



Guide to the John E. Brennan Outdoor Advertising Survey Reports, 1947-1980 and undated

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

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Summary

Collection Title:

John E. Brennan Outdoor Advertising Survey Reports, 1947-1980 and undated

Creator:

Brennan, John E.

Source:

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

Extent:

47 Linear Feet
79,491 Items

Language:

English.

Collection ID:

RL.00148

Permalink:

<https://idn.duke.edu/ark:/87924/m17887>

Preferred Citation

[Identification of item], John E. Brennan Outdoor Advertising Survey Reports, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The John E. Brennan Outdoor Advertising Survey Reports document the professional endeavors of outdoor advertising design researcher John E. (Jack) Brennan for the time period 1947 to 1980. His work primarily consisted of conducting market surveys on the effectiveness of billboard advertisement design and layout, and reporting his findings to subscribers to advance design efficiency for the industry. About 786 surveys cover 15,720 different advertisement designs posted on signs in major markets around the US. Forty-two different cities were covered in 27 states. His survey interviewers questioned participants on how well they remembered advertisements and

product brand names. Brennan then analyzed the survey data to produce practical information for advertisers and advertising companies on improving advertisement copy, thereby increasing advertising efficiency and profits. His emphasis was on outdoor advertisement design and copy, not traffic or other outdoor industry factors. The collection is comprised mainly of paper files, most containing color photographs attached to the paper data reports or sleeved along side them. Other significant items include the Copy Clues reports which capitalize on the data Brennan compiled, suggesting outdoor advertisement (also known as poster) design improvements. Other supporting materials within the collection include survey methodology information, related writings, summary data files, and business correspondence. Even without the context of Brennan's survey forms and data, the collection is a sizable photo library of mid-20th century commercial art created for outdoor advertising. Additional description of the individual series presented below may be found within the container list.

The collection begins with a small amount of Business Correspondence related to the surveys completed by Brennan's company Poster Appraisal Service (also General Media and Copy Research Co., and Outdoor Advertising Research Institute). Information documenting how Brennan conducted surveys makes up the next series called Methodology Files, which includes some interview forms and instructions. These are followed by the Outdoor Advertising Survey Reports themselves, which form the bulk of the collection. An individual survey was normally conducted in one city using about 20 different advertising designs. Each report is a compilation of data for one billboard advertisement, including a breakdown of statistics by male and female participants, and usually including color snapshot photographs of each design. Researchers of the collection can see the photos used in survey interviews, noticing how brand names were hidden and revealed as participants were questioned as to whether they remembered the entire advertisement and/or the brand name advertised. Design efficiency for individual cities may be studied since surveys are arranged by geographic location. Data may also be studied over time since ads are arranged chronologically within each location grouping. Certain ads were also compiled and survey data studied according to product type. For example, researchers may see how effective certain candy bar advertisements were across the country. Brennan encouraged subscribers to his service to look at reports themselves and come to their own conclusions about how to improve billboard advertisement design.

The Outdoor Advertising Survey Reports Series is also documentation of the more than 15,000 pieces of creative work produced by many different advertising agencies and their advertisers including D'Arcy Advertising; Foote, Cone, and Belding; J. Walter Thompson; McCann-Erickson; and Young and Rubicam. The photographed billboards were operated by many outdoor advertising companies including Central, Foster and Kleiser, Houston Poster, Middleton, Packer, and United. In addition to the photos with the survey reports, there are also several files of loose photographs, including pictures of

Guide to the John E. Brennan Outdoor Advertising Survey Reports, 1947-1980 and undated billboards that were likely produced in preparation for surveys. A sampling of the product brands featured in the advertisements includes Admiral appliances, Amoco gasoline, Ballantine Beer, Budweiser Beer, Chevrolet automobiles, Coca-Cola soda, Conoco gasoline, Dr. Pepper soda, Edsel automobiles, Folger's coffee, Ford automobiles, Fritos snacks, Jax Beer, Libby's canned goods, Mobil gas and oil, Mrs. Baird's Bread, Nash automobiles, Northern Tissue, NuGrape soda, Pabst Beer, Schlitz Beer, Sealy mattresses, Shell gasoline, Stratolounger, and Sunshine food products.

The Summary Data Files contain much of the same condensed survey information on advertisement remembrance and product identification found at the front of each survey's folder. The folders in this series contain compiled data sheets of specific data types (remembrance, or identification, etc.) for all (or many) of the surveys conducted in one city. In addition to survey data, there are other documents such as a design master record that presents information in a summary form.

Copy Clues are the monthly reports sent to Brennan's subscribers that interpret survey data, and place it in usable form. This series reflects conclusions drawn from the survey data to communicate specific information on various advertisement attributes. For instance, if multiple designs with dark backgrounds had low remembrance scores, and designs with white backgrounds scored high, Brennan might have brought to his subscriber's attention that white backgrounds make more effective advertising. Did more people remember a product brand if the product was depicted along with a child or without one? Subscribers could receive Copy Clues to answer such questions as well as to receive the survey reports. The final series, Other Surveys and Outdoor Advertising-Related Materials, contains other organizations' surveys, writings, and further information related to outdoor advertising that does not necessarily fit into the previous groupings.

Related collections in the David M. Rubenstein Rare Book & Manuscript Library include a number of other outdoor advertising collections, such as the Outdoor Advertising Slide Library, the John Paver Papers, the John Browning Papers, the Duplex Advertising Co. Records, the H.E. Fisk Collection of War Effort Mobilization Campaigns, the Outdoor Advertising Association of America Records, the Outdoor Advertising Poster Design Collection, the Garrett Orr Papers, the R.C. Maxwell Company Records, the Howard Scott Papers, and the Strobridge Lithographing Company Advertisements.

Biographical/Historical

Date	Description
1906	John Edward (Jack) Brennan born to Mary Ellen (Nellie) Norton Brennan and Patrick

Date	Description
	Brennan in Hasting-on-Hudson, NY.
1945	Established outdoor advertising company, Standard Outdoor Advertising, Inc.
ca. 1947 or 1948	Established Poster Appraisal Service to provide research to the outdoor advertising industry on advertising design effectiveness.
1947-1970s	Conducted outdoor advertising design surveys.
1948	Resigned as executive vice president of Standard Outdoor Advertising, Inc.
1940s-1950s	Established Outdoor Advertising Research Institute as part of surveying activities.
ca. 1974	Retired from taking surveys.
1984	Died.

Little is known about the early years of Brennan's career although he may have worked for the Outdoor Advertising Association of America (OAAA), Outdoor Advertising Inc. (OAI), and/or General Outdoor Advertising Co. In the course of his survey work, he founded several companies including Poster Appraisal Service (PAS), the Outdoor Advertising Research Institute, and General Media and Copy Research Co. PAS appears consistently throughout the collection, but in some spots it is referred to as "A Division of" General Media and Copy Research Co. Brennan moved his family and his business back and forth between Florida, California, and New York. The companies were established by Brennan, but various family members worked with him such as his elder brother Thomas, his wife Ann, his sister Jo, as well as many contract workers.

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Arrangement

Though well-defined on paper, there is some overlap among these categories for various products, services and businesses. The fluidity of these categories becomes obvious when facing diverse and sometimes vague advertisements. If an initial search in one category is not successful, try a related category.

Amusement & Entertainment

This category contains one advertisement for a live performance by Danny Kaye.

Apparel

This category contains one advertisement for Jantzen Swimsuits and Sun Clothes.

Automotive

This category includes advertisements for the following:

Auto dealers, Auto manufacturers, Auto service, Motor oil, and Tires

This category includes advertisements for items related to cars, except gasoline. Gasoline and gas stations were placed under Transportation & Travel (T & T). Advertisements showing both motor oil and gasoline (and/or car service) were put in the category of the item most prominent. A search for all gas stations should be completed in both this category and T & T.; often an advertisement advertised both car products and gasoline, or just the brand name was presented (such as Texaco, which provides oil, gas, and car service).

Beverages

This category includes advertisements for alcoholic and non-alcoholic beverages including coffee.

Business & Technology

This category includes advertisements for the following:

Banks, Insurance, and Utilities

Many advertisements featuring major appliances are without a brand name--these are probably for a utility company and were placed here.

Consumer Goods & Services

This category includes advertisements for the following:

Appliances, Cemeteries, Funeral services, Gum, Health & Beauty products, Household products, Over-the-counter medicines, Paper products, Tobacco products, and Undertakers

Household products and services were placed here including funeral homes. Cars, motor oil, and car-related products can be found mostly in the Automotive category. Gasoline can be found in the Transportation & Travel category.

Food & Restaurants

This category includes advertisements for the following:

Candy, Food, Ingredients, Prepared foods, Produce, and Restaurants

Gum, pet food, and tobacco products were most often placed in Consumer Goods & Services. Beverages can usually be found in their own Beverages category.

Media and Public Service

This category includes advertising created for a charitable cause or by a non-profit organization, as well as one advertisement for the Yellow Pages. Check this category and Business & Technology for a more comprehensive search.

Retail

This category includes advertisements for the following:

Convenience stores, Department stores, and Grocery stores

Transportation & Travel

This category includes advertisements for the following:

Airlines, Gasoline, and Gasoline stations

Since gas stations but not car service are included in this category, search both this and the Automotive category for an advertisement featuring a company that sold gas and provided auto service.

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Administrative Information

Publication Statement

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Alternative Form Available

Selected items from this collection have been digitized and are available in:

[Resource of Outdoor Advertising Descriptions \(ROAD\) - Duke Digital Collections](#)

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 copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The John E. Brennan Outdoor Advertising Survey Reports were transferred to the David M. Rubenstein Rare Book & Manuscript Library from Fairleigh Dickinson University in 1996.

Thanks to Brennan's son, John P. Brennan, and nephew, Joe Callo, for providing background information for this collection.

Processing Information

Most Survey Reports came to Duke grouped by city; some were grouped by product type. Other supporting materials seemingly had no order, which was then imposed by the processing archivist. Materials within folders were usually maintained in original order.

Most survey reports were created with one or two color photographs glued to the front of the report. In many instances, photographs had either already

Guide to the John E. Brennan Outdoor Advertising Survey Reports, 1947-1980 and undated fallen off the survey reports to which they were originally attached or were close to doing so. In these cases, the photographs were removed, sleeved in polypropylene, and then clipped to the survey report. Most sleeves hold six photographs. Often all six photographs from three different reports were placed in one sleeve and then the three reports were attached to the sleeve. A number on the back of each photo links it to the related report. When photographs were not easily removed from reports, the pages were interleaved with acid-free paper.

As of September 2002, the advertisements in this collection were not indexed in the ROAD (Resources for Outdoor Advertising Description) database (David M. Rubenstein Rare Book & Manuscript Library, Duke University).

Processed by Lisa C. Chandek-Stark and Sierra Stults

Completed July 2002

Encoded by Lisa C. Chandek-Stark

Processing of this collection was supported by the National Endowment for the Humanities.

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Names and Subjects

- Market surveys -- United States
- Commercial art -- United States
- Billboards -- United States
- Signs and signboards
- Posters -- United States
- Posters -- Design
- Poster, American -- 20th century -- United States
- Advertising, Outdoor -- California -- Los Angeles
- Advertising, Outdoor -- Connecticut -- New Haven
- Advertising, Outdoor -- Ohio -- Cincinnati
- Advertising, Outdoor -- Posters
- Billboards -- Design and construction
- Advertising -- Research
- Advertising -- History
- Color photographs
- Advertising layout and typography
- Advertising -- Posters
- Advertising, Outdoor -- United States -- Surveys

- Advertising, Outdoor -- Texas -- Houston
- Advertising, Outdoor -- Texas -- Dallas
- Advertising, Outdoor -- United States -- Statistics
- Advertising, Outdoor -- United States
- Brennan, John E.
- Outdoor Advertising Research Institute
- General Media and Copy Research Co
- Poster Appraisal Service
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

Business Correspondence, 1950-1980

Scope and Contents note

This small amount of incoming and outgoing correspondence centers on Brennan's business relationships, especially with research consultant Raymond Franzen, who apparently prepared survey samples and evaluated Brennan's methodology. Franzen's 1951 evaluation is included in this series. There is also a small amount of correspondence scattered throughout the **Methodology Files**.

Advertising managers, Letters to, 1951-1952	Box 1
Franzen, Raymond, Dr., and Sigurd L. Anderson, 1950-1959	Box 1
Franzen, Raymond, Dr., Evaluation of survey method and sample, 1951	Box 1
Sinerma and Blackstock, International Outdoor, 1979-1980	Box 1

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Methodology Files, 1949-1960s

Scope and Contents note

This group of materials contains items that reveal Brennan's survey methods, although the coverage is limited. Included are his early thoughts on purpose and research methods, procedures used in planning samples, correspondence with statistician/consultants, as well as training information, basic forms, and maps used in the actual execution of a survey. While most of the collection focuses on Brennan's resulting data and conclusions, these materials provide

a closer view of the work needed to compile and produce them. Folders are arranged alphabetically by topic or title of contents.

See also **Legal Size Files**.

Demographic data form, undated	Box 1
"Objectives, Methods, and Significance" document, correspondence, and miscellaneous, 1949-1964 and undated	Box 1
"On the Masking of Outdoor Advertising Copy in Readership Surveys," undated	Box 1
Product group classification systems, undated	Box 1
Remembrance and ID forms, 1954-1955	Box 1
Single-city survey vs. "national" survey sales letter by Brennan, 1958	Box 1
Survey instructions, 1960s	Box 1
Survey instructions, forms, and maps, 1963-1965	Box 1

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Outdoor Advertising Survey Reports, 1947-1980 (bulk 1947-1960s)

Scope and Contents note

Most of the surveys, which were conducted mainly from 1947 through the mid 1960s, are grouped alphabetically by city. Forty-two different cities were covered, but four cities regularly hosted surveys: Cincinnati (119 surveys), Houston (104 surveys), Los Angeles (209 surveys), and New Haven, Conn. (101 surveys). Dallas also hosted a large number of surveys (76). The two San Jose surveys (late 1970s) were conducted by Brennan's son, John P. Brennan. In this collection, "survey" usually refers to a particular city and time during which participants were questioned about twenty different ad designs. In the collection, each survey is usually referred to by city, then survey number (i.e. Houston #34, Fresno #3, etc.). Each folder is then devoted to one numbered survey conducted in one city, and includes a title page, a varying number of summary data sheets, a report for each advertisement, and sometimes other information such as data analyzing survey respondents by age or product preferences. Individual advertisement report forms varied over time, but information relating to one ad was usually presented on one or two sheets,

including two pasted color photographs of the advertisement, one with the brand name "masked" or marked out.

Surveys were conducted differently over the years, but Remembrance and Correct Identification were the two main types of data acquired. Participants were asked if they remembered seeing the advertisement, and with the brand name covered (masked), they were asked if they could identify the product. In some surveys the same interviewee would supply answers to all questions about a particular advertisement, and at times, some interviewees would answer remembrance questions, and a second set would try to identify brands. See the **Methodology Files** for more information. Besides data on how well the advertisement itself was remembered or if the brand name was correctly identified, the reports provided other information. The size of the poster showing was often presented as well as posting history. Sometimes product misidentifications were recorded, as was relative visibility of the brand, and other statistics.

Surveys are sometimes referred to as being completed "for" Outdoor Advertising Incorporated (OAI), the industry's organization created (1931) to advance the concept of outdoor advertising. OAI and other outside organizations such as the Outdoor Advertising Association of America (OAAA), Foster and Kleiser Advertising Co., and Donnelley Advertising contracted with Brennan for surveys, but many evidently were conducted without such an arrangement.

Advertisements featured in the surveys were created by many different advertising agencies. The agency name was noted on the survey report for each advertisement up until about 1963. Those well-represented in the collection include Barton A. Stebbins Advertising; Batten, Barton, Durstine, & Osborn (BBDO); Benton & Bowles; Calkins & Holden, Carlock, McClinton & Smith; Campbell-Ewald; Cunningham & Walsh; D'Arcy Advertising; Dancer-Fitzgerald-Sample; Foote, Cone, & Belding; Geyer, Newell, & Ganger; Heintz & Co.; Hewitt, Ogilvy, Benson, and Mather; Hixson-Jorgensen; J. Walter Thompson; Johnson & Lewis Advertising; Joseph Katz Co.; Leo Burnett Co.; McCann-Erickson; Midland Advertising; N.W. Ayer & Son; Needham, Louis, & Brorby; Ratcliffe Advertising; Ruthrauff and Ryan; Tracy-Locke; West-Marquis; Wilkinson-Schwietz & Tips; and Young & Rubicam.

Billboards of many different outdoor advertising companies can usually be identified by the imprint seen in the advertisement photographs. Those companies represented frequently in the collection include Central, Pacific, Foster and Kleiser, General Outdoor Advertising, Houston Poster, Lamar Dean, Middleton, Murphy, Naegele, O'Mealia, Packer, and United.

After the alphabetical run of survey reports by city, there is a smaller group arranged by product type (e.g. beer, toiletries). The reports within this latter group appear to be copies of reports from the various city surveys pulled together because of the product featured in the advertisement. They do not

contain the same introductory/summary information found in the front of most city survey folders. Following this subseries is a group of loose photographs arranged by product or service type.

Most reports have a small number written or typed beside each photo. These numbers were used to connect photo to report whenever the photo was removed from the paper. This number has been referred to sometimes as the "sheet number" or "design number," and is presumed to be a unique identifier for specific advertisements.

Reports Organized by City (alphabetical)

Akron #1, 1964 May	Box 1
Albuquerque #1, 1963 June	Box 1
Albuquerque #2, 1963 Dec.	Box 1
Baltimore #1, 1963 July	Box 1
Baltimore #2, 1963 Oct.	Box 1
Baltimore #3, 1964 Jan.	Box 1
Baltimore #4, 1964 Apr.	Box 1
Boston #1, 1963 May	Box 1
Boston #2, 1963 July	Box 2
Boston #3, 1963 Sept.	Box 2
Boston #4, 1963 Nov.	Box 2
Boston #5, 1964 Jan.	Box 2
Boston #6, 1964 Mar. 6	Box 2
Boston #7, 1964 Mar. 13	Box 2
Boston #8, 1964 Mar. 20	Box 2
Boston #9, 1964 Apr.	Box 2
Bridgeport, Conn. #1, 1963 May	Box 2
Bridgeport, Conn. #2, 1963 Nov.	Box 2
Buffalo #1, 1964 May	Box 2

Chicago #1, 1963 May	Box 2
Chicago #2, 1963 July	Box 2
Chicago #3, 1963 Oct.	Box 2
Chicago #4, 1963 Nov.	Box 2
Chicago #5, 1964 Jan.	Box 2
Chicago #6, 1964 Mar.	Box 3
Chicago #7, 1965 Apr.	Box 3
Chicago #8, 1965 July	Box 3
Chicago #9, 1965 Sept.	Box 3
Chicago #10, 1965 Nov.	Box 3
Cincinnati #1, 1948 June	Box 3
Cincinnati #2, 1948 Oct.	Box 3
Cincinnati #3, 1948 Nov.	Box 3
Cincinnati #4, 1948 Dec.	Box 3
Cincinnati #5, 1949 Feb.	Box 3
Cincinnati #6, 1949 Mar. 1	Box 3
Cincinnati #7, 1949 Mar. 29	Box 3
Cincinnati #8, 1949 Apr.	Box 3
Cincinnati #9, 1949 May	Box 4
Cincinnati #10, 1949 June	Box 4
Cincinnati #11, 1949 July	Box 4
Cincinnati #12, 1949 Aug.	Box 4
Cincinnati #13, 1949 Sept.	Box 4
Cincinnati #14, 1949 Oct.	Box 4

Cincinnati #15, 1949 Nov.	Box 4
Cincinnati #16, 1949 Dec.	Box 4
Cincinnati #17, 1950 Jan.	Box 4
Cincinnati #18, 1950 Feb.	Box 4
Cincinnati #19, 1950 Mar.	Box 4
Cincinnati #20, 1950 Apr.	Box 4
Cincinnati #21, 1950 May	Box 4
Cincinnati #22, 1950 June	Box 5
Cincinnati #23, 1950 July	Box 5
Cincinnati #24, 1950 Aug.	Box 5
Cincinnati #25, 1950 Sept.	Box 5
Cincinnati #26, 1950 Oct.	Box 5
Cincinnati #27, 1950 Nov.	Box 5
Cincinnati #28, 1950 Dec.	Box 5
Cincinnati #29, 1951 Jan.	Box 5
Cincinnati #30, 1951 Feb.	Box 5
Cincinnati #31, 1951 Mar.	Box 5
Cincinnati #32, 1951 Apr.	Box 5
Cincinnati #33, 1951 May	Box 5
Cincinnati #34, 1951 June	Box 6
Cincinnati #35, 1951 July	Box 6
Cincinnati #36, 1951 Aug.	Box 6
Cincinnati #37, 1951 Sept.	Box 6
Cincinnati #38, 1951 Oct.	Box 6

Cincinnati #39, 1951 Nov.	Box 6
Cincinnati #40, 1951 Dec.	Box 6
Cincinnati #41, 1952 Jan.	Box 6
Cincinnati #42, 1952 Feb.	Box 6
Cincinnati #43, 1952 Mar.	Box 6
Cincinnati #44, 1952 Apr.	Box 6
Cincinnati #45, 1952 May	Box 6
Cincinnati #46, 1952 June	Box 7
Cincinnati #47, 1952 July	Box 7
Cincinnati #48, 1952 Aug.	Box 7
Cincinnati #49, 1952 Sept.	Box 7
Cincinnati #50, 1952 Oct.	Box 7
Cincinnati #51, 1952 Nov.	Box 7
Cincinnati #52, 1952 Dec.	Box 7
Cincinnati #53, 1953 Jan.	Box 7
Cincinnati #54, 1953 Feb.	Box 7
Cincinnati #55, 1953 Mar.	Box 7
Cincinnati #56, 1953 Apr.	Box 7
Cincinnati #57, 1953 May	Box 8
Cincinnati #58, 1953 June	Box 8
Cincinnati #59, 1953 July	Box 8
Cincinnati #60, 1953 Aug.	Box 8
Cincinnati #61, 1953 Sept.	Box 8
Cincinnati #62, 1953 Oct.	Box 8

Cincinnati #63, 1953 Nov.	Box 8
Cincinnati #64, 1953 Dec.	Box 8
Cincinnati #65, 1954 Jan.	Box 8
Cincinnati #66, 1954 Mar. 1	Box 8
Cincinnati #67, 1954 Mar. 29	Box 8
Cincinnati #68, 1954 Apr.	Box 8
Cincinnati #69, 1954 May	Box 8
Cincinnati #70, 1954 June	Box 9
Cincinnati #71, 1954 July	Box 9
Cincinnati #72, 1954 Aug.	Box 9
Cincinnati #73, 1954 Sept.	Box 9
Cincinnati #74, 1954 Oct.	Box 9
Cincinnati #75, 1954 Nov.	Box 9
Cincinnati #76, 1954 Dec.	Box 9
Cincinnati #77, 1955 Jan.	Box 9
Cincinnati #78, 1955 Feb.	Box 9
Cincinnati #79, 1955 Mar.	Box 9
Cincinnati #80, 1955 Apr.	Box 9
Cincinnati #81, 1955 May	Box 10
Cincinnati #82, 1955 June	Box 10
Cincinnati #83, 1955 July	Box 10
Cincinnati #84, 1955 Aug.	Box 10
Cincinnati #85, 1955 Sept.	Box 10
Cincinnati #86, 1955 Oct.	Box 10

Cincinnati #87, 1955 Nov.	Box 10
Cincinnati #88, 1955 Dec.	Box 10
Cincinnati #89, 1956 Jan.	Box 10
Cincinnati #90, 1956 Feb.	Box 10
Cincinnati #91, 1956 Mar.	Box 10
Cincinnati #92, 1956 Apr.	Box 11
Cincinnati #93, 1956 May	Box 11
Cincinnati #94, 1956 June	Box 11
Cincinnati #95, 1956 July	Box 11
Cincinnati #96, 1956 Aug.	Box 11
Cincinnati #97, 1956 Sept.	Box 11
Cincinnati #98, 1956 Oct.	Box 11
Cincinnati #99, 1956 Nov.	Box 11
Cincinnati #100, 1956 Dec.	Box 11
Cincinnati #101, 1957 Jan.	Box 11
Cincinnati #102, 1957 Feb.	Box 11
Cincinnati #103, 1957 Mar.	Box 12
Cincinnati #104, 1957 Apr.	Box 12
Cincinnati #105, 1957 May	Box 12
Cincinnati #106, 1957 June	Box 12
Cincinnati #107, 1957 July	Box 12
Cincinnati #108, 1957 Aug.	Box 12
Cincinnati #109, 1957 Sept.	Box 12
Cincinnati #110, 1957 Oct.	Box 12

Cincinnati #111, 1957 Nov.	Box 12
Cincinnati #112, 1957 Dec.	Box 12
Cincinnati #113, 1958 Jan.	Box 12
Cincinnati #114, 1958 Feb.	Box 12
Cincinnati #115, 1958 Mar.	Box 13
Cincinnati #116, 1958 Apr.	Box 13
Cincinnati #117, 1958 May	Box 13
Cincinnati #118, 1958 June	Box 13
Cincinnati #119, 1958 July	Box 13
Cleveland #1, 1965 Nov.	Box 13
Columbus, Ga. #1, 1963 July	Box 13
Columbus, Ga. #2, 1964 Jan.	Box 13
Dallas #1, 1949 May	Box 13
Dallas #2, 1949 June	Box 13
Dallas #3, 1949 July	Box 13
Dallas #4, 1949 Aug.	Box 13
Dallas #5, 1949 Sept.	Box 13
Dallas #6, 1949 Oct.	Box 13
Dallas #7, 1949 Nov.	Box 14
Dallas #8, 1949 Dec.	Box 14
Dallas #9, 1950 Jan.	Box 14
Dallas #10, 1950 Feb.	Box 14
Dallas #11, 1950 Mar.	Box 14
Dallas #12, 1950 Apr.	Box 14

Dallas #13, 1950 May	Box 14
Dallas #14, 1950 June	Box 14
Dallas #15, 1950 July	Box 14
Dallas #16, 1950 Aug.	Box 14
Dallas #17, 1950 Sept.	Box 14
Dallas #18, 1950 Oct.	Box 14
Dallas #19, 1950 Nov.	Box 15
Dallas #20, 1950 Dec.	Box 15
Dallas #21, 1951 Jan.	Box 15
Dallas #22, 1951 Feb.	Box 15
Dallas #23, 1951 Mar.	Box 15
Dallas #24, 1951 Apr.	Box 15
Dallas #25, 1951 May	Box 15
Dallas #26, 1951 June	Box 15
Dallas #27, 1951 July	Box 15
Dallas #28, 1951 Aug.	Box 15
Dallas #29, 1951 Sept.	Box 15
Dallas #30, 1951 Oct.	Box 15
Dallas #31, 1951 Nov.	Box 15
Dallas #32, 1951 Dec.	Box 16
Dallas #33, 1952 Jan.	Box 16
Dallas #34, 1952 Feb.	Box 16
Dallas #35, 1952 Mar.	Box 16
Dallas #36, 1952 Apr.	Box 16

Dallas #37, 1952 May	Box 16
Dallas #38, 1952 June	Box 16
Dallas #39, 1952 July	Box 16
Dallas #40, 1952 Aug.	Box 16
Dallas #41, 1952 Oct. 1	Box 16
Dallas #42, 1952 Oct. 28	Box 16
Dallas #43, 1952 Nov.	Box 16
Dallas #44, 1952 Dec.	Box 16
Dallas #45, 1953 Jan.	Box 16
Dallas #46, 1953 Feb.	Box 17
Dallas #47, 1953 Mar.	Box 17
Dallas #48, 1953 Apr.	Box 17
Dallas #49, 1953 May	Box 17
Dallas #50, 1953 June	Box 17
Dallas #51, 1953 July	Box 17
Dallas #52, 1953 Aug.	Box 17
Dallas #53, 1953 Sept.	Box 17
Dallas #54, 1953 Oct.	Box 17
Dallas #55, 1953 Nov.	Box 17
Dallas #56, 1953 Dec.	Box 17
Dallas #57, 1954 Jan.	Box 17
Dallas #58, 1954 Mar. 1	Box 18
Dallas #59, 1954 Mar. 29	Box 18
Dallas #60, 1954 Apr.	Box 18

Dallas #61, 1954 May	Box 18
Dallas #62, 1954 June	Box 18
Dallas #63, 1954 July	Box 18
Dallas #64, 1954 Aug.	Box 18
Dallas #65, 1954 Sept.	Box 18
Dallas #66, 1954 Oct.	Box 18
Dallas #67, 1954 Nov.	Box 18
Dallas #68, 1954 Dec.	Box 18
Dallas #69, 1955 Jan.	Box 18
Dallas #70, 1955 Feb.	Box 19
Dallas #71, 1955 Mar.	Box 19
Dallas #72, 1955 Apr.	Box 19
Dallas #73, 1955 May	Box 19
Dallas #74, 1955 June	Box 19
Dallas #75, 1955 July	Box 19
Dallas #76, 1955 Aug.	Box 19
Physical Description: 2 folders	
Denver #1, 1963 Sept.	Box 19
Denver #2, 1963 Oct.	Box 19
Des Moines #1, 1963 Oct.	Box 19
Detroit #1, 1963 July	Box 20
Detroit #2, 1963 Aug.	Box 20
Detroit #3, 1963 Oct.	Box 20
Detroit #4, 1963 Dec.	Box 20

Detroit #5, 1964 Feb.	Box 20
Detroit #6, 1964 Apr.	Box 20
Detroit #7, 1966 Apr.	Box 20
Detroit #8, 1966 June	Box 20
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Fresno #2, 1949 Feb.	Box 20
Fresno #3, 1949 Mar. 1	Box 20
Fresno #4, 1949 Mar. 29	Box 20
Fresno #1, 1963 Aug.	Box 20
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Houston #3, 1955 Nov.	Box 21
Houston #4, 1955 Dec.	Box 21
Houston #5, 1956 Jan.	Box 21
Houston #6, 1956 Feb.	Box 21
Houston #7, 1956 Mar.	Box 21
Houston #8, 1956 Apr.	Box 21
Houston #9, 1956 May	Box 21
Houston #10, 1956 June	Box 21
Houston #11, 1956 July	Box 21
Houston #12, 1956 Aug.	Box 22
Houston #13, 1956 Sept.	Box 22
Houston #14, 1956 Oct.	Box 22
Houston #15, 1956 Nov.	Box 22

Houston #16, 1956 Dec.	Box 22
Houston #17, 1957 Jan.	Box 22
Houston #18, 1957 Feb.	Box 22
Houston #19, 1957 Mar.	Box 22
Houston #20, 1957 Apr.	Box 22
Houston #21, 1957 May	Box 22
Houston #22, 1957 June	Box 23
Houston #23, 1957 July	Box 23
Houston #24, 1957 Aug.	Box 23
Houston #25, 1957 Sept.	Box 23
Houston #26, 1957 Oct.	Box 23
Houston #27, 1957 Nov.	Box 23
Houston #28, 1957 Dec.	Box 23
Houston #29, 1958 Jan.	Box 23
Houston #30, 1958 Feb.	Box 23
Houston #31, 1958 Mar.	Box 23
Houston #32, 1958 Apr.	Box 23
Houston #33, 1958 May	Box 23
Houston #34, 1958 June	Box 24
Houston #35, 1958 July	Box 24
Houston #36, 1958 Aug.	Box 24
Houston #37, 1958 Sept.	Box 24
Houston #38, 1958 Oct.	Box 24
Houston #39, 1958 Nov.	Box 24

Houston #40, 1958 Dec.	Box 24
Houston #41, 1959 Jan.	Box 24
Houston #42, 1959 Mar. 2	Box 24
Houston #43, 1959 Mar. 25	Box 24
Houston #44, 1959 Apr.	Box 24
Houston #45, 1959 May	Box 24
Houston #46, 1959 June	Box 24
Houston #47, 1959 July	Box 24
Houston #48, 1959 Aug.	Box 25
Houston #49, 1959 Sept.	Box 25
Houston #50, 1959 Oct.	Box 25
Houston #51, 1959 Nov.	Box 25
Houston #52, 1959 Dec.	Box 25
Houston #53, 1960 Jan.	Box 25
Houston #54, 1960 Feb.	Box 25
Houston #55, 1960 Mar.	Box 25
Houston #56, 1960 Apr.	Box 25
Houston #57, 1960 May	Box 25
Houston #58, 1960 June	Box 25
Houston #59, 1960 July	Box 25
Houston #60, 1960 Aug.	Box 25
Physical Description: 2 folders	
Houston #61, 1960 Sept.	Box 26
Houston #62, 1960 Oct.	Box 26

Houston #63, 1960 Nov.	Box 26
Houston #64, 1960 Dec.	Box 26
Houston #65, 1961 Jan.	Box 26
Houston #66, 1961 Feb.	Box 26
Houston #67, 1961 Mar.	Box 26
Houston #68, 1961 Apr.	Box 26
Houston #69, 1961 May	Box 26
Houston #70, 1961 June	Box 26
Houston #71, 1961 July	Box 26
Houston #72, 1961 Aug.	Box 26
Houston #73, 1961 Sept.	Box 26
Houston #74, 1961 Oct.	Box 27
Houston #75, 1961 Nov.	Box 27
Houston #76, 1961 Dec.	Box 27
Houston #77, 1962 Feb.	Box 27
Houston #78, 1962 Mar.	Box 27
Houston #79, 1962 Apr.	Box 27
Houston #80, 1962 May	Box 27
Houston #81, 1962 June	Box 27
Houston #82, 1962 July	Box 27
Houston #83, 1962 Aug.	Box 27
Houston #84, 1962 Sept.	Box 27
Houston #85, 1962 Oct.	Box 27
Houston #86, 1962 Nov.	Box 28

Houston #87, 1963 June	Box 28
Houston #88, 1963 Oct.	Box 28
Houston #89, 1963 Nov.	Box 28
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Los Angeles #4, 1949 July	Box 30
Los Angeles #5, 1949 Aug.	Box 30
Los Angeles #6, 1949 Sept.	Box 30
Los Angeles #7, 1949 Oct.	Box 30
Los Angeles #8, 1949 Nov.	Box 30
Los Angeles #9, 1949 Dec.	Box 30
Los Angeles #10, 1950 Jan.	Box 30
Los Angeles #11, 1950 Feb.	Box 30
Los Angeles #12, 1950 Mar.	Box 30
Los Angeles #13, 1950 Apr.	Box 30
Los Angeles #14, 1950 May	Box 30
Los Angeles #15, 1950 June	Box 30
Los Angeles #16, 1950 July	Box 30
Los Angeles #17, 1950 Aug.	Box 31
Los Angeles #18, 1950 Sept.	Box 31
Los Angeles #19, 1950 Oct.	Box 31
Los Angeles #20, 1950 Nov.	Box 31
Los Angeles #21, 1950 Dec.	Box 31
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Los Angeles #23, 1951 Feb.	Box 31
Los Angeles #24, 1951 Mar.	Box 31
Los Angeles #25, 1951 Apr.	Box 31

Los Angeles #26, 1951 May	Box 31
Los Angeles #27, 1951 June	Box 31
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Los Angeles #31, 1951 Oct.	Box 32
Los Angeles #32, 1951 Nov.	Box 32
Los Angeles #33, 1951 Dec.	Box 32
Los Angeles #34, 1952 Jan.	Box 32
Los Angeles #35, 1952 Feb.	Box 32
Los Angeles #36, 1952 Mar.	Box 32
Los Angeles #37, 1952 Apr.	Box 32
Los Angeles #38, 1952 May	Box 32
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Los Angeles #40, 1952 July	Box 32
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Los Angeles #42, 1952 Sept.	Box 32
Los Angeles #43, 1952 Oct.	Box 32
Los Angeles #44, 1952 Nov.	Box 33
Los Angeles #45, 1952 Dec.	Box 33
Los Angeles #46, 1953 Jan.	Box 33
Los Angeles #47, 1953 Feb.	Box 33
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Los Angeles #50, 1953 May	Box 33
Los Angeles #51, 1953 June	Box 33
Los Angeles #52, 1953 July	Box 33
Los Angeles #53, 1953 Aug.	Box 33
Los Angeles #54, 1953 Sept.	Box 33
Los Angeles #55, 1953 Oct.	Box 33
Los Angeles #56, 1953 Nov.	Box 33
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Los Angeles #60, 1954 Mar. 29	Box 34
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Los Angeles #78, 1955 Sept.	Box 35
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Los Angeles #82, 1956 Jan.	Box 35
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Los Angeles #85, 1956 Apr.	Box 36
Los Angeles #86, 1956 May	Box 36
Los Angeles #87, 1956 June	Box 36
Los Angeles #88, 1956 July	Box 36
Los Angeles #89, 1956 Aug.	Box 36
Los Angeles #90, 1956 Sept.	Box 36
Los Angeles #91, 1956 Oct.	Box 36
Los Angeles #92, 1956 Nov.	Box 36
Los Angeles #93, 1956 Dec.	Box 36
Los Angeles #94, 1957 Jan.	Box 36
Los Angeles #95, 1957 Feb.	Box 36
Los Angeles #96, 1957 Mar.	Box 37
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Los Angeles #98, 1957 May	Box 37
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Los Angeles #101, 1957 Aug.	Box 37
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Los Angeles #111, 1958 June	Box 38
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Los Angeles #115, 1958 Nov. 1	Box 38
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Los Angeles #117, 1958 Dec.	Box 38
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Los Angeles #128, 1959 Nov.	Box 39
Los Angeles #129, 1959 Dec.	Box 39
Los Angeles #130, 1960 Jan.	Box 39
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Los Angeles #132, 1960 Mar.	Box 39
Los Angeles #133, 1960 Apr.	Box 39
Los Angeles #134, 1960 May	Box 39
Los Angeles #135, 1960 June	Box 39
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Los Angeles #137, 1960 Aug.	Box 40
Los Angeles #138, 1960 Sept.	Box 40
Los Angeles #139, 1960 Oct.	Box 40
Los Angeles #140, 1960 Nov.	Box 40
Los Angeles #141, 1960 Dec.	Box 40
Los Angeles #142, 1961 Jan.	Box 40
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Los Angeles #145, 1961 Apr.	Box 40
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Los Angeles #187, 1964 Oct. (2 of 2)	Box 44
Los Angeles #188, 1964 Nov.	Box 44
Los Angeles #189, 1964 Dec.	Box 44
Los Angeles #190, 1965 Jan.	Box 44
Los Angeles #191, 1965 Feb.	Box 44
Los Angeles #192, 1965 Mar.	Box 44

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Los Angeles #201, 1965 Sept. 30	Box 45
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Market Four Metro #3, 1963 Oct.	Box 45
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Minneapolis #3, 1963 Dec.	Box 46
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New Haven, Conn. #9, 1948 July	Box 47
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New Haven, Conn. #11, 1948 Sept.	Box 47
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New Haven, Conn. #24, 1952 July	Box 48
New Haven, Conn. #25, 1952 Aug.	Box 48
New Haven, Conn. #26, 1952 Sept.	Box 48
New Haven, Conn. #27, 1952 Oct.	Box 48
New Haven, Conn. #28, 1952 Nov.	Box 48
New Haven, Conn. #29, 1952 Dec.	Box 48
New Haven, Conn. #30, 1953 Jan.	Box 48
New Haven, Conn. #31, 1953 Feb.	Box 48
New Haven, Conn. #32, 1953 Mar.	Box 49
New Haven, Conn. #33, 1953 Apr.	Box 49
New Haven, Conn. #34, 1953 May	Box 49
New Haven, Conn. #35, 1953 June	Box 49
New Haven, Conn. #36, 1953 July	Box 49

New Haven, Conn. #37, 1953 Aug.	Box 49
New Haven, Conn. #38, 1953 Sept.	Box 49
New Haven, Conn. #39, 1953 Oct.	Box 49
New Haven, Conn. #40, 1953 Nov.	Box 49
New Haven, Conn. #41, 1953 Dec.	Box 49
New Haven, Conn. #42, 1954 Jan.	Box 49
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New Haven, Conn. #44, 1954 Mar.	Box 50
New Haven, Conn. #45, 1954 Apr.	Box 50
New Haven, Conn. #46, 1954 May	Box 50
New Haven, Conn. #47, 1954 June	Box 50
New Haven, Conn. #48, 1954 July	Box 50
New Haven, Conn. #49, 1954 Aug.	Box 50
New Haven, Conn. #50, 1954 Sept.	Box 50
New Haven, Conn. #51, 1954 Oct.	Box 50
New Haven, Conn. #52, 1954 Nov.	Box 50
New Haven, Conn. #53, 1954 Dec.	Box 50
New Haven, Conn. #54, 1955 Jan.	Box 50
New Haven, Conn. #55, 1955 Feb.	Box 50
New Haven, Conn. #56, 1955 Mar.	Box 50
New Haven, Conn. #57, 1955 Apr.	Box 51
New Haven, Conn. #58, 1955 May	Box 51
New Haven, Conn. #59, 1955 June	Box 51
New Haven, Conn. #60, 1955 July	Box 51

New Haven, Conn. #61, 1955 Aug.	Box 51
New Haven, Conn. #62, 1955 Sept.	Box 51
New Haven, Conn. #63, 1955 Oct.	Box 51
New Haven, Conn. #64, 1955 Nov.	Box 51
New Haven, Conn. #65, 1955 Dec.	Box 51
New Haven, Conn. #66, 1956 Jan.	Box 51
New Haven, Conn. #67, 1956 Feb.	Box 51
New Haven, Conn. #68, 1956 Mar.	Box 51
New Haven, Conn. #69, 1956 Apr.	Box 52
New Haven, Conn. #70, 1956 May	Box 52
New Haven, Conn. #71, 1956 June	Box 52
New Haven, Conn. #72, 1956 July	Box 52
New Haven, Conn. #73, 1956 Aug.	Box 52
New Haven, Conn. #74, 1956 Sept.	Box 52
New Haven, Conn. #75, 1956 Oct.	Box 52
New Haven, Conn. #76, 1956 Nov.	Box 52
New Haven, Conn. #77, 1956 Dec.	Box 52
New Haven, Conn. #78, 1957 Jan.	Box 52
New Haven, Conn. #79, 1957 Feb.	Box 52
New Haven, Conn. #80, 1957 Mar.	Box 52
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New Haven, Conn. #83, 1957 June	Box 53
New Haven, Conn. #84, 1957 July	Box 53

New Haven, Conn. #85, 1957 Aug.	Box 53
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New Haven, Conn. #87, 1957 Oct.	Box 53
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New Haven, Conn., #100, 1958 Nov.	Box 54
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New York #1, 1965 Apr.	Box 54
New York #2, 1965 July	Box 54
New York #3, 1965 Oct.	Box 54
New York #3-C, 1965 Oct. (survey of children)	Box 54
New York #4, 1965 Nov.	Box 54

Omaha #1, 1963 May	Box 54
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Phoenix #2, 1963 Nov.	Box 54
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Pittsburgh #2, 1963 Aug.	Box 55
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Pittsburgh #4, 1964 Feb.	Box 55
Pueblo #1, 1965 Mar.	Box 55
Richmond #1, 1963 June	Box 55
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Rochester #1, 1963 Sept.	Box 55
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San Francisco #4, 1961 Apr.	Box 55
San Francisco #5, 1961 May	Box 55
San Francisco #6, 1961 June	Box 56
San Francisco #7, 1961 July	Box 56
San Francisco #8, 1961 Aug.	Box 56
San Francisco #9, 1961 Sept.	Box 56
San Francisco #10, 1961 Oct.	Box 56
San Francisco #11, 1961 Nov.	Box 56

San Francisco #12, 1961 Dec.	Box 56
San Francisco #13, 1962 Jan.	Box 56
San Francisco #14, 1962 Feb.	Box 56
San Francisco #15, 1962 Mar.	Box 56
San Francisco #16, 1962 Apr.	Box 56
San Francisco #17, 1962 May	Box 57
San Francisco #18, 1962 June	Box 57
San Francisco #19, 1962 July	Box 57
San Francisco #20, 1962 Aug.	Box 57
San Francisco #21, 1962 Sept.	Box 57
San Francisco #22, 1962 Oct.	Box 57
San Francisco #23, 1962 Nov.	Box 57
San Francisco #24, 1962 Dec.	Box 57
San Francisco #25, 1963 Jan.	Box 57
San Francisco #26, 1963 Feb.	Box 57
San Francisco #27, 1963 Mar.	Box 57
San Francisco #28-1, 1963 Apr.	Box 57
San Francisco #28-2, 1963 May 3	Box 58
San Francisco #28-3, 1963 May 10	Box 58
San Francisco #28-4, 1963 May 17	Box 58
San Francisco #28-5, 1963 May 24	Box 58
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Seattle #1, 1963 May	Box 59
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Confection Posters, 1963	Box 60

Drug and Toiletry Posters, 1963	Box 60
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Insurance and Utility Posters, 1963	Box 61
Physical Description: 3 folders	
Liquor Posters, Book 1, 1963	Box 61
Physical Description: 4 folders	
Liquor Posters, Book 2, 1963	Box 61
Physical Description: 2 folders	
Liquor Posters, Book 2, 1963	Box 62
Physical Description: 2 folders	
Liquor Posters, Book 3	Box 62
Physical Description: 5 folders	
Passenger Car and Truck Posters, Book 1, 1963	Box 62
Physical Description: 2 folders	
Passenger Car and Truck Posters, Book 1, 1963	Box 63
Passenger Car and Truck Posters, Book 2, 1963	Box 63
Physical Description: 3 folders	
Petroleum Posters, 1963	Box 63
Physical Description: 3 folders	
Petroleum Posters, 1963	Box 64
Soft Drink Posters, 1963	Box 64
Physical Description: 4 folders	
Tire-Battery and Accessory, 1963	Box 64
Physical Description: 2 folders	
Miscellaneous Posters, 1963	Box 64
Physical Description: 2 folders	

Loose Photographs, 1949-1959 and undated

Scope and Contents note

These color photographs were found loose within the collection. Since they are of the same size and content as survey report photos, it is presumed they were used in surveys, perhaps even belonging to some of the collection reports. Researchers who come across a survey report with missing photos may find them here.

Photos were separated into product type categories, described at the end of this finding aid. These groups were often further subdivided, e.g. by brand name. For instance, most Ford cars are grouped together within the Automotive category. Most of the photos are undated but seem to center on the 1950s. Nearly all of the billboard advertisements in these photos contain illustrations, not photographic images, and the billboards have latticework around the structure bases. Besides billboards, several truck-side advertisements are also included. Products often pictured include cars and car products, soft drinks, beer, paper goods, cigarettes, bread, crackers, snack foods, and gasoline. Prominent brands featured are Pure, Gulf, Ford, Chevrolet, Nash, Schlitz, Budweiser, Mrs. Baird's, and Humble gasoline.

Amusement & Entertainment, Apparel, and Automotive, 1940s-1950s and undated	Box 65
Beverages, undated	Box 65
Business & Technology, undated	Box 65
Consumer Goods & Services, undated	Box 65
Food & Restaurants, undated	Box 65
Public Service, undated	Box 65
Retail, undated	Box 65
Transportation & Travel, and Miscellaneous, undated	Box 65

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Summary Data Files, 1947-1960s

Scope and Contents note

While the "Summary Sheets" listed below logically belong in this category, other information that was (1) summary in form and (2) related directly to Brennan's surveys was also placed in this series. The **Summary Data Files** do not contain summary data for all of the surveys represented in the previous series.

However, most of the information grouped by city below is also represented on corresponding pages within the **Outdoor Advertising Survey Reports Series**.

Some early reports do not indicate whether the data is from a masked remembrance or an unmasked remembrance survey. In cases where a folder holds one or more of these older reports, the folder is simply labeled "Remembrance" without the word "masked" or "unmasked." Also included are lists of posters used in surveys for particular cities. Cities with at least one folder of information are listed individually below. Summary information for other cities may be found in folders labeled "Various Cities." The series ends with miscellaneous summary information from the surveys, such as remembrance data listed by advertisement product type.

Cities are listed below in alphabetical order. See also Legal Size Files.

Summary Information Organized by City	Box 65
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Cincinnati

Summary Sheets

Remembrance Scores, Surveys 1-119, 1948
June-1958 July

Box 65

Unmasked Remembrance Scores, Surveys
11-119, 1949 July-1958 July

Box 65

Correct ID Scores, Surveys 11-119, 1949
July-1958 July

Box 65

Poster Listings, 1948-1958

Box 65

Dallas

Summary Sheets

Masked Remembrance Scores, Surveys
1-76, 1949 May-1955 Aug.

Box 65

Unmasked Remembrance Scores, Surveys
17-76, 1950 Sept.-1955 Aug.

Box 66

Correct ID Scores, Surveys 17-76, 1950
Sept.-1955 Aug.

Box 66

Poster Listings, 1949-1955

Box 66

Miscellaneous, 1954-1955

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Scope and Contents note	
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Design numbers, Master Record, 1947-1957	Box 68
Popularity of Outdoor Advertising in Six Markets, 1953 and undated	Box 68

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Copy Clues, 1950-1957

Scope and Contents note

Copy Clues were monthly reports by Brennan that capitalized on the data compiled from surveys. Each folder appears to contain data and written information used in creating an individual Copy Clues issue, which was focused on one topic. Formats include adding machine tape, hand calculations on ledger paper, and typed, hand-edited drafts. The Copy Clues issue itself usually consists of one to several pages, with one or two color photos of example billboards, data and explanatory information. Finished copies can often be found in the final ("comprehensive") folders if not earlier in the series.

Brennan used survey data to draw conclusions on advertising design and passed this information on to subscribers. For instance, he used remembrance and identification scores to decide if advertisements showing two people scored better than advertisements with only one. Did a multicolor background score better than an advertisement with a solid color in the background? Such information was valuable to advertisers and advertising agencies in designing more effective advertisements.

Topic List (A List of Outdoor Survey Subjects Upon Which We Have Reported), 1950-1956	Box 69
#1, 1950 July, Designs Portraying Boys	Box 69
#2, 1950 Aug., Illustrations of Men vs. Women	Box 69
#3, 1950 Sept., One Person vs. Two or More	Box 69
#4, 1950 Oct., Hand Designs	Box 69
#5, 1950 Nov., Lettering Only	Box 69

#6, 1951 Jan. [1950 Dec.?], Lettering Plus Illustration of Inanimate Object	Box 69
#7, 1951 Jan., Lettering Plus Illustration of Package or Product	Box 69
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#9, 1951 Mar., Beer Posters with Appetite Appeal	Box 69
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#13, 1951 July, Backgrounds: Colored vs. White	Box 69
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#17, 1951 Nov., Cartoon Posters	Box 69
#18, 1951 Dec., Baby Posters	Box 69
#19, 1952 Jan., Solid-Colored Backgrounds, One Solid Color vs. Two or More	Box 69
#20, 1952 Feb., Backgrounds: All-White vs. White Plus Colors	Box 69
#21, 1952 Mar., Sex Appeal (Female)	Box 69
#22, 1952 Apr., Single Package or Product vs. Multiple	Box 69
#23, 1952 May, Beer Posters: Glass-Bottle Combinations	Box 69

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#26, 1952 Aug., Women Wearing Hats vs. Women Without Hats	Box 70
#27, 1952 Sept., Illustrations of Women: Cropped vs. Uncropped; Wearing Hat/Not Wearing Hat	Box 70
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#29, 1952 Nov., Illustrations of Men: Cropped vs. Uncropped; Wearing Hat/Not Wearing Hat	Box 70
#30, 1952 Dec., Male Celebrities vs. Male Non-Celebrities	Box 70
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#32, 1953 Feb., Women in Large Hats vs. Women in Small Hats	Box 70
Scope and Contents note	
Includes data on unconventional hats.	
#33, 1953 Mar., Auto Posters by Color of Car	Box 70
#34, 1953 Apr., Success of Unusual Posters	Box 70
#35, 1953 May, Full Figures Fully Clothed in Static or Near-Static Poses	Box 70
#36, 1953 June, Full Figures Fully Clothed in Vertical Dynamic Poses	Box 70
#37, 1953 July, Full Figures Fully Clothed, Vertical and Seated	Box 70
#38, 1953 Aug., Full Figures Fully Clothed, Vertical-Kneeling	Box 70

#39, 1953 Sept., Full Figures Fully Clothed, Horizontal-Reclining and Prone	Box 70
#40, 1953 Oct., Full Figures Fully Clothed, Horizontal-Flying Through Air	Box 70
#41, 1953 Nov., Full Figures Fully Clothed, Vertical Postures vs. Horizontal	Box 70
Copy Clues Issue: Comprehensive Set 1: 1950 July-1951 July	Box 70
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Copy Clues Issue: Comprehensive Set 2: 1950 July-1952 Apr.	Box 70
Copy Clues Issue: Comprehensive Set 2: 1952 May-1954 Oct.	Box 70
Copy Clues Issue: Comprehensive Set 2: 1954 Nov.-1957 Apr.	Box 70

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Other Surveys and Outdoor Advertising-Related Materials, 1954-1981

Scope and Contents note

This group of materials contains a variety of items that do not fit into other series. All materials relate to the business of outdoor advertising, and were likely used by Brennan in the course of his work. Surveys not handled by Brennan include two conducted in southern California. Other materials include written reports, resources related to other industry organizations such as OAAA and AAAA (American Association of Advertising Agencies). There are also additional documents produced by Brennan's companies that appear to go beyond the normal scope of business, such as special analyses on cigarette and canned soup preferences. Writings by others, usually on advertisement design, are also included, such as two papers written by Brennan's son, John P. Brennan.

Materials are in alphabetical order by author, title, or topic. See also **Legal Size Files** for files in this series on the Highway Beautification Act hearings.

AAAA Research Guidelines--Demographic Breakdowns, 1963	Box 71
Brennan, John P., Outdoor Advertising Effectiveness, 1981	Box 71
Brennan, John P., A Pre-Testing Model for Outdoor Advertising Designs--Packaged Foods, 1981 Aug.	Box 71
Brennan, John P., Strategic Review of the Outdoor Advertising Industry, 1978 Nov. 30.	Box 71
An Econometric Model of Aided Male Brand Name Recall of Outdoor Gasoline Posters, OARI (Outdoor Advertising Research Institute), 1979 Nov.	Box 71
Kolinsky, Muriel, Literature Search Relating to Space Position Value, 1954 June	Box 71
Markets and Rates for Posters, OAAA, 1963-1964	
Missouri--New Hampshire	Box 71
New Mexico--North Carolina	Box 71
North Dakota--Oregon	Box 71
Nielsen Marketing Service Survey, 1966 Oct.-Nov.	Box 71
Physical Description: 3 folders	
Scope and Contents note	
(See also oversize folder at end of container list)	
OAAA Officers and Committees, 1980	Box 71
Outdoor Advertising Bibliography, 1980	Box 71
Outdoor Advertising in the Los Angeles Metropolitan Area, Communicus, Inc., 1974 Oct.	Box 71

PAS (Poster Appraisal Service) Analyses: Cigarette and Canned Soup Preferences, 1964 and undated	Box 71
A Special Report Related to the Impact of 30- Sheet Posters, OARI/ PAS (Poster Appraisal Service), 1956 Jan.	Box 71
Survey of Outdoor Advertising in Southern California, Haug Associates, 1974 July	Box 71

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Legal Size Files, 1951-1965

Scope and Contents note

This group of materials contains items from previous series that required a larger container.

Methodology Files

Showing Size Adjustments, 1951, 1960	Box 72
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Summary Data

Product Group Classification, 1959-1960 and undated	Box 72
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Other Surveys and Outdoor Advertising-Related Materials

State Hearings-- Highway Beautification Act, 1965 Nebraska--New Hampshire	Box 72
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New Jersey	Box 72
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New Mexico, New York, North Carolina	Box 72
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North Dakota--Wyoming	Box 72
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Additions, 1947-1979, undated

General Files, 1948-1979, undated

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Loose photographs, negatives and slides, 1948-1950, undated	Box 73
Physical Description: 3 folders	
Military recruitment poster surveys, 1955-1957	Box 73
Natural gas poster surveys, 1956-1965	Box 73
Outdoor Advertising Inc. (OAI)--Profile of Outdoor Advertising Readers, 1963	Box 73
Outdoor Advertising Research Institute (OARI)--An Econometric Model of Aided Male Brand Name Recall of Outdoor Gasoline Posters, 1979	Box 73
Outdoor Advertising Research Institute (OARI)--Promotional newsletter, 1958	Box 73
Product index, survey forms, undated	Box 73
Standard Outdoor Advertising--"Short copy" advertising series, undated	Box 73

Surveys by City, 1947-1966

Akron, 1963-1964	Box 73
Albuquerque, 1963	Box 73
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Boston, 1954-1964	Box 73
Bridgeport, 1963	Box 73
Chicago, 1963-1965	Box 73
Cincinnati, 1948-1958	Box 73
Physical Description: 6 folders	
Cleveland, 1965	Box 73
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Dallas, 1949-1964	Box 73
Physical Description: 4 folders	

Denver, 1963	Box 73
Des Moines, 1963	Box 73
Detroit, 1963-1964	Box 73
Fresno, 1948-1963	Box 73
Houston, 1954-1963	Box 73
Physical Description: 4 folders	
Houston, 1956-1966	Box 74
Physical Description: 4 folders	
Indianapolis, 1963	Box 74
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Lubbock, 1963	Box 74
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New Haven, 1948-1958	Box 75
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Norfolk, 1954	Box 76
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Oversize Folder, 1966

Other Surveys and Outdoor Advertising-Related
Materials

Nielsen Marketing Service Survey, 1966 Oct.-
Nov.

Box 72

Scope and Contents note

Map with sample travel illustrations.

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