsor Members, September 29, 1944
 October 6, 1944
 October 13, 1944
 Memo to the Board of Directors from T. S. Replier, October 20, 1944
 Memo to Directors and Sponsor Members, "The Council Looks Ahead," October 20,
 1944
 Board of Directors and Sponsor Members, October 20, 1944
 Memo to Directors and Sponsor Members from Paul West, October 26, 1944
- War Advertising Council Minutes November-December 1944
 Board of Directors and Sponsor Members, November 10, 1944
 December 2, 1944, including a memo from H. Thomas
 December 8, 1944
 December 15, 1944
 December 20, 1944
 December 28, 1944, including a memo from H. Thomas
- War Advertising Council Minutes January-February 1945
 Board of Directors and Sponsor Members, January 4, 1945
 January 19, 1945
 January 26, 1945
 February 2, 1945
 February 9, 1945
 February 16, 1945
 War Advertising Council Proposed Budget, 1945-46, February 16, 1945
 Board of Directors and Sponsor Members, February 23, 1945
 Roster of Board of Directors, February 23, 1945
- War Advertising Council Minutes March-April 1945
 Board of Directors and Sponsor Members, March 2, 1945
 March 9, 1945

March 16, 1945	
Roster of Board of Directors, March 16, 1945	
Roster of Campaign Managers, March 16, 1945	
War Advertising Council Specialist Agency Assignments	
Roster of Sponsor Members	
Board of Directors and Sponsor Members, March 23, 1945	
March 30, 1945	
April 6, 1945	
April 13, 1945	
April 20, 1945	
By-Laws of the War Advertising Council, April 20, 1945	
War Advertising Council Minutes	May-June 1945
Board of Directors and Sponsor Members, May 4, 1945	
May 11, 1945	
May 18, 1945	
June 1, 1945	
June 8, 1945	
June 15, 1945	
Executive Committee and Board of Directors and Sponsor Members, June 29, 1945	
War Advertising Council Minutes	July-August 1945
Board of Directors and Sponsor Members, July 13, 1945	
July 27, 1945	
"A Plan to Sell the Post War Council"	
Board of Directors and Sponsor Members, August 10, 1945	
August 24, 1945	
War Advertising Council Minutes	September-October 1945
Board of Directors and Sponsor Members, September 7, 1945	
September 21, 1945	
September 28, 1945	
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 <u>Box 3:</u>	
Advertising Council Minutes	November-December 1945
Board of Directors and Sponsor Members, November 2, 1945	
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November 30, 1945	
December 14, 1945	
December 18, 1945	
Advertising Council Minutes	January-February 1946
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January 25, 1946	
Correspondence concerning official name change, February 5-6, 1946	
Board of Directors and Sponsor Members, February 8, 1946	
February 21, 1946	
Advertising Council Minutes	March-April 1946
Board of Directors and Sponsor Members, March 8, 1946	
Board of Directors Roster, March 8, 1946	
Board of Directors and Sponsor Members Roster, March 21, 1946	

Board of Directors and Sponsor Members, March 22, 1946	
Memo from C.G. Mortimer regarding request for Council support, March 26, 1946	
Report to the Finance Committee, March 27, 1946	
1945-46 Expenditures and 1946-47 Proposed Budget	
Ad Council Newsletter, April 1, 1946	
Campaign Roster, April 1, 1946	
Board of Directors and Sponsor Members, April 5, 1946	
April 19, 1946	
Advertising Council Minutes	May-June 1946
Board of Directors and Sponsor Members, May 3, 1946	
May 17, 1946	
List of Committees, June 3, 1946	
Board of Directors and Sponsor Members, June 14, 1946	
April 19, 1946	
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Board of Directors and Sponsor Members, July 19, 1946	
Monthly Expenditures, July 31, 1946	
Board of Directors and Sponsor Members, August 9, 1946	
August 30, 1946	
Advertising Council Minutes	September-October 1946
Board of Directors and Sponsor Members, September 20, 1946	
October 4, 1946	
Budget - New Form, October 4, 1946	
Campaign Roster, October 9, 1946	
Board of Directors and Sponsor Members, October 18, 1946	
Advertising Council Minutes	November-December 1946
Board of Directors and Sponsor Members, November 1, 1946	
November 15, 1946	
Revision of Council By-Laws, November 30, 1946	
Board of Directors and Sponsor Members, December 6, 1946	
December 20, 1946	
Advertising Council Minutes	January-February 1947
Board of Directors and Sponsor Members, January 3, 1947	
January 17, 1947	
January 31, 1947	
February 14, 1947	
Memo to Sponsor Members, February 17, 1947	
By-Laws of the Ad Council, February 28, 1947	
Advertising Council Minutes	March-April 1947
Board of Directors, March 14, 1947	
Board of Directors Roster, March 19, 1947	
Board of Directors Committee Roster, March 25, 1947	
Board of Directors, March 28, 1947	
April 11, 1947	
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Advertising Council Minutes	July-August 1947
Executive Committee, July 2, 1947	
Board of Directors, July 10, 1947	
Executive Committee, July 17, 1947	
Board of Directors, August 7, 1947	

Advertising Council Minutes Board of Directors, September 11, 1947 October 10, 1947	September-October 1947
Advertising Council Minutes Board of Directors, November 13, 1947 November 25, 1947 December 18, 1947 Executive Committee, December 18, 1947	November-December 1947
Advertising Council Minutes Board of Directors, January 22, 1948 Executive Committee, January 23, 1948 February 18, 1948 Board of Directors, February 19, 1948	January-February 1948
Advertising Council Minutes Board of Directors, March 11, 1948 By-Laws of the Ad Council, March 16, 1948 Board of Directors, April 15, 1948 Executive Committee, April 29, 1948	March-April 1948
Advertising Council Minutes Policy Planning Committee Report of the April 22 meeting, May 12, 1948 Industry Advisory Committee Roster, May 13, 1948 Directors Roster 1948-49 Board of Directors, May 13 Board of Directors Roster, June 1, 1948 Plan for the Ad Council's "Retail Advisory Committee," June 3, 1948 Board of Directors, June 10, 1948	May-June 1948

Box 4:

Advertising Council Minutes Board of Directors, July 15, 1948 Industry Advisory Committee Activities Report, July 15, 1948 Letter to Adm. Frank Baldwin from Walter Fuller, July 27, 1948 Board of Directors, August 12, 1948 Industry Advisory Committee Fund Raising Report, August 12, 1948	July-August 1948
Advertising Council Minutes Executive Committee, September 16, 1948 Industrial Advisory Committee Fund Raising Report, September 16, 1948 Board of Directors, September 16, 1948 Industrial Advisory Committee Fund Raising Report, October 14, 1948 Board of Directors, October 14, 1948 Economic Education Campaign - November Magazine Sponsorship, October 18, 1948 Speech of James Webb Young to Chicago Ad Council exhibit and luncheon, October 22, 1948	September-October 1948
Advertising Council Minutes Special Meeting re: the Campaign on the American Economic System, November 10, 1948 Industrial Advisory Committee Fund Raising Report, November 1948 Board of Directors, November 18, 1948 Industrial Advisory Committee Fund Raising Report, December 15, 1948	November-December 1948

- Board of Directors, December 16, 1948
- Advertising Council Minutes January-February 1949
- List of upcoming meetings
- Board of Directors, January 13, 1949
- Industrial Advisory Committee Report, February 7, 1949
- Executive Committee, February 3, 1949
- Board of Directors, February 8, 1949
- Advertising Council Minutes March-April 1949
- Industrial Advisory Committee Fund Raising Report, March 9, 1949
- Board of Directors, March 10, 1949
- Committee Roster, March 10, 1949
- Ad Council Budget, March 10, 1949
- Board of Directors Roster, March 17, 1949
- Executive Committee, March 31, 1949
- Industrial Advisory Committee Fund Raising Report, April 12, 1949
- Board of Directors, April 14, 1949
- Report and Correspondence concerning articles re: the Ad Council, April 13-21, 1949
- Advertising Council Minutes May-June 1949
- Board of Directors, May 12, 1949
- June 9, 1949
- Industrial Advisory Committee Fund Raising Report
- Advertising Council Minutes July-August 1949
- Report and Recommendations of the Policy Planning Committee, July 10, 1949
- Report of the Policy Planning Committee, July 10, 1949
- Board of Directors, July 14, 1949
- Industrial Advisory Committee Fund Raising Report
- Executive Committee, August 11, 1949
- Memo to the Executive Committee from Louis Brocknay, August 16, 1949
- Advertising Council Minutes September-October 1949
- Board of Directors, September 15, 1949
- Industrial Advisory Committee Fund Raising Report,
- Report and Recommendations of the Policy Planning Committee, September 15, 1949
- Board of Directors Roster, September 21, 1949
- Industrial Advisory Committee Fund Raising Report
- Board of Directors, October 13, 1949
- Executive Committee, October 27, 1949
- Advertising Council Minutes November-December 1949
- Memo to the Policy Planning Committee from Chester LaRoche, November 4, 1949
- Outline of proposed business conference, November 4, 1949
- Memo to the Board of Directors and Industry Advisory Committee from Charles Mortimer, November 10, 1949
- Board of Directors, November 10, 1949
- Proposal to the Advertising Association of the West from the Ad Council
- Industry Advisory Council Fund Raising Report
- Executive Committee, November 30, 1949
- Explanation of the Proposed Budget, 4th Quarter, 1949/50, November 30, 1949
- Board of Directors, December 15, 1949
- Industry Advisory Report, December 15, 1949
- Traceable Advertising Support Contributed to Council Campaigns in 1949, December 15, 1949

Advertising Council Minutes	January-February 1950
Final 1949 Summary of Radio Circulation for Scheduled Campaigns	
Board of Directors, January 12, 1950	
Industries Advisory Committee Fund Raising Report, January 12, 1950	
By-Laws of the Advertising Council, February 15, 1950	
Board of Directors, February 15, 1950	
Report of the Industries Advisory Committee, February 15, 1950	
Industries Advisory Committee Fund Raising Report, February 28, 1950	
Advertising Council Minutes	March-April 1950
Proposed Budgets, March 3, 1950	
Board of Directors, March 9, 1950	
Board of Directors Roster, March 9, 1950	
Industries Advisory Committee Roster, March 10, 1950	
Board of Directors Categorical Listing, March 10, 1950	
"Some Remarks by Jim Young on Charles Mortimer," March 13, 1950	
Board of Directors Committees Roster, March 13, 1950	
Council Promotion Committee, April 5, 1950	
Report of the Policy Planning Committee, April 10, 1950	
Board of Directors, April 13, 1950	
Industries Advisory Committee Fund Raising Report, April 13, 1950	
Executive Committee, April 27, 1950	
Advertising Council Minutes	May-June 1950
Industries Advisory Committee Roster, May 1, 1950	
By-Laws of the Ad Council, May 1, 1950	
Industries Advisory Committee Fund Raising Report, May 11, 1950	
Board of Directors, May 11, 1950	
June 8, 1950	
Industries Advisory Committee Fund Raising Report, June 8, 1950	
Report of the Sub-Committee of the Planning Committee	
Board of Directors Roster, June 22, 1950	
Board of Directors Categorical Listings, June 23, 1950	
Advertising Council Minutes	July-August 1950
Planning Committee, July 12, 1950	
Industries Advisory Committee Fund Raising Report, July 13, 1950	
Board of Directors, July 13, 1950	
Executive Committee, August 17, 1950	

Box 5:

Advertising Council Minutes	September-October 1950
Third Quarter 1950-51 Budget	
Promotion Committee, September 13, 1950	
Special Meeting of the Ad Council, September 14, 1950	
Certificate of Increase of the Number of Directors, September 15, 1950	
Industries Advisory Committee Dinner Guest List, September 20, 1950	
Certificate of Increase and Correspondence, September 26, 1950	
Executive Committee, September 28, 1950	
Industries Advisory Committee Fund Raising Report, October 19, 1950	
Board of Directors, October 19, 1950	
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- Board of Directors, November 9, 1950
 Industries Advisory Committee Fund Raising Report, November 9, 1950
 Report on the Economic Education Campaign, November 9, 1950
 Executive Committee, November 30, 1950
 Government Relations Committee, December 7, 1950
 Board of Directors, December 14, 1950
- Advertising Council Minutes January-February 1951
 Executive Committee, January 25, 1951
 Industries Advisory Committee Fund Raising Report, February 8, 1951
 Board of Directors, February 8, 1951
- Advertising Council Minutes March-April 1951
 Executive Committee, March 1, 1951
 Board of Directors, March 8, 1951
 Industries Advisory Committee, March 8, 1951
 US Chamber of Commerce Advertising Committee Meeting, March 9, 1951
 Officers of the Ad Council, 1951-52
 Board of Directors Categorical Listing, March 20, 1951
 Memo to F. Cone from T.S. Repplier, March 22, 1951
 Board of Directors Roster, March 22, 1951
 Board of Directors, April 12, 1951
 Industries Advisory Committee Fund Raising Report, April 12, 1951
 Board Committees Roster, April 17, 1951
 Executive Committee, April 26, 1951
- Advertising Council Minutes May-June 1951
 Board of Directors, May 15, 1951
 Industries Advisory Committee Fund Raising Report, May 16, 1951
 Board of Directors, June 21, 1951
- Advertising Council Minutes July-August 1951
 Board of Directors, August 16, 1951
- Advertising Council Minutes September-October 1951
 Proposal to the Board of Directors re: Korea
 Board of Directors, September 21, 1951
 October 18, 1951
 Industries Advisory Committee Fund Raising Report, October 18, 1951
- Advertising Council Minutes November-December 1951
 Board of Directors, November 27, 1951
 November 20, 1951
 Industries Advisory Committee Fund Raising Report, December 20, 1951
- Advertising Council Minutes January-February 1952
 Board of Directors, January 17, 1952, and Resolution of Appreciation, with
 correspondence, January 30, 1952
- Advertising Council Minutes March-April 1952
 Board of Directors, March 27, 1952
 Roster, March 27, 1952
 Categorical Listing, March 28, 1952
 Officers of the Ad Council, 1952-53
 Board of Directors, April 17, 1952
 Board Committees Roster, April 17, 1952
- Advertising Council Minutes May-June 1952
 By-Laws of the Ad Council, May 1, 1950

Board of Directors, May 15, 1952	
June 19, 1952	
Advertising Council Minutes	July-August 1952
Board of Directors, August 7, 1952	
Advertising Council Minutes	September-October 1952
Board of Directors, September 18, 1952	
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Board of Directors, November 21, 1952	
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Advertising Council Minutes	January-February 1953
Board of Directors, January 15, 1953	
Advertising Council Minutes	March-April 1953
Board of Directors, February 19, 1953 (with March 9 emendations)	
Industries Advisory Committee Fund Raising Report, March 23, 1953	
Board of Directors, April 16, 1953	
Advertising Council Minutes	May-June 1953
Government Relations Committee, May 6, 1953	
Board of Directors, May 21, 1953	
Advertising Council Minutes	July-August 1953
Board of Directors, June 18, 1953 (With July 1 emendations)	
Confidential memo re: Operation Candor, July 8, 1953	
Board of Directors, July 16, 1953	
Advertising Council Minutes	September-October 1953
Board of Directors, September 17, 1953	
October 15, 1953	
Advertising Council Minutes	November-December 1953
Board of Directors, November 23, 1953	
December 17, 1953	

Box 6:

Advertising Council Minutes	January-February 1954
Board of Directors, January 11, 1954	
February 18, 1954	
Advertising Council Minutes	March-April 1954
Board of Directors, March 18, 1954	
April 15, 1954	
Advertising Council Minutes	May-June 1954
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June 17, 1954	
Advertising Council Minutes	July-August 1954
Board of Directors, July 15, 1954	
Advertising Council Minutes	September-October 1954
Board of Directors, September 16, 1954	
October 21, 1954	
Advertising Council Minutes	November-December 1954
Executive Committee, December 9, 1954	
T.S. Repplier Year End Report, December 16, 1954	
Board of Directors, December 19, 1954	

Advertising Council Minutes Board of Directors, January 20, 1955 February 17, 1955 Board Committees Roster, 1954-55	January-February 1955
Advertising Council Minutes Board of Directors Roster, March 21, 1955 Categorical Listing, March 21, 1955 By-Laws of the Ad Council, August 3, 1953 Board of Directors, March 22, 1955 April 14, 1955 Letter from Alfred M. Gruenther, written April 10, 1955	March-April 1955
Advertising Council Minutes Board of Directors, May 19, 1955 June 16, 1955	May-June 1955
Advertising Council Minutes Board of Directors, July 21, 1955	July-August 1955
Advertising Council Minutes Board of Directors, September 15, 1955 October 20, 1955	September-October 1955
Advertising Council Minutes Board of Directors, November 17, 1955 Executive Committee, December 8, 1955 Memo from G. Ludlam to H. Rosenberg re: Brotherhood week, December 13, 1955 Board of Directors, December 15, 1955	November-December 1955
Advertising Council Minutes Board of Directors, January 19, 1956 February 16, 1956	January-February 1956
Advertising Council Minutes Board of Directors, March 22, 1956 Roster, March 30, 1956 Committees Roster 1956-57 Categorical Listing, March 21, 1956 By-Laws, as amended November 17, 1955	March-April 1956
Advertising Council Minutes Board of Directors, May 17, 1956 Executive Committee, June 15, 1956 Board of Directors, June 21, 1956	May-June 1956
Advertising Council Minutes People's Capitalism Committee, July 12, 1956 Notes on the People's Capitalism Program Board of Directors July 19, 1956	July-August 1956
Advertising Council Minutes Board of Directors, September 20, 1956 Resolution in Support of a People-to-People Friendship Program, October 18, 1956 Board of Directors, October 18, 1956	September-October 1956
Advertising Council Minutes Board of Directors, November 15, 1956 December 20, 1956 "1956 Year-End Report to the Board of Directors of the Advertising Council," by T.S. Replier, January 1957	November-December 1956

Box 7:

Advertising Council Minutes Board of Directors, January 17, 1957 February 21, 1957	January-February 1957
Advertising Council Minutes Board of Directors, March 21, 1957	March-April 1957
Advertising Council Minutes Board of Directors, May 16, 1957 Report re: the People's Capitalism Program Board of Directors, June 20, 1957	May-June 1957
Advertising Council Minutes Board of Directors, September 19, 1957 October 17, 1957	September-October 1957
Advertising Council Minutes Board of Directors, November 21, 1957 December 19, 1957	November-December 1957
Advertising Council Minutes Board of Directors, January 16, 1958 February 20, 1958 Executive Committee, February 20, 1958	January-February 1958
Advertising Council Minutes Board of Directors, March 20, 1958 April 17, 1958 Ad Council Anti-Recession Campaign meeting roster, April 11, 1958 Ad Council Proposed Budget	March-April 1958
Advertising Council Minutes Board of Directors, June 20, 1958 Notes on Proposed Budget 1958-59 Board Committees Roster 1958-59	May-June 1958
Advertising Council Minutes Board of Directors, September 18, 1958 October 23, 1958	September-October 1958
Advertising Council Minutes Board of Directors, December 18, 1958	November-December 1958
Advertising Council Minutes Board of Directors, January 15, 1959 1958 Campaign Results Board of Directors, February 19, 1959	January-February 1959
Advertising Council Minutes Board of Directors, March 19, 1959 "Suggested Copy Policy: The Problem of Inflation," March 1959	March-April 1959
Advertising Council Minutes Board of Directors, May 21, 1959 June 18, 1959	May-June 1959
Advertising Council Minutes Board of Directors September 17, 1959 October 29, 1959	September-October 1959
Advertising Council Minutes Board of Directors, December 17, 1959	November-December 1959

Advertising Council Minutes Board of Directors, January 21, 1960 February 18, 1960	January-February 1960
Advertising Council Minutes Board of Directors, March 15, 1960 April 21, 1960 "Recommendation to the Board Concerning American Attitudes"	March-April 1960
Advertising Council Minutes Board of Directors, May 19, 1960 June 16, 1960 Industries Advisory Committee, June 7, 1960	May-June 1960
Advertising Council Minutes Board of Directors, September 15, 1960 October 20, 1960 "Tomorrow's Problems and What we Can do About Them"	September-October 1960
Advertising Council Minutes Board of Directors, December 15, 1960	November-December 1960
Advertising Council Minutes Board of Directors, January 19, 1961 February 16, 1961 Executive Committee, February 16, 1961	January-February 1961
Advertising Council Minutes Board of Directors, March 16, 1961 Report Joint Meeting of the Finance and Executive Committees, March 16, 1961 Board of Directors, April 20, 1961	March-April 1961
Advertising Council Minutes Board of Directors, May 18, 1961 Executive Committee, May 26, 1961	May-June 1961
Advertising Council Minutes Joint Meeting of the Executive Committee and the Overseas Information Exploration Committee, July 7, 1961	July-August 1961
Advertising Council Minutes Executive Committee, September 7, 1961 Board of Directors, September 21, 1961 Advertising Council Statement of Operations Board of Directors, October 19, 1961 Executive Committee, October 19, 1961	September-October 1961
Advertising Council Minutes Board of Directors, November 16, 1961 Overseas Information Exploration Committee, December 14, 1961 "Organizations with which the Advertising Council Might Work in Mexico" Board of Directors, December 21, 1961	November-December 1961
Advertising Council Minutes Board of Directors, February 15, 1962	January-February 1962
Advertising Council Minutes Board of Directors, March 15, 1962 April 19, 1962 61-62 Committee Roster Annual Report to the Board of Directors by T.S. Replier, April 19, 1962	March-April 1962

Advertising Council Minutes Board of Directors, May 17, 1962 June 21, 1962 Radio and Television Committee Report, May 17, 1962	May-June 1962
Advertising Council Minutes Executive Committee, August 30, 1962 (with letter, September 11) Board of Directors, September 20, 1962 Memo from Leo Burnett to All Directors, October 3, 1962 "Challenge to Americans" Board of Directors, October 18, 1962 Committee of Foreign Agricultural Market Activities of the Foreign Agricultural Service - Department of Agriculture Report	September-October 1962
Advertising Council Minutes Board of Directors, November 15, 1962 New York Television Committee Roster	November-December 1962
Advertising Council Minutes Board of Directors, January 17, 1963 February 21, 1963 Charts and Graphs re: Ad Council's Budget "Annual Report to the Board of Directors" by T.S. Repplier, February 21, 1963	January-February 1963

Box 8:

Advertising Council Minutes Board of Directors, March 12, 1963 April 18, 1963	March-April 1963
Advertising Council Minutes Board of Directors, May 16, 1963 untitled speech Board of Directors, June 20, 1963	May-June 1963
Advertising Council Minutes Board of Directors, September 24, 1963 October 17, 1963 Committee of Foreign Agriculture Market Activities of the Foreign Agricultural Service - Department of Agriculture Report, October 17, 1963	September-October 1963
Advertising Council Minutes Board of Directors, November 21, 1963 Executive Committee, December 5, 1963 Board of Directors, December 19, 1963	November-December 1963
Advertising Council Minutes Board of Directors, February 20, 1964	January-February 1964
Advertising Council Minutes Board of Directors, March 19, 1964 "The Economy on Trial in the Year Ahead," March 19, 1964 Board of Directors, April 16, 1964	March-April 1964
Advertising Council Minutes Board of Directors, June 18, 1964 Ad Council Promotional Pamphlet	May-June 1964
Advertising Council Minutes Executive Committee, July 21, 1964	July-August 1964

Advertising Council Minutes	September-October 1964
Board of Directors, September 17, 1964	
Letter from T.S. Replier to Lewis Ergman, September 30, 1964	
Board of Directors, October 15, 1964	
Advertising Council Minutes	November-December 1964
Board of Directors, November 19, 1964	
Advertising Council Minutes	January-February 1965
Memo from T.S. Replier to Ad Council Directors, February 11, 1965	
Memo on Required Cooperative Activities by May Campaign "Clients," December 28, 1964	
Major Campaigns	
Board of Directors, February 18, 1965	
Advertising Council Minutes	March-April 1965
Board of Directors, March 18, 1965	
Advertising Council Minutes	May-June 1965
Board of Directors, May 20, 1965	
June 17, 1965	
Advertising Council Minutes	July-August 1965
Executive Committee, July 7, 1965	
Advertising Council Minutes	September-October 1965
Overseas Information Committee, September 7, 1965	
Executive Committee, September 15, 1965	
Board of Directors, September 16, 1965	
October 21, 1965	
Advertising Council Minutes	November-December 1965
Board of Directors, November 18, 1965	
Overseas Information Committee, December 2, 1965	
Advertising Council Minutes	January-February 1966
Board of Directors, January 20, 1966	
Radio and Television Committee Report	
Finance Committee, January 20, 1966	
"Letter to Companies which have Never Contributed Before," January 17, 1966	
"Letter to Former Contributors Asking for an Increase," January 17, 1966	
Finance Committee Roster	
Board of Directors, February 17, 1966	
Advertising Council Minutes	March-April 1966
Board of Directors, March 17, 1966	
April 21, 1966	
Advertising Council Minutes	May-June 1966
Board of Directors, June 16, 1966	
Advertising Council Minutes	July-August 1966
Executive Committee, July 14, 1966	
Advertising Council Minutes	September-October 1966
Executive Committee, September 8, 1966	
Board of Directors, September 15, 1966	
Executive Committee, October 19, 1966	
Promotion Committee, September 22, 1966	
Officers of the Ad Council, 1967-68 (March 1967)	
Board of Directors, October 20, 1966	
Advertising Council Minutes	November-December 1966

Board of Directors, November 17, 1966 Executive Committee, December 20, 1966	
Advertising Council Minutes	January-February 1967
Board of Directors, January 19, 1967 Executive Committee, January 30, 1967 Board of Directors, February 16, 1967	
Advertising Council Minutes	March-April 1967
Executive Committee, March 3, 1967 Board of Directors, March 16, 1967	
Advertising Council Minutes	May-June 1967
Executive Committee, May 2, 1967 Board of Directors, January 15, 1967 "Exhibits in Folders"	
Advertising Council Minutes	July-August 1967
Executive Committee, July 25, 1967 Industries Advisory Committee Final Fund Raising Report, July 25, 1967 Business Press Advisory Committee Interim Report, July 25, 1967 Radio and Television Committee Report, July 25, 1957	
Advertising Council Minutes	September-October 1967
Memo to the Executive Committee from R. Keim, September 1, 1967 1967-68 Budget 1967-68 Budget Comments, August 30, 1967 Executive Committee, September 7, 1967 List of Exhibits in Folders Executive Committee, October 19, 1967	
Advertising Council Minutes	November-December 1967
Memo to directors from R. Keim, November 1, 1967 Board of Directors, November 16, 1967 List of Exhibits in Folders "Notes on the Distribution of the Anniversary Report of the Advertising Council," November 16, 1967 "Resolution to E. Petry and Company," November 16, 1967	

Box 9:

Advertising Council Minutes	January-February 1968
Executive Committee, January 4, 1968 Board of Directors, January 18, 1968 List of Exhibits in Folders "Progress Report on the Distribution of the Anniversary Report of the Advertising Council," January 15, 1968	
Advertising Council Minutes	March-April 1968
Executive Committee, March 7, 1968 Board of Directors, March 21, 1968 List of Exhibits in Folders, March 21, 1968 "Report to the Board of Directors" by R. Keim, March 21, 1968	
Advertising Council Minutes	May-June 1968
Board of Directors, June 19, 1968	
Advertising Council Minutes	July-August 1968
Executive Committee, July 11, 1968	

Advertising Council Minutes Executive Committee, September 12, 1968 Board of Directors, September 19, 1968 Executive Committee, October 17, 1968	September-October 1968
Advertising Council Minutes Board of Directors, November 21, 1968 Executive Committee, December 9, 1968	November-December 1968
Advertising Council Minutes Board of Directors, January 19, 1969 Executive Committee, February 27, 1969	January-February 1969
Advertising Council Minutes Board of Directors, March 20, 1969	March-April 1969
Advertising Council Minutes Board of Directors, June 26, 1969	May-June 1969
Advertising Council Minutes Executive Committee, July 24, 1969	July-August 1969
Advertising Council Minutes Board of Directors, September 18, 1969	September-October 1969
Advertising Council Minutes Board of Directors, November 20, 1969 Executive Committee, December 18, 1969 (including correspondence)	November-December 1969
Advertising Council Minutes Board of Directors, January 29, 1970	January-February 1970
Advertising Council Minutes Board of Directors, March 19, 1969 Executive Committee, April 16, 1969	March-April 1970
Advertising Council Minutes Board of Directors, May 21, 1970	May-June 1970
Advertising Council Minutes Executive Committee, July 14, 1970 August 20, 1970	July-August 1970
Advertising Council Minutes Board of Directors, September 17, 1970	September-October 1970
Advertising Council Minutes Board of Directors, November 19, 1970	November-December 1970
Advertising Council Minutes Board of Directors, January 21, 1971	January-February 1971

Box 10:

Advertising Council Minutes Executive Committee, March 2, 1971 Board of Directors, March 17, 1971	March-April 1971
Advertising Council Minutes Executive Committee, May 5, 1971 Board of Directors, May 20, 1971 Executive Committee, June 24, 1971	May-June 1971
Advertising Council Minutes Board of Directors, September 9, 1971	September-October 1971
Advertising Council Minutes	November-December 1971

Letter from D. Rumsfeld to R. Keim, November 3, 1971	
Executive Committee, November 4, 1971	
Board of Directors, November 17, 1971	
Advertising Council Minutes	January-February 1972
Board of Directors, with correspondence, January 13, 1972	
February 10, 1972	
Advertising Council Minutes	March-April 1972
Board of Directors, March 9, 1972	
March 28, 1972	
Advertising Council Minutes	May-June 1972
Executive Committee, May 9, 1972	
Board of Directors, May 18, 1972	
Executive Committee, June 23, 1972	
Board of Directors, June 23, 1972	
Advertising Council Minutes	July-August 1972
Executive Committee, August 17, 1972	
Advertising Council Minutes	September-October 1972
Board of Directors, September 28, 1972	
Advertising Council Minutes	November-December 1972
Executive Committee, November 2, 1972	
Board of Directors, November 16, 1972	
Executive Committee, December 14, 1972	
Advertising Council Minutes	January-February 1973
Board of Directors, January 18, 1973	
Board of Directors, February 15, 1973 with March 9 correspondence	

Box 11:

Advertising Council Minutes	March-April 1973
Executive Committee, March 30, 1973	
Board of Directors, April 11, 1973	
Advertising Council Minutes	May-June 1973
Board of Directors, May 7, 1973	
June 21, 1973	
Advertising Council Minutes	July-August 1973
Executive Committee, with correspondence, August 13, 1973	
Advertising Council Minutes	September-October 1973
Board of Directors, September 13, 1973	
October 11, 1973	
Advertising Council Minutes	November-December 1973
Board of Directors, with correspondence, November 8, 1973	
Advertising Council Minutes	January-February 1974
Board of Directors, January 10, 1974	
Board of Directors, February 14, 1974, with March 11 correspondence	
Advertising Council Minutes	March-April 1974
March 14, 1974	
April 11, 1974	
Advertising Council Minutes	May-June 1974
Board of Directors, May 22, 1974	
June 25, 1974	

Advertising Council Minutes Executive Committee, July 18, 1974, with memo	July-August 1974
Advertising Council Minutes Board of Directors, September 12, 1974	September-October 1974
Advertising Council Minutes Board of Directors, with November 27 memo, October 23, 1974 December 12, 1974	November-December 1974
Advertising Council Minutes Board of Directors, February 26, 1975 Appendix A, February 29, 1975	January-February 1975

Box 12:

Advertising Council Minutes Board of Directors, March 13, 1975 April 23, 1975	March-April 1975
Advertising Council Minutes Board of Directors, June 12, 1975	May-June 1975
Advertising Council Minutes Executive Committee, July 10, 1975	July-August 1975
Advertising Council Minutes Board of Directors, September 9, 1975	September-October 1975
Advertising Council Minutes Board of Directors, November 13, 1975	November-December 1975
Advertising Council Minutes Board of Directors, January 21, 1976	January-February 1976
Advertising Council Minutes Board of Directors, March 21, 1976	March-April 1976
Advertising Council Minutes Board of Directors, June 10, 1976	May-June 1976
Advertising Council Minutes Board of Directors, July 15, 1976	July-August 1976
Advertising Council Minutes Board of Directors, September 9, 1976	September-October 1976
Advertising Council Minutes Board of Directors, November 12, 1976	November-December 1976
Advertising Council Minutes Board of Directors, January 6, 1977 Executive Committee, February 8, 1977	January-February 1977
Advertising Council Minutes Board of Directors, April 13, 1977	March-April 1977
Advertising Council Minutes Board of Directors, June 22, 1977	May-June 1977
Advertising Council Minutes Executive Committee, July 21, 1977	July-August 1977
Advertising Council Minutes Board of Directors, September 15, 1977	September-October 1977
Advertising Council Minutes Board of Directors, November 10, 1977	November-December 1977
Advertising Council Minutes	January-February 1978

Memo from J. Kelley to Board of Directors, January 13, 1978
 Correspondence re: crime resistance campaign, December 30, 1977
 Board of Directors, January 19, 1978
 Advertising Council Minutes March-April 1978
 Board of Directors, March 9, 1978
 Executive Committee, March 30, 1978

Box 13:

Advertising Council Minutes May-June 1978
 Board of Directors, June 13, 1978
 Advertising Council Minutes July-August 1978
 Board of Directors, including correspondence, July 19, 1978
 Advertising Council Minutes September-October 1978
 Board of Directors, September 27, 1978
 Advertising Council Minutes November-December 1978
 Board of Directors, including correspondence, December 7, 1978
 Advertising Council Minutes January-February 1979
 Board of Directors, February 8, 1979
 Executive Committee, February 21, 1979
 Advertising Council Minutes March-April 1979
 Board of Directors, March 15, 1979
 Advertising Council Minutes May-June 1979
 Board of Directors, including agenda, May 1, 1979
 June 23, 1979
 Advertising Council Minutes July-August 1979
 Executive Committee, including correspondence, July 19, 1979
 Advertising Council Minutes September-October 1979
 Board of Directors, including correspondence, September 6, 1979
 Advertising Council Minutes November-December 1979
 Board of Directors, November 29, 1979
 Advertising Council Minutes January-February 1980
 Board of Directors, January 17, 1980
 Advertising Council Minutes March-April 1980
 Board of Directors, March 6, 1980
 Advertising Council Minutes May-June 1980
 Board of Directors, June 12, 1980
 Advertising Council Minutes July-August 1980
 Executive Committee, with correspondence, July 31, 1980
 Advertising Council Minutes September-October 1980
 Board of Directors, September 25, 1980
 Advertising Council Minutes November-December 1980
 Board of Directors, November 12, 1980
 Advertising Council Minutes January-February 1981
 Board of Directors, with March 13 correspondence, January 21, 1981
 Advertising Council Minutes March-April 1981
 Board of Directors, March 18, 1981

Box 14:

Advertising Council Minutes Board of Directors, May 20, 1981 June 17, 1981	May-June 1981
Advertising Council Minutes Executive Committee, July 30, 1981	July-August 1981
Advertising Council Minutes Board of Directors, September 17, 1981	September-October 1981
Advertising Council Minutes Board of Directors, December 3, 1981 Correspondence, December 3, 1981, re: Productivity Campaign	November-December 1981
Advertising Council Minutes Executive Committee, January 20, 1982 Board of Directors, January 27, 1982	January-February 1982
Advertising Council Minutes Correspondence, March 12, 1982 Board of Directors, April 22, 1982	March-April 1982
Advertising Council Minutes Board of Directors, June 24, 1982, with correspondence	May-June 1982
Advertising Council Minutes Executive Committee, August 19, 1982, with correspondence	July-August 1982
Advertising Council Minutes Board of Directors, September 23, 1982	September-October 1982
Advertising Council Minutes Correspondence re: President's report, November 5, 1982 Board of Directors, December 2, 1982, with correspondence	November-December 1982
Advertising Council Minutes Board of Directors, February 10, 1983, with correspondence	January-February 1983
Advertising Council Correspondence	March-April, 1983
Advertising Council Minutes Board of Directors, May 11, 1983, with correspondence June 23, 1983	May-June 1983
Advertising Council Minutes Executive Committee, August 10, 1983, with correspondence	July-August 1983
Advertising Council Minutes Board of Directors, September 15, 1983, with correspondence	September-October 1983
Advertising Council Minutes Board of Directors, December 8, 1983, with correspondence	November-December 1983
Advertising Council Correspondence	January-February 1984

Box 15:

Advertising Council Minutes Board of Directors, March 28, 1984, with correspondence	March-April 1984
Advertising Council Minutes Board of Directors, June 27, 1984, with correspondence	May-June 1984
Advertising Council Minutes Executive Committee, August 9, 1984, with correspondence	July-August 1984
Advertising Council Minutes Board of Directors, September 26, 1984, with correspondence	September-October 1984

Advertising Council Minutes Board of Directors, December 5, 1984	November-December 1984
Advertising Council Minutes Executive Committee, March 14, 1985 Board of Directors, March 21, 1985	March-April 1985
Advertising Council Minutes Advertising Council, Inc., June 20, 1985	May-June 1985
Advertising Council Minutes Executive Committee, August 8, 1985	July-August 1985
Advertising Council Minutes Board of Directors, September 12, 1985	September-October 1985
Advertising Council Minutes Board of Directors, December 12, 1985	November-December 1985
Advertising Council Minutes Board of Directors, March 20, 1986	March-April 1986
Advertising Council Minutes Board of Directors, June 18, 1986	May-June 1986
Advertising Council Minutes Executive Committee, August 7, 1986	July-August 1986
Advertising Council Minutes Board of Directors, September 18, 1986	September-October 1986
Advertising Council Minutes Executive Committee, November 18, 1996 Advertising Council, Inc., December 11, 1986	November-December 1986
Advertising Council Minutes Executive Committee, March 13, 1987 Board of Directors, March 19, 1987 Executive Committee, April 9, 1987	March-April 1987
Advertising Council Agenda Agenda for Board of Directors meeting including clippings, notes, and correspondence.	March 19, 1987

Box 16:

Advertising Council Minutes Board of Directors, with correspondence, May 19, 1987 June 30, 1987, with September 9, 1987 correspondence	May-June 1987
Advertising Council Minutes Executive Committee, August 12, 1987	July-August 1987
Advertising Council Minutes Board of Directors, September 23, 1987	September-October 1987
Advertising Council Minutes Board of Directors, December 10, 1987, including February 26, 1988 correspondence	November-December 1987
Advertising Council Minutes Board of Directors, April 21, 1988, including Nominating Committee minutes and May 24, 1988 correspondence	March-April 1988
Advertising Council Minutes Board of Directors, June 16, 1988	May-June 1988
Advertising Council Minutes	September-October 1988

Board of Directors, September 9, 1988	
Advertising Council Minutes	November-December 1988
Board of Directors, December 7, 1988	
Advertising Council Minutes	1989-1994
Board of Directors and Committees Directory, 1989-1994	
Advertising Council Minutes	January-February 1989
Executive Committee, January 10, 1989	
Advertising Council Minutes	March-April 1989
Board of Directors, March 22, 1989	
Advertising Council Minutes	November-December 1989
Executive Committee, November 2, 1989	
Advertising Council Minutes	August-September 1993
Board of Directors, August 17, 1993	
Advertising Council Newsletter	Winter 1993
Corporate Newsletter, Winter 1993	
Advertising Council Minutes	March-April 1994
Correspondence re: Senior Vice President, March 24, 1994, including	
Board of Directors Meeting, September 21, 1993, including	
Board of Directors Meeting Agenda June 22, 1993	
Advertising Council Minutes	May-June 1994
Agenda Executive Board Meeting, May 2, 1994	

Box 17:

Advertising Council Minutes	September-October 1994
Board of Directors Meeting, September 26, 1994	
Advertising Council Minutes	November-December 1994
Correspondence, November 11, 1994	
Advertising Council Minutes	January-February 1995
Correspondence re: Minutes of the Executive Committee, February 8, 1995	
Advertising Council Minutes	March-April 1995
Board of Directors Meeting, March 21, 1995	
Advertising Council Minutes	June-July 1996
Annual Board Meeting, June 19, 1996	
Advertising Council Minutes	September-October 1996
Board of Directors Meeting, September 25, 1996	
Advertising Council Minutes	January-February 1997
Board of Directors Meeting, January 24, 1997	
Advertising Council Minutes	March-April 1997
Executive Committee Meeting, March 5, 1997	
Advertising Council Minutes	June-July 1998
Board of Directors Meeting, June 17, 1998	