

COLLECTION DETAILS and FOLDER TITLE LIST

Collection: Office Files of the Advertising Council, 1/1965 - 7/1967 [NAID 45486008]

<https://www.discoverlbj.org/exhibits/show/loh/pres/aides>

Aides Files: Advertising Council

Scope and content note:

This collection consists of files from the Advertising Council during the administration of Lyndon B. Johnson. The files contain correspondence, publications, and reports covering the Council's events, membership, and operations. The files contain materials on the environment, education, public health, economic issues, social issues, charities, and government. The files include materials on individual advertising campaigns, publications and messages; as well as on conferences and meetings of the Advertising Council.

- Date range: 1965-1967
- 1 linear foot, 2 linear inches
- Available for research (Open)

Folder Title List

Box #	Folder Title	Status	OLD WHCF Box No.
1	The Advertising Council - Spring Conference 1966	open	1187
1	Advertising Council letters following Spring Conference	open	1187
1	Radio-TV Bulletins	open	1187
1	The Advertising Council - Spring Conference 1967	open	1187
1	(ACTT) The Christmas Train	open	1187
1	AID (Program for Civilian help in Vietnam)	open	1187
1	Aid to Higher Education	open	1187
1	Alliance for Progress	open	1187
1	American Cancer Society	open	1187
1	American Red Cross (Government connected campaign)	empty	1187
1	Anti-Inflation Advertising Campaign	open	1187
1	Auto Thefts and Burglaries	open	1187
1	Balance of Payments	open	1187

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Box #	Folder Title	Status	OLD WHCF Box No.
1	Books USA	open	1187
1	CARE (program - fund-raising to help food shortage in India)	open	1187
1	Civilian Recruitment Program for Vietnam	open	1187
1	Clean Water Campaign - HEW	open	1187
1	Cleaner Air Week (Air Pollution Campaign) HEW	open	1187
1	Community Relations Service	open	1187
1	Continue your Education	open	1187
1	Equal Employment Opportunities (Government connected campaign)	empty	1187
1	Forest Fire Prevention	open	1187
1	Freedom House Bookshelf	open	1187
1	Health Career Campaign for Youth (HEW)	open	1187
			1187
2	Future Homemakers of America	open	1187
2	Immigration and Naturalization Service	open	1187
2	Internal Revenue Service	open	1187
2	Job Corps	open	1187
2	Keep America Beautiful	empty	1187
2	Mail Early for Christmas Program (Defense)	open	1187
2	Measles Vaccination Campaign	open	1187
2	Medical Self-Help Training	open	1187
2	Medicare	open	1187
2	Mental Retardation	open	1187
2	Military Nurses Recruitment	open	1187
2	National Crime Commission	open	1187
2	National Endowment for the Arts	open	1187
2	National 4-H Club Week	open	1187
2	National Guard	open	1187
2	National Recreation and Park Association	open	1187
2	National Teachers Corps	open	1187

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Box #	Folder Title	Status	OLD WHCF Box No.
2	Peace Corps	open	1187
2	Pesticides (U.S. Dept. of Agriculture)	open	1187
2	Pestina (Agricultural Quarantine Program)	open	1187
2	Petry (Edward) and Company	open	1187
2	Physical Fitness	open	1187
2	Physically Handicapped Employment	open	1187
2	Senior Citizens	open	1187
2	Radio Free Europe	open	1187
2	Religion in American Life	empty	1187
2	Retraining (Automation)	open	1187
2	Round Table in Rio (May)	open	1187
2	Safe Boating Week	open	1187
2	Stop Accidents	empty	1187
2	Tax-Filing Campaign	open	1187
			1187
3	Teacher Corps Campaign (HEW)	open	1187
3	United Community Campaigns	empty	1187
3	UNESCO Courier	open	1187
3	USO (Government connected campaign)	empty	1187
3	U.S. Committee for Refugees	open	1187
3	United Nations (Government connected campaign)	open	1187
3	U.S. Savings Bonds	open	1187
3	Water Pollution Campaign (Interior)	open	1187
3	Youth Opportunity Campaign	open	1187
3	Zip Code	open	1187
3	Advertising Council - Oct. 1965: list of campaigns	open	1187
3	Advertising Council (Fred Holborn)	open	1187