

13/2/203

Communications

Advertising

Ad Council: Special Publications, 1952-2006

Box 1:

"Background and Beginning of the Advertising Council," Harold Thomas, 1952

*Smokey Bear Loves Ad Agencies: True Stories About Ad Agencies and Their Talented Men and Women, Or, Another Two-Years of Lighting The Torches for America and Putting Out Her Fires*, [1960]

"Free PSA Inserts for Your Corporate Direct Mail Activities," [1970's]

"Meet Bert Saddler: He's One Reason the Ad Council Exists" pamphlet, [1974-75]

*Economic Communicator*, 1978-79

"Advertising Council: Free Enterprise's Effective Communications Machine" pamphlet, [1980's]

"The Ad Council at 40: A Watershed" pamphlet, 1982

Fiftieth Anniversary Information Kit, 1991

*Ad Council Update: News To Corporate Donors*, 1992-93

Public Service Events Calendars 1991, 1993

*The Tearsheet: A Newsletter of the Ad Council*, February 1994

"The Power of the Printed A" booklet, 1995

*Matters of Choice: Advertising in the Public Interest* booklet (history of the Ad Council), 1996

Captions and documentation, 1949-53, 1978, 1991-92

Box 2:

"Matters of Choice:"

List of photos, 1992

"Matters of Choice: National Issues and The Ad Council" manuscript (history of the Ad Council), January 25, 1994

Photos from *Advertising Age*, 1986

1998 Kids Calendar (containing children's artwork and messages relating to children's issues campaigns), December 1997

"Advertising's Gift to America" booklet, [1998]

Commitment 2000/Community Improvement Calendar (containing examples of PSAs on these themes), January 1998

"Who's Looking After the Kids? A Report from the Ad Council" booklet (reprinted from *Reader's Digest*), 1998

"Pledge for a Brighter Future" booklet (reprinted from *Reader's Digest*), [2000]

"Engaging the Next Generation: How Nonprofits Can Reach Young Adults", [2001]

"Young People Make the Difference" booklet (reprinted from *Reader's Digest*), 2001

"Desire to Make a Difference" booklet, [2002?]

"Making it in America: Preparing Our Children for the Future" booklet (reprint from *Reader's Digest*), [2002]

"Public Service Advertising That Changed a Nation," 2004

“Public Service Events,” 2004

*Ad Council Quarterly*, Fall 2005

“When There is a Need...We are There” pamphlet, 2006