



Guide to the John F. Hogan Papers, 1928-1992 and undated, bulk 1949-1972

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Summary

Collection Title:

John F. Hogan papers, 1928-1992 and undated, 1949-1972

Source:

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

Creator:

Hogan, John F.

Abstract:

John F. Hogan was a sales representative and manager for several transportation advertising companies, from the 1940s to the 1970s, responsible for placing advertisements in and on buses, subways, trains, and transit stations in the northeastern United States, particularly New York and Connecticut. The John F. Hogan Papers span the years 1928-1992, with the bulk of the material dating from 1949 to 1972, and document Hogan's career as an executive in transportation advertising. The collection consists of photographs, contracts, poster samples, print publications and other printed material, and scrapbooks of transit advertising images, clippings, correspondence and memorabilia. Particularly represented in the collection is Hogan's work for the John H. Breck, Inc. hair-care company.

Extent:

10 Linear Feet
7,250 Items

Language:

Material in English

Collection ID:

RL.00558

Permalink:

<https://idn.duke.edu/ark:/87924/m1p03m>

Preferred Citation

[Identification of item], John F. Hogan Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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Background

Scope and Content

The John F. Hogan Papers span the years 1928-1992, with the bulk of the material dating from 1949 to 1972, and consist of photographs, contracts, printed materials, scrapbooks and images of transit station posters and car cards that document Hogan's career placing advertising within the bus, subway and rail systems in the northeastern United States, particularly in New York and Connecticut. Several agencies and client companies are represented in the collection, including the John H. Breck, Inc. hair-care company.

The Papers are organized into six series: **Scrapbooks**, **Contracts**, **Printed Materials**, **John H. Breck Inc.**, **Electric Bus Clocks** and **Photographs**. The **Scrapbooks Series** contains scrapbooks, compiled by Hogan in 1992, which include correspondence, clippings, printed material, photographs, and narrative written by Hogan. The **Contracts Series** contains contracts for the placement of transportation advertising in the northeastern United States, primarily in New York and Connecticut. The **Printed Materials Series** includes books, booklets, magazines, house organs and trade journals related to the subject of transportation advertising, along with non-titled print items such as rate cards, articles, clippings, and promotional materials. The **John H. Breck Inc. Series** includes correspondence, printed materials, clippings, and contracts relating to transportation advertising for Breck hair care products, such as Breck shampoo. The **Electric Bus Clocks Series** includes correspondence, printed materials, and clippings related to transportation advertisements which featured electric clocks. Examples of the car card advertisements, posters and signs can be found in the **Photographs Series**, which includes many undated black and white car card reproductions, along with color photographs of exterior bus signs taken in Connecticut during the 1950s and 1960s.

Biographical/Historical

| Date | Description |
|--------------|------------------------------------------------------------|
| 1910 June 21 | Born in Manhattan, N.Y. |
| 1928 | Graduated Oakwood (Preparatory) School, Poughkeepsie, N.Y. |
| 1928-1936 | Held positions of office boy, clerk, charge of Records and |

| Date | Description |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Research, Assistant to Sales Manager, with the Collier Service Corporation (New York) |
| 1936 | Graduated Fordham College, B.S. cum laude (night classes) |
| 1936-1938 | Sales Representative, Collier Service Corporation |
| 1938-1941 | Territorial salesman, H.J. Heinz Co., N.Y. |
| 1941 | Sales Representative, Car Cards Inc., N. Y. |
| 1941-1942 | Sales Representative, Surface Transportation Advertising, Inc., N.Y. |
| 1942 July 11 | Married Ruth Irene Bertsehy (Divorced 1980) |
| 1942-1946 | Army of the United States (A.U.S.)--Signal Corps Officer Candidate School, Ft. Monmouth, N. J. Promoted to 2nd Lt. 1943 Apr. 9. Served in the U.S. and Philippines. Discharged as Captain in 1946 |
| 1946-1948 | Sales Representative, Surface Transportation Advertising, Inc., N.Y. |
| 1949-1951 | Exclusive Local Sales Manager, L.I.R.R. (Long Island Rail Road) Transit Advertisers, Inc. |
| 1951-1953 | Sales Representative, Manager--Connecticut Territory, Transit Advertisers, Inc. |

| Date | Description |
|----------------|----------------------------------------------------------------------------|
| 1953-1955 | Sales Representative, Manager Connecticut Territory, Philbin & Coine, N.Y. |
| 1951-1955 | Member, Advertising Club of Hartford, Conn. |
| 1956-1957 | Sales Representative, Hudson Tubes Advertising Corp. |
| 1958 | Account Executive, Savings and Loan Publications, Columbus, Ohio |
| 1959-1972 | Sales Representative, National Sales Manager, Philbin & Coine, N.Y. |
| 1973-1975 | Account Executive, Communications Channels Inc. Publications, N.Y. |
| 1976 | Sales Representative, Transportation Displays Inc., N.Y. |
| 1977 Jan.-Apr. | Sales Representative, Philbin & Coine, N.Y. |
| 1977 May-Aug. | Account Executive, Douglas Leigh Transit Advertising, N.Y. |

Throughout his career, Hogan represented local advertising agencies such as Cronin Avertising, Bergin and Nolan, etc. He also sold printing, an essential component of transit advertising.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

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

Access Restrictions

Collection is restricted.

Scrapbook originals are closed to researchers. Use copies are available in the collection.

Researchers must register and agree to copyright and privacy laws before using this collection.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. There may be a 48-hour delay in obtaining these materials.

Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

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 F. Hogan Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1995.

Processing Information

Processed by Chris Armstrong, Phoebe Evans, July 1997

Encoded by Chris Armstrong, Richard Collier

Completed August 2006

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Related Materials

Related Material

Related materials may be found in the **Bates Worldwide Inc. Records** and the **Outdoor Advertising Association of America Archives**.

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Names and Subjects

- Car cards
- Posters
- Photographic prints
- Scrapbooks
- Clocks and watches, electric
- Transportation
- Hair preparations
- Advertising executives
- Advertising agencies -- United States
- Advertising -- Toilet preparations
- Advertising -- Transportation -- Connecticut
- Advertising -- Transportation -- New York (State)
- Advertising -- Transportation
- Advertising, Outdoor
- John H. Breck, Inc.
- John W. Hartman Center for Sales, Advertising & Marketing History
- Hogan, John F.

Collection Inventory

Scrapbooks Series, 1928-1992

Physical Description: 2 boxes

Scope and Contents note

Contains scrapbooks, compiled by Hogan in 1992, that include correspondence, clippings, printed material, photographs, and narratives written by Hogan. They are in roughly chronological order and follow Hogan's career in transportation advertising.

Access Restrictions:

Original scrapbooks are closed to researchers. Please consult the use copies located in Box 2.

| | |
|-----------------------------------------------------------------------|-------|
| Original Scrap Books (Closed to researchers: see use copies) | Box 1 |
| Volume 1, 1928-1992 | Box 1 |
| Volume 2, 1937-1955 | Box 1 |
| Volume 3, 1953-1957 | Box 1 |
| Volume 4, 1941, 1959-1977 | Box 1 |
| Use Copies of Scrapbooks | Box 2 |
| Volume 1, 1928-1992 | Box 2 |
| Volume 2, 1937-1955 | Box 2 |
| Volume 3, 1953-1957 | Box 2 |
| Volume 4, 1941, 1959-1977 | Box 2 |

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Contracts Series, 1938-1975 and undated

Physical Description: 2 boxes

Scope and Contents note

Contains contracts for the placement of transportation advertising in the northeastern United States, mostly New York and Connecticut. Some clippings and correspondence are attached to a few contracts. Photographs exist for some contracts. See cross-reference sheets for the location of photographs removed from contracts and placed in the **Photographs Series**. A few magazine advertisement proofs exist with contracts for California Prunes. In addition to the contracts executed by Hogan, the series also contains

contracts executed by J.L. Tribble for Transit Advertisers Inc. prior to Hogan's employment with that company. Hogan used a variety of systems for the arrangement of contracts: chronological, location, and client/product category. Arranged alphabetically.

| | |
|----------------------------------------------------------------------|-------|
| Hudson Tubes Advertising Corp. | Box 2 |
| General, 1955-1957 | Box 2 |
| Clients | |
| California Prunes, 1956-1957 | Box 2 |
| R.J. Reynolds, 1956-1957 | Box 2 |
| Correspondence relating to contracts, 1956-1957 | Box 2 |
| Surface Transportation Advertising, Inc. Sales records, 1946-1949 | Box 2 |
| Transit Advertisers Inc. Scope and Contents note | |
| Name changed to Philbin & Coine in 1953. | |
| J.L. Tribble files, 1938, 1940-1951 | Box 2 |
| Physical Description: 12 folders | |
| Locations | |
| Connecticut, 1951-1955 | Box 2 |
| Physical Description: 5 folders | |
| New York, 1949-1951 | Box 2 |
| Physical Description: 3 folders | |
| Station clocks, New Haven Railroad, 1949-1950 | Box 2 |
| Philbin & Coine | |
| Blank contracts, undated | Box 2 |
| Chronological file, 1953-1955 | Box 2 |
| Physical Description: 2 folders | |
| Clients | |
| Communication Channels Inc., 1973-1975 | Box 2 |

| | |
|-----------------------------|-------|
| Connecticut Milk, 1952-1970 | Box 2 |
|-----------------------------|-------|

| | |
|-----------------------------|-------|
| Grocery products, 1959-1972 | Box 2 |
|-----------------------------|-------|

Scope and Contents note

Includes Almar Packing, Bertoli Olive Oil, Progresso Foods, Pure Maid Orange Juice, PJ Ritter Foods, Vita Food Products, Coca Cola, Dr. Pepper, Bon Core Wine.

| | |
|-------------------------|-------|
| Hull Brewing, 1951-1972 | Box 2 |
|-------------------------|-------|

| | |
|--------------------------------|-------|
| National Distillers, 1968-1972 | Box 2 |
|--------------------------------|-------|

| | |
|-----------------------|-------|
| Pepsi-Cola, 1952-1972 | Box 2 |
|-----------------------|-------|

| | |
|----------------------|-------|
| Political, 1952-1972 | Box 3 |
|----------------------|-------|

Physical Description: 2 folders

| | |
|-----------------------------|-------|
| Roessler Packing, 1957-1972 | Box 3 |
|-----------------------------|-------|

| | |
|---------------------|-------|
| Scotches, 1960-1970 | Box 3 |
|---------------------|-------|

Scope and Contents note

Includes Schenley, Cutty Sark, Clan MacGregor, Cluny, Black Bull.

| | |
|---------------------|-------|
| Seven-Up, 1959-1972 | Box 3 |
|---------------------|-------|

| | |
|-----------------------------------------|-------|
| Southern Connecticut Gas Co., 1959-1972 | Box 3 |
|-----------------------------------------|-------|

| | |
|------------------------------------|-------|
| Tassette, controversial, 1959-1960 | Box 3 |
|------------------------------------|-------|

| | |
|-----------------------------------|-------|
| Torrington's mini bus, 1962, 1968 | Box 3 |
|-----------------------------------|-------|

| | |
|-------------------------------------------|-------|
| Various multi-city advertising, 1958-1972 | Box 3 |
|-------------------------------------------|-------|

Scope and Contents note

Includes American Driving School, Capital Cities Broadcasting (WTNH-TV Channel 8), City Trust Co., Connecticut Commercial Travelers, Connecticut National Bank, New Haven Business School, Putnam House Restaurant, Roto-Rooter Service, Southern New England Telephone, Speedwriting, State National Bank, WPLR-FM Radio.

| | |
|-----------------------|-------|
| Locations (Conn.) | |
| Bridgeport, 1958-1972 | Box 3 |

| | |
|--------------------------------------------------------------|-------|
| Danbury, Derby, Norwalk, New Britain, Springfield, 1958-1970 | Box 3 |
| New Haven, 1947-1972 | Box 3 |
| Stamford, 1958-1972 | Box 3 |
| Waterbury, Torrington, 1959-1972 | Box 3 |
| Rates and data, 1953-1976 | Box 3 |

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Printed Materials Series, 1928-1977 and undated

Physical Description: 2 boxes

Scope and Contents note

Series is divided into two subseries: **Publications**; and **Other Printed Materials**. The **Publications Subseries** includes reports, manuals, trade journals and serial publications relating to the transit advertising industry. The **Other Printed Materials Subseries** includes clippings relating to labor disputes and strikes in the transit industry between 1955 and 1975 (Hudson Tubes, the Connecticut Railway and Lighting Co., and the Connecticut Company bus system). Also included are several car card advertisements for General Electric from the 1950s. Arranged alphabetically.

Large format items have been removed to **Oversize Materials**. A note so indicating has been inserted in the finding aid at the item's original location. Where an entire folder has been so removed, the folder title will appear in brackets to indicate its logical location within the finding aid.

Publications Subseries, 1928-1977 and undated

| | |
|-------------------------------------------------------|-------|
| \$6 3/4 Billion Market and How You Can Sell It, 1950s | Box 3 |
|-------------------------------------------------------|-------|

Scope and Contents note

Publication of Hudson Tubes.

| | |
|-------------------------------------|-------|
| Andy Awards '67, 1968 | Box 3 |
| BMT Advertiser, 1934 July-1935 Jan. | Box 3 |

Scope and Contents note

Publication of Brooklyn Manhattan Transit; continued by the CSC Advertiser.

Canadian Media, Standard Rates and Data Service, 1953 Aug. 5 Box 3

CSC Advertiser, 1935 May-1937 Jan. Box 3

Scope and Contents note

Publication of Collier Service Corporation; continues BMT Advertiser.

Daily Except Sundays, 1938 Box 3

Scope and Contents note

Produced by Edward Streeter and illustrated by Gluyas Williams; published for Transit Advertisers Inc.

Fame: A Journal for Advertisers, 1935 Feb.-1937 Dec. Box 3

Scope and Contents note

House organ for the Interborough Rapid Transit.

In N.Y. City, This is Outdoor Advertising, ca. 1977 Box 3

Scope and Contents note

Published by Douglas Leigh Transit Advertising.

Interborough Rapid Transit Sales Manual, 1928 Box 3

The King Size Millions (Chicago), ca. 1965 Box 3

Lexicon of Terms Commonly Used in Transit Advertising, 1969 Box 3

National Association of Transportation Advertising (NATA), 1949-1951 Box 3

National Real Estate Investor, 1973 Sept. Box 3

Scope and Contents note

Published by Communication Channels Inc.

N.Y. Subway Advertising Circulation Analysis,
1947, 1953 Box 3

Plants, Sites, & Parks, 1974 Mar./Apr. Box 3

Scope and Contents note

Published by Communication Channels Inc.

Producing Low-Cost Results with
Transportation Advertising, undated Box 3

Reading and Riding and 'rithmetic, 1946 Box 3

Shopping Center World, 1974 May Box 3

Scope and Contents note

Published by Communication Channels Inc.

Some Questions and Answers About
Advertising, ca. 1955 Box 3

Scope and Contents note

By Elon G. Borton.

Standard Rates and Data Service,
Transportation Advertising, 1952 Feb.-1977
May (Incomplete run) Box 4

Study of Outside Transit Poster Exposure,
1959 Box 5

Successful Business, 1955 Sept.-1969 May
(Not a complete run) Box 5

Suggestions for the Advancement of Outdoor
Advertising, 1962 Box 5

Scope and Contents note

Publication of American Association of Advertising Agencies (AAAA).

Tide, 1950 May 19 Box 5

Scope and Contents note

Cover story on transportation advertising.

Transit Advertising, 1970 Box 5

Scope and Contents note

By George T. Clarke; published by the Transit Advertising Association.

Transit Advertising and the Bus of Tomorrow,
1963 Box 5

Scope and Contents note

Publication of American Transit Association.

Transit Millions: Under-Million Markets
Edition, 1964 Box 5

Transit Record, 1958 Box 5

Scope and Contents note

Publication of N.Y. City Transit Authority.

Transportation Advertising, 1940-1948, 1950 Box 5

Scope and Contents note

By James Benton Lackey; published by Harvard Business School.

U.S. Transit Advertising \$ Volume, 1966 Box 5

Other Printed Material Subseries, 1920s-1977 and undated

Scope and Contents note

Includes non-titled printed materials, such as rate cards, articles, clippings, and promotional materials, along with maps of bus, subway, and rail lines, posters, and car card advertisements. Arranged alphabetically.

Articles relating to transportation advertising,
1938-1968 Box 5

Bendix washers and Bulova watches, 1949 Box 5

Scope and Contents note

Miscellaneous printed materials including car card reproductions.

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Bus sign frames, 1949-1970 | Box 5 |
| Scope and Contents note | |
| Materials relating to design and specifications. See Photographs Series for cross references. | |
| <hr/> | |
| Bus sign production specifications, 1952-1977 | Box 5 |
| Scope and Contents note | |
| Includes paint, paper and board samples. | |
| <hr/> | |
| [Car card advertisements: removed to Oversize Materials] | Box 5 |
| <hr/> | |
| Clippings, 1955-1975 | Box 5 |
| Scope and Contents note | |
| Mainly relate to labor disputes and strikes on the Hudson Tubes, the Connecticut Railway and Lighting Co. and the Connecticut Co. bus system. | |
| <hr/> | |
| Connecticut Milk Producers Association, promotional materials, 1955-1964 | Box 5 |
| <hr/> | |
| Frigidaire car card reproductions, 1949-1952 | Box 5 |
| Scope and Contents note | |
| See Photographs Series for cross references. | |
| <hr/> | |
| General Electric car card reproduction booklets, 1950-1954 | Box 5 |
| <hr/> | |
| [Maps: removed to Oversize Materials] | Box 5 |
| <hr/> | |
| [Posters: removed to Oversize Materials] | Box 5 |
| <hr/> | |
| Promotional materials, 1953-1957 and undated | Box 5 |
| Scope and Contents note | |
| Includes materials for Alpo Dog Food, Handy's Brightwood Products, Old Taylor Bourbon, Progresso Foods, Calvert Whiskey, Pure Maid Orange Juice, California Prunes; see Photographs Series for cross references. | |
| <hr/> | |
| Rate cards, 1920s-1975 | |
| Bauer & Meyer Inc. (CR&L Lines), 1940s | Box 5 |

| | |
|----------------------------------------|-------|
| Communication Channels Inc., 1973-1975 | Box 5 |
|----------------------------------------|-------|

Scope and Contents note

Includes Shopping Center World; National Real Estate Investor; Plants, Sites and Parks.

| | |
|-------------------------------------------------|-------|
| Douglas Leigh Transit Advertising Inc., undated | Box 5 |
|-------------------------------------------------|-------|

| | |
|------------------------------------|-------|
| Hudson Tubes, 1920s or 1930s, 1956 | Box 5 |
|------------------------------------|-------|

| | |
|-------------------------------------------------|-------|
| Mutual Transportation Advertising Inc., undated | Box 5 |
|-------------------------------------------------|-------|

| | |
|-----------------------|-------|
| Red Arrow Lines, 1953 | Box 5 |
|-----------------------|-------|

| | |
|-----------------------------------------------------|-------|
| Surface Transportation Advertising, Inc., 1945-1947 | Box 5 |
|-----------------------------------------------------|-------|

| | |
|--------------------------------------|-------|
| Transit Advertisers, Inc., 1941-1950 | Box 5 |
|--------------------------------------|-------|

| | |
|------------------------------------------|-------|
| Transportation Displays Inc. (TDI), 1976 | Box 5 |
|------------------------------------------|-------|

| | |
|---------------------------------------------|-------|
| Worcester Street Railway Company, 1948-1951 | Box 5 |
|---------------------------------------------|-------|

| | |
|-------------------------------------------------------|-------|
| Receipts Frank's Restaurant, Hartford, Conn., 1955 | Box 5 |
|-------------------------------------------------------|-------|

| | |
|-------------------------------------------------------------|-------|
| Sales brochures Transportation Displays, Inc. (TDI) 1975 | Box 5 |
|-------------------------------------------------------------|-------|

Physical Description: 2 folders

Oversize Materials

| | |
|-------------------------|-------------------|
| Car Card Advertisements | Oversize-folder 1 |
|-------------------------|-------------------|

| | |
|--------------------------|-------------------|
| American Gas Association | Oversize-folder 1 |
|--------------------------|-------------------|

| | |
|------------------|-------------------|
| General Electric | Oversize-folder 1 |
|------------------|-------------------|

| | |
|----------------------------|-------------------|
| Goodall, Palm Beach Slacks | Oversize-folder 1 |
|----------------------------|-------------------|

| | |
|-----------|-------------------|
| Highpoint | Oversize-folder 1 |
|-----------|-------------------|

| | |
|--------------------|-------------------|
| John H. Breck Inc. | Oversize-folder 1 |
|--------------------|-------------------|

| | |
|------------------------------------|-------------------|
| Lewyt Vacuum Cleaners | Oversize-folder 1 |
| Speedwriting School | Oversize-folder 1 |
| Trans American Airlines | Oversize-folder 1 |
| Winston Cigarettes | Oversize-folder 1 |
| Maps, 1936-1975 | Oversize-folder 1 |
| Posters, undated | |
| Antique Exposition and Sale | Oversize-folder 1 |
| Home Expo | Oversize-folder 1 |
| Madison Square Garden Antique Show | Oversize-folder 1 |
| Motor Boat Show | Oversize-folder 1 |
| N.Y. Coliseum | Oversize-folder 1 |

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John H. Breck Inc. Series, 1944-1955

Physical Description: 1 box

Scope and Contents note

Correspondence, printed material, clippings and contracts relating to transportation advertising by John H. Breck Inc. See **Oversize Materials** within the **Printed Materials Series** for car card advertisements. See **Photographs Series** for cross references.

| | |
|-------------------------------------------------------|-------|
| Breck Gold Box,, "The Advertising Media We Use," 1955 | Box 5 |
| Dioramas, 1944-1953 | Box 5 |
| Mitchell, McCandless & Klaus (Cleveland), 1954-1955 | Box 5 |
| National coverage, 1951-1955 | Box 5 |

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Electric Bus Clocks Series, 1955-1959

Physical Description: 1 box

Scope and Contents note

Correspondence, printed materials, and clippings, related to transportation advertisements which featured electric clocks. Included is a booklet written for the manufacturer of the clocks which includes a personal history of John Hogan and a proposal for electric clock advertisements on the N.Y. City Subway System. See **Photograph Series** for cross references.

General, 1955-1959

Box 5

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Photographs Series, 1941-1972 and undated

Physical Description: 1 box

Scope and Contents note

Photographs of transportation advertisements. Included are car card reproductions, which are undated black and white copies of car card advertisements arranged by product category. Also included are color photographs of exterior bus signs taken in Connecticut during the 1950s and 1960s. These are arranged in product categories and by location of sign on the bus. Negatives exist for these photos. A few black and white photographs exist featuring advertisements on the interior and exterior of buses and subways. Two sample booklets of bus signs compiled by Hogan include mostly color photographs, similar to the exterior bus sign photographs taken in Connecticut in the 1950s and 1960s. Also included in this series are photographs separated from other series. Cross reference sheets indicate the part of the collection from which the photos were removed.

Bus sign sample booklets

Box 6

Connecticut, 1960s

Box 6

Miscellaneous, 1960s

Box 6

Car card reproduction print information, undated

Box 6

Car card reproductions, black/white, undated

Appliances--Household

Household

Box 6

RCA Victor

Box 6

| | |
|-------------------|-------|
| Automobiles | Box 6 |
| Bakeries/Bread | Box 6 |
| Dairies | Box 6 |
| Department stores | Box 6 |
| Drug stores | Box 6 |
| Fashions | Box 6 |
| Financial | Box 6 |
| Florists | Box 6 |
| Fuel | Box 6 |
| Furniture | Box 6 |
| Gifts | Box 6 |
| Hardware | Box 6 |
| Jewelers | Box 6 |
| Laundry/Cleaners | Box 6 |
| Miscellaneous | Box 6 |
| Morticians | Box 6 |
| Opticians | Box 6 |
| Photography | Box 6 |
| Press/Radio | Box 6 |
| Real estate | Box 6 |
| Restaurants | Box 6 |
| Telephone | Box 6 |
| Travel | Box 6 |
| Utilities | Box 6 |

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Connecticut bus photos, black/white, 1951-1956 | Box 6 |
| Exterior bus signs, Connecticut, color, 1950s-1960s Physical Description: 3 folders | |
| Automobiles (new and used cars, dealers, mufflers, rental cars, tires) | Box 6 |
| Banks (commercial, savings) | Box 6 |
| Beer and whiskey | Box 6 |
| Bus front signs | Box 6 |
| Bus painted sides | Box 6 |
| Bus rear signs | Box 6 |
| Dairy and milk | Box 6 |
| Media (N.Y. Times, radio, television stations) | Box 6 |
| National or regional advertisers | Box 6 |
| Negatives Physical Description: 3 folders | Box 6 |
| Pet food (Alpo, Calo dog and cat food) | Box 6 |
| Political | Box 6 |
| Soft drinks (Coca Cola, Pepsi Cola, No-Cal, RC, Seven-Up) | Box 6 |
| Utilities (Bridgeport Gas; New Haven Gas) | Box 6 |
| Hudson Tubes Inc., 1950s | Box 6 |
| Interior bus photos, black/white, 1941-1942 | Box 6 |
| Photographs removed from other Series Scope and Contents note See cross reference sheets attached to photo for other items relating to the photographs. | |
| Contracts Philbin & Coine, 1954-1972 | Box 6 |

| | |
|-----------------------------------------------|-------|
| Printed materials relating to bus sign frames | Box 6 |
| Transit advertisers, 1949-1952 | Box 6 |
| John H. Breck, Inc., 1954 | Box 6 |
| Printed materials, 1953-1962 and undated | Box 6 |

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