



# Guide to the John Paver Papers, 1920-1979

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## Summary

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**Collection Title:**

John Paver papers, 1920-1979, bulk 1938-1971

**Creator:**

Paver, John

**Source:**

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

**Extent:**

33.1 Linear Feet

16,105 Items

**Language:**

English.

**Collection ID:**

RL.01003

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1s06p>

**Preferred Citation**

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

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## Background

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### Scope and Content

The John Paver Papers span the years 1920 through 1979, with the bulk of the collection dating from 1938 through the year 1971. The collection documents Paver's career in the outdoor advertising industry, especially his years as president of the National Outdoor Advertising Bureau (NOAB), and his work writing a textbook on the outdoor advertising medium. Series include the **Biographical Files Series; Writings and Speeches Series; NOAB Files Series; Subject Files Series; Personal Files Series; Miscellaneous Files Series; Photographs, Negatives, and Slides Series; and Oversize Materials**. Researchers interested in the following subjects may find this

collection especially helpful: management in the advertising industry, more specifically the outdoor advertising industry; the outdoor medium itself; and traffic and advertising. Common formats in the collection include paper files such as correspondence, meeting minutes, writings, memoranda, printed materials; and photographic prints and negatives. The **Resource for Outdoor Advertising Descriptions (ROAD)** database, which holds searchable information about the images in this and other outdoor advertising collections will be available in early 2003.

Paver was instrumental in the establishment of standards for traffic measurement and, later, standards and the quality of billboards, topics all reflected in each of the collection's series, especially the **Writings and Speeches Series**, the **NOAB Files Series**, and the **Subject Files Series**. He pioneered research determining the relationship between traffic or habitual movement and trade activities. This work culminated in the publication, *Traffic and Trade* (McGraw-Hill, 1935), co-authored with research associate Dr. Miller McClintock, and in the founding of the industry authority for measuring outdoor advertising circulation, the Traffic Audit Bureau (TAB). His contributions in the area of window display (show windows) advertising, and, more generally, the outdoor medium are significant as well; all are documented within the collection. A large part of his career was spent in service to the National Outdoor Advertising Bureau before and after World War II; he led the organization for about seventeen years and became a prominent figure in the outdoor advertising industry. The papers document well Paver's work on an outdoor advertising textbook through draft copies and research materials. Through this activity, Paver grew to become a respected authority on poster and painted display advertising in the United States, and served as a speaker and consultant in the last years of his life. For more detailed information about Paver's life and career, see the **Biographical Note** above as well as the **Biographical Files Series**. All collection series are further described within the container list.

At the end of this finding aid is a list of publications removed from the collection and cataloged separately. Closely related collections in the David M. Rubenstein Rare Book & Manuscript Library include the John Brennan 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 Outdoor Advertising Slide Library, the Garrett Orr Papers, the R.C. Maxwell Company Records, the Howard Scott Papers, and the Strobridge Lithography Company Photographs.

**Biographical/Historical**

<b>Date</b>	<b>Description</b>
1900 Jan. 15	Born in Montgomery, Alabama
1918 Oct.-Dec.	Student Army Training Corps enlistee at University of California when World War I armistice signed
1924	Graduated from Northwestern University (Evanston, Ill.) with a Bachelor of Science degree
1925	Graduated from Northwestern with a degree in Civil Engineering
1925 Sept.-1927 Apr.	Research Engineer at Sunland Sales Corporation
1927 Apr.-1933 Jan.	Chief Engineer-Secretary at the Outdoor Advertising Association of America (OAAA)
1933 Jan.-1936 Jan.	Erskine Fellow and Research Associate for Miller McClintock at Erskine Bureau for Street Traffic Research at Harvard University
1936 Jan.-1937 Apr.	Research Associate for McClintock at Advertising Research Foundation
1937 Apr.-1942 June	Engineer and Manager of National Field Service Department at National Outdoor Advertising Bureau (NOAB)
1942 June-1944 June	Major-Lieutenant Colonel in US Air Force during World War II

<b>Date</b>	<b>Description</b>
1944 Jul.-1945 Jan. 1	Managing Director of Traffic Audit Bureau (TAB)
1945 Jan. 1 -1962	President and General Manager of NOAB
1950	Featured speaker at the national convention of the British Poster Advertising Association
1958	Speaker again for the British Poster Advertising Association
1962	Retired from NOAB
1963	Guest of honor and speaker at the European Association of Outdoor Advertising in Paris
1972	Died

After retirement, Paver still promoted the establishment of an international organization to make use of poster advertising throughout the world and traveled extensively for this purpose. He worked closely with the British and London Poster Associations and the Outdoor Advertising Federation of Europe. Paver also published "My World War II Experiences" at some point before 1968. Only a few copies were created by printer, Harry Deckoff, of the Tribune Printing Company in New York

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## Administrative Information

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### 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 Paver Papers were transferred to the David M. Rubenstein Rare Book & Manuscript Library from Fairleigh Dickinson University in 1996.

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

### **Processing Information**

Processed by Lisa Stark

Completed March 29, 2001

Encoded by Lisa Stark

Folder date spans were figured by sampling and so may not be strictly accurate for all materials in a particular folder.

There was no meaningful arrangement to the collection when it came to the library, and so most organization has been imposed to approximate how Paver may have used the files. For instance, files obviously created during his tenure at the National Outdoor Advertising Bureau (NOAB) were pulled into a separate group of files by that name. Most individual folders hold a wide range of material types, such as manuscripts, photographs, and printed materials. Folder labels give an indication of most materials in a folder, but perhaps not all materials in the folder.

All photographs, slides, and negatives were pulled from folders into their own series. Whenever a photograph had been filed with other papers, a photocopy was made of the photograph, and left with the papers to preserve context. Approximate dates on the backs of photos may not be accurate. They were usually entered into the image database when found, but could not be confirmed.

Oversize materials were labeled with the same title as the folder from which they were pulled. Thus an oversize item may, for instance, have the title/label "Typescript" when the oversize item is actually a clipping, if "Typescript" is on the folder label from which the item originally came.

Patrons should use caution since the collection still contains some rusty staples.

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## **Related Materials**

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### **Separated Material**

Most cataloged separately and represented in the online catalog.

1952 Proceedings. Institute Of Traffic Engineers. Twenty-third Annual Meeting.

Action For Outdoor Recreation For America., Washington, D.C.: Citizen's Committee For The Outdoor Recreation Resources Review Commission Report, 1964.

All Media Evaluation Study., New York: Sponsor Services Inc., c1954.

American Marketing Journal,2, no. 3 (July 1935).

BBDO Newsletter,(February 1966)75th Anniversary Edition.

Bulletin [of the] National Council of State Garden Clubs, Inc.,12, no. 3 (1941).

Cass, Samuel, and Raymond DesJardins. Co-ordinated Transportation. Conn.: Eno Foundation for Highway Traffic Control, 1956.

Cook County Board of Commissioners. Moving Vehicle Method Of Estimating Traffic Volumes and Speeds., Chicago: Inland Press Inc., 1956.

Davis, Clarence and Burkett Van Kirk. Some Rights Of Landowners Adjacent To The Interstate Highway System. Reprinted from Nebraska State Bar Journal 11, no. 1 (January 1962).

Economic and Social Effects of Highway Improvements...A Summary. East Lansing, Mich.: Michigan State University Press, 1961.

The Executive: The Digest of Current Literature for Top Management 5, no. 3 (August 1961).

IMSA Signal Magazine 1, no. 1 (November-December 1965).

IOA Outdoor Newsletter [Institute of Outdoor Advertising] 4, no. 3 (March 1969).

----- 4, no. 4 (April 1969).

----- 4, no. 5 (May 1969).

The International Advertiser 3, no. 2 (February 1962).

Joint Assembly and Senate Committee on the Scenic Preservation of State Highways. Report. Sacramento: California State Printing Office, 1931.

Journal of the American Institute of Planners 25, no. 2 (May 1959).

Kettering, Charles F. Research and Social Progress. Speech delivered at the Washington Award Banquet, Palmer House, Chicago, Illinois, February 25, 1936.

Library Classification and Sample Bibliography of Traffic Engineering Materials. New Haven, Conn.: Bureau For Street Traffic Research, Yale University, 1940.

A New Way to Buy Painted Outdoor Advertising. Detroit: Painted Outdoor Advertising Association, 1924.

On Target 2, no. 2 (April 1969).

----- 2, no. 3 (June 1969).

Outdoor Advertiser 14, no. 75 (Sept. 1961).

----- 14, no. 6 (July 1962).

Outdoor Advertising News 14, no. 1, (April 1960) [Outdoor Advertising Association of Australia].

----- 14, no. 1 (July 1960) [Outdoor Advertising Association of Australia].

Outdoor Advertising News 54, no 11 (Nov. 1963) [Outdoor Advertising Association of America].

----- 54, no. 11 (Nov. 1963). [Outdoor Advertising Association of America].

----- 54, no. 12 (Dec. 1963). [Outdoor Advertising Association of America].

----- 55, no. 9 (Sept. 1964). [Outdoor Advertising Association of America].

----- 56, no. 10 (Oct. 1965). [Outdoor Advertising Association of America].

The Outdoor Bulletin 6, no. 12 (Dec. 1961).

The Place of Advertising in the Distributive System. Los Angeles: E. J. Murphy.

Proper Locations for Bus Stops: A Recommended Practice. New Haven, Conn.: Institute of Traffic Engineers, 1954.

Public Relations in Outdoor Advertising. Chicago: Outdoor Advertising Association of America, 1928.

Public Roads 30, no. 5 (Dec. 1958). (2 copies)

Recommended Research Program for Institute of Outdoor Advertising. New York: Advertising Research Foundation, Inc., 1967.

A Report on Automation Trends in the Modern Production Market. Cleveland, Ohio: Penton Publications, 1966.

Riksaffischering: Plats-och Adressförteckning. Stockholm: Wennergren-William A.B.

Roadside Protection: A Study of the Problem and a Zoning Legislative Guide. Washington, D.C.: American Automobile Association.

Signs and Outdoor Display Structures. New York: American Standards Association, 1956.

Suffrin, Harry. This Canadian Food Chain Develops Several Shopping Centers. Conn.: Eno Foundation for Highway Traffic Control, 1956.

A Study of Human Response to Visual Environments in Urban Areas. Arthur D. Little, Inc., 1967.

A Study of Techniques to Measure Response to Urban Roadside Environments. Arthur D. Little, Inc.

Summary of a Study by Arthur D. Little, Inc. Measuring Human Response to the Environment of the Urban Roadside. Commissioned by the Outdoor Advertising Association of America, 1967.

Super Markets and Self-Service Stores: A Study of Their Importance in 694 Cities. Outdoor Advertising Inc., c1946.

A Time for Keen Perspective: Papers from the 1961 Region Conventions. American Association of Advertising Agencies, 1962.

Traffic Engineering 28, no. 8 (May 1958).

----- 28, no. 11 (Aug. 1958).

----- 31, no. 7 (April 1961).

Traffic Engineering and Control 5, no. 11 (March 1964).

Traffic Quarterly. Bulletin 10, no. 1 (Jan. 1956).

----- 12, no. 12 (April 1958).

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## Names and Subjects

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- Traffic estimation
- Traffic flow
- Show windows
- Signs and signboards
- Commercial art -- United States
- Marketing
- Billboards -- United States
- Commercial art
- Posters -- Design
- Posters -- United States
- Paver-Sills Trafficounter
- Poster, American -- 20th century -- United States
- Advertising layout and typography
- Advertising, Outdoor -- Design and construction -- Standards
- Advertising, Outdoor -- Europe
- Advertising, Outdoor -- Law and legislation -- United States
- Advertising -- Management
- Advertising -- Posters

- Advertising agencies
- Advertising executives
- Traffic surveys
- Advertising, Outdoor -- Posters
- Advertising, Outdoor -- United States
- Billboards -- Design and construction -- Standards
- Billboards -- Europe
- Traffic Audit Bureau (New York, N.Y.)
- United States. Air Force
- Paver family
- Outdoor Advertising Association of America
- Paver, John
- National Outdoor Advertising Bureau, Inc.
- John W. Hartman Center for Sales, Advertising & Marketing History

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## Collection Inventory

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### Biographical Files Series

#### Scope and Contents note

(See also Legal Size Materials)

The **Biographical Files Series** ( 1942-1969) includes narratives typed and printed primarily for publication. Paver apparently wrote and rewrote the information in many different forms to suit individual purposes. Some documents include details of his work and military experience ( U.S. Air Force), athletic experience, work performed for NOAB, as well as résumés, and letters of congratulation and recommendation, including items from Miller McClintock, J. Walter Thompson advertising executive Norman Strouse, and others. A publicity file holds articles and other printed materials containing various blurbs about Paver.

Miscellaneous Biographical Information	Box 1
1942-1964	Box 1
1942-1967	Box 1
1955-1962	Box 1
1956-1968	Box 1
1969	Box 1

---

NOAB Service, 1969	Box 1
Publicity, 1927-1965	Box 1

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## Writings and Speeches Series

### Scope and Contents note

(See also Legal Size and Oversize Materials)

The **Writings and Speeches Series** ( 1923-1972) contains a mix of document formats. Much of the correspondence, memoranda, printed materials, and other non-manuscript items are presumed to relate to the drafts with which they are foldered--probably as research materials. The majority of the items in this series are draft pieces of Paver's planned textbook on the outdoor advertising medium, mostly in holograph (handwritten) or typescript formats, although the book was never published. Book segment titles were distinguished or subjects were assigned to folders wherever possible. The series is divided into two subseries, Writings and Speeches by Paver, and Writings and Speeches by Others. Paver's materials are further subdivided into three groups: (1) files created for his textbook, (2) speeches by Paver, and (3) miscellaneous writings by Paver. Writings and Speeches by Others contains far fewer items, but has similar groupings within it. Photographic materials from this series and all others have been removed to the **Photographs, Negatives, and Slides Series**. Photocopies of most photographs were left in original order to preserve context.

### Writings and Speeches by Paver Subseries

Textbook Files (alphabetical by subject)

#### Scope and Contents note

Paver's textbook files are evidence of his efforts to create a comprehensive introduction and analysis of the outdoor medium. Folders with title- or subject-identified materials make up the initial alphabetical run. These are most often typescripts with holograph edits, but there are some holograph manuscripts as well. Included are long descriptions of both subjects and organizations such as "the advertising agency," the Advertising Council, the National Outdoor Advertising Bureau, the Traffic Audit Bureau, the Outdoor Advertising Association of America, the American Association of Advertising Agencies, the Advertising Research Foundation, techniques of buying, art creation, writing advertising copy, market coverage, painted displays, public relations, and more general topics such as " Outdoor Advertising in the US."

The Advertising Agency, Typescript with Holograph Edits, 1968	Box 1
The Advertising Council, Typescript, undated	Box 1
Advertising Research Foundation, Old Chapter XXI, undated	Box 1
"American Association of Advertising Agencies," Typescript, undated	Box 1
Art and Copy, Chapter XII, Typescript, 1969	Box 1
Association of National Advertisers and NOAB, Typescript, undated	Box 1
Buying Techniques, Chapter VII, Typescript, undated	Box 1
Cooperative Methods, Typescript with Holograph Edits, undated	Box 1
Creation of Message Technique, Typescript Fragments with Holograph Edits, undated	Box 1
Determination of Allotments, Typescript and Fragments, 1968	Box 1
Discounts, Miscellaneous Typescript Fragments with Holograph Edits, 1971 and undated	Box 1
Discounts and Pricing, Typescript Fragment, undated	Box 1
Economical Coverage Manuscripts, 1935, <b>Physical Description:</b> 3 folders	Box 1
Educational Programs, Typescript with Holograph Edits, 1961-1964	Box 1
"Effect of Freeways on the Outdoor Medium," Typescript and a Los Angeles Survey, 1965 and undated	Box 1
Evolution of the Medium, Typescript with Holograph Edits, undated	Box 1

Future of Outdoor Advertising, Typescript with Holograph Edits, undated	Box 1
Media Selection, Typescript with Holograph Edits, undated	Box 1
Media Volume Statistics, up to 1965	Box 1
Merchandising, Typescript Fragments and Sample Ads, undated	Box 1
MONI (Metropolitan Outdoor Network, Inc.) and National Sales, Typescript, 1968	Box 1
Painted Display, Pricing, Typescript, undated	Box 1
Painted Displays, Typescript with Holograph Edits, undated	Box 1
Public Relations, Typescript with Holograph Edits, 1963-1972	Box 1
Public Relations/Criticism, Typescript with Holograph Edits, 1958-1968	Box 1
Qualities of Outdoor Advertising, 1951-1964	Box 1
Reach Frequency, Typescript with Holograph Edits, undated	Box 1
Traffic Audit Bureau (TAB) Program, 1964-1971, <b>Physical Description:</b> 2 folders	Box 1
Traffic Audit Bureau (TAB), Typescript Copies, 1972 and undated	Box 1
Transportation Advertising, Typescript with Holograph Edits, undated	Box 1
United States, Typescript with Holograph Edits, 1964	Box 1
Users of Outdoor Advertising, Typescripts, undated	Box 1

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Variation of Values, Holograph and  
Typescript Fragments with Holograph Edits,  
undated, Box 2

**Physical Description:** 2 folders

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Textbook Files (alphabetical by part of book)  
**Scope and Contents note**

The next alphabetical run within Paver's textbook files contains items comparable to the alphabetical by subject group, but is ordered by genre/ book part. It includes portions Paver labeled as the appendix, illustrations, and more. There are traffic flow graphs and a glossary of industry terms helpful for the novice advertiser. In addition, there are outlines, questionnaire results, and a large number of manuscript fragments. Similar to the previous group, these files describe outdoor advertising in detail, but also highlight its importance in the world with fragments such as one titled, "Posters as a Visual Aid in Projecting America's Image to the World." Paver compared the medium to others, wrote about industry changes and outdoor advertising abroad, and discussed industry research.

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Appendix, undated Box 2

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Forms, 1938-1968 Box 2

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Glossary, Typescript, undated Box 2

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Glossary, Typescript with Holograph Edits,  
undated Box 2

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Illustrations, Chapter 1, undated, Box 2

**Physical Description:** 2 folders

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Illustrations, Chapter X, 1958 and undated Box 2

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Illustrative Material, undated, Box 2

**Physical Description:** 2 folders

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Negatives for Book, Japan, undated Box 2

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Outline for Textbook, undated Box 2

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Outline for Advertising Techniques, 1969 Box 2

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Questionnaire Results, "The Medium," 1968 Box 2

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Questionnaire Results, 1968 Box 2

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Typescript Fragments (Miscellaneous):

1933-1962	Box 2
<b>Physical Description:</b> 2 folders	
1948-1962 and undated	Box 2
1948-1963 and undated	Box 2
1949-1958	Box 2
1950-1968	Box 2
<b>Physical Description:</b> 4 folders	
1953 and undated	Box 2
1955 and undated	Box 2
1960-1964 and undated	Box 2
<b>Physical Description:</b> 4 folders	
1960-1964 and undated	Box 3
<b>Physical Description:</b> 3 folders	
1960-1969	Box 3
1961 and undated	Box 3
1962 and undated	Box 3
1962-1965	Box 3
1964	Box 3
1964 and undated	Box 3
1968-1970	Box 3
<b>Physical Description:</b> 2 folders	
undated	Box 3
<b>Physical Description:</b> 7 folders	
<b>Volume II:</b>	
Table of Contents Typescripts and Additional Fragments, 1960	Box 3
Typescript Fragments Miscellaneous, 1960 and undated	Box 3

Speeches

**Scope and Contents note**

Paver's speeches reveal his broad knowledge of the outdoor advertising industry; he spoke on the medium in general as well as on more specific topics like traffic measurement. This group of materials is evidence of his many speaking engagements in his home state of Texas, as well as abroad for the British Poster Advertising Association and the Outdoor Advertising Association of Australia. Paver also presented to organizations such as state outdoor advertising associations, and to smaller groups including a student women's advertising club. A number of the speeches were obviously connected to his work with the National Outdoor Advertising Bureau or were at least given during his employment there.

Ad Club Speech, Typescript with Holograph Edits, undated	Box 3
Austin Speech, Typescript with Holograph Edits, undated	Box 3
Australia Speech, Typescript with Holograph Edits, undated	Box 3
Australia Speech, Typescript, 1959	Box 3
British Poster Advertising Association Speech, 1958 and undated	Box 3
Canada Speech, Typescript, 1959	Box 4
Houston Speech, Typescript, 1954-1957	Box 4
International Congress Speech, Typescript, 1960	Box 4
NOAB Speeches, Typescript, 1962	Box 4
Pennsylvania Meeting Speech, Typescript, 1961	Box 4
Poster Advertising Association of Canada Meetings, Typescript With Holograph Edits, 1961	Box 4
Speeches, Miscellaneous: 1945-1954	Box 4

**Physical Description:** 4 folders

1956-1959	Box 4
<b>Physical Description:</b> 3 folders	
1960	Box 4
<b>Physical Description:</b> 2 folders	
1960-1961	Box 4
1961	Box 4
<b>Physical Description:</b> 5 folders	
1962 and undated	Box 4
<b>Miscellaneous Writings</b>	
<b>Scope and Contents note</b>	
<p>Miscellaneous writings by Paver, some going back to the beginnings of his advertising career, include files regarding his college thesis on transportation in Chicago, and Traffic and Trade Research Report, a work completed at Harvard, 1934. There is a broader picture of the man in drafts of his World War II experiences and family history.</p>	
Outdoor Advertising in Africa, undated	Box 4
Chicago Subway College Thesis:	Box 4
1923 and undated	Box 4
1924 and undated	Box 5
1924	Box 5
undated	Box 5
Paver History, Typescript, 1972	Box 5
Paver History, Typescript, undated	Box 5
Trade Articles, 1958-1961	Box 5
Traffic and Trade Research Report, 1934	Box 5

### **Writings and Speeches by Others Subseries**

#### **Scope and Contents note**

(See also Legal Size Materials)

Paver likely used these materials in his research and writings on the industry. Authors include advertising executives Norman Strouse and Kerwin Fulton. Topics such as advertising leasing, criticism and other problems facing the industry, advertising and war, NOAB, personnel, and European outdoor advertising are discussed. The files are primarily arranged alphabetically by author.

Davidson, Craig, Advertising Agency-Media Relations, 1945	Box 5
Fulton, Kerwin H. et al, Miscellaneous Writings, 1938-1957	Box 5
[Henry], Leasing, 1969	Box 5
Hopkins, Frank T. Speeches, 1936-1940	Box 5
Resor, Stanley, The Importance of Ideas in Selling, 1936	Box 5
Speeches, Miscellaneous: 1941-1962	Box 5
1945-1949	Box 5
<b>Physical Description:</b> 2 folders	
1948-1952	Box 5
1952-1958	Box 5
1954	Box 5
1954-1956	Box 5
Miscellaneous (Excerpts from TAB), 1965-1968	Box 5
Typescript Fragments [by Cerrini?], 1965	Box 5

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## National Outdoor Advertising Bureau (NOAB) Files Series

### Scope and Contents note

(See also Legal Size and Oversize Materials)

The **National Outdoor Advertising Bureau (NOAB)**, ca. 1919-1970, the organization with which Paver is most closely associated, was created to help advertisers obtain recognition by billboard owners and to handle arrangements for outdoor advertising. These files date from 1925 through 1968. NOAB was a cooperative organization owned exclusively by the advertising agency members and helped them with all phases of an outdoor campaign. Paver assumed leadership of the agency in 1945, and by 1958 it placed over \$70 million in contracts for painted displays, billboards, and other outdoor advertising. He directed the organization for about seventeen years, a time span reflected within the collection, but his time working for the NOAB Field Service Office in the late 1930s is also represented. The papers document his years of leadership through a variety of formats including minutes of NOAB's executive committee from 1950 through the time of his retirement. He represented NOAB through correspondence and multiple speaking engagements, serving often as a cheerleader promoting the industry. The series is arranged alphabetically by subject, revealing information about his travels abroad, contract and policy information, the industry's view of NOAB, Paver's specific duties, poster rates and evaluation, and work for Standard Oil. Particular attention is paid to the Traffic Audit Bureau (TAB) which Paver helped to establish and later defend. TAB became the industry's body to measure circulation of outdoor advertising and is still in existence. Included also are several manuals, some printed materials and other items about or related to NOAB.

Accounting Department and Tabulating Department Manual, 1961	Box 5
Australia Visit, 1953-1960	Box 5
<b>Physical Description:</b> 2 folders	
Brennan, John, Correspondence, 1949-1952	Box 5
Canadian Poster Association Meeting, 1958-1961	Box 5
Contract Terms, Cancellation Clauses, etc., 1944-1961 and undated	Box 5
Costs, 1962	Box 5
Executive Committee Meeting Minutes: 1950-1953	Box 5
<b>Physical Description:</b> 2 folders	
1954-1957	Box 6
<b>Physical Description:</b> 2 folders	

1958-1962	Box 6
<b>Physical Description:</b> 2 folders	
Field Service Manual, 1938	Box 6
Field Service Scenario, 1946	Box 6
International Congress Research and Art Session, 1960	Box 6
Legislation: 1951	Box 6
1957-1968	Box 6
Media Records, 1954-1956	Box 6
NOAB, Attitudes Toward and Status, 1960 and undated	Box 6
NOAB Facts, 1949	Box 6
Operation, Manual of: 1925-1962	Box 6
1960-1961	Box 6
Paver, Services Performed By, 1967	Box 6
<b>Physical Description:</b> 2 folders	
Personnel Manual, 1961	Box 6
Policy Establishment, Report on Hartigan's Proposal, 1961	Box 6
Poster Billing, 1960-1961[Manual?]	Box 6
Poster Rate Book, 1964	Box 6
<b>Physical Description:</b> 3 folders	
Poster Showings Evaluation, 1960-1967	Box 6
Region One Annual Meeting (Portsmouth, N.H.), 1961 and undated	Box 6
Relationship to Agencies, 1955	Box 6

Six-sheet and Three-sheet Poster Comments, 1948-1962	Box 6
Standard Oil File, 1945-1953 <b>Physical Description:</b> 2 folders	Box 6
Statistical Department, Account Supervisor's Manual, 1960-1962 and undated <b>Physical Description:</b> 2 folders	Box 6
Statistical Market Research, 1947-1962 <b>Physical Description:</b> 2 folders	Box 7
Traffic Audit Bureau (TAB) History: 1931-1963	Box 7
1946-1965	Box 7
1947-1952	Box 7
Politz Study, 1954	Box 7
Traffic Audit Bureau (TAB) Needs and Progress: 1938-1959	Box 7
1947-1957 <b>Physical Description:</b> 2 folders	Box 7
1958-1961	Box 7
For Chapter on Media: 1948	Box 7
1948-1961	Box 7
1948-1963	Box 7
Operating Costs, "Personal," 1948	Box 7
Traffic Audit Bureau (TAB) Research Institute, Summer Pilot Study, 1936-1965 <b>Physical Description:</b> 2 folders	Box 7
Traffic Counts, Los Angeles, 1962	Box 7
Workshop, Chicago Outdoor, 1953-1961	Box 7

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## Subject Files Series

### Scope and Contents note

(See also Legal Size and Oversize Materials)

The **Subject Files Series** (1920-1972) is arranged alphabetically by topic, proper name, or title, and contains a mix of formats including printed materials, writings, correspondence, and maps. Many folders appear to be collections of research materials for his writing, and all pertain to his professional activities although not always purely outdoor advertising. There are files relating to his window study performed in Allentown, Pa., traffic information for parts of his home state of Texas, auto safety and registration, his writing and publication plans, the "Bull Penn" professional organization, Canadian outdoor advertising, costs, advertising coverage, an international conference, Paver's traffic counting invention (Paver-Sills Traficounter), parking, Paver's work with research associate Leon Quera, awareness of outdoor advertising, regulation of the industry, billboard structure, traffic engineering and safety. Correspondents include the British Poster Advertising Association and other prominent industry figures such as Ben Egan, Karl Eller (Eller Media), and T. Walter Tyrrell.

Advertising Research Foundation, 1957 and undated	Box 7
Allentown, Pa. (See also Data):	
Maps and Data, 1936 and undated	Box 7
Statistical Tables, undated	Box 7
Window Study, 1936	Box 7
American Marketing Association, 1962-1966	Box 7
American Security Council, 1970	Box 7
A.N.A. [Association of National Advertisers?] Members and Non-members, undated	Box 7
Audit Procedures, 1933-1934	Box 7
Austin Transportation Study, 1962	Box 7
Australia and Japan Correspondence, 1958-1961	Box 7

Auto Registration Growth, 1963 and undated	Box 7
Auto Safety Foundation, 1969	Box 7
<b>Book Correspondence:</b>	
1954-1964	Box 7
1964	Box 7
1966-1968	Box 7
Bowack, Charles, 1958	Box 7
British Poster Advertising Association, 1962-1972	Box 7
<b>Bull Penn:</b>	
1939-1949	Box 7
<b>Physical Description:</b> 2 folders	
1939-1949	Box 8
<b>Physical Description:</b> 2 folders	
1945-1959	Box 8
Personnel, 1949-1960	Box 8
C-V Rating, 1930	Box 8
Canadian Methods, 1971	Box 8
Cost of Outdoor Advertising, 1933-1934	Box 8
Cost of Outdoor vs. Newspaper, [ca. 1962]	Box 8
Coverage and Capacity, 1953	Box 8
Coverage, 1960 and undated	Box 8
<b>Scope and Contents note</b>	
(See also Los Angeles, San Francisco, and Seattle)	
Data, [Allentown, Pa.?] undated	Box 8
Driver Training Information, 1968-1970	Box 8
Egan, Ben - Correspondence, 1963-1965	Box 8

Eller, Karl:	
Correspondence, 1971	Box 8
Correspondence and TAB Reorganization, 1971 and undated	Box 8
Engineer Registration, 1969-1970	Box 8
Foreign Correspondence, 1960	Box 8
Foreign Market Advertising:	
1963-1964	Box 8
1964-1965	Box 8
Fresno Growth Appraisal and Department of Commerce Correspondence, 1932-1936	Box 8
Gasoline Business Survey, [1946?]	Box 8
Hendon, Don - Correspondence, 1972	Box 8
Hodges, J. (M. Gen.), 1962-1971	Box 8
Insurance Institute for Traffic Safety:	
1967-1970	Box 8
<b>Physical Description:</b> 2 folders	
1970-1972	Box 8
<b>Physical Description:</b> 2 folders	
International Advertising, 1960-1961	Box 8
International Conference-- Toronto-- Correspondence, 1958-1960	Box 8
International Congress, 1960	Box 8
International Congress--Publicity, 1960	Box 8
International Congress--Slide Correspondence, 1960	Box 8
International Executive Service Corp., 1969 and undated	Box 8
International Poster Statistics, 1961	Box 8

London--Canada Study and Window Display Research, 1935	Box 8
Los Angeles Coverage: 1960	Box 8
[1961?]	Box 9
McGraw-Hill Agreements, 1967-1968	Box 9
Media and Advertising Costs, 1964 and undated	Box 9
Media Costs, 1965	Box 9
Merchandising, 1958-1964	Box 9
Mills and Rockley's Ltd., 1963-1966	Box 9
New Jersey State Survey, 1934-1952	Box 9
Newspaper vs. Outdoor, undated	Box 9
Outdoor Advertising Association of America, 1960-1964	Box 9
Paint Pricing History, 1934 and undated	Box 9
Parking Terminals and Facilities Committee, 1938-1940	Box 9
<b>Physical Description:</b> 2 folders	
Paver--Sills Traficcounter: <b>Scope and Contents note</b>	
(See also small round box within box 19)	
1938-1941	Box 9
[1939?]	Box 9
1940 and undated	Box 9
1940-1941 and undated	Box 9
<b>Physical Description:</b> 2 folders	
Permissions, 1964-1969	Box 9
Post Cereals, [1961?]	Box 9

P.P.S. [Portable Parking Structures] Inc., 1969	Box 9
Promotion Correspondence, 1945-1946	Box 9
Publisher Correspondence, 1967-1969	Box 9
<b>Physical Description:</b> 3 folders	
Quera, Leon, 1967-1970	Box 9
Quera, Leon - "The Quera Mess:" 1966-1969	Box 9
1967-1968	Box 9
1968	Box 9
1968	Box 9
Recognition / Awareness of Outdoor Advertising, 1962	Box 9
Regulation of Industry: 1961-1970	Box 9
1964-1968	Box 9
1970	Box 9
Regulation of Industry and OAAA, 1965-1968	Box 9
Remembrance and Forgetting, [1960s?]	Box 9
Research Processes, 1948-1963	Box 9
Retail Store Locations, [1936?]	Box 9
Sales, Local, 1959-1965 and undated	Box 9
San Francisco Coverage - Oakland, 1961	Box 10
Seattle Poster Coverage, 1962-1965	Box 10
Sills Correspondence, 1958-1961	Box 10
Small Business Administration, 1968	Box 10
Standridge, R.H., Correspondence, 1972	Box 10

Structural and Posting Illustrations, 1936-1970	Box 10
<b>Texas:</b>	
Research League, 1967	Box 10
State Government, 1971	Box 10
Tourist Development Agency, 1963-1971	Box 10
Traffic and Parking Problem, 1939-1967 and undated	Box 10
Traffic and Trade (Atwater correspondence), 1936-1959	Box 10
Traffic Data, Los Angeles, 1920-1936	Box 10
Traffic Deaths, 1967	Box 10
Traffic Engineering and Methods, 1936 (Data and Field Records, Allentown, Pa.)	Box 10
Traffic Formula--DEC vs. Reach, 1968	Box 10
Traffic - Gulf Study, 1936-1939 and undated	Box 10
Traffic Miscellaneous, 1940 and undated	Box 10
<b>Traffic Safety:</b>	
1966-1968	Box 10
1966-1971	Box 10
1966-1970	Box 10
<b>Traffic Safety, Austin and Texas:</b>	
1971	Box 10
<b>Physical Description:</b> 3 folders	
1969-1971	Box 10
Traffic Study, 1940-1961	Box 10
Traffic Summaries, Oklahoma, 1960	Box 10
<b>Tyrrell, T. Walter, Correspondence:</b>	
1968-1970	Box 10

1970-1972	Box 10
Urban Development, 1937-1964	Box 10
Valuation, undated	Box 10
Values of Outdoor Advertising, 1965 and undated	Box 10
Window Display Research, 1936	Box 10
<b>Scope and Contents note</b>	
(See also Allentown, Pa., and London-Canada)	
Wray, James R., Correspondence, 1971	Box 10
Yale University, Bureau of Highway Traffic, 1945-1961	Box 10

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## Personal Files Series

### Scope and Contents note

(See also Legal Size and Oversize Materials)

The **Personal Files Series** (1943-1979) reveals a wide breadth of activity beyond Paver's professional duties. Materials document relationships with family members as well as connections to such organizations as the Freemasons, Paver's church, and the Chicago Athletic Association. Most prominent is documentation of his time spent raising orchids, including newsletters, photographs, and correspondence with the American Orchid Society.

Chicago Athletic Association, 1947	Box 10
Church, 1965-1967	Box 10
Correspondence: 1943-1968	Box 10
<b>Physical Description:</b> 2 folders	
1958-1967	Box 11
Davis, Guy W., 1963-1966	Box 11

Freemasons, 1964-1968	Box 11
Hawaii, 1962-1963	Box 11
Kauai, 1963	Box 11
Kauai Development, 1963-1964	Box 11
Kauai Real Estate, 1962-1963	Box 11
Mine, 1962-1967	Box 11
Orchids:	
American Orchid Society, 1972	Box 11
Correspondence and Lists, 1971	Box 11
Correspondence with Lager and Horrell, 1956-1972	Box 11
Cymbidiums, 1969	Box 11
Garden Clubs, 1967-1979	Box 11
...of Hawaii, 1971	Box 11
Hawaii Island Chamber of Commerce, 1971	Box 11
Import Procedures, 1968 and undated	Box 11
[Koalin?]-Prices, undated	Box 11
McBeans, 1969-1970	Box 11
Periodicals, 1967-1972	Box 11
Periodicals, 1970-1972	Box 11
Periodicals, 1970	Box 11
Soil and Plant, 1971	Box 11
Red Bud Trail Repair, 1971-1972	Box 11
Rotary Club, 1970	Box 11
Rotary International, 1968-1970	Box 11

Solar Power, 1966-1969	Box 11
Solar Power, 1966	Box 11
West Lake Hills, 1966	Box 11

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## Miscellaneous Files Series

### Scope and Contents note

(See also Legal Size and Oversize Materials)

The **Miscellaneous Files Series** contains additional materials for all of the previous series including speeches, professional correspondence, personal wartime correspondence, writings, printed materials, and clippings. These originally loose items were placed in unsorted folders for protection, but at the time of processing, resources were unavailable for item-level identification and sorting. Topics include outdoor advertising in the U.S. and abroad; traffic safety, circulation, and engineering; biographical materials; TAB, OAAA, and NOAB; military orders and service during WWII; outdoor advertising construction, product name recall, reach and frequency; costs; the "Bull Penn;" and orchids.

Miscellaneous (unsorted) Files	Box 11
<b>Physical Description:</b> 11 folders	
Miscellaneous (unsorted) Files	Box 12
<b>Physical Description:</b> 21 folders	
Miscellaneous (unsorted) Files	Box 13
<b>Physical Description:</b> 25 folders	
Miscellaneous (unsorted) Files	Box 14
<b>Physical Description:</b> 19 folders	
Miscellaneous (unsorted) Files	Box 15
<b>Physical Description:</b> 39 folders	
Miscellaneous (unsorted) Files	Box 16
<b>Physical Description:</b> 11 folders	

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## Photographs, Negatives, and Slides Series

### Scope and Contents note

The **Photographs, Negatives, and Slides Series** (ca. 1920s-1970) contains over 300 items, pulled together from all other parts of the collection. A few photographs are from the 1920s, but the majority appear to have been taken in the 1950s and 1960s. They document a great deal of outdoor advertising mounted in that era, and also provide evidence of other areas of Paver's life such as his garden work. Most are undated (color or black and white) photographs of outdoor advertising, especially billboards, but there are also a large number of portraits of Paver from the 1940s and 1950s. Some photographs show advertising artwork and artists at work on large painted displays, and some seem to form part of an office presentation. Other photograph subjects include office workers demonstrating particular activities; business gatherings of various sorts; advertising in Paris and an Asian city (perhaps in Japan), and a wedding gathering. Around 40 photographs show Paver's pool area, where he worked with and displayed his collection of orchids.

More detailed information about all photographs, slides, and negatives were entered into the **Resource for Outdoor Advertising Descriptions (ROAD)** database which will be available in early 2003. The database has the following information fields: image number, dates, image type, product category, company, product/brand, headline, advertisement type, posting company, image color, rural or city scene, ethnicity of some individuals, presence of women/children, famous persons, city, state, non-advertisement type, and additional notes.

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Photographs and Slides Box 17

**Physical Description:** 117 pages of sleeves

**Scope and Contents note**

[ **ROAD Database** Numbers: PAV0001-PAV0202]

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Photographs, and Negatives Box 18

**Physical Description:** 55 pages of sleeves

**Scope and Contents note**

[ **ROAD Database** Numbers: PAV0203-PAV0326]

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### Legal Size Materials

**Scope and Contents note**

The Legal Size Materials include items from all of the other series, except **Photographs, Negatives, and Slides.**

Biographical Information (see also series: <b>Biographical Files</b> ):	Box 19
Miscellaneous Biographical Information, 1962 and undated	Box 19
Writings and Speeches by Paver (see also series: <b>Writings and Speeches by Paver</b> ): Textbook Files: <b>Scope and Contents note</b> (alphabetical by subject, and then by book segment)	
Customized Buying, Fragments (miscellaneous), 1969	Box 19
Painted Displays, Typescripts with Some Holograph Edits, undated	Box 19
Public Relations/Criticism, Typescript with Holograph Edits, undated	Box 19
TAB Program, 1964-1971	Box 19
Variation of Values-- Holograph and Typescript Fragments with Holograph Edits <b>Physical Description:</b> 2 folders	Box 19
Appendix, undated	Box 19
Illustrations, Chapter I, 1965-1968	Box 19
Outline of Advertising Techniques, undated	Box 19
Outlines for Textbook, undated	Box 19
Questionnaire Results, "The Medium," 1968	Box 19
Questionnaire Results, 1968	Box 19
Fragments (Miscellaneous): 1957 and undated	Box 19

1960-1969	Box 19
1962, 1965 and undated	Box 19
undated	Box 19
<b>Physical Description:</b> 2 folders	
Typescript Fragments (Miscellaneous): 1933-1962 and undated	Box 19
undated	Box 19
Volume II: Research Typescripts and Poster Site Surveys, 1966 and undated	Box 19
Speech Files:	
Speeches, Miscellaneous: 1960-1961	Box 19
1962 and undated	Box 19
Miscellaneous Files:	
Economical Coverage Manuscripts, 1935	Box 19
<b>Physical Description:</b> 3 folders	
Writings and Speeches by Others (see also series: <b>Writings and Speeches by Others</b> ):	
Dawson, Joe M., Speeches Miscellaneous, 1947	Box 19
Hopkins, Frank T., Speeches, 1936-1940	Box 19
Fragments, Miscellaneous, 1963-1967	Box 19
National Outdoor Advertising Bureau Files (see also series: <b>National Outdoor Advertising Bureau Files</b> ):	
Agency Study, undated	Box 19
Market Research, Statistical, 1945-1957	Box 19
Newsletters, 1946-1947 and undated	Box 19
TAB History, 1963	Box 19
TAB Research Institute, Summer Pilot Study, 1971 and undated	Box 19

Subject Files (see also series: <b>Subject Files</b> ):	
Book Correspondence, undated	Box 19
British Poster Advertising Association, undated	Box 19
Canadian Methods, 1971	Box 19
Chicago Subway College Thesis, 1923 and undated	Box 19
Cost of Outdoor Advertising, [1960s]	Box 19
Engineering Applications, [1966?]	Box 19
Foreign Market Advertising, 1963-1966	Box 19
<b>Physical Description:</b> 2 folders	
International Executive Service Office Corp., undated	Box 19
McGraw-Hill Agreements, 1967-1968	Box 19
Media and Advertising Facts, 1961	Box 19
Nokes, Thomas, undated	Box 19
Outdoor Advertising Association of America - Outdoor Advertising Regulations, 1961-1970	Box 19
P.P.S. [Portable Parking Structures] Inc., 1969	Box 19
Phillips Foundation, Correspondence Drafts, undated	Box 19
Quera, Leon, 1967	Box 19
Quera, Leon, "The Quera Mess," 1967-1968	Box 19
Small Business Administration, undated	Box 19
Standridge, R.H., Correspondence, undated	Box 19
State-City Traffic Safety: [1951-1966 or later]	Box 19
1971	Box 19

Texas Tourist Development Agency, 1963-1971	Box 19
Traffic Information, undated	Box 19
Personal Files (see also series: <b>Personal Files</b> ):	
Church, 1965-1967	Box 19
Hawaii, 1962-1963	Box 19
Hodges, J. (M.Gen.), 1962-1971	Box 19
Kauai Development, 1963	Box 19
Kauai Real Estate, 1962-1963	Box 19
Orchids - Correspondence with Lager and Horrell, 1956-1972	Box 19
Orchids--Garden Clubs, 1967	Box 19
Red Bud Trail Repair, 1971-1972	Box 19
West Lake Hills, 1966	Box 19
Miscellaneous Files (see also series: <b>Miscellaneous Files</b> ):	
Miscellaneous	Box 19
<b>Physical Description:</b> 6 folders	
Miscellaneous	Box 20
<b>Physical Description:</b> 12 folders	
Traficounter tape	Box 20

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## Oversize Materials

### Scope and Contents note

The **Oversize Materials** include items from all of the other series, except the **Biographical Files Series**, and the **Photographs, Negatives, and Slides Series**.

Writings and Speeches by Paver (see also series: **Writings and Speeches by Paver**): Box 21

Determination of Allotments, Typescript and Fragments, 1968	Box 21
Media Selection, Typescript with Holograph Edits, undated	Box 21
MONI [Metropolitan Outdoor Network, Inc.] and National Sales, Typescripts, undated	Box 21
Public Relations, Typescript with Holograph Edits, 1963-1972	Box 21
Appendix, 1936	Box 21
Forms, 1938-1968	Box 21
Typescript Fragments (Misc.): 1933-1962	Box 21
<b>Physical Description:</b> 2 folders	
1960-1969	Box 21
1963-1967	Box 21
undated	Box 21
<b>Physical Description:</b> 2 folders	
Volume II: Table of Contents, Typescript and Additional Fragments, undated	Box 21
National Outdoor Advertising Bureau Files (see also series: <b>National Outdoor Advertising Bureau Files</b> ):	
Poster Showings, Evaluation, undated	Box 21
TAB (Traffic Audit Bureau) History, 1929 and undated	Box 21
<b>Physical Description:</b> 2 folders	
TAB (Traffic Audit Bureau) Needs and Progress, 1938	Box 21
Subject Files (see also series: <b>Subject Files</b> ): C-V Rating, undated	Box 21

Chicago Subway College Thesis, [1924?],and State-City Traffic Safety, 1971	Box 21
Clippings, <b>Physical Description:</b> 1938-1969	Box 21
Foreign Market Advertising, 1962	Box 21
London-Canada Study, 1935 and undated	Box 21
Outdoor Advertising Values, 1964,and Traffic, Gulf Study, undated	Box 21
Traffic Formula-DEC [Daily Effective Circulation] vs. Research, 1968 and undated,and Sales, Local, undated	Box 21
Transportation Information, 1939 and undated	Box 21
Valuation, undated	Box 21
Personal Files (see also series: <b>Personal Files</b> ):	Box 22
Northwestern Transcript, 1920-1925and Publicity, 1927-1965	Box 22
Kauai, 1963and Hawaii, 1962-1963	Box 22
Miscellaneous Files (see also series: <b>Miscellaneous Files</b> ): Miscellaneous	Box 22
<b>Physical Description:</b> 7 folders	
Writings and Speeches (see also series: <b>Writings and Speeches by Paver and Others</b> ):	Oversize-folder 1
Chart, undated	Box 23
Variation of Values, undated	Box 23
Subject Files (see also series: <b>Subject Files</b> ):	Box 23
Allentown, Pa. - Median Values of Homes; Purchasing Power; Family Card, 1930 and undated	Box 23

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Audit Procedures, undated	Box 23
Detroit Market, 1945 and undated	Box 23
Maps: Allentown, Pa., undated	Box 23
N.J. State Survey, undated	Box 23
Traffic Summaries--Okla., 1957	Box 23
Window Study-- Allentown, Pa., 1938 and undated	Box 23
Miscellaneous Files (see also series: <b>Miscellaneous Files</b> )	Box 23

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