

13/2/300
Communications
Advertising
War Advertising Council File, 1941-45

Note: Advertisement tearsheets formerly found in this file depicting actual campaign advertising have all been moved to 13/2/310, Washington Campaign Material. Please consult 13/2/310 for campaign mailings and reproductions of advertising.

Box 1:

"What Shall We Do About It?", speech delivered by James Webb Young to Association of National Advertisers/American Association of Advertising Agencies, Nov. 14, 1941
Memorandum on the work of the War Ad Council, 1942-43
Advertising space donated to OCD, ODT, OEM, OPA and WPB by controlled circulation newspapers; tabulations by agency; photocopies of ads; November 10, 1942 - November 9, 1943
Advertising Age vol. 13 no. 51, "Advertising: A Year at War" special, December 21, 1942
War Advertising Council, report on council programs and activities with graphs, diagrams and ads, December 1943
Advertising Victory Fund proposal, January-April 1943
War Advertising Council, Community War Plan, April 1943
"Advertising's Part in Civilian Mobilization: Outstanding War Advertisements," published by Advertising and Selling, June 1943
Proposed organization plan for War Advertising Council, June 24, 1943
"Information on the Home Front," with sample ads, December 1943
War Advertising Council Current Campaigns, January 1, 1944

Box 2 (oversize):

War Advertising Council Office Diary, February 8 - December 25, 1944
Citations for Meritorious Service Awarded to War Advertising Council, 1945
War Manpower Commission/War Production Board Progress Report, April 23, 1945
"What Advertising Learned From the War," speech delivered by James Webb Young to the American Association of Advertising Agencies, December 11, 1945
War Theme Advertisement Index, March 1944-June 1945