Reel 1. Introductory volumes (Increasing profits with continuous audience research, The verdict of the box office, Early ARI poss results); Audits of marquee values (alternate title on some: Continuing audit of marquee values) for 1940-1941 (nos. 1-8). –


Reel 4. Audits of marquee values for 1949-1950 (nos. 38-41); RKO Reports, nos. 1-195 (1940-1943); miscellaneous reports; and 9 case studies.

Various reports rate actresses and actors by their ability to sell tickets at box office; reports consist of lists of individuals and their ratings.