

13/2/202

Communications

Advertising

Advertising Council Annual Reports, 1943-

Box 1:

“Memorandum on the Work of the War Advertising Council,” 1942-43

“Words that Work for Victory,” 1943-44

“Words that Work for Victory,” 1944-45

“In the Wake of War,” 1945-46

“Business Steps Up Its Candle Power,” 1946-47

“What Helps People Helps Business,” 1947-48

“What Helps People Helps Business,” 1948-49

“How Business Helps Solve Public Problems,” 1949-50

“American Business in the Country’s Service,” 1950-51

“10<sup>th</sup> Annual Report of the Advertising Council,” 1951-52

“The Advertising Council 11<sup>th</sup> Annual Report,” 1952-53

“Annual Report, The Advertising Council,” 1953-54

“Advertising Council Annual Report,” 1954-55

“Annual Report, The Advertising Council,” 1955-56

“15<sup>th</sup> Annual Report of the Advertising Council,” 1956-57

“Sixteenth Annual Report, The Advertising Council,” 1957-58

“The Advertising Council 17<sup>th</sup> Annual Report,” 1958-59

“The Advertising Council Annual Report,” 1959-60

“The Advertising Council Annual Report,” 1960-61

“Twenty Years of Public Service By Business Through Advertising, Annual Report” 1961-62

“The Advertising Council Annual Report,” 1962-63

“The Advertising Council Annual Report,” 1963-64

“Advertising Contributed for Public Good: The Advertising Council Annual Report,” 1964-65

“Advertising Contributed for Public Good: The Advertising Council Annual Report,” 1965-66

“The Advertising Council’s First 25 Years: A Report to the American People,” 1966-67

“The Advertising Council Annual Report,” 1967-68

“The Advertising Council Annual Report,” 1968-69

“The Advertising Council Annual Report 1970,” 1969-70

“The 1971 Annual Report of the Advertising Council,” 1970-71

“The Advertising Council, Inc. Annual Report,” 1972-73

“Report to the American People” (includes 33 1/3 rpm record), 1973-74

“Report to the American People,” 1974-75

Box 2:

“Report to the American People: A Bicentennial Perspective,” 1975-76

“Report to the American People,” 1976-77

“Report to the American People,” 1977-78

“The Advertising Council: Communicating for the Public Good,” 1978-79  
“The Advertising Council: Communicating for the Public Good,” 1979-80  
“The Advertising Council: 40 Years of Communicating in the Public Interest,” 1980-81  
“The Advertising Council: Communicating in the Public Interest,” 1981-82  
“The Advertising Council: Report to the American People,” 1982-83  
“The Advertising Council: Report to the American People,” 1983-84  
“The Advertising Council: Report to the American People,” 1984-85  
“The Advertising Council Annual Report,” 1985-86  
“Town Crier for a Nation: Annual Report of the Advertising Council,” 1986-87  
“Ad Council Report to the American People: Moving America to Action,” 1987-88  
“Bringing the Issues Home: Report to the American People,” 1988-89  
“The Advertising Council: America’s Catalyst for Change,” 1989-90  
“The Results Are In: Annual Report to the American People,” 1990-91  
“Annual Report to the American People: 50<sup>th</sup> Anniversary,” 1991-92  
“Opening the Eyes, Ears, Hearts and Minds of Millions: Annual Report 1993” 1992-93  
“Opening the Eyes, Ears, Hearts and Minds of Millions: Annual Report 1994” 1993-94  
“The Advertising Council Annual Report 1995: Raising a Better Tomorrow,” 1994-95

Box 3:

“Commitment 2000: Moving Ahead, Annual Report 1996,” 1995-96  
“We’re on Our Way: The Advertising Council Annual Report 1997,” 1996-97  
“Helping America’s Parents Reach America’s Kids: Annual Report 1998,” 1997-98  
“The Advertising Council Annual Report 1999,” 1998-99  
“The Advertising Council Annual Report 2000,” 1999-2000  
“E Pluribus Unum: Ad Council Annual Report,” 2000-01  
“Ad Council Annual Report,” 2001-2002  
“Impacting Social Change,” Annual Report 2002-2003  
“Impacting Social Change,” Annual Report 2003-2004  
“When there is a need...we are there,” Annual Report 2004-2005  
“We Are the Ad Council,” Annual Report 2005-2006  
“Change is Good,” Annual Report 2006-2007