



Guide to the Barrett Outdoor Communications collection of trade promotional literature, 1965-1982

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Summary

Collection Title:

Barrett Outdoor Communications collection of trade promotional literature, 1965-1982

Creator:

Barrett Outdoor Advertising; Kevin P. Reilly Sr. Outdoor Advertising Archives

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

Barrett Outdoor Communications is an out-of-home advertising and communications company based in West Haven, Conn., founded in 1962 by Jack Barrett. Collection consists of promotional brochures and designs for billboard and outdoor advertising structures and services. Companies represented include American Lighting Standards, Deer Valley Enterprises, Holland Outdoor Displays, and Pacific Outdoor Advertising. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

0.1 Linear Feet

Language:

Materials in English.

Collection ID:

RL.11955

Permalink:

<https://idn.duke.edu/ark:/87924/m16m8c>

Preferred Citation

[Identification of item], Barrett Outdoor Communications collection of trade promotional literature, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection consists of promotional brochures and designs for billboard and outdoor advertising structures and services. Companies represented include American Lighting Standards, Deer Valley Enterprises, Holland Outdoor Displays, and Pacific Outdoor Advertising.

Biographical/Historical

Barrett Outdoor Communications is an out-of-home advertising and communications company based in West Haven, Conn., founded in 1962 by Jack Barrett.

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Arrangement

Arranged alphabetically.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

Acquisition Information

The Barrett Outdoor Communications collection of trade promotional literature was received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2012.

Processing Information

Processed by Richard Collier, Nov. 2021.

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Related Materials

Related Material

Related material may be found in the following Hartman Center collections:

John Paver papers;

Outdoor Advertising Association of American Archives;

R.C. Maxwell Company records;

Strobridge Lithographing Company records.

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Names and Subjects

- Billboards -- United States -- History -- 20th century
- Advertising, Outdoor -- Design and construction
- Eller/Pacific Outdoor Companies
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

American Lighting Standards Corporation--Hi-Sign Structure brochure, approximately 1980	Folder 1
Deer Valley Enterprises--Laco Structure, Marlboro Man brochures, 1982	Folder 1
Holland Outdoor Displays promotional brochure, approximately 1980	Folder 1
Pacific Outdoor Advertising Company--Single Column Poster Panel design sheets, 1969	Folder 1
Pacific Outdoor Advertising Company--Standard Poster Panel design sheet, 1965	Oversize-folder 1