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A HISTORY OF THE ADVERTISING COUNCIL

Indiana University, Graduate School of Business

D.C.S. 1953

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PREVIEW

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A HISTORY OF THE ADVERTISING COUNCIL

BY

MAURICE I. MANDELL

A Dissertation Submitted in Partial Fulfillment of
the Requirements for the Degree of Doctor of
Commercial Science in the School of
Business of Indiana University

Main
INDIANA UNIVERSITY

1933

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ACCEPTANCE

This Dissertation has been accepted in partial fulfillment of the requirements for the Degree of Doctor of Commercial Science in the School of Business of Indiana University.

Date 5-22-53

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7-18-53

PREVIEW

PREFACE

The American public is well aware of the use of advertising for commercial purposes, but there is another kind of advertising about which relatively little has been known, although it has become increasingly prominent in the last decade. This is public service advertising--a mass communication technique developed by American business through The Advertising Council.

It is hoped that this work will in some small measure contribute to a better understanding and appreciation of public service advertising and The Advertising Council.

The initial contact with The Advertising Council for this study was made in the summer of 1951, and from the first the Council gave its wholehearted support. During the next 12 months most of the time was devoted to gathering background material. An exhaustive search was made for published material which was fruitful to the point of being almost overwhelming.

In the summer of 1952, six weeks were spent at the Council's New York office. The Council's Washington office and the Advertising Liaison Office of the White House were also visited during this period. While in New York, meetings

of the Council's board of directors and a session of the Council's American Round Table were attended which afforded the opportunity for greater insight into the operation of the Council.

During that visit 18 interviews were conducted with the Council's staff and board members using a recording machine to capture not only the thoughts, but also the expressions of these men and women. Numerous documents from the files of the Council, the American Association of Advertising Agencies, and the Association of National Advertisers were also collected. Documents and recordings of interviews thus had been secured from which to work at first hand.

In the fall and winter of 1952, two more trips were made to New York to fill in gaps. In addition, other valuable information and materials were secured by correspondence.

Some of the early records of the Council have been lost due to the hectic days of the war when records were believed to be of little importance in relation to the task at hand. Many of these gaps were filled in, however, from interviews with the founders of the Council, all of whom are still living.

In writing the history, no attempt was made to provide all the details of the past decade, but, rather, only significant high points are included. Nor could all those who have been associated with this work be included. It is hoped,

however, that their spirit of cooperation and contribution has been captured in the story.

It is impossible to include the names of all those persons who have, in one way or another, helped in this work, but one would be remiss if the efforts of some of these people were not recognized.

Grateful acknowledgement is due Professor L. L. Waters, Indiana University, who provided the stimulus to write this history. The author is also obligated to his thesis committee, Professor Charles D. Forrest, chairman, Professor Albert Haring, and Professor Joseph A. Batchelor, and to Dean Arthur Weimer.

Everyone connected with The Advertising Council gave most generously of his time to provide information for this study. In particular thanks are extended to Council board members Elon G. Borton, Frederic R. Gamble, John C. Sterling, Harold B. Thomas, Paul B. West, and James W. Young, and Council staff members Miss Elizabeth A. Bertrand, Miss Helen Crabtree, Eldredge Hiller, Gordon C. Kinney, George P. Ludlam, Hector Perrier, Miss Shirley Robin, Harold Rosenberg, Miss Eleanor Sullivan, George C. Vaughan, Henry C. Wehde, Jr., and Allan M. Wilson. Thanks are also extended to W. Frederic Mosel.

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