

ADVERTISING COUNCIL

Areeda, Phillip E.: Records

Box 5 [All the following folders concern the Washington Conference for the Advertising Council]

Acknowledgments (1958)

Additional Invitations (1958)

Board of Directors (Answers to Invitations) (1958)

Bureau of Advertising Representatives (1958)

Campaign Coordinators (Answers to Invitations) (1958)

Carbons of Letters by Lambie (to those accepting invitations) (1958)

Graduate Directors (Answers to invitations) (1958)

IAC (Answers to invitations) (1958)

New Members – Board of Directors (Answers to invitations) (1958)

PPC (Answers to invitations) (1958)

Regrets (Letters Declining Invitations) (1958) (1)

Box 6 Regrets (Letters Declining Invitations) (1958) (2)

Drafts, Questionnaires of Mr. Lambie (for Washington Conference for the Advertising Council)

Invitations (Letters re Acceptance or Declination of Invitations) (1959)

Regrets (Letters Declining Invitations) (1959) (1) (2)

Eisenhower, Dwight D.: Records as President [White House Central Files]

Official File

Boxes 526-528

OF 122-A-1 Advertising Council

Eisenhower, Dwight D.: Papers as President (Ann Whitman File)

Administration Series

Box 23 Lambie, James M.

DDE Diary Series

Box 14 April 1956 Miscellaneous

Fox, Frederic E.: Papers

Box 32 Smokey the Bear (1)

Box 33 Smokey the Bear (2)

Francis, Clarence: Records

Box 11 Advertising Council, Washington Conf. – 4/3/56

Harlow, Bryce: Records

Box 33 Speeches – DDE: January 12, 1954 – Advertising Council

Hamlin, John H.: Records

Box 1 Advertising Council

Jackson, C.D.: Papers

Box 28 Advertising Council, Inc. [re World Trade Campaign, 1946-48]

Lambie, James M., Jr.: Records

[Virtually every box has material on the Advertising Council – have researcher look through the finding aid for especially relevant folders. This collection is the primary collection for researching the Advertising Council. There are folders for most years, 1953-1960, on the following subjects: Armed Forces Day; Assisting the Physically Handicapped; CARE; Crusade for Freedom; Forest Fire Prevention; 4-H Clubs; Ground Observer Corps; Highway Safety; Medical Programs;

Mental Health; NATO; People-to-People Program; People's Capitalism; Red Cross; Savings Bonds; Youth Fitness]

Lambie, James M., Jr.: Papers

[Primarily chronologically arranged carbon copies of Lambie's outgoing correspondence; other carbon copies of these same letters can usually be found more easily under their subject folders in the James M. Lambie, Jr. Records]

Merriam, Robert E.: Records

Box 13 Pursuit of Excellence [Ad Council campaign for greater intellectual achievement]

Pyle, Howard: records

Box 1 Advertising Council, Washington Meeting, March 22, 1955

U.S. President's Committee on Scientists and Engineers: Records

Box 10 Advertising Council

White House Office, Office of the Special Assistant for Science and Technology: Records

Box 4 Advertising Council

Oral Histories:

OH-60 Lambie, James M., Jr.