1947

The Indiana Department of Commerce and Public Relations

Edna-Mae Ross

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THE INDIANA DEPARTMENT OF COMMERCE AND PUBLIC RELATIONS
JUNE, 1945--JULY, 1947

The Indiana Department of Commerce and Public Relations does sell the State to residents and non-residents. This "selling," however, bears practically no resemblance to the antics of super high-powered press-agentry often commonly associated with anything having to do with the relatively new field of public relations. On the contrary, this selling has two very definite aspects: seeing to it that Hoosiers become better boosters for their State by acquainting them with the interesting facts and assets of Indiana, and by presenting the opportunities and advantages of the State in such manner that its economic wealth will be increased through the attraction of business.

A dissertation submitted in partial fulfillment of the requirements for the degree Master of Arts.

Division of Graduate Instruction Butler University Indianapolis

historical fact and as a source of satisfaction to Hoosiers.
The writer gratefully acknowledges the aid and suggestions given by Dr. Albert Beck and Dr. A. E. Camillus of the Butler University College of Education, by the office of Governor Ralph P. Gates, by the office of Lieutenant-Governor Richard T. James, and by Carol Ross, executive director of the Department of Commerce and Public Relations.

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It will be the writer's purpose to assemble the facts pertinent to an account of the department, starting with its creation as an agency of government and carrying on through its work during the first two years of its existence, emphasizing all along those aspects which are educational in nature. This will be done both as a matter of plain historical fact and as a source of satisfaction to Hoosiers.
The writer gratefully acknowledges the aid and suggestions given by Dr. Albert Mock and Dr. A. B. Carlile of the Butler University College of Education, by the office of Governor Ralph P. Gates, by the office of Lieutenant-Governor Richard T. James, and by Paul M. Ross, executive director of the Department of Commerce and Public Relations.

Also, since it is no longer fashionable to have a dedication page, I wish to acknowledge the interest and helpful attitude of our children, Paul, Jr., and Marcia, who were called upon for many extra household tasks while this was being written.

In addition due credit is hereby given to Mrs. Armilla Wilson, whose expert typing contributed materially to the consummation of this study.

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The Indiana Department of Commerce and Public Relations

June, 1945--July, 1947

Chapter I

Introduction

The Problem. This study shall concern itself with answering several questions, all related to the inclusive "As a State government agency, what has the Indiana Department of Commerce and Public Relations accomplished from June, 1945, to July, 1947?" The corollary queries are as follows: offices, letters in the files, news stories, and so on. What are the historical background and purposes of the department? By Executive Director Paul W. Ross during May, 1946. 2. Just what publicity of an informative nature has the department put out?

3. How has the department co-operated with educational agencies to further the cultural, social, and economic advancement of the State? 4. What is the idea back of the governmental service conferences? How do they operate? What has been the reaction to them?
5. How have the purposes of the department been realized through radio programs?

6. How has the department functioned to help improve the economic welfare of the State?

**Definition of Terms.** Throughout, the term "department" shall be construed to mean the officially designated title, the Indiana Department of Commerce, Agriculture, Industry, and Public Relations. The term "enabling Act" shall refer to House Bill No. 471 as amended and passed by the Legislature of the State of Indiana on March 2, 1945. "State" shall be construed to mean Indiana.

**Source of Material.** The material has been gathered from the bound volumes of the Acts of the Indiana State Assembly, from speeches of Lieutenant-Governor Richard T. James, copies of which are to be found in the files in the department's offices, letters in the files, news stories, and editorial comments in the Indianapolis News and Star, from notes taken by Executive Director Paul M. Ross during advisory board meetings, questionnaires and annual reports of the department.

**Limitations.** Since there are no similar studies of this department or of the one which preceded it, and since extensive search reveals no investigation of comparable nature in other commonwealths, this present piece of work will have to pioneer in the field. This robs the writer of
the inestimable benefit of profiting by others' shortcomings as glaringly revealed in the printed word by the passage of time, but it also grants a twofold compensation: there is a certain zest in doing something really new; and, more important, it enables the writer to make at least a small but tangible contribution in a new field in the vast expanse of knowledge.

**Significance.** Thus this investigation is not without external significance in itself and will serve as a necessary historical background and a practical source book for a researcher years hence. Moreover, the writer's peculiar situation acts as an especial spur to take advantage of a marked opportunity to put in written form an account of basic policy making and definite achievement in a field which has come of age only within the last decade.

**Attributes of Predecessor.** Just what is the historical background of the department? The State of Indiana had a Department of Commerce and Industries dating from 1933, when, on March 9, 1939, an act was passed creating within that department a division to be known as the Division of State Publicity. Its members were the governor, lieutenant-governor, and the chief administrative officer of the Department of Public Works, and an advisory board duly selected in accordance with law. Carl J. Juehoffs, a Ft. Wayne advertising man, was made chairman of the commission.

2 House Bill No. 282; approved March 9, 1939. Laws of the State of Indiana, 1939, pages 736 and 737.
CHAPTER II
HISTORICAL BACKGROUND

Consideration of the establishment of the Department of Commerce and Public Relations breaks itself up into three divisions:

1. What is its historical background?
2. According to the enabling Act, what are the set-up and purposes of the department?
3. What is the program of the department?

Attributes of Predecessor. Just what is the historical background of the department? The State of Indiana had a Department of Commerce and Industries dating from 1933, when, in order to carry out the general state-wide incentive program of the Division an appropriation of $35,000 per department a division to be known as the Division of State Publicity. Its members were the governor, lieutenant-governor, and the chief administrative officer of the Department of Public Works, and an advisory board duly selected in accordance with law. Carl J. Suedhoff, a Ft. Wayne advertising man, was made chairman of the commission.

Footnote: 1 House Bill No. 223; approved March 9, 1939. Laws of the State of Indiana, 1939, pages 736 and 737.
which named J. H. Albershardt, of Indianapolis, as executive director. The General Assembly to all intents and purposes

Accomplishments of Predecessor. This publicity division published some pamphlets and booklets on industrial and recreational advantages of the State and also carried on a modest advertising campaign on Indiana's vacation opportunities, principally in newspapers in the Middle West. A very small industrial campaign was followed for a time. There was no attempt to tie up any part of this meager program with education in any of its phases. The division was instructed to "advertise and promote the industrial, educational, recreational, agricultural, and residential advantages of Indiana and shall have authority to co-operate with any other department or agency, public or private, to institute and consummate such a program."

To accomplish this, there was to be an executive director, appointed by the commission and subject to removal by it. In order to carry out the general but quite inclusive program of the division an appropriation of $25,000 per year was made from the general fund of the State treasury. Out of this was to be paid the salary of the executive director, which was not to exceed $4,000 a year, his clerical assistants, and the cost of the entire advertising program of the State.

---

1 Ibid.

House Bill No. 471, Section 10. The Bill may be found in Laws of the State of Indiana, 1945, pages 308-309.
Demise of Predecessor. Dissatisfied with the work of
the division, the General Assembly to all intents and pur-
poses abolished it by cutting the division's appropriation
in 1943 to $2,500 a year for all expenses. Shortly there­
after, Mr. Albershardt resigned and the remainder of the
division was transferred to the Indiana Economic Council,
which for the next two years handled in a routine fashion
the answering of requests for tourist information which it
received. The Act of 1945 ended the division officially.

Department Proposed. According to the enabling Act,
what are the setup and purposes of the department? It was
proposed in House Bill No. 471, which was introduced as an
administration policy measure by Representatives Jess C.
Andrew and George W. Henley on February 5, 1945. The
syllabus stated that it was

An act concerning a department of commerce,
agriculture, industry and public relations,
creating the department of commerce, agriculture,
industry and public relations and describing its
function and purpose, providing for a director
thereof, defining his rights, powers, and duties,
providing for an advisory committee for such
departments, defining its powers and duties,
providing for acceptance of gifts by the depart­
ment, repealing laws in conflict and declaring an
emergency.¹

It was passed unanimously by both Houses.

Director. The director is the commissioner of agri­
culture, a designation which can be defended upon the basis
that the department is stated specifically to be "a
department of . . . agriculture . . . ," and the State

¹House Bill No. 471, Section 10. The Bill may be found in Laws of the State of Indiana, 1945, pages 388-394.
already had such a commissioner, who therefore could be named to serve as titular head without further remuneration. His deputies, assistants, and employees are appointed by him and receive salaries fixed by him with, of course, the approval of the governor and the State budget committee, which has budget hearings every biennium. An interesting provision of the law that was to prove valuable later on stated that the governor could request that "assistance, information, and advice be given the department in the performance of its duties and functions by any other officer, agent or employee of the state."

Advisory Committee. The law also provides for an advisory committee for the department, representing business, industry, agriculture, labor, and the field of advertising and publicity. This committee has seven members, as originally appointed by the governor, as follows: the late Henry T. Davis, secretary-manager of the Indianapolis Convention and Visitors' Bureau, chairman; Dean Harry J. Reed, of the Purdue University School of Agriculture, chairman pro tempore; Emil Schram, of Peru and New York, former president of the New York Stock Exchange; Myron R. Green, at that time industrial commissioner of the Indianapolis Chamber of Commerce; John Acker, of Lafayette, secretary of the Indiana State Federation of Labor; Carl J. Suedhoff, of Ft. Wayne; and Walter J. Riley, East Chicago banker.

1Ibid. Indianapolis Star, April 12, 1945; Indianapolis News, April 12, 1945.
Of this committee, two, Mr. Davis and Mr. Suedhoff, served on the commission of the former State publicity division. These men were appointed for terms not to exceed four years in length. They receive no remuneration but are allowed their actual expenses in performing their duties on the committee. These duties are not administrative in any sense; the committee is limited to consulting with and giving advice and suggestions to the director and in assisting in the formulation of the policies of the department.

It is mandatory upon it to meet at least once in every quarter. The place of the meetings is left to the discretion of the board. Thus far all the meetings have taken place in Indianapolis.

Executive Director Appointed. On April 12, 1945, Lieutenant-Governor James announced the appointment of Paul E. Ross, of Indianapolis, as executive director of the department. Prior to his appointment Mr. Ross had served as Statehouse and political reporter for the Star, as managing editor of a small city newspaper, and as acting director of public relations for Butler University, director of publicity for Marion County War Finance Committee, and assistant director of publicity for the Indiana War Finance Committee.

Powers and Duties. According to the enabling Act, the director shall have the power, and it shall be his duty...
(a) to investigate, study and undertake ways and means of promoting and encouraging the prosperous development and protection of the legitimate interest and welfare of Indiana business, agriculture, industry and commerce within and outside the state;

(b) to promote and encourage the expansion and development of markets for Indiana products;

(c) to promote and encourage the location and development of new business in the state as well as the maintenance and expansion of existing business and for that purpose to cooperate with state and local agencies and individuals both within and outside the state;

(d) to investigate and study conditions affecting Indiana business, agriculture, industry and commerce, and to collect and disseminate information, and engage in technical studies, scientific investigations and statistical research and educational activities necessary or useful for the proper execution of the powers and duties of the department in promoting and developing Indiana business, agriculture, industry and commerce both within and outside the state.

(e) to plan and develop an effective business information service both for the direct assistance of industry and agriculture of the state and for the encouragement of industries outside the state to use business facilities within the state;

(f) to compile, collect and develop periodically, or otherwise make available, scientific indices and other information relating to current business and agricultural conditions;

(g) to encourage and develop commerce with other states and foreign countries;

(h) to cooperate with the Indiana commission on interstate cooperation and other interstate commissions engaged in formulating and promoting the adoption of interstate compacts and agreements helpful to business, agriculture, industry and commerce and in devising ways and means of removing trade barriers hampering the free flow of commerce between this and other states;
(i) to conduct or encourage research designed to further new and more extensive uses of the natural and other resources of this state, and designed to develop new products and industrial processes;

(j) to study trends and developments in the industries of the state and to analyze the reasons underlying such trends; to study costs and other factors affecting successful operation of businesses within the state; and to make recommendations regarding circumstances promoting or hampering industrial development;

(k) to compile periodically a census of business, agriculture and industry in the state with the cooperation of other agencies; and to analyze and publish this information in such form as to be most valuable to business, agriculture and industry of the state;

(l) to make to the governor and to the legislature, from time to time, recommendations for the study or improvement of any conditions, and for the elimination of any restrictions and burdens imposed by law, or otherwise existing, which adversely affect or retard the legitimate development and expansion of business, agriculture, industry or commerce;

(m) to publicize the material and economic advantages of the state which render it a desirable place for business and residence;

(n) to collect, compile and distribute information and literature as to the facilities, advantages and attractions of the state, the historic and scenic points and places of interest within the state and the transportation and highway facilities of the state;

This work shall continue after the visitors and other interested persons from outside the state to this State and also to encourage and co-ordinate the efforts of other public and private organizations or groups of citizens to publicize the facilities and attractions of the state for the same purposes;

February 26, 1945.
(p) to encourage and co-operate with other public and private organizations or groups in publicizing the attractions and industrial advantages of the state;

(q) to promote and encourage agriculture and new uses of agricultural products in industry.¹

Appropriation and Gifts. Provision is made also for the acceptance of grants or gifts for any or all the purposes specified in the act. This is safeguarded by the statement that these gifts or grants shall be expended "upon proper voucher and warrant." This legalization of the acceptance of gift money has made possible a much larger program than would otherwise have been the case. This is underlined by the meager appropriation of $15,000, later changed to $20,000 per annum from the State treasury's general fund to cover all expenses of the department. This 1945 act also repeals the act of March 9, 1939, and provides that it shall take full and immediate effect "from and after its passage," since "an emergency exists." The reason for the insertion of the emergency clause is that without it the department could not have been established until promulgation of all the acts of the 1945 Assembly. This would have meant a delay of eight or nine months after the adjournment of the Legislature.

¹ House Bill No. 471, op. cit.
² See page 28.
³ February 28, 1945.
Comparison with Other States. In this connection it is interesting to note in Table I that the first states to have an advertising division as a governmental agency were Maine, with its Development Commission, and Virginia, with its Division of Publicity and Advertising. Both of these were established in 1927. Thirty-five States had established such divisions before 1945. No State was later than that year. As to the immediate neighbors of Indiana, in 1936 Kentucky established its Division of Publicity; in Michigan, at least one of the several concerned officially with advertising the state dates from 1937; Ohio and Illinois established their divisions in 1939. Of course the names for the divisions vary with the states, no two being exactly alike. Alabama, Delaware, and Nebraska have no state agency devoted to advertising, while in Texas and California the advertising is done by municipalities, private organizations, and associations of producers; Maryland's bureau is really part of the Baltimore Association of Commerce.

The public reaction to the establishment of the department was unanimously favorable. The three following quotations selected at random give an indication of this approval:

1 Earlier efforts along this line were not put into effect with governmental blessing.
<table>
<thead>
<tr>
<th>State</th>
<th>Name of the Agency</th>
<th>Date Established</th>
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<tbody>
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<td>Alabama</td>
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<tr>
<td>Arizona</td>
<td>Arizona Highways</td>
<td>1939</td>
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<tr>
<td>Arkansas</td>
<td>Publicity Division</td>
<td>1941</td>
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<td>California</td>
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<td>1939</td>
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<td>Colorado</td>
<td>Department of Public Relations</td>
<td>1941</td>
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<tr>
<td>Connecticut</td>
<td>Development Commission</td>
<td>1939</td>
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<tr>
<td>Delaware</td>
<td></td>
<td>1945</td>
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<tr>
<td>Florida</td>
<td>State Advertising Commission</td>
<td>1945</td>
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<td>Georgia</td>
<td></td>
<td>1939</td>
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<tr>
<td>Idaho</td>
<td>Advertising Commission</td>
<td>1939</td>
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<tr>
<td>Illinois</td>
<td>Development Council</td>
<td>1939</td>
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<tr>
<td>Indiana</td>
<td>Department of Commerce and Public Relations</td>
<td>1945</td>
</tr>
<tr>
<td>Iowa</td>
<td>Development Commission</td>
<td>1939</td>
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<td>Kansas</td>
<td>Dairy Industry Commission</td>
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<td>Kentucky</td>
<td>Industrial Development Commission</td>
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<td>Louisiana</td>
<td>Department of Commerce and Industry</td>
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<td>Maine</td>
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<td>Maryland</td>
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<td>1936</td>
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<td>Massachusetts</td>
<td>Development and Industrial Commission</td>
<td>1937</td>
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<td>Michigan</td>
<td>Planning Commission</td>
<td>1937</td>
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<td></td>
<td>Tourist Council</td>
<td>1945</td>
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<td>Minnesota</td>
<td>Agricultural Marketing Council</td>
<td>1945</td>
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<td></td>
<td>Resources Commission</td>
<td>1945</td>
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<td>Mississippi</td>
<td>Agricultural and Industrial Board</td>
<td>1944</td>
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<td>Missouri</td>
<td>Department of Resources and Development</td>
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<td>Montana</td>
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<td>1931</td>
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<td>Nebraska</td>
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<td>1936</td>
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<td>Nevada</td>
<td>Nevada Highways and Parks</td>
<td>1933</td>
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<td>New Hampshire</td>
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<td>1935</td>
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<td>New Jersey</td>
<td>New Jersey Council</td>
<td>1937</td>
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<td>New Mexico</td>
<td>State Tourist Bureau</td>
<td>1935</td>
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<td>New York</td>
<td>Division of State Publicity</td>
<td>1945</td>
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<td>North Carolina</td>
<td>Division of News and Advertising</td>
<td>1937</td>
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<td>North Dakota</td>
<td>Greater North Dakota Association</td>
<td>1925</td>
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<td>Ohio</td>
<td>Development and Publicity Commission</td>
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<tr>
<td>Oklahoma</td>
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<th>State</th>
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<td>Department of Commerce</td>
<td>1939</td>
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<tr>
<td>Rhode Island</td>
<td>Recreational Publicity Agency</td>
<td>1939</td>
</tr>
<tr>
<td>South Carolina</td>
<td>Research, Planning and Development Board</td>
<td>1938</td>
</tr>
<tr>
<td>Tennessee</td>
<td>State Planning Commission</td>
<td>1935</td>
</tr>
<tr>
<td>Texas</td>
<td>Department of Publicity and Advertising</td>
<td>1935</td>
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<tr>
<td>Utah</td>
<td>Department of Publicity and Development</td>
<td>1941</td>
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<tr>
<td>Vermont</td>
<td>Publicity Service</td>
<td>1945</td>
</tr>
<tr>
<td>Virginia</td>
<td>Division of Publicity and Advertising</td>
<td>1927</td>
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<tr>
<td>Washington</td>
<td>Division of Progress and Industry Development</td>
<td>1945</td>
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<tr>
<td>West Virginia</td>
<td>State Apple Commission</td>
<td>1937</td>
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<tr>
<td>Wisconsin</td>
<td>State Dairy Products Commission</td>
<td>1939</td>
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<tr>
<td>Wyoming</td>
<td>Department of Commerce and Industry</td>
<td>1931</td>
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</table>

must be interpreted only in its highest sense, for the department would concern itself only with those projects which would advance the general welfare of all the groups within the state.

**Basic Progress.** The new department actually got under way on June 18, 1945, in room 553 of the Statehouse with three persons comprising the full-time staff: the executive director and his two clerical assistants. The lieutenant-governor, the advisory committee, and the

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1. Indianapolis News, April 15, 1945.
2. Ibid., April 17, 1945.
3. The Indianapolis Publisher, page 3, June, 1945. (The article is an editorial, hence unsigned.)
Following the example of other states, Indiana has decided to go after business in a businesslike way.\(^1\)

... the new department has the prestige of personnel and the enthusiasm to make the most of the pioneering job to which it has been assigned.\(^2\)

The new division has advantages over its predecessor in that its scope of activities has been enlarged in order that it can operate on a much broader basis to accomplish these objectives.\(^3\)

Promotion. How were the prerogatives and duties transformed into a workable plan? In other words, what is the program of the department? The basic philosophy adopted was that, although basically the department was entrusted with the job of selling and promoting Indiana, the term "promote" must be interpreted only in its highest sense, for the department would concern itself only with those projects which would advance the general welfare of all the groups within the State.

Basic Program. The new department actually got under way on June 15, 1945, in room 333 of the Statehouse with three persons comprising the full-time staff: the executive director and his two clerical assistants. The lieutenant-governor, the advisory committee, and the

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\(^1\) Indianapolis News, April 13, 1945.

\(^2\) Ibid, April 28, 1945.

\(^3\) The Indiana Publisher, page 3, June, 1945. (The article is an editorial, hence unsigned.)
The "official" program into a workable and feasible whole, formulated the program along three basic lines:

1. The establishment in Indiana of new industries by bringing to the attention of the industrialists of the nation Hoosier advantages and achievements in agriculture and industry. Our function is to stimulate the interest of industrialists in Indiana, after which the local communities, either governmental or civic units, must take over. You can readily appreciate that the effectiveness of the Department's efforts would be nullified were we to permit even the slightest opportunity for charges that we favored one city or one section of the State over any other.

2. The creation of a better understanding by Hoosiers themselves of outstanding State assets. An important by-product of this educational effort will be the creation of a new array of Hoosier boosters and salesmen. We must always remember that to a large extent strangers accept our own appraisal of ourselves.

3. The promotion of Indiana tourist and travel business. Next year is to be known throughout the nation as Victory-vacation year, with Americans everywhere being urged to travel in 1946. Indiana has much to gain by seeking to attract more tourists. Funds will be limited for this type of promotion, but we can accomplish something through the cooperation of other departments interested in such planning—such as the conservation, highway, and state police departments.2

The First Meeting of the Advisory Board. The initial meeting of the advisory committee was held the afternoon of June 27, 1945, in Room 332 of the Statehouse, the office

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1 See pages 7-9, Star, June 15, 1945.
2 From speech by Mr. James, September 27, 1945.
of the lieutenant-governor. The planning for the department really moved into full speed here. 1

Meeting with the committee, Governor Ralph F. Gates explained purposes of the new law creating the department and emphasized the advantages which could accrue to the entire State as a result of the department's activities. The governor recommended that the department begin immediately to make a survey of factories and war plants in Indiana, with a view to determining availability of those plants for sale or lease to private industry after they were declared government surplus property. He suggested that the survey include facts concerning the extent and type of facilities and, if possible, the approximate time when such plants would be available to private industry.

Mr. Riley recommended that each of the other forty-seven states be queried to learn what they were doing in industrial development and publicity. The inquiries would be designed to ascertain duties of the various publicity and development commissions of other States, as well as the amount of funds appropriated annually for use by such boards.

Lieutenant-Governor James discussed general provisions of the 1945 law establishing the department, dwelling

1 Indianapolis Star, June 18, 1945.
particularly on that section permitting the department, with the consent of the governor, to accept gifts for any or all of the purposes outlined.

Advisory committee members expressed their general approval of an advertising program outlined by the director— a program which would be underwritten by funds donated by a group of Indiana public utilities. The lieutenant-governor and Mr. Ross were authorized to proceed with plans for developing the campaign, which would appear in several of the leading commercial magazines in the country.

Mr. James said the campaign would be aimed at attracting new industries to the State and would appear over the signature of the Department of Commerce and Public Relations.

Committee members voiced the view that emphasis on Hoosier industrial advantages should be kept separate from advertising from a discussion of the State's recreational advantages, largely because different advertising media should be utilized for the two purposes.

Mr. Green suggested that the department might well make a survey of State industries to determine what type of industries could be brought into the State to aid and supplement those businesses already established here. Mr. Green also suggested that direct-mail advertising of Indiana's industrial advantages might be used to supplement the projected business magazine advertising.
Mr. Acker, as the representative on the committee of organized labor, said he could see no reason why labor would object to sponsorship of an industrial advertising campaign by utility companies. He explained that the labor organizations were "very much sold" on the new department and its possibilities for benefiting all groups within the State.

Garth Cate, travel director of the Scripps-Howard newspapers and chairman of the Victory Year Vacation Committee of the National Association of Travel Officials, met briefly with the committee to outline the general program for making the first full calendar year after defeat of Japan a Victory Vacation Year, with Americans being urged to see their country. "'You've Earned It -- Now Enjoy It' will be the slogan of the campaign," Mr. Cate said. He solicited Indiana's co-operation. Mr. Cate was brought to the meeting by Walter Leckrone, editor of the Indianapolis Times.

Dean Reed told of plans under way for establishment at Purdue University of the new Division of Chemurgic Research, a division which would study industrial uses for Hoosier farm products. The new division would not come into official being, he said, until promulgation of the 1945 Acts of the General Assembly, but he suggested a compilation of a list of Indiana farm products used in industrial
projects and submission of this list to manufacturing concerns utilizing farm products as a means of widening the market for Hoosier agricultural production.

Judge Howard S. Young, Sr., of Indianapolis, a member of the Indiana Supreme Court, administered the oath of office to committee members and signed the governor's commissions to each member.

Summary. Thus we see that the present department was created by an act of the Legislature in March, 1945. It superseded an ineffectual and practically defunct Division of Publicity, a part of the former Department of Commerce and Industries. In the creation of the new department, the State was following the practice of other States, many of which already had made earlier provision for public relations. By virtue of the law the department theoretically has a wide latitude of powers, duties and possibilities. Practically, however, even in the planning stage these were curtailed by meager appropriations, but an enthusiastic program of stressing Hoosier advantages to outsiders and to Hoosiers themselves was nevertheless adopted.

1 This material is based upon notes taken by Mr. Ross at the first meeting of the advisory board.

1 See page 10.
Among the powers and duties of Indiana's Department of Commerce and Public Relations, as presented in the preceding chapter, are publicizing the advantages of the state and conducting a "program of information . . . to attract . . . interested persons . . . to this state." Just what publicity of an informative nature has the department put out?

Newspapers. Besides the various newspaper and press association stories which have gone out from week to week during the past two years to nearly 400 of the weekly and daily newspapers in the State over Associated Press, United Press, and International News Service, there have been several special features appearing in various media. Data and pictures on Indiana have been supplied to the Encyclopaedia Britannica at the latter's request. At the moment of writing this, the executive director has agreed to write a signed article on Indiana to appear in the next revision of the Americana.

1 See page 10.
Special Articles. Numerous special articles and stories have been prepared for many publications, including the Yearbooks of the State CIO and AFL, the Indianapolis Commercial, the Indiana Public Official, Variety, Billboard, Fifth Wheel, Hoosier Farmer, The Instructor, Christian Science Monitor and National Municipal Review, and the Public Relations Journal. The subject matter of these articles has dealt largely with such aspects as Indiana's economic advantages or accomplishments, or both, and the governmental service conferences.1

Another type of magazine article while not written by the department was inspired by it. One of these, "The Young Men of Indiana" by Ed Cunningham in the November, 1946, issue of Pic, graphically brought before the reading public the skill in government and business on the part of young men in positions of leadership in Indiana.

Politics is not the only field in Indiana where young men's ability is recognized. Industry, small business, education, agriculture, science and the professions are well staffed with men . . . of sagacity . . . under forty holding key positions.

The article pointed out the achievements of individuals from college presidents to the police chief of Bedford. Its subtitle indicated its emphasis: "Youthful Leadership in Business and Government is Stressed by Hoosiers." Thus the article through printed word and pictures informed all.

1See Chapter V.
readers of the skill and achievements of a generation of Hoosiers in two special fields.

Through the efforts of the department, Milton Lehman, feature writer for Collier's, was brought here to do an article on the State's parks. It appeared July, 1946.

While he hunted for something at which to administer a sophisticated poke, the article turned out to make people much better acquainted with Indiana. It really sold Indiana, particularly the advantages of its state parks, to all and sundry.

A third outstanding article in this category is one written by Franklin L. Burdette, "The Capital Goes to the People," for the September, 1946, issue of the National Municipal Review. The subject matter is the governmental service conferences.

Speeches made by Lieutenant-Governor James and Mr. Ross, before various civic groups throughout the State have stressed Hoosier advantages and have given economic facts and other bits of interesting information about the State.

1 The author is associate professor of political science at the University of Maryland. Until recently, he was associate professor of history and political science at Butler University.

2 See Chapter V.

3 During the first year of the department's existence Mr. James made sixty-three speeches on its work.
They also have dealt with the nice balance between industry and agriculture and the unusually harmonious relations between labor and management, particularly on intra-state business.

Inquiries. A third avenue for the dissemination of information has been answers to the many queries by letter from various localities in the U. S. A large proportion of these letters has come from tourists. For several months tourist requests by mail alone averaged more than forty a day. Occasionally they ran as high as one hundred and fifty. The department has made it a matter of policy not to leave any request in the office for more than twenty-four hours.

Other requests for information have dealt with various phases of the state government or with activities and special events throughout the State. There have been unusual requests for samples of famous or typical Indiana products. In answer to such, pieces of stone, coal, wood, and leaves have been sent out.

An inmate of the Washington state penitentiary at Walla Walla saw one of the industrial advertisements and asked for a copy of Indiana -- Your Logical Industrial Location. A man residing in Nevada asked if 1,000 acres of land in its primeval condition was not obtainable in Indiana.
A junior high girl from a distant state wrote:

Please send me material on Indiana. Rush same as I am now three weeks late with my report.

Both the Indianapolis and the State Chamber of Commerce send to the department requests for information which they, for a variety of reasons, can not give. Requests which are definitely connected with bringing new industries to the State will be dealt with later.

Scenic Map. Another way in which the department has disseminated information is through the scenic map, *See Indiana*, which it has put out in co-operation with the Department of Conservation and the Historical Bureau. It does not supersede the regulation highway map, of course, but it shows cities and towns and other interesting, beautiful or important places to see in Indiana. The first edition of *See Indiana* was printed in the blue and gold State colors. The illustrations are clever and amusing. Along the margins the scenic map lists in some detail places to visit, including the State parks and forests, leading resort lakes, game preserves and fish hatcheries, colleges and universities, and many historical, educational, and scenic spots.

These maps have been much in demand. Their information is pertinent and highly palatable. Indeed, samples were sent to the public schools. And in some of the schools

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1See Chapter VII.
enough copies were obtained to use them in connection with class project work.

United Nations Bid. Still another way in which the department performed the service of spreading information about Indiana to the nation, to the world, and to Hoosiers themselves was through the bid for the United Nations peace capital. After reading of the various offers by cities throughout the country seeking to obtain the world peace capital, department officials and Governor Gates decided to submit several alternative proposals. By mail the department offered four sites: International Friendship Gardens near Michigan City, Lincoln State Park near Lincoln City in Spencer County, Pokagon State Park at Lake James in Steuben County, and French Lick in Orange County.

After the preparatory commission of the United Nations through Gladwyn Jebb, its executive secretary, had displayed interest in Indiana's offer and had asked for more last-minute information, Governor Gates asked Lieutenant-Governor James to go to London to present Indiana's advantages in person before the deadline. Carrying with him ten pounds of documented material in addition to that which had already been forwarded by mail, Governor Gates was before the preparatory commission for forty-five minutes and, since the

1 Especially is this true in grades four and seven, where the course of study includes a unit on Indiana.
sentiment then seemed to be veering toward the possible selection of a site in Europe, he devoted more than one-half of his speech to arguing the merits of selecting the United States for the capital. Because of his presentation, the Associated Press representative in London described the Lieutenant-Governor as the "unofficial spokesman for the United States."

Although Indiana, along with earlier supposed favorites, such as San Francisco, Chicago, Philadelphia, and Hyde Park, was turned down by the UNPC, certain advantages did result from the reams of informative publicity which the effort called forth. The big wire services carried extensive stories on the advantages of Indiana's proposed sites; local state and neighboring states, particularly Illinois (Chicago) and Kentucky (Louisville), gave a great deal of space to pointing out Hoosierdom's assets. Thus not only were the State's residents but others far and near were made acquainted with Indiana's salient features.

In an editorial in the Indianapolis News entitled "Ambassador at Large" Mr. James's efforts were appraised:

Lieutenant-Governor Richard T. James flew to London for a specific purpose. He went to persuade the United Nations representatives that Indiana would be an ideal place to locate their world capital. Other nations favorable to an American location recognized him, however, as the type of public official who gets things done and they made him their unofficial representative with a mission to sell the United States first, after which they might contend among themselves about which state got the capital....
In addition to urging the selection of the United States for the United Nations capital, and incidentally Indiana as the specific location, Lieutenant-Governor James has been asked to undertake other chores. He is doing some promotion work for the Speedway race on Memorial Day and acquainting all and sundry with the many advantages possessed by the Hoosier state.

Summary. Thus through the media of articles for encyclopedias and various magazines, news releases, speeches, answers to all types of queries, the scenic map, and the United Nations bid the department has helped spread information about the state.

Hoosier Historical Institutes. Last year it was co-sponsor, along with Indiana and Purdue universities, Indiana and Bell State teacher colleges, and the Indiana Historical Bureau of the Hoosier Historical Institutes.

These, which operate on the dictum of Macaulay that "a people which takes no pride in the noble achievements of their remote ancestors will never achieve anything worthy to be remembered with pride by their recent descendants," were held during the summer of 1948, and three of the present series have already occurred this summer.

The general plan consists of a series of institutes conducted each week at a new location, where historical
happenings are recalled from the past and explained on the spot where they happened. All of the meetings are open to the public without charge and are designed to be of special value to teachers and students of Indiana and Illinois history.

In 1946, under the CHAPTEIVhip of Dr. Rose Lorridge, there were eight institutes from June 29 through August 19.

CO-OPERATION WITH EDUCATIONAL INSTITUTIONS

In the preceding chapter the department's informative contributions through various aspects of its publicity were shown. Now, another question presents itself: How has the department co-operated with educational agencies and to further the cultural, social, or economic advancement of the State? "Nonpecahni of the Delawares," "Indian Religion," "Indians," Hoosier Historical Institute. Last year it was five co-sponsor, along with Indiana and Purdue universities, at Indiana and Bell State teacher colleges, and the Indiana Historical Bureau of the Hoosier Historical Institutes.

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happenings are recalled from the past and explained on the spot where they happened. All of the meetings are open to the public without charge and are designed to be of special value to teachers and students of Indiana and Midwest history.

In 1946, under the directorship of Dr. Ross Lockridge there were eight institutes from June 29 through August 18. The subjects gave a fair sampling of the State's history. At the first they were "The Lake and LaSalle" and "The Trail of Death -- Kenakomoko;" at the second, "The Athens of Indiana and the Wabash" and "Harrison, Tecumseh, and the Prophet"; at the third, "Old Fort Wayne, Little Turtle and Wayne" and "Bel Riger, the Portage and Canal"; at the fourth, "The Wahpehani of the Delawares," "Indian Religion," "Underground Railway," and "The Riley Home"; at the fifth "The Mississinews," "The Miamis," and "Old Canal Days"; at the sixth, "Lincoln's Boyhood" and "New Harmony"; at the seventh, "The Ohio," "Pigeon Roost," "Clark's Home," "Old Corydon," and "Morgan's Raid"; and at the eighth, "Clark and the Wabash," "Old Vincennes," and "Territorial Days." Each institute took place, of course, in its proper locale.

This year again Dr. Lockridge, the director of the Historical Institutes, will lecture at most of the on-the-spot recitals, but there also will be guest speakers from among

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1 These were garnered from local papers at the time of the institutes. No copy of last year's schedule could be located even at the Historical Bureau.
the State's historians, educators, and officials.

These institutes, nine in number for the summer of 1947, are offered again to the public, co-sponsored by the Department of Commerce and Public Relations, the Indiana Historical Bureau, and the State Department of Education as well as by the four State institutions of higher learning.

The program for the present series is as follows:

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<tr>
<th>INSTITUTE NO. I</th>
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<tr>
<td><strong>Saturday, June 14</strong></td>
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<td>10:30 a.m.</td>
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| **Sunday, June 15** |
| 10:00 a.m. | Crown Hill Cemetery |
| 11:00 a.m. | Central Canal at West Thirty-eighth Street, 1 mile west of Meridian Street. |
| 1:15 p.m. | Camp Morton, corner Alabama and Nineteenth Streets. |
| 3:30 p.m. | Anderson Mounds Park, inside large circular mound. |

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<th>INSTITUTE NO. II</th>
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<td><strong>Saturday, June 21</strong></td>
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| **Sunday, June 22** |
| 1:00 p.m. | Visit to Puterbaugh Memorial Museum in Peru |
| 2:00 p.m. | Godfrey Cemetery, 2 miles southeast of Peru |
| 3:30 p.m. | Seven Ways of Transportation, Roadside Park on State Road 24, 6 miles east of Peru |

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<th>INSTITUTE NO. III</th>
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<td><strong>Sunday, June 29</strong></td>
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<td><strong>Saturday, July 5</strong></td>
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<td><strong>Sunday, July 6</strong></td>
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<td><strong>INSTITUTE NO. IV</strong></td>
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<td><strong>Saturday, July 12</strong></td>
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<td><strong>Sunday, July 13</strong></td>
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<td><strong>INSTITUTE NO. V</strong></td>
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<td><strong>Sunday, July 20</strong></td>
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<td><strong>INSTITUTE NO. VI</strong></td>
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<td><strong>Saturday, July 26</strong></td>
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Sunday, July 27
10:00 a.m. Battle of Heller's Corner (11 miles out of Fort Wayne, Road 33, Eel River, near Churubusco)
2:00 p.m. Forks of River, Miami Inn (2 miles west of Huntington on State Road 24)
3:00 p.m. The Old Canal (same place)

INSTITUTE NO. VIII
Saturday, August 2
10:00 a.m. Lochry's Massacre, on Laughery Creek at State Road crossing near Aurora
1:30 p.m. Lanier Home, Madison
4:00 p.m. Pigeon Roost Monument (6 miles south of Scottsburg, U. S. 31)
7:30 p.m. Clark's Point, Clarksville (Campfire)

Sunday, August 3
1:30 p.m. Old State Capitol and Constitution Elm, Corydon
3:30 p.m. Battle of Corydon (Morgan's Raid)

INSTITUTE NO. IX
Saturday, August 9
10:00 a.m. Junction of Forks of White River, 1 mile below Crossing State Road 57, near Petersburg, ride on motor boat
1:00 p.m. Father Rivet Tomb and Cathedral, Vincennes
2:00 p.m. Clark Memorial
3:30 p.m. Clark's Crossing, Francesville Ferry
4:45 p.m. Lincoln Crossing
7:30 p.m. Sugar Loaf Mound (Campfire)

Sunday, August 10
9:30 a.m. Harrison Mansion, Vincennes
11:00 a.m. Old Territorial Capitol
12:45 p.m. Lunch at Merom
3:30 p.m. Old Fort Harrison, Terre Haute

Not only does the novice gain greatly in knowledge from one of these summer series, but other benefits accompany them. It is possible for interested individuals, by meeting certain requirements as set forth by Indiana State Teachers' College, to earn four quarter hours of credit at these institutes. Moreover, the county historical societies and other individuals in the community co-operate in making the local

1 Local Boy Scout troops, for example, are responsible for the campfires at the various meetings.
arrangements, thus contributing to local pride, through a democratic medium, in an illustrious past and encouraging members to become as fully informed as possible about nineteenth-century Indians very that resided in the area in 1811.

On Sunday morning (June 30, 1946) there was a meeting at Menominee Indian Monument, Twin Lakes, the site of the last Potawatomi village in Indiana, six and a half miles southwest of Plymouth. . . . Thanks to the publicity given in the meeting by the Marshall County Historical Society, Fred H. Kuhn, president, acting as local sponsor, some five hundred people attended. Later in the afternoon programs were held at Chippewanung, two miles north of Rochester, and at the Indian War Dance ring at Olde Towne, six miles east of Logansport. Although rain curtailed part of the program at the latter place, more than two hundred interested spectators attended. The L'Anguille Valley Memorial Association, Robert B. Whitsett, Jr., secretary, acted as sponsor for the meeting at Olde Towne. Following an address by Dr. Lockridge, Mr. Whitsett gave a talk on the history of Olde Towne, which concluded the program.

In connection with the meetings near Plymouth, Indiana's Plymouth Pilot of June 27 contained a page illustrated article by Paul Graham Taber entitled "Marshall County Scene of Last Chapter of Indian History in Indiana: Potawatomi Tribe Began 'Trail of Death' from Village at Twin Lakes.'"

The second week-end of the institutes was held at Crawfordsville and the vicinity of Lafayette. Dr. Lockridge spoke at the Henry S. Lane home and the Lew Wallace study in Crawfordsville on Saturday afternoon, July 6. That night the party of students and interested town's people and historical society members moved up to the site of Fort Guatemon, below Lafayette. Local Boy Scouts arranged a campfire and gave a short pageant of an Indiana fire ceremony. Howard H. Peckham, director of the State Historical Bureau, spoke on the period of French domination at the fort and Pontiac's War. Dr. Lockridge expanded on the later years of the fort's history and was followed by remarks from R. B. Whitsett, Jr., secretary of the
L'Anguille Valley Memorial Association. On Sunday the group visited the museum of the Tippecanoe County Historical Association, then went to Prophet's Rock, Prophetstown, and the Tippecanoe Battleground, where Dr. Lockridge again spoke on the early nineteenth-century Indiana wars that reached a climax in this region in 1811.

The Montgomery County Historical Society and the Tippecanoe County Historical Society sponsored these meetings and made the local arrangements.

Meet Your Government. The department also co-operated with Butler University in connection with the conference of the Indiana Council for the Social Studies. This five-day parley started on June 16, under the sponsorship of the college of liberal arts and sciences and the college of education. Dr. Frank Gorman, director of the conference, secured State officers to speak at several of the meetings on parts of the general theme, "Meet Your State Government."

Dr. L. E. Burney, health commissioner, spoke on "Indiana's Health Problem;" Robert Yoho, director of the bureau of health education, records, and statistics, on "The Place of the School in Indiana's Program for Improvement of Health;" and George Diven, of the public welfare department, on "Problems of the State Department of Public Welfare that Should Concern Education." Mr. Ross opened the lectures on the first day of the conference, speaking on "What Children and Youth Should Be Taught about Their State of Indiana."

At these lectures, charts, booklets, and folders were distributed and transcriptions of radio records dealing with the work of various State departments were played. The lecture period was followed by questions and answers.

**State Universities.** In addition, the department assisted in planning arrangements for the governor's non-political trip in December, 1946, with legislators to the two State universities. In working with Thomas R. Johnston, director of the Purdue University news bureau, and E. Ross Bartley, director of the Indiana University news bureau, the executive director had particular charge of arranging on-the-spot newspaper coverage by writers and reporters of the three Indianapolis newspapers, the Indiana bureaus of the Associated Press, United Press, and International News Service, and the Louisville Courier-Journal.

Governor Gates and the two universities issued the invitations to members of the General Assembly so that they, in one-day inspection tours of each of the universities, might see at first hand such major problems of housing, classroom facilities, and equipment confronting the schools as a consequence of enrollments swelled to almost double size by returning G.I.'s.

It was believed that the newspaper factual reports of the tours would support reactions of members of the General Assembly and would help to win public endorsement of an
expanded educational program which would enable the State
to meet adequately its obligations to the returning members
of our armed forces.

It has as proof that this policy bore fruit is the fact that
the 1947 Legislature appropriated $25,092,492 for the next
biennium for Indiana and Purdue, as compared with the
$12,589,310 appropriated for the 1945-47 biennium.

Also, the department has answered numerous inquiries
and requests for samples of Indiana products sent in by
teachers and class groups from various parts of the United
States. It has supplied innumerable local requests, for
example, for the scenic map. Questionnaires specifically
dealing with Indiana government and interviews by graduate
students from Rutgers to the University of Arizona have
been received and answered.

It, too, has welcomed delegations of school pupils, as
when seventh grade social studies pupils of School 43 took
their booklets on Indiana and went calling on the lieutenant-
governor in his Statehouse office. ¹

Summary. The Department of Commerce and Public
Relations has worked with various State educational agencies.
It has co-operated in the Hoosier Historical Institutes, in

¹A picture of the proceedings appeared in the Indiana-
polis Star, February 3, 1948.
the "Meet Your State Government" conferences, and in the effort to improve educational facilities at the State universities to take care of extremely heavy enrollment. It has also co-operated in the governmental service conferences, but they deserve a chapter of their own, the next. Thus, in these and minor other ways the department has done much to hold up the hand of educators.

In the preceding chapter several phases of the department's co-operation with educational institutions in the State were presented. Herein, the governmental service conferences, one of the most important and outstandingly educational activities of the department, is presented. Just what is the idea behind the conferences? How do they operate? What has been the reaction to them?

Background. From December, 1945, through April, 1946, five governmental service conferences were held throughout the State. The idea of these conferences, which take the State capital to the public, was conceived by Governor Gates shortly after he became Indiana's chief executive in January, 1945. He wanted to carry out his idea that truly democratic government should be in close touch with the people. To accomplish this, two things were necessary: the people of the State should know more about their government and how it functions, and the State officials need to have direct contact with every Mr. and Mrs. John Doe and their children.
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thereby finding out what they were thinking and the problems in the counties invited, asking them to participate with which they were concerned.

General Plan. Heads of those fifteen to eighteen departments whose duties are most directly related to the problems of local citizens and local officials were chosen by the governor to accompany him and Lieutenant-Governor James to these clinics. For with slight variations, these departments have been as follows: attorney general, aeronautics, commerce and public relations, conservation, economic council, education, employees' retirement, employment security, fire marshal, flood control and water resources, highway, labor, legislative bureau, public health, tax commission, state police and traffic safety, veterans' affairs, and public welfare. Partisan politics has had no share in their planning or execution. The governor warned his department heads at the outset that politics were not to be discussed at any of the meetings, nor were any political conferences to be scheduled on any of the clinic trips. Questions with a political tinge, whether from students or adults, were to be politely but firmly rejected. The State Department of Education cooperated in this objective.

In order that the governmental service conferences should not be misunderstood as a political move, it was decided that the state superintendent of public instruction would make some effort to advise the schools participating of the value of the conference and the condition-interesting of the seniors before attending the conference. Dr. Clement T. Malan, then state superintendent of public instruction, sent a letter to
all the county and city superintendents located in the counties invited, asking them to participate in the governmental service conferences. The assistant state superintendent then called on each superintendent and explained the purpose and value of the conference and advised the superintendents that all teachers represented in the conferences should be given one or two days' study before attending. He also stated that the classes after returning to their schools should spend another lesson on the conference.

Local sponsors were drawn from non-partisan groups. For the most part, the local committees have been composed of representatives of the public schools, parochial schools, any colleges and universities in the communities, chambers of commerce, and, in some instances, service clubs. In Lake County the Hammond Times and at South Bend the South Bend Tribune were among the co-sponsors.

The purpose and conduct of the governmental service conferences were mainly educational in nature. Different cities, selected because of their convenient location within territory generally coincident with congressional districts, were chosen as the "capital" for the conference.

The first conference, held in December of 1945 in East Chicago, embraced populous Lake County, which makes up the entire first congressional district. The second conference, in January of 1946 in South Bend, included the four counties of the third congressional district. The third in Evansville the following month included seven

Statement by Mr. Wilbur Young, assistant state superintendent of public instruction.
Details which required decision and action included the counties of the eighth district, while the fifth conference in New Albany two months later included five other counties of the eighth district. The fourth clinic was in Terre Haute, also in April, and included five counties from the sixth and seventh districts.

Advance Work. Thorough advance planning and detailed preparations are essential to the success of any project of a governmental service conference. This first stage must antedate the conference date by at least five weeks. The closest co-operation between the Statehouse and the local sponsoring groups was demanded from the moment that the conference entered its embryonic stage until its birth several weeks later. Governor Gates asked the Department of Commerce and Public Relations to assume responsibility for handling arrangements in conjunction with the local committee for setting up the whole conference, as well as taking part in the actual instruction. Working closely with this department was the Department of Education which, as we have just seen, made the contacts and secured the active co-operation of the schools.

Just as soon as a conference "capital" was selected, a general committee to supervise all the arrangements and plans was appointed by the local groups which made up the sponsors. This committee and the executive director of the Department of Commerce and Public Relations then met to outline the specific program and determine the facilities that would be required.
Details which required decision and action included the following: choice of school, place of luncheon for State officials, selection of a dining room for the evening dinner, convocation plans, method of handling students, assignment of schoolrooms to the various departments, erection of directional signs and cards designating departments, the timing and extent of publicity by radio stations and newspapers, and all supplementary promotion work.

Pupils. Because the number of high school seniors participating in these conferences ranged from 1,000 to 3,000, preliminary planning in the schools became a necessity. One of the officials from the Department of Education made a personal call on each county school superintendent to explain the program and invite his cooperation. In the five conferences only high school seniors have participated; accommodations have not been sufficient to care for a larger number of pupils.

Parochial as well as public schools are invited to send students. So far, all schools within each area covered have accepted and have sent their entire senior classes. All schools are represented in each department session.

At Evansville so many students came into the conference -- more than 2,500 -- that two large high schools had to be used, with classes running all morning in each.

Each department had to supply "teachers" and displays simultaneously for both schools.
The large majority of high school seniors who attended these classes were enrolled in history or government courses. In addition, before going to the clinics they received advance preparation in their own history classes on the service conference program. Questions and problems were suggested by their teachers.

The latter, and thus their pupils, were given mimeographed classroom schedules. The pupils themselves were assigned to certain "classes," some going to each of the eighteen departments represented. The seniors were urged to take notes as a basis for future oral class work. They were excused from their usual classes and were taken by regular school busses to the host school.

**Schedule.** The actual conferences themselves followed a pattern something like this:

a. Morning sessions. These were opened with a brief convocation in the school auditorium for all participating in any way. Music was played by the band or orchestra of the host school. The governor, who was introduced by the local general chairman, made a brief speech outlining the program for the day.

Then the seniors from the entire conference territory went to their classes. These were taught by department heads in as many classrooms as there were departments participating.

The "teachers" divided their class time into two sections: lecture and question-and-answer. They distributed for 1947...
leaflets and pamphlets dealing with the functions of the departments. For example, motion picture films implemented the health lectures. The Conservation Department showed colored slides of Hoosier state parks and also displayed numerous enlarged colored photographs. The State Police Department had an informative safety exhibit, including equipment and photographs. Many departments also utilized large charts. Case histories were illustrated.

In college or university cities special classes were arranged for these students. Moreover, since the whole affair was public, many adults attended the morning sessions.

b. Afternoon sessions. These were held in the morning classrooms and largely took the form of discussion among State officials, taxpayer groups, local labor representa-
tives, civic and business organizations, and private citizens. at the table it was well to keep in mind the method for any question is to be obtained by adding the number of

c. Night dinner meeting. At this the governor summed up the happenings of the day. Then open forum was held, wherein the governor and the department heads answered questions put to them by the audience.

Approval. This whole idea of a governmental service conference was new, but it received a large portion of very high commendation from various educators and civic leaders throughout the State. As proof of their marked approval the U.S. Junior Chamber of Commerce in June, 1946, at its national convention in Milwaukee adopted the Indiana government- mental service conference plan as one of its major policies for 1947.

For radio's part in these conferences see Chapter VI.
General reaction to the value of the conferences was
that they were very much worth while to all members of the
community. A questionnaire was sent to individuals in
each community where a conference was held. These individ-
uals were divided into two groups: educators on the one
hand and chambers of commerce, newspapers, and civic groups
on the other. Table II gives the questionnaire sent to
the educators, Table III that sent to the others. The
questionnaire sent the educators has two more questions,
numbers 3 and 4, than the other. It seemed that they would
be in a far better position to answer these questions than
any one else.

Twenty replies were received. All in both groups
answered the first question in the affirmative. In looking
at the tables it is well to keep in mind that the total for
any one question is to be obtained by adding the number of
"yeses" and "noes" to the same question in each question-
naire. Thus sixteen persons answered number 2 in the
affirmative, while one gave a negative reply.

Those replying to Questionnaire I included Donald F.
Carmony, director of the South Bend Indiana University Center;
Carl Shrode, principal of Central High School, Evansville; Wayne

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1 A survey made by the state superintendent of public
instruction after the conferences were over disclosed that
the school superintendents were of the opinion that much
good was derived from them.

2 F. A. Miller of the South Bend Tribune stated that "in
a few years such a conference might produce desired results
but I hesitate to recommend it for the near future" because
people are not so interested as they should be.
### TABLE II. CONFERENCE QUESTIONNAIRE I

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Was the governmental service conference of educational value to your community as a whole?</td>
<td>12</td>
<td>2</td>
</tr>
<tr>
<td>2. Were the benefits great enough to make another conference desirable in the future?</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>3. Was the actual participation in the conference of such value to students that the number of those participating should be enlarged to include high school juniors?</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>4. Have the students shown more interest in and asked more questions about governmental functions as a result of the conference?</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>5. Have the students taken more interest in local or county-wide problems as a result of the conference?</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6. Have adults taken more interest in local or county-wide problems as a result of the conference?</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>7. Does the general public regard the conference as having been of value to the whole community?</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

### TABLE III. CONFERENCE QUESTIONNAIRE II

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Was the governmental service conference of educational value to your community as a whole?</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>2. Were the benefits enough to make another conference desirable in the future?</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>3. Have the students shown more interest in local or county-wide problems as a result of the conference?</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>4. Have adults taken more interest in local or county-wide problems as a result of the conference?</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>5. Does the general public regard the conference as having been of value to the community?</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>
P. Watson, superintendent of public schools at Terre Haute; H. W. Norman, assistant dean, division of adult education and public service of Indiana University, who attended and participated in the East Chicago and South Bend conferences; Harry R. Davidson, superintendent of the school city of New Albany; C. C. Katterjohn, principal of senior high school, New Albany; Lincoln E. Hale, President of Evansville College; Ralph Becker, acting superintendent of Evansville public schools; Alfred Murray, social studies department, Bosse High School, Evansville; Rev. Howard Kenna, C.S.C., director of studies at the University of Notre Dame; Ralph W. Tirey, president Indiana State Teachers' College; Harry C. Short, Calumet district manager for technical extension division of Purdue University.

Those in group two who replied included Richard E. Meier, president Interstate Finance Corporation, Evansville; H. L. Bach, executive secretary of Association of Commerce, South Bend; W. Dudley Jewell, then executive secretary of the New Albany Chamber of Commerce; A. P. Eberlin, secretary-manager of Evansville Chamber of Commerce; F. A. Miller, president and editor of South Bend Tribune; C. L. Shideler, executive vice-president of Terre Haute Chamber of Commerce; State Senator William C. Bates of New Albany.

Here are several examples from the letters which various educators wrote in returning the questionnaire:

Probably the greatest value was to the high school students whose interest was aroused in
government. Teachers should have benefited accordingly. The stress on the idea that people should make government what it is and that government should keep close to the people is excellent and desirable.¹

Our 1945 conference was highly successful.²

I feel that the program was a very good school activity.³

Both the public as a whole and the school people and pupils were benefited. It was my impression that the people of the various regions not only got a better picture of our State government and its officials but also the officials themselves got an idea as to the way problems in State government and the functions of State government are regarded by the people. I understand that the high school pupils were extremely alert as to their State government and how its services might become more effective in various sections of the State. The whole plan is wholesome and beneficial.⁴ It has occurred to me that your department might be interested in the production of some sound slide film on State government.⁵

The entire program was planned and presented in a non-political manner to the complete satisfaction of all groups of our community.⁶

At the high school level the interest and co-operation of the school authorities has been the key to a good conference. . . . I am sure that we were successful in providing a valuable experience for high school students.⁷

Here in Evansville we were of the opinion that the conferences were very successful and added materially to student and adult interest in state government.⁸

The social studies teachers highly approve of the conferences. . . . Every one spoke highly of them as an educational feature.⁹

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¹ Mr. Carmony. ² Mr. Shrode. ³ Mr. Watson. ⁴ Mr. Norman.
⁵ Mr. Davidson. ⁶ Mr. Hale. ⁷ Mr. Becker. ⁸ Mr. Murray. ⁹ Rev. Howard Kenna, C.S.C. ¹⁰ Mr. Hrey.
They (university students) did attend those meetings of the Indiana conference which were held on the campus and were very much interested. . . The conferences gave them a considerable amount of information which they needed. 1

It is my deliberate judgment that this governmental service conference . . . is one of the most significant things that our State government has done for many decades . . . . Such a conference as the one conducted last year is tremendously stimulating in creating a better understanding of our government and arousing an interest in participation in government. I sincerely hope that it will be continued. 2

All those answering the last question, about three-fourths of the replies, took the position that the conferences were of such value that some kind of longer advance notice should be given in order better to prepare the students and other members of the audience so that they might get even more out of the conferences. In fact, Mr. Short penned a specific suggestion:

I should recommend the preparation by the state superintendent of public instruction of some brief discussion outlines and notes concerning the various phases of the governmental agencies taking part in the conferences. These materials placed in the hands of students and teachers well in advance of the conference would provide background and information for more intelligent participation by them upon the actual day of the conference.

Others, mainly teachers, suggested that it would be advisable to include a whole unit on State government in social studies classes as pupil preparation before the conferences.

One person expressed the hope that the session of the conferences could be scheduled at another time so that

1 Rev. Howard Kenna, C.S.C. 2 Mr. Tiry.
those employed during the daytime could come. Another, voicing a well-nigh tragic criticism of the lack of real participation in and basic knowledge of government on the part of most adults, expressed the hope that some way would be found, perhaps through "groups of adult leadership... League of Women Voters, the A.A.U.W... veterans' organizations, especially those of World War II," of spurring the adults to taking an active part in the procedures.

Summary. Thus we see that the conferences have been a big experiment in taking the government to the people. Details are worked out in advance so that the classes, taught by heads of State departments and attended by pupils of the surrounding territory, operate in accordance with approved educational technique. Pupil interest has been high; educators and civic leaders in communities where conferences have been held are very positive in their commendations.
CHAPTER VI

RADIO PROGRAMS

In the last chapter the governmental service conferences were presented as part of the work of the department. They were definitely educational in nature. In this chapter we shall present another important activity of the department which has marked educational implications. This is the radio programs, especially: "The Hoosier Parade," "Inside the Indiana Capitol," "The Best of the 48," There are also miscellaneous individual programs, the most important of which were those in conjunction with the governmental service conferences.

"The Hoosier Parade." This series, which was made possible by two anonymous contributions to the department totaling approximately $6,000, ran for twenty-six weeks on radio station WFBM in Indianapolis. It emphasized highlights of Indiana's wealth of traditions and gave dramatic incidents and little-known facts from the State's history. It dealt, from a human interest angle, with such subjects as an Indian girl's part in helping Governor...
Harrison against Tecumseh, Lincoln's decision to become a lawyer, Elwood Haynes's first run in his own horseless carriage, President Van Buren's spill on the old National Road, Frances Slocum's strange life, the first successful electrification of Wabash's streets—the first city in the world so honored, Robert Dale Owen's stand for married women's property rights, Dan Patch—famous racehorse, artist William Merritt Chase, and James Whitcomb Riley.

One of "The Hoosier Parade" programs follows. Dealing with the Hoosier Betsy Ross, it is the one in which the author had a hand. This is written in the style approved by WFBM, both as a matter of record and as a pattern of information.

ORGAN: BACK HOME AGAIN IN INDIANA
ANNCR: Yes, ladies and gentlemen, back home again in Indiana, good old Hoosier land. And the Indiana Department of Commerce and Public Relations invites you to spend the next fifteen minutes with the Gentleman from Indiana and the Hoosier Parade—a program of music and interesting, true stories.

ORGAN: UP AND OUT
ANNCR: Before the Hoosier Parade starts passing in review, I'd like to ask you, "Aren't you proud to be a Hoosier?" Of course you are. With warm, beautiful spring days ahead, every Indiana citizen ought to make it a point this year to see the beauties of his own State, visit the beautiful hill country of the south, in the plains and lakes and sand dunes of the north. See the natural wonders of Indiana for yourself. Visit your State parks and historical shrines. You will be amply repaid. Yes, in 1946 see Indiana first!
Tonight the Gentleman from Indiana brings you another romantic story from the pages of Hoosier history. His story is about a charming and patriotic Hoosier woman whose life adds a colorful chapter to the rich lore of Indiana.

The time of our story was an eventful and historic night in the month of February one hundred sixty-seven years ago. It was during the stirring days of the Revolutionary War. And the place was the living room in a comfortable modest home in the village of Vincennes, Indiana.

Yes—historic old Vincennes. In the living room by the flickering light of a candle sat the mistress of the house—lovely, petite, charming. She was busily at work sewing. And the truth is, she had been at work on that task of sewing for the last two or three days. Her back was tired and her fingers weary, but she kept steadily on with her work. And as she sewed, she sang a lovely, old French ballad.

And now the scene of our story changes. The place was two miles from Vincennes at a place called Warrior's Island. And the time was that very same night. A youthful soldier—whose name was General George Rogers Clark—and a band of one hundred thirty men were poised there in the darkness and the cold awaiting the time to march. They were going to attack the old fortress at Vincennes. The fort was then in the hands of General Henry Hamilton, the British commander. And that little band of Americans and their courageous leader were determined to win it back. They were weary, cold, and hungry. Because they had just completed an agonizing
march across flooded prairies, often wading through waist deep, ice-cold water. They had come two hundred forty weary miles, all the way from Kaskaskia. And now they were awaiting the time to attack the fort at Vincennes. Earlier that day the youthful General Clark had dispatched a message to the citizens of the town which nestled beside the fort. His message had told the townsmen that he would attack that night.

ORGAN: BRIDGE AND OUT

G'MAN: And now--once again our story moves to the entrance of the fortress. The battle is now given up, the heavy gates swung open. General Hand.

GODARE: La-la-la-la-la-la

G'MAN: Yes, the pretty little woman was busily at her sewing by the light of her flickering candle. Suddenly came a knock at her door. It was a neighbor with important news. He was, in fact, a Hoosier Paul Revere, and the news that he brought was that General George Rogers Clark would enter the town that night. The charming little woman smoothed out her sewing and looked at it with an air of patriotic pride. And to the messenger she said.

GODARE: General Clark will need dry powder.

G'MAN: Her visitor smiled and said, "Do you not know that we have already attended to that?" And with a courtly bow he left the little seamstress to carry his exciting message to the next neighbor.

GODARE: La-la-la-la-la-la-la

SOUND: CLOSING OF DOOR.

G'MAN: Her visitor smiled and said, "Do you not know that we have already attended to that?" And with a courtly bow he left the little seamstress to carry his exciting message to the next neighbor.

GODARE: La-la-la-la-la-la-la

ORGAN: PICK UP AND INCIDENTAL

G'MAN: And very shortly after that the charming little seamstress laid aside her work. She had finished. Carefully she smoothed her work out on the pretty coverlet of her bed and looked at it. She nodded to herself with satisfaction. And spoke--half aloud.
Well, General Clark did attack the fort that night. And the battle raged until after dawn. The determined Americans fought fiercely against the stubborn and dangerous British defenses. Being Americans, they fought hard and successfully. The Red Coats intrenched behind the wall at last gave up to the stubborn band of valiant backwoods soldiers.

And now the scene of our story moves to the entrance of the fortress. The battle is over. The defending British have given up. The heavy gate swung open. General Hamilton, resplendent in his bright red coat and powdered wig, walked with great dignity through the gate. He carried his hat in his hand. He had come out to surrender to the backwoods general. The jubilant villagers had gathered at the gate to see that surrender. Among the villagers was a pretty and charming little woman. She was the seamstress. She watched eagerly as the gallant George Rogers Clark ordered his drummers to play a roll of salute in honor of the courageous enemy who had defended the fort, and to the British flag which waved from its flagstaff. When the roll of the drum faded, General Hamilton reluctantly issued a command to lower that British flag from its staff. Then General Hamilton ceremoniously presented to the backwoods General Clark the sword which had been his badge of authority. General Clark marched into the fortress. Behind him strode a man whose name was Nicholas Cardinal. In his hand, this Nicholas Cardinal carried a banner. That banner was raised on the staff where lately had flown the British colors. Then the citizens of Vincennes gave a mighty cheer; the guns of the old fort roared out a salute to that new flag. As the new banner floated proudly in the breeze, that charming little woman, the seamstress, looked at it and smiled. But there was a lump in her throat and there were tears in her eyes.
That flag, that emblem of American liberty, was her very own handiwork. That flag was what she had been sewing upon so industriously during those last few days. And now it flew in triumph with its promise of liberty over the fortress at Vincennes. And so that is the story of Madame Godare, the Hoosier Betsy Ross.

The Gentleman from Indiana will return in a moment with another view of the Hoosier Parade. But before he does, the Hoosier Melody Master presents with crumbling bricks and mortar, a picture of nourishing this remarkable tree, and now it is time to say good-night.

And, now, once again your host, the Gentleman from Indiana, returns with some highlights from his Hoosier Scrap Book.

The Gentleman from Indiana opens his Scrapbook at an item about a tiny hamlet in Hancock County. This village had several legal, authorized names—Kinder, Pinley, and Reedville—as well as its present one of Carrollton.

Yes, but the strange thing is that the whole world knows that little village by still another name. Because, you see, James Whitcomb Riley immortalized it in one of his poems. And the name he gave it is "The Little Town o' Tellholt."

Tell City in Perry County was founded by a group of Swiss settlers, and they named their town for the legendary Swiss hero, William Tell.

But the interesting thing is the names which the settlers selected for their streets. The streets were named for the world's great scientists, artists, musicians, and writers. So Tell City has its Watt Street and Fulton Street, its Schiller Street and Rubens and Mozart Streets. Oh, yes—it also has its Main Street.

A representative of our Department has listened.
ANNCR: One of the strangest things in all Indiana is the Courthouse tower in Greensburg, the seat of Decatur County. It is a nine-foot tall maple which grows out of the sloping concrete block roof of the building.

G'MAN: Yes, that is a strange tree, indeed. So strange, in fact, that many people have doubted that it actually grows without the aid of man. And there have been stories that it is secretly cultivated. But the real fact is that the Courthouse tree belongs to a species which thrives in rocky soil, and the Courthouse tower is filled with crumbling bricks and mortar capable of nourishing this remarkable tree. And now it's time for me to say good-night.

ORGAN: THEME IN AND FADE FOR

ANNCR: Yes, it's good-night now to the Gentleman from Indiana and to this week's Hoosier Parade. The Indiana Department of Commerce and Public Relations invites you to listen again next week at this same time to another interesting directory as presented by the Gentleman from Indiana. You will enjoy it. Meanwhile, be proud you are a Hoosier!

ORGAN: BANKS OF WABASH UP TO TIME

There was much favorable press comment on these programs. Moreover, Dr. Malan publicly endorsed them.

Mrs. Moss with Ruo J. Alexander, November 2, 1945

TO ALL CITY, TOWN AND COUNTY SUPERINTENDENTS AND HIGH SCHOOL PRINCIPALS:

The State of Indiana is sponsoring a series of radio programs entitled "The Hoosier Parade," featuring the "Gentleman from Indiana" which is to begin Tuesday, November 6, at 9:45 P.M. These programs are to be broadcast over radio station WPBN (1260K) of Indianapolis, Indiana, at present; and it is hoped that arrangements will be made so that other stations in the State can carry this series.

A representative of our Department has listened to an audition of the first broadcast and reports
The program excellent and of an educational nature. I am asking the school administrators of the State to advise their teachers of this service. The teachers will want to inform the pupils and their parents of this series of broadcasts.


Very sincerely yours,

Clement T. Malan

State Supt. of Public Instruction

"Inside the Indiana Capitol." The other radio program for which the department was directly responsible began in April of 1946. "Inside the Indiana Capitol" was broadcast weekly over radio station WIRE of Indianapolis as a public service feature. Its purpose was educational: through interviews, conducted mainly by the department's executive director with various elected and appointed State officials, to give Hoosiers a more complete understanding of the functions of government and of how that government operates in the people's behalf.

One of the interviews follows: It was conducted by Mr. Ross with Rue J. Alexander, then secretary of state, and two of his assistants, April 26, 1946.

ROSS: Mr. Weddle, what about the volume of business handled by the securities commission?

ROSS: Mr. Alexander, you have with you tonight two of your chief administrative officials. Will you introduce them?


BROWN: In 1945 total revenues were $10,210,472.62, an increase of more than one-quarter million dollars over 1944.
ROSS: Rue, as an elected official, what are the duties of the secretary of state?

ALEX: There are three main functions. One is the administration of corporation laws. Another is the Bureau of Motor Vehicles. The third is the securities commission, which seeks to protect Hoosiers against irrational stock promotion schemes.

ROSS: Companies and organizations filing articles of incorporation pay certain fees, do they not?

ALEX: Yes, and these fees vary, depending on whether the corporations are for non-profit or profit and the amount of capital stock issued.

ROSS: How much do you collect in corporation fees?

ALEX: The corporation division of my office collected $127,980.22 for the year ending June 30, 1945. This represented receipts from corporations, notary public commissions, collection agencies, railroad police bonds, and other sources.

ROSS: That was far in excess of the expense of maintaining the division, was it not?

ALEX: Yes, we turned back into the general fund of the State $97,580.11 after all expenses were paid. This set a new record. This year we will turn back over $150,000.

ROSS: On March 19, we received $6,941.20.

ALEX: Mr. Weddle, what about the volume of business being approved by the securities commission?

WEDDLE: For several months we have been approving an average of $80,000,000 a month in securities. Fees received by the commission last year totaled $19,961.82.

ROSS: Mr. Brown, what about receipts of the Bureau of Motor Vehicles?

BROWN: In 1945 total revenues were $10,210,479.58, an increase of more than one-quarter million dollars over 1944.

ROSS: I understand that every state in the union has a securities law.
ROSS: Rue, how many corporation papers are being filed each month?

ALEX: They are averaging from one hundred twenty-five to one hundred thirty-five, Paul. This office now has records of 15,000 active corporations.

ROSS: What about the corporations no longer in business?

ALEX: I am glad you asked that question. The files of the inactive corporations were overflowing cabinet space when I took office in December, 1942. I learned there were several thousand inactive corporations on file. Some were fifteen or twenty years old. In many cases, none of the incorporators could be found.

ROSS: What did you do?

ALEX: I called a meeting of the Indiana Corporation Commission and we drafted a corporation law amendment enacted by the 1943 General Assembly. This amendment provided that a corporation failing to file a report within two years could be cited to show cause why it should not be dissolved.

ROSS: Since that time you have been dissolving these inactive corporations at a rapid rate, haven't you?

ALEX: Yes, we are averaging three hundred a month. Formerly it cost about thirty-five dollars to dissolve each corporation. Now this average is only four.

ROSS: Rue, since horseback riding is your favorite hobby, before we finish our interview, I want to ask you some questions about the famous racehorse, Dan Patch. Now, however, we'll turn to another division of your office. Kenny, doesn't Indiana law require all private securities to be approved by the securities commission?

WEDDLE: That is correct. Terms of the securities to be issued must be fair, just, and equitable. One of the main functions of this office is to protect Hoosiers from swindlers and stock racketeers.

ROSS: I understand that every state in the union has a securities law.
WEDDLE: All except Nevada. Blue sky laws vary in the different states. Some attempt to lock the barn door after the horse is stolen. Some state agencies—as in New York, New Jersey, and Delaware—swing into action only after fraudulent activities are called to their attention.

ROSS: The Indiana law, I take it, places major emphasis on seeking to prevent swindlers from beginning operations here.

WEDDLE: That is absolutely right.

ALEX: Paul, I'd like to say here that Kenny is a lawyer and before becoming securities commissioner had had ten years of actual corporation practice. He has not found it necessary to call for a single opinion from the attorney general during his two years in my department.

ROSS: Kenny, since the end of the war your department has been confronted with new problems in securities regulations, hasn't it?

WEDDLE: Yes, because of the large accumulation of savings, many people are tempted to invest in schemes which sound like easy money-makers.

ROSS: What are some good rules for the investing public to follow?

WEDDLE: First, Paul, I would advise all would-be investors in any stocks to deal only with a dealer or agent registered with the Indiana Securities Commission. Second, investigate before you invest. Be careful about getting in on the ground floor. When a promoter tells you this, you can rest assured that your final outcome will be in the basement after the ground floor gives way.

ROSS: Are there any other admonitions, Kenny?

WEDDLE: Yes. Always remember that promises are the stock in trade of the swindling fraternity. And, by all means, be careful about putting your money into another man's dreams or into schemes based upon new discoveries and inventions.

ROSS: Turning now from the licensing of securities brokers to drivers and owners of motor vehicles, let me ask you, Dale, when was the first motor vehicle registration act passed?
BROWN: The original act, Paul, was passed in 1905 and required all vehicles to be registered.

ROSS: What was the fee then?

BROWN: The fee was one dollar and the secretary of state issued the owner a circular metal disk containing a registration number.

ROSS: How was that disk displayed? Wasn't it small?

BROWN: Yes, and the disk was not displayed on the outside of the vehicle. The owner had to furnish his own license plate using the number on the disk. During the first year there were fewer than 1,000 vehicles.

ROSS: That is quite a contrast to the present.

BROWN: Yes, Paul, very much of a contrast. Last year there were 833,908 passenger vehicles and approximately 150,000 trucks and tractors registered.

ALEX: Dale, you were checking the number of different makes of automobiles that have been registered in the last forty-one years. What was your final count?

BROWN: More than 600 different makes, Rue.

ROSS: I imagine there were some funny names.

BROWN: There certainly were, Paul. Did you ever hear of the Bulldog, the Hawkeye, the Monitor, the Dagmar, and the Klondyke?

ALEX: I recall seeing a listing of a Dixie Flyer and the Old Reliable. And there was a Viking.

BROWN: Here are some old ones that are a little more familiar: Cleveland, Elcar, Lexington, and Star. And of course four that used to be made here in the city: Stutz, Garmon, Premier, and Cole.

ROSS: What about the organization of the bureau, Dale?

BROWN: Besides the main branch of the bureau in the Statehouse, there are 160 branches throughout Indiana's ninety-two counties. There are twenty-four driver's examiners who go into each
county at least once a week to examine applicants for beginners', regular operators', chauffeurs' and public passenger licenses.

ROSS: How many examinations were made last year?

BROWN: The examining division made 135,480 examinations last year. This January, however, the division conducted approximately 21,000 examinations, compared with 10,000 in January, 1945.

ALEX: Right here, Dale, I'd like to say something about efforts to eliminate all unnecessary red tape in the issuance of drivers' licenses and automobile plates. The increased efficiency of the bureau made it possible for the main branch in the Statehouse to handle all applications from January first through February twenty-eighth this year without any person having to wait in line more than fifteen minutes.

ROSS: That's a much shorter time than formerly, isn't it? I've known persons who used to stand in line by the hour, Dale; I'd like to suggest that every motorist in Indiana get a copy of your excellent booklet the Indiana Drivers' Manual.

BROWN: More than 100,000 copies of this have been distributed already to schools, safety and civic clubs, and to safety divisions of the State's largest industries.

ROSS: Here is a question every one will be interested in. What about the 1947 license plates?

BROWN: Well, Paul, there'll be a front and rear plate for each car next year—the first time since 1942. And the colors for 1947 will be blue numeralson a gold background, colors of the University of Notre Dame.

ROSS: Rue, it's hard to realize now, but wasn't the famous racehorse Dan Patch attaining world wide prominence about the time Indiana passed its first automobile registration law in 1905?

ALEX: Yes, and he won his first race at the Benton County Fair in Roswell, I well remember that day for my father, James H. Alexander, was secretary of the speed department. I was the time carrier boy. The timekeeper sat across the track from the judges' stand and would clock the time.
for each race, after which the errand boy or
time carrier would climb down the ladder and
run across and deliver the time to the judges' stand. In winning that first race, Dan Patch
made a mark of 2:161/2.

ROSS: You residents of Benton County are certainly
proud of Dan Patch.

ALEX: Yes, he never lost a race.

ROSS: I see that our time is nearly up, gentlemen.
Thank you very much.

Transcriptions of "Inside the Indiana Capitol" broad-
casts were made, and in June, 1946 arrangements were com-
pleted for these transcriptions to be broadcast on four
other Indiana stations: WBAH at Purdue University, WBOW
at Terre Haute, WGBF at Evansville, and WSBT at South Bend.

"The Best of the 48." The third program, "The Best
of the 48," started in April, 1947. It is being broadcast
under the supervision of the department over Indianapolis
station WFBM at 4:45 P.M. on Sundays. It is sponsored as
a public service feature by an Indianapolis business firm.

This program is educational in nature, giving actual
historical information, telling interesting anecdotes of
the past and featuring the work of Indiana's writers and
musicians. It definitely tries to inform Hoosiers about
their State's past and to build up pride not only in Indiana
as such but in Indiana's part in the complete picture of the
development of the country. Transcriptions of these pro-
grams are being made, particularly with the schools in mind.

In fact, Mr. William Evans, administrative assistant to
the superintendent of the Indianapolis public schools, has asked for a set of these transcriptions, to be used in the city schools.

A program follows;

ORGAN: BACK HOME AGAIN IN INDIANA

ANNCR: This program—the best of the 48—presents your Indiana journalist, John Martin, with stories of the glory and the true greatness of the State of Indiana, the crossroads of the nation. No better proof of Indiana's maturity as a great State exists than the Indiana Economic Council, which is a State planning agency organized for the purpose of helping Indiana communities make better use of the State's resources and the utilization of them to improve the economic status of the people. The technical staff and library of this State agency combine to aid communities throughout the State to make the most of their local opportunities and objectives. Yes, the Indiana Economic Council reflects the sound and progressive outlook of a great State, Indiana, the best of the 48.

ORGAN: BRIEF PANFARE UP AND UNDER

ANNCR: And now for incidents of the past and present that have made Indiana great here's John Martin, your Indiana journalist.

MARTIN: Good afternoon. You know, as we turn the pages of the history of our nation and see how many Hoosier's names are written there, we realize how great has been the contribution of Indiana to the nation. And as we recall the stories of courage and accomplishment that mark the growth of the State itself, we truly understand why Indiana has become a great Commonwealth.

ORGAN: UP TO BRIDGE UNDER WITH MOOD MUSIC

MARTIN: Earlham College was opened as a boarding school by the Society of Friends in June of 1847. Fort
Benjamin Harrison, near Indianapolis, was named in June of 1906. And the Bellefontaine-Indianapolis Railroad was completed to Muncie in June, 1892.

ORGAN: UP BRIEFLY AND UNDER

MARTIN: Through all the months and years Indiana has been growing, and this afternoon we are going to bring you the story of a great achievement in the State, the building of the city of Gary.

ORGAN: UP AND UNDER

MARTIN: On February 15, 1837, Lake county, Indiana, was established. The Fort Dearborn-Detroit Trail wound through the Calumet Region footing Lake Michigan, but few colonists stopped there. The Pottawattami Indians hunted through the area, but for most settlers the land held no promise.

VOICE: I vow the Calumet will never be nothin' more than what it is right now, a wilderness of swamp and sand dunes, with a few scrub oak and pines scattered over it. The land's fit for nothin'--and there's not even a place on the lake for a decent port.

ORGAN: UP AND UNDER

MARTIN: Yes, for many long years after Indiana was a growing State becomingly heavily populated there was one last frontier--the forbidding and lonely stretches of the Calumet. Several times efforts were made to colonize the area.

VOICE: There's a new Hoosier town named Indiana City located at the mouth of the Grand Calumet River. They say it'll be a great industrial center.

MARTIN: But Indiana City was barely begun before it was finished--a stretch of wind-swept sand, dotted with a few half-finished buildings, and not a single citizen--a ghost town.

ORGAN: UP AND UNDER

MARTIN: Liverpool was the intriguing name of another metropolis. The town plot was filed May 17, 1836, and within three days $16,000 worth of lots
were sold, but it, too, soon became deserted.

ORGAN: UP AND UNDER

MARTIN: A third city, planned on the lake front, was named City West. Lots were laid out, buildings erected, even hotels built. A few colonists arrived, but the financial crash of 1837 resigned City West also to the fate of a ghost town, with but one claim to fame during its short existence. It was visited by Daniel Webster.

ORGAN: UP AND UNDER MOURNFULLY

MARTIN: Then in 1904 the United States Steel Corporation, looking for an ideal location for a new plant, secretly bought up 12,000 acres of the desolate Calumet. On a cold, snowy day, March 12, 1906, surveyors set their instruments on the dunes and a great drama began.

ORGAN: UP WITH PANFARE AND UNDER SOFTLY

MARTIN: In 1853, George W. Clark bought thousands of acres of land in the section. But as late as 1888—except for a few scattered hamlets—the Calumet was still a deserted wilderness of swamps and sand hills, though nine trunk-line railroads traversed the area and near-by Chicago boasted more than a million people.

ORGAN: UP AND UNDER

MARTIN: George Clark's prophecy was coming true! The Steel company was prepared to spend millions to build huge new mills and a model town, to be called Gary in honor of Judge Gary, then president of United States Steel. By March 25 preliminary surveys were completed, and the area swarmed with men and machinery. To people acquainted with the Calumet, it seemed building a whole city from the ground up, with scenic residential lots, parks, schools, they're
an incredible project.

VOICE: The mill site has to be elevated to an average of fifteen feet, and they're going to pump sand from the bed of Lake Michigan through great suction pipes and spread it out. They're going to pull down those big dunes and fill in the swamp lands! They'll have to dig a water tunnel through hard clay eighty feet underground for three miles. And that's not all! The Grand Calumet River has to be straightened for nearly two miles! They're going to build a harbor on the lake and make land where there is none now! They're digging a canal 5,500 feet long, twenty-three feet deep, and 250 feet wide. It all sounds impossible.

ORGAN: UP AND UNDER

MARTIN: Yes, these huge projects all sounded fantastic, but by midsummer a surprised nation learned that they were well under way. Thousands of men poured into the site—steel workers from all over the world, from as far away as the Ruhr Valley and Birmingham, England.

ORGAN: UP AND UNDER WITH MUSIC SUGGESTING WORK AND ACTIVITY

MARTIN: And on February 5, 1906, the great day for—

MARTIN: Yes, the year was 1906, just a few years ago. The Calumet swarmed with real estate promoters, engineers, architects, and hordes of just plain adventurers. At the end of the first year, though Gary boasted nearly a thousand population and hundreds of homes were nearly completed, it was still a noisy frontier town. The sound of hammers and saws was a din. People lived in patched-together shacks, used oil lamps and pumped water. Sand was knee-deep, and the sun reflected by the sand was blazingly hot. Citizens, usually well armed, traveled on horseback. And during that first winter the wind from Lake Michigan blew across the dunes in fierce, bone-chilling blasts.

ORGAN: UP AND UNDER

MARTIN: But the city was taking shape. The Gary land company was given a free hand in planning the city, both as to finances and method.

VOICE: A man can hardly comprehend such an enterprise—building a whole city from the ground up, with zoned residential lots, parks, schools. They're
planning a water system big enough not only to
take care of future enlargements of the steel
mills but a town of 250,000 people. It's
incredible.

ORGAN: UP AND UNDER

MARTIN: Yes, a great city was taking shape! The build-
ing of the harbor on Lake Michigan and construc-
tion of the mills progressed steadily. And
every citizen worked toward one goal.

VOICE: We're going to make steel by January, 1909!

ORGAN: UP AND UNDER (GO INTO STARS AND STRIPES AT
MENTION OF SALUTE TO THE FLAG)

MARTIN: July 23, 1908, the first boat bearing ore from
the Minnesota ranges entered the new harbor.
The whole town turned out for a joyful celebra-
tion. As the steamer Elbert H. Gary nosed into
the harbor, the United States gunboat Michigan
laying alongside the new docks fired a salute
to the Stars and Stripes flying from the top of
the staff on the east pier.

ORGAN: UP AND UNDER WITH TRIUMPHANT MUSIC

MARTIN: And on February 3, 1909, the great day for
Gary came. The Gary Works' Open Hearth Number
1 made steel.

ORGAN: UP AND UNDER WITH MOOD MUSIC

MARTIN: Today in the Calumet, where for long years on
the lonely, wind-torn dunes only the Indians
pitched their tepees and held their council
fires, a great city lives and grows. Words
are inadequate truly to describe the outstand-
ing city of Gary today. Everything is new,
from the trees growing in the fertile soil
imported from the prairies to the magnificent
schools, churches, homes, and public buildings.
Gary's school system is world famous. She
is known as the great steel center of the
Middle West and the capital of the greatest
industrial area in the United States. Gary is
truly a twentieth century city— the largest in
the world.

ORGAN: UP TO CONCLUDE AND UNDER
MARTIN: And thus we conclude another thrilling epoch from the history of a proud State, Indiana, the best of the 48.

ORGAN: UP TO BRIDGE UNDER

ANNCR: Indiana is full of prosperous, progressive communities. Because our State's population is 55.1 per cent urban and 44.9 per cent rural, a fine balance between urban and rural life is maintained. In Indiana diversified industry and agriculture join to create the workshop and the breadbasket of the United States. Regardless of what size city you prefer as the site for your home or business, you will find it in either the northern or the southern part of beautiful Indiana, the best of the 49!

MARTIN: Listen now as Earl Gordon plays MARGIE written by one of our own Hoosier composers, J. Russell Robinson.

ORGAN: MARGIE; THEN BACK HOME AGAIN IN INDIANA UP AND UNDER

ANNCR: We have just presented the narration of one of the developments which contributed to Indiana's statehood and growth. This program is a public service of (name of business firm). Nothing deleted.

ORGAN: TO TIME

ANNCR: "The Best of the 49" has been presented under the supervision of the Indiana Department of Commerce and Public Relations.

Other Radio Programs: In addition to these regular features, various radio stations have put on special programs in connection with the governmental service conferences. Several radio stations gave them advance publicity by using transcriptions of interviews between the governor and other public officials on the subject ahead of time. Local stations set up their equipment in classrooms during conferences for direct broadcasts or
transcriptions of the proceedings. Radio Station WLW of Cincinnati set up a mobile unit in Evansville and spent an entire day transcribing various parts of the conference. That night WLW broadcast nationally on the subject. WIBC of Indianapolis did practically the same thing.

The Philosophy. This stress on Indiana is not from the provincial viewpoint at all. Every incident or bit of history around which each program is centered is not without an accompaniment of either an individual from another place or a happening which originated in another locale. Of course Indiana is emphasized in no uncertain terms; true self-respect must precede respect for others. Pride in a piece of work well done begets appreciation of work others have done well. The man who takes pride in his family and home makes a better citizen than the neurotic, who, finding nothing of his own palatable, blames society for his hunger.

Summary. Through radio programs, as well as by other means mentioned earlier, the Department of Commerce and Public Relations has striven to inform Hoosiers of interesting and important events of the State's history and government. These programs have been three in number: "The Hoosier Parade," "Inside the Indiana Capitol," and "The Best of the 48." Educators have commended the excellent programs; and transcriptions have been made for school use and thus be a convincing argument for the location of new industries within the State.
CHAPTER VII

ECONOMIC WELFARE

Now we turn from radio programs as a realization of the department's program to an inspection of its operation in a different field, that of business, industry, and tourists. Again the program has been largely educational. Here we are concerned with the question: How has the department functioned to help improve the economic welfare of the State?

Labor-Management Charter. The first major project entered into by the department was directed toward obtaining a labor-management agreement which would minimize labor disputes. Back of the program was the desire to capitalize upon the excellent record which Indiana had made during the war by ranking as one of the leading states in fewness of man hours lost due to labor disputes. Through a labor-management charter it was hoped that this excellent record could be preserved during reconversion and peace-time and thus be a convincing argument for the location of new industries within the State.

The lieutenant-governor and the executive director
carried on numerous conferences with representative leaders of labor and management prior to the conference in South Bend on August 27, 1945, where the nation's first state labor-management charter was signed by outstanding leaders of industry, labor, and government. Co-operating closely with the department and giving expert help in the preliminary discussion with labor leaders was Charles W. Kern, Indiana's labor commissioner.

The charter, which had the endorsement of Governor Gates, pledged management and labor to endeavor to obtain a peaceful settlement around the conference table. Signatories of the charter were James McEwan, president of the Indiana CIO; Carl H. Mullen, president of the Indiana State Federation of Labor (APL); Dean H. Mitchell, then president of the Indiana State Chamber of Commerce; Paul G. Hoffman, president of the Studebaker Corporation and national chairman of the Committee for Economic Development; Mr. Kern, and Lieutenant-Governor James. The charter is found on page 78.

As might be expected, all the State's papers considered this as real news and gave the conference and charter a big play. Many, the Indianapolis News among them, made first-page streamer headlines announcing the pact. News stories on this conference and its success in an harmonious atmosphere went throughout the nation over the wires of the three

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1 August 27, 1945.
Labor-Management Charter
FOR INDIANA

In Indiana labor and management have one common aim, one mutual goal—promotion of the general welfare of the state as a whole and the individual well-being of all its residents and citizens.

A sound economy is possible only with such an understanding. Because leaders of management and labor long have recognized this fact, the relations between these groups have been friendly and cordial. By adopting as a policy the conference table method of give-and-take, Hoosiers have successfully demonstrated their desire and their ability to reconcile and to adjust differences that do arise between the two groups.

As representatives of labor and management, we pledge ourselves to maintenance of this policy and to seek an intelligent approach to all problems of mutual concern—to the end that peace and harmony among all economic groups may continue to prevail in the Hoosier state.

Figure 2. Labor-Management Charter
major press services. As a result of this nationwide coverage, requests for further information and for copies of the charter were received from the American Arbitration Association, Labor Relations Associates, Inc., and from every state in the union by labor union leaders, industrialists, and the two State agencies involved. One California solon wrote to ask for a copy of the charter, saying that he hoped to have it introduced into the California legislature in an effort to pattern a California law upon the Indiana plan.

Letters of commendation for its success were received by Mr. James, from Secretary of Labor Schweltenbach; Secretary of Commerce Wallace; Philip Murray, President of the CIO; and William Green, president of the AFL. President Truman wrote to Governor Gates:

My whole-hearted congratulations go forward to you, to the State of Indiana and to the representatives of labor and industry who executed the first State labor-management charter.

The action which this document represents is a hopeful indication of the determination of our people that strife between labor and management shall not impede our return to normal peacetime productivity and economic security for all.

**Industrial Advertising Campaign.** The appropriation of $20,000 a year to cover all expenses of operating the department was insufficient to permit any regular publication advertising. However, the gift of $31,000, later increased to $46,000, by thirteen Indiana electric and gas utilities made it possible to advertise Indiana’s industrial advantages to the nation. This campaign was inaugurated in November, 1945, in five national publications.
On the basis of results, a change in the original schedule was made in March in order to eliminate two magazines—Nation's Business and Forbes—which, it was believed, were not so effective as they should be for the money expended. Two other publications were substituted, with the result that the five publications being used now are as follows: Newsweek, Business Week, United States News, Chicago Journal of Commerce, and Wall Street Journal. However, beginning with January, 1947, the advertising has had to be curtailed through lack of funds. The same magazines are used as media, but the ads go in a fewer number of times. Illustrations of ads may be seen on page 79.

A careful checking of the record of all inquiries received from the advertising reveals that, from November of 1945 to June of 1947, a total of more than 1,400 inquiries had been received from all forty-eight states and from several foreign countries. All these either asked for the booklet emphasized in the advertising, Indiana—Your Logical Industrial Location, or sought specific information regarding possibilities of establishing plants in the State.

It should be explained that the department at its outset established a policy of attempting to do the overall job of selling Indiana and then of leaving it to the local communities to compete among themselves for the new industry. Department officials have sought to lean over backward in an effort not to favor any community at the expense of another.
Join the Move to Indiana

It is no accident that since V-J Day nearly 300 new industries have flocked to Indiana.

For one thing, labor conditions are favorable, since Indiana was the first state to adopt a labor-management charter. The tax structure . . . plenty of recreational facilities . . . the high standing of Indiana people as skilled and willing workers . . . all these and many other features have counted heavily in persuading important industrialists to move or start plants here.

These reasons are set forth in the free booklet, "Indiana, Your Logical Industrial Location." You are invited to get this book and see why so many others have agreed that Indiana is a fine place to work and to live.

Indiana leads the way to management-labor agreement! Because both industry and labor in Indiana are represented by men striving toward equitable working conditions . . . because they have sought to resolve their differences . . . and because they have succeeded to a noteworthy degree . . . Indiana offers YOU the kind of labor conditions you've been looking for!

Indiana laws are fair to BOTH labor and management. Hoosier industry and labor have a charter by which they abide. Come to Indiana for stability and progress!
Several communities having the facilities needed by an out-of-state manufacturer, for example, would be apprized of the prospect by the department. From then on it would be up to each community to "sell" itself and acquire the industry.

Problems. One of the principal handicaps to the department in translating good inquiries into actual plant locations has been the scarcity of available buildings to meet requirements of management. The demand for buildings already erected has been far in excess of supply. There is at present little inclination on the part of industry to construct new buildings on available sites. Few requests for sites alone have been received. At least 98 per cent of the requests were for buildings that could be used immediately or adapted fairly easily to almost immediate use. Unsettled labor conditions, scarcity of building materials and the emphasis on other housing are among the factors which precluded an industrial building program.

The second principal problem is one within the department itself. It has had neither the staff nor the facilities to do an effective follow-through job on the advertising. Due to some of the economic conditions just mentioned, this is not so serious yet as it promises to become as conditions change and the nation swings into even greater productive activity.

It should be emphasized, however, that the department is not in a position to assemble all of the specific
information and data which should be current constantly in
its files concerning available buildings and sites in Indiana's
ninety-two counties. Efforts have had to be restricted for
the most part to what could be obtained through correspondence.
Lack of complete information of this type is in itself a
handicap, but equally important is the inability to follow
through on the selling job after an industrialist's interest
has been aroused.
3. Inland location, removed from coastline

Industrial Booklet. As mentioned a few paragraphs
earlier, this booklet, Indiana—Your Logical Industrial
Location, has played a large part in the State's advertising.
Approximately 11,000 copies were distributed between January,
1946, when they were received from the printer, and July,
1947. At least one copy of the booklet went to each pros-
pective industrialist inquiring about possibilities for
locating a new plant or a branch plant in Indiana. Other
copies were distributed through the chambers of commerce
and were passed out at the various governmental service con-
ferences to high school students to inform them more
completely about the economic and industrial advantages
offered by Indiana.

A briefly tabulated list in the booklet introduces the
reader to Indiana's industrial advantages:

1. A friendly attitude on the part of State and
local government officials, who fully recognize
the value of new industries

2. The nation's first labor-management charter,
guaranteeing fair and equitable labor relations
3. Tax laws that are not punitive to industry with a financial position that insures stability.

4. 97% native-born population

5. Accessibility to raw materials, manpower and markets

6. Much higher than average transportation facilities by rail, road, and water

7. Diversified industry... Indiana is cushioned against depression

8. Inland location, removed from coastline hazards

9. Climate favorable to industrial productivity

10. Plenty of coal, water, gas for manufacturing needs

11. Plenty of power... more than 1,000,000 kilowatts of generating capacity, and a hook-up with 1,000,000 additional kilowatts

12. A brilliant war production record

13. Ample recreational and health facilities

14. A large wealthy market for your product right at home

15. A high level of literacy... with an excellent educational establishment

The booklet proper is a graphic page by page delineation of each of the above advantages. Figures and maps are marshalled in attractive pictorial array. Altogether there

1 Bond issues are prohibited by Indiana's constitution.

2 Shorn of various ideologies, the plain fact remains that industrialists prefer a native-born population as insurance against undue labor upsets.

3 The executive director no doubt is fully cognizant of visual aids as a means of education.
are twenty-three pages in the booklet. The interested reader may turn to the Appendix for further first-hand information on Indiana--Your Logical Industrial Location.

**Industrial Survey.** From November, 1946, to January, 1947, the executive director conducted a survey to determine the State's industrial growth from V-J Day. One hundred forty-five Hoosier cities and towns were checked. Seventy of them replied to the questions (name of industry, number of employees, and actual payroll). Only sixteen towns in the State reported no accession of industry since V-J Day. Three made the enigmatical statement that they were not able to give information at the present.

Table IV shows the results of the survey. The totals are as of January 6, 1947. South Bend listed the greatest number of accessions; Elkhart came second. Indianapolis tied with Kokomo for fourth place. Evansville came fifth with nine new industries. From the standpoint of payroll, Fort Wayne's seven new industries far outrank every other entry in value. This is doubtless due to General Electric's expansion there. In payroll value Evansville ranks second, a fact to be explained largely by International Harvester Company coming into the city. The number of employees in the survey varies from two to 7,125, the former being in Connersville, the latter in Fort Wayne.

The entire payroll value, with two not listed, makes the imposing total of $48,846,140.
## Table IV. Indiana's Industrial Growth, V-J Day to January, 1947

<table>
<thead>
<tr>
<th>Town</th>
<th>Industries</th>
<th>Employees</th>
<th>Annual Payroll</th>
</tr>
</thead>
<tbody>
<tr>
<td>Union City</td>
<td>4</td>
<td>45</td>
<td>$95,000</td>
</tr>
<tr>
<td>South Bend</td>
<td>22</td>
<td>652</td>
<td>1,540,000</td>
</tr>
<tr>
<td>Rochester</td>
<td>3</td>
<td>320</td>
<td>880,000</td>
</tr>
<tr>
<td>Hammond</td>
<td>2</td>
<td>900</td>
<td>2,250,000</td>
</tr>
<tr>
<td>Elwood</td>
<td>6</td>
<td>129</td>
<td>261,000</td>
</tr>
<tr>
<td>Madison</td>
<td>1</td>
<td>150</td>
<td>390,000</td>
</tr>
<tr>
<td>Crawfordsville</td>
<td>8</td>
<td>222</td>
<td>320,000</td>
</tr>
<tr>
<td>Washington</td>
<td>1</td>
<td>750</td>
<td>1,500,000</td>
</tr>
<tr>
<td>Hobart</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rushville</td>
<td>2</td>
<td>197</td>
<td>39,000</td>
</tr>
<tr>
<td>Fort Wayne</td>
<td>7</td>
<td>7,125</td>
<td>17,654,000</td>
</tr>
<tr>
<td>Portland</td>
<td>11</td>
<td>15</td>
<td>70,000</td>
</tr>
<tr>
<td>Terre Haute</td>
<td>12</td>
<td>418</td>
<td>1,050,000</td>
</tr>
<tr>
<td>Marion</td>
<td>2</td>
<td>490</td>
<td>1,065,000</td>
</tr>
<tr>
<td>Logansport</td>
<td>4</td>
<td>26</td>
<td>97,000</td>
</tr>
<tr>
<td>Connersville</td>
<td>1</td>
<td>8</td>
<td>4,000</td>
</tr>
<tr>
<td>Vincennes</td>
<td>1</td>
<td>900</td>
<td>1,476,800</td>
</tr>
<tr>
<td>Kokomo</td>
<td>10</td>
<td>630</td>
<td>980,000</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>10</td>
<td>3,000</td>
<td>3,000,000</td>
</tr>
<tr>
<td>Elkhart</td>
<td>13</td>
<td>3279</td>
<td>700,000</td>
</tr>
<tr>
<td>Ragerstown</td>
<td>2</td>
<td>12</td>
<td>25,000</td>
</tr>
<tr>
<td>Salem</td>
<td>1</td>
<td>14</td>
<td>17,000</td>
</tr>
<tr>
<td>Tipton</td>
<td>2</td>
<td>150</td>
<td>500,000</td>
</tr>
<tr>
<td>Jeffersonville</td>
<td>5</td>
<td>275</td>
<td>818,000</td>
</tr>
<tr>
<td>Michigan City</td>
<td>7</td>
<td>181</td>
<td>415,000</td>
</tr>
<tr>
<td>Logansport</td>
<td>1</td>
<td>15</td>
<td>20,000</td>
</tr>
<tr>
<td>Rising Sun</td>
<td>5</td>
<td>193</td>
<td>244,400</td>
</tr>
<tr>
<td>North Vernon</td>
<td>3</td>
<td>335</td>
<td>434,200</td>
</tr>
<tr>
<td>Woodburn</td>
<td>3</td>
<td>20</td>
<td>36,000</td>
</tr>
<tr>
<td>Greensburg</td>
<td>6</td>
<td>217</td>
<td>434,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>2</td>
<td>18</td>
<td>39,000</td>
</tr>
<tr>
<td>Princeton</td>
<td>4</td>
<td>30</td>
<td>144,000</td>
</tr>
<tr>
<td>Evansville</td>
<td>9</td>
<td>2,770</td>
<td>4,926,000</td>
</tr>
<tr>
<td>North Judson</td>
<td>3</td>
<td>60</td>
<td>100,000</td>
</tr>
<tr>
<td>Montpelier</td>
<td>2</td>
<td>12</td>
<td>23,000</td>
</tr>
<tr>
<td>Martinsville</td>
<td>5</td>
<td>117</td>
<td>165,000</td>
</tr>
<tr>
<td>Kendallville</td>
<td>1</td>
<td>50</td>
<td>130,000</td>
</tr>
<tr>
<td>Ligonier</td>
<td>4</td>
<td>225</td>
<td>450,000</td>
</tr>
<tr>
<td>Shelbyville</td>
<td>3</td>
<td>180</td>
<td>266,000</td>
</tr>
<tr>
<td>New Castle</td>
<td>1</td>
<td>500</td>
<td>1,250,000</td>
</tr>
<tr>
<td>Gary</td>
<td>5</td>
<td>145</td>
<td>230,000</td>
</tr>
<tr>
<td>Wabash</td>
<td>6</td>
<td>161</td>
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<td>Auburn</td>
<td>2</td>
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</tr>
<tr>
<td>Peru</td>
<td>4</td>
<td>700</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Clinton</td>
<td>5</td>
<td>260</td>
<td>491,620</td>
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<tr>
<td>Angola</td>
<td>3</td>
<td>226</td>
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</tr>
<tr>
<td>Anderson</td>
<td>4</td>
<td>155</td>
<td>265,720</td>
</tr>
<tr>
<td>Winamac</td>
<td>7</td>
<td>331</td>
<td>849,000</td>
</tr>
<tr>
<td>Bedford</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Montezuma</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>239</td>
<td>23,284</td>
<td><strong>$48,046,140</strong></td>
</tr>
</tbody>
</table>

Note: The above table represents a snapshot of the industrial growth in Indiana from V-J Day to January 1947. The figures include the number of industries, employees, and annual payroll. The payroll figures are in thousands of dollars. The table is part of a broader report on the state's industrial progress during World War II, with emphasis on the critical role played by various cities and towns.
But the full economic value to the State is not contained in the payroll alone. Other dollar-and-cents advantages are the purchasing by those companies of raw materials in the State, major taxes (gross income, motor vehicle license fees, gasoline, and property) paid to the State, and local taxes. In addition, about 25,000 job openings have been created. Then a matter of even more importance, these tax estimates leave out of account the stimulating effect upon business within local communities of large payrolls.

Since the survey was completed, additional business has come into the State and several localities not replying earlier for various reasons have reported. Including those in process of negotiation, the total acceptances are now 300, with a payroll of approximately $60,000,000, and 30,000 employee openings.

**Tourist Business.** In addition to bringing new industries to the State the department has attracted vacationers. Indiana's recreational facilities are numerous: over 1,000 lakes, with good fishing, twelve State forests, mineral springs and fashionable spas, sailboating, yatch racing, and others. For those with religious, historical, and educational interests over seventy places are listed in a little tourist-vacation pamphlet entitled 101 Reasons Why You'll Have a Good Time in Indiana.

Approximately 38,000 copies of 101 Reasons have been distributed in Indiana and the nation during the two years
of the department's existence. A complete copy of this may be found in the Appendix.

Besides the Indiana Department of Commerce and Public Relations at least three other State agencies are concerned with tourist and travel business in Indiana. They are the Indiana State Police, the Indiana Department of Conservation, and the Indiana State Highway Department. In order that all the programs in this regard might be co-ordinated and made as effective as possible, several joint meetings of the heads of the four departments were held under the auspices of the Department of Commerce and Public Relations.

As a result, and with the co-operation of another bureau for the first, three different projects have been completed. They include the scenic map-folder, 1 published jointly by the Department of Commerce and Public Relations, the Department of Conservation, and the Historical Bureau, a guest windshield sticker for use on windshields of out-of-state motorists, and the erection by the State Highway Department of "Welcome to Hoosierland" signs along highways near the borders of the State. The first of these was erected in April, 1946. On the side of the windshield sticker facing the passengers is a welcome by the governor. The State Police are co-operating in the distribution of these stickers and the scenic map. Figure 4 shows one of the stickers.

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1 See page 21.
Completed tabulations on tourist and vacation inquiries received by the department for the first four months of 1947 show that 25 per cent more have been received than during the same period last year.\footnote{These are separate from the industrial inquiries received by the department.} New York leads all other States in the number of vacation requests; Illinois, Pennsylvania, Ohio, California, New Jersey, Michigan, and Wisconsin follow as named. During March and April inquiries averaged more than 125 a day.

Last year the tourist business meant real money for the people of the State. The department's estimate was that such expenditures in Indiana totaled $250,000,000. In 1939, the last prewar year for which figures are available, $125,000,000 were spent by tourists in the State. The
estimates are based on such factors as the number of out-of-state guests at State park hotels, percentage of hotel room occupancy throughout the State, gasoline sales and taxes (after deducting for residents' use), Indianapolis Convention and Visitors' Bureau statistics, and personal requests for information at the Hoosier Motor Club. In 1939 it was estimated that the per capita tourist expenditure in the State amounted to six dollars a day. In 1946 this was raised to ten dollars; this year it may be more. 1

Thus from the strictly economic point of view tourist business means big business for the State. It makes Hoosiers some quarter of a billion dollars better off at the end of a year. In what might be considered the purely business field, then, the department has fulfilled its purpose of promoting the economic welfare of the State.

This has been accomplished largely through a careful but attractive compilation of facts and figures informing both industrialists and tourists about Indiana's advantages.

For an outlay of $40,000 2 Hoosiers have received a munificent return—some $300,000,000.

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1 Newsweek (June 9, 1947, page 68) estimates that the median vacationer's expenditure will be from ten to fifteen dollars daily.

2 The department's appropriation for two years.
At the beginning of this study six specific questions, parts of one inclusive question, were asked. The material presented in Chapters II through VII has been presented in answer to those questions.

1. What are the historical background and purposes of the department? Created in March, 1945, the department took the place of the six-year-old division of publicity. Its purpose is to sell the State to others and to Hoosiers by stressing the economic, educational, geographic, and vacation advantages of the State.

2. What publicity of an informative nature has the department put out? The department has informed people about Indiana through the United Nations bid, speeches before civic groups throughout the State, press releases, articles for encyclopedias and many magazines, and See Indiana.

3. How has the department co-operated with educational agencies to further the cultural, social, or economic advancement of the State? The department has worked with
various educational institutions in several ways, the most important of which are as follows: in the effort to improve educational facilities at the State universities, in "Meet your State Government" conference at Butler, in the Hoosier Historical Institutes, and in the governmental service conferences which are dealt with in the following question.

4. What is the idea back of the governmental service conferences? How do they operate? What has been the reaction to them? The motivating purpose of the governmental service conferences is to bring the government close to the people. Pupils, usually high school seniors, are transported from the surrounding territory to the city chosen as "capital" for the day. In classes here they are "taught" as nearly as possible in accordance with approved educational practice by State officials. Both educational and civic leaders have given the conferences high praise.

5. How have the purposes of the department been realized through radio programs? Mainly by means of three specific series "The Hoosier Parade," "Inside the Capitol," and "The Best of the 48"--the department has publicized interesting facts about the State's past and its system of government. Individual transcriptions have been made of other noteworthy events for use by schools and others.

6. How has the department functioned to help improve the economic welfare of the State? By means of an advertising campaign stressing Indiana's advantages and vacation
folders the State has had an accession of approximately 300 industries since V-J Day and greatly increased tourist business. Together these are making Indiana richer by some $300,000,000 a year. In addition there are other values accruing therefrom, such as the lift given each community where a new industry has located.

What has the department accomplished from June, 1945, to July, 1947? The Department of Commerce and Public Relations has accomplished what it set out to do: gain new industries for the State, attract tourists, and inform Hoosiers themselves of the State's assets.

<table>
<thead>
<tr>
<th>Source</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville Courier-Journal</td>
<td>July, 1945--June, 1947</td>
</tr>
<tr>
<td>New Albany Tribune</td>
<td>July, 1945--June, 1947</td>
</tr>
<tr>
<td>Rose, Paul M., Annual Report</td>
<td>August 5, 1946, in files of the Department of Commerce and Public Relations</td>
</tr>
<tr>
<td>Rose, Paul M., Notes in files of the Department of Commerce and Public Relations</td>
<td></td>
</tr>
<tr>
<td>South Bend Tribune</td>
<td>July, 1945--June, 1947</td>
</tr>
<tr>
<td>Terra Haute Star</td>
<td>July, 1945--June, 1947</td>
</tr>
</tbody>
</table>

1 This accomplishment was recognized in May, 1947, when the Indiana Junior Chamber of Commerce gave its annual good government award to the Department of Commerce and Public Relations as the department of the State government which had been "operated most efficiently."
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YOU'LL HAVE A GOOD TIME IN

101 REASONS WHY
In a natural retreat of virgin timber, with Sylvan Lake close by, stands Limberlost, the former home of Gene Stratton-Porter, whose Limberlost tales endeared her to readers everywhere. Inspect this unusually constructed building (pictured below) and enjoy its restful scenic surroundings.

all year 'round at Santa Claus, Indiana
SANTA CLAUS town in the world; the Santa
k on many thousands of letters yearly
tuality to our undying Christmas leg­
dy castle (shown above), the toy vil­
y, and the mammoth Santa Claus, in­
lently overlooking this little village
Indiana hills.

of the Wabash, at New Harmony,
the most famous social experiments in
ducted in the early 1800's. See the old
is colony which exerted a tremendous
merican culture. See the famous "Tree
Pictured is the home and laboratory
scientist David Dale Owen, which was
geological headquarters of the United
it is the Old Granary Fort.

In the room below lived, worked, and died one of
America's beloved poets—James Whitcomb Riley. See
this room in the Riley memorial home in Lockerbie
Street, Indianapolis, and see the birthplace in Green­
field, of the creator of "Little Orphan Annie," "The
Frost is on the Punkin" and a host of other poems.
See all this—and much more in Indiana.

For detailed information on any resort or point of interest write:
DEPARTMENT OF COMMERCE AND PUBLIC RELATIONS
LIEUTENANT-GOVERNOR RICHARD T. JAMES, Director
333 STATE HOUSE, INDIANAPOLIS 4
LITHO. IN U.S.A.
Welcome New Industries

One of the very first things you look for in a prospective new home is a state whose officials are heart and soul for industrial expansion. In Indiana you find precisely that. In his letter the Governor speaks for his entire official family. The State administration wants good new industries, and exerts its best efforts to attract them. Your welcome to Indiana is much more than a phrase... it’s a pledge of co-operation.

To Prospective Hostler Industrialists

Gentlemen:

Indiana makes no claim to a monopoly of the nation’s Industrial Assets, but we do believe that no other state can more advantageously for the development of profitable business enterprises.

Indiana welcomes new industries of substantial character, and it is the policy of the State administration to encourage and facilitate their development. The State administration desires to attract good new industries, and to that end it will do all in its power to help them.

In Indiana you will find a state that is willing to work hard to help new industries get started. The State administration wants new industries, and it will do all in its power to help them.

Your welcome to Indiana is much more than a phrase... it’s a pledge of co-operation.

Ralph F. Gates
Governor of Indiana
Indiana Offers You These Advantages...

- A friendly attitude on the part of State and local government officials, who fully recognize the value of new industries
- The Nation’s first labor-management charter, guaranteeing fair and equitable labor relations
- Tax laws that are not punitive to industry, with a financial position that insures stability
- 97% native-born population
- Accessibility to raw materials, manpower and markets
- Much higher than average transportation facilities...by rail, air, road and water
- Diversified industry...Indiana is cushioned against depression
- Inland location, removed from coastline hazards
- Climate favorable to industrial productivity
- Plenty of coal, water, gas for manufacturing needs
- Plenty of power...more than 1,000,000 kilowatts of generating capacity, and a hook-up with 1,000,000 additional kilowatts
- A brilliant war production record
- Ample recreational and health facilities
- A large, wealthy market for your product, right at home
- A high level of literacy...with an excellent educational establishment

Advantages of locating in Indiana, as briefly tabulated above, are dwelt upon at greater length in this booklet. Consider them well and thoughtfully. Any one of them may be the deciding factor in your choice of the Hoosier State. Collectively, they present a strong argument for selecting this perfectly balanced state...with management and labor, industry and agriculture in harmonious relationship...as the logical site for your industrial home.

Indiana People Are Ready, Willing and Able
Indiana Is **CLOSE** to Manpower  
...to Markets...to Raw Materials

**The Middle West** is a great reservoir of capable, educated, American-born manpower. From the cities, the towns and the farms of Indiana and neighboring states are recruited the best elements of American labor.

The geographical location of Indiana, plus the State's excellent transportation facilities, makes markets readily available to manufacturers. Within a short radius are many of the largest and most important cities of the United States, as well as millions of American homes which provide excellent markets for manufactured goods.

Such raw materials as steel, iron, lumber, cotton, wool, hides, and many others are all within a short shipping distance of Indiana, or are available within the boundaries of the State. On short notice you can get in Indiana what your business needs to conduct its affairs.
Indiana INDUSTRY and LABOR
Join in Inviting You!

Labor–Management Charter
FOR INDIANA

In Indiana labor and management have one common aim, one mutual goal—promotion of the general welfare of the state as a whole and the individual well-being of all its residents and citizens. A sound economy is possible only with such an understanding. Because leaders of management and labor long have recognized this fact, the relations between these groups have been friendly and cordial. By adopting as a policy the conference table method of give-and-take, Hoosiers have successfully demonstrated their desire and their ability to reconcile and to adjust differences that arise between the two groups.

As representatives of labor and management, we pledge ourselves to maintenance of this policy and to seek an intelligent approach to all problems of mutual concern—to the end that peace and harmony among all economic groups may continue to prevail in the Hoosier state.

James McEwan
President, Indiana State Industrial Union Council (CIO)

Dean H. Mitchell
President, Indiana State Chamber of Commerce

Chas. W. Kern
Indiana Commissioner of Labor

Carl H. Mullen
President, Indiana State Federation of Labor (AFL)

Paul G. Hoffman
President, Studebaker Corporation

Richard T. James
Deputy Governor and Director, Department of Commerce and Public Relations

FIRST STATE in the Union to adopt a labor-management charter! On this meeting-ground of liberal businessmen and responsible labor leaders, it was only natural that Indiana should show the way to the nation in arriving at management-labor agreement.

Because both industry and labor in Hoosierdom are represented by men earnestly striving toward equitable working conditions ... because they have aggressively sought to resolve their differences ... and because they have succeeded to a noteworthy degree ... Indiana offers YOU the kind of labor conditions you’ve been looking for!

INDIANA LAWS ARE FAIR TO BOTH MANAGEMENT AND LABOR
Indiana enjoys a peculiarly advantageous position in the railway picture, being served by all main lines east of Chicago, and by many vital north-south arteries. Indianapolis is the world's largest inland railroad center not on navigable water.

Inside the State, railways operate 6,657 miles of first main line trackage, 1,435 miles of second main line, and 4,748 miles of sidings and yards.

The railroad employees of Indiana, with their families, would make up the State's second largest city, nearly double the size of Ft. Wayne, second Hoosier city in population.
Within the same area lie these cities of 50,000 or more... the industrial vitals of the great Middle West.

Swing a circle 500 miles in diameter from the center of Indiana. See what falls within it. Rich, rolling prairie, producing a highly important share of the nation's foodstuffs. The priceless water transport system afforded by the Great Lakes, as well as by the navigable inland streams. Some of America's most significant industrial cities.

It's a cross-section of American life, with all the strength that that term implies. It is overwhelmingly native American... busy, cheerful, competent, determined.

It's the territory that beckons to every manufacturer with an eye to the future.
Take Your Choice of Large or Small Cities in Indiana

- What size of city do you prefer as a location?
  You'll find it in Indiana. Hoosier cities, from the population viewpoint, rate as follows:

<table>
<thead>
<tr>
<th>Size Range</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000-10,000</td>
<td>165</td>
</tr>
<tr>
<td>10,000-25,000</td>
<td>17</td>
</tr>
<tr>
<td>25,000-100,000</td>
<td>13</td>
</tr>
<tr>
<td>Over 100,000</td>
<td>5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>200</strong></td>
</tr>
</tbody>
</table>

Not only is there a wide choice of size of community, but you will find the size you want in either northern or southern Indiana. Thus the natural resources of the section of the State which best apply to your business are to be found in conjunction with the size of city you choose.

Note the large number of cities in the 1,000 to 10,000 class. This range is particularly attractive to those seeking decentralization, plus elbow-room and outdoor facilities for employees.

The Indiana Department of Commerce and Public Relations assures you that the city tailor-made to your industrial preferences is in Indiana.

**Ratio of URBAN to RURAL Population**

Maybe, like many others, you have always thought of Indiana as preponderantly a rural state. In that case the accompanying chart, showing the steady growth of Indiana's urban population, will come as a surprise.

Indiana is 55.1% urban, 44.9% rural

A fine balance between urban and rural population is preserved. In Indiana the steel mills of Pennsylvania meet the cornfields of Iowa... Industry and agriculture join to create the workshop and the breadbasket of the United States.

This is significant to you in terms of labor availability. Tens of thousands of Hoosier office and factory workers... capable, handy and willing... are employable in industry.
Diversification of Industry

During the depression of the 1930's no major city in Indiana was put out of business by being a one-industry town. This is generally true throughout the cities and towns in Indiana; every one of them has varied industry, so that a depression in one line does not affect all the businesses in the community. This is a vital point to consider in planning your move to Indiana. Here you will find such widespread manufactured commodities as silk hosiery, tires, saws, kitchen cabinets, automatic refrigerators, limestone, steel, packed meats, and a great variety of others. This wide range of manufacturing endeavor has been a most potent factor in cushioning Indiana against depression.

Hundreds of Small Plants Making Parts You Can Use

Throughout the length and breadth of Indiana there are literally hundreds of small plants, of which you have never heard and with whose products you are probably unfamiliar. This is because, instead of turning out nationally advertised products, they manufacture parts and appliances for large organizations advertising nationally. This is a factor strongly favoring your thoughtful consideration of Indiana as a location. Right here you have plants producing the various parts needed for turning out your own products. You do not have to send to some other part of the country for these vital parts.
Diversification of Agriculture

Sodiversified is agriculture in Indiana that crop failure is unknown. Adverse conditions have never affected all crops in the same season. Indiana has nearly 200,000 farms averaging 110 acres, valued in excess of $1,500,000,000. Proof of the fertility of Indiana’s soil lies in the fact that for the past ten years Indiana, while being eighth in corn acreage with 4,222,000 acres, was fifth in corn production, with 176,244,000 bushels. Indiana farmers have won top prizes in four-fifths of the international corn shows. In addition to corn this state produces large quantities of wheat, oats, hay and soybeans. In 1944 Indiana was the second state in tomato production and is the leading producer of peppermint and spearmint oils used in pharmacy and flavoring. The State ranks sixth in livestock production of all species, being third in hogs and thirteenth in cattle and calves. Dairy products in 1944 brought Indiana farmers $95,506,000. Eggs with $41,322,000 and chickens with $29,375,000 place the poultry business in a prominent position.

Adapting Agriculture to Industry

Spurred by the demands of wartime industry, chemurgy, the new science of adapting farm products to industrial use, has made rapid progress in Indiana. Hoosier agriculture and industry flourish mutually in nice balance. The 37th state in area, and 12th in population, Indiana is the 9th manufacturing state and 10th in income from farm products. With so diversified a crop production and with so many different kinds of manufacturing institutions within her border, Indiana is in excellent position to bring to the fullest realization the advantages of chemurgical research. This research, being conducted by Purdue University, involves such products as corn, which can be used for fibrous glass, cloth, brake linings, rayon cloth, and other textiles; wheat, useful in making starch, gluten, distilled spirits; soybeans, from which synthetic resin and plastics are made; milk, its lactic acid used in tanning; and various other products of Hoosier farms. The Purdue University research efforts have already been turned to good advantage by Indiana industry and it is confidently expected that chemurgical research in this state will develop infinitely more industrial uses for Indiana farm products.
When you move into Indiana, you don't assume a heavy tax burden. As of June 30, 1945, the State had an over-all balance, on hand and in the bank, of $84,424,697, which includes the General Fund balance. This compares with a balance on June 30, 1944 of $74,675,781—a gain in one year of nearly 10 million dollars. Receipts for the fiscal year 1944-45 were $261,190,735.60.

The State has a surplus... unencumbered and unappropriated... of $54,318,210.

That is by no means all. Indiana has no indebtedness. Our State Constitution prohibits bond issue; the State Government must stay on a pay-as-you-go basis. All State departments and projects are financed as money becomes available.

Indiana's tax structure is equitable. There are no penalties on industry or on the ambitious individual. Come to a state where you can develop and expand without carrying the other fellow's load!

Climate Favorable to Industry

Here the weather is such that people can work effectively both indoors and outdoors the year around. Indiana has neither the enervating heat of the south nor the numbing cold of the north. The mean maximum temperature of the warmest month, July, is 87 degrees and the mean minimum temperature of the coldest month, January, is 19.5 degrees. While there are occasional periods of excessive heat and cold they are of short duration. It is also important to note that, of the 39.34 inches precipitation in Indiana, 55.2% comes during the growing season, April to September inclusive. This is in contrast to the conditions in many states where the precipitation comes principally in the winter. Drought conditions are extremely rare, while in March snowfall reaches the excellent average of 4.5 inches and is a considerable factor in preventing damage to the winter wheat crop.

Of great value to the industrialist is the fact that highways in Indiana are rarely clogged with snow and then only for a very short period. Winter weather imposes no serious obstacle to the highway shipment of goods.
Indiana Offers an Abundance of COAL, WATER, GAS

The coal mined in Indiana is excellent for industrial purposes. With extensive deposits in the state, there is an abundance of coal at reasonable prices and low transportation cost. Total tonnage mined this year will run well over 25,000,000 tons. There are some 75 rail producers in Indiana operating about 100 mines. Rail producers are those having railroad switching facilities at the tipple or who haul coal by truck to a nearby railroad for shipping. There are about 50 strip mines and about 50 deep shaft mines in the state, all operated by rail producers. In addition, there are some 200 operators who ship by truck only. The coal mining industry furnishes employment to well over 10,000 Indiana persons. Indiana industry faces no fuel problem.

Sixty-six water utilities in Indiana, of which 50 were municipally owned and 16 privately owned, reported net operating revenues to the Public Service Commission of Indiana in 1942 of $4,798,227.36. The companies pumped a total of 48,684,969,000 gallons during that year. Indiana water is important not only from the standpoint of quantity, but also from that of its various properties. For example, there are many distinct types of industries in Indiana which need a special kind of water for their operation. With a wide range of water properties available, those industries needing a certain type of water will do well to examine the adaptability of Indiana water to their needs.

During the war years Indiana industry had an adequate supply of natural gas. Twenty-three utilities reported to the Public Service Commission of Indiana gross operating revenues for 1942 of $23,614,302.79. A total of 58,089,592,000 cubic feet of gas was generated.

Indiana’s War Production Record

On April 1, 1945, according to Washington statistics, Indiana ranked as the seventh State in the Nation in the value of war production contracts outstanding. On a per capita basis this State stood third, being surpassed only by Michigan and California. The Hoosier State’s outstanding war contracts on that date totalled $3,200,000,000.

Despite the tremendous amount of war work and the thousands of workers so employed, Indiana has had one of the best labor records in the country. According to 1944 statistics, released in August, 1945, Indiana had the third best record among the seven top industrial states in the small percentage of the nation’s man-hours lost through strikes, lockouts and other work stoppages. Only New York and California lost fewer man-hours due to these causes.
Plenty of Power at Reasonable Rates

Indiana is power-full. It has more than 1,000,000 kilowatts of generating capacity, PLUS one of the most complete and extensive interconnected transmission systems in the country. This system is:

a. Interconnected with all the principal generating plants (roughly, another 1,000,000 kilowatts) surrounding the State, and

b. Span like a spiderweb over Indiana.

Generation is chiefly with low-cost Hoosier coal. Rates for power, under State regulation, are attractive to industry, but continuity of energy with 2-way or 3-way supply of energy is Indiana’s prime offering for industrial production.

In addition to the transmission system, which reaches most of the cities and towns, Indiana has several power plants serving single communities. Some of these are tied in with the companies’ system, and all the others are accessible when an increased supply is needed. In Indiana . . . where power is vital . . . here it is!
We dislike fear psychology, and right now there is little likelihood of another war in the foreseeable future.

But if you had spent your business life preparing only for what you could foresee, you wouldn’t still be in business. You’ve got to count on the remote possibility, and the possibility of another war, unfortunately, isn’t as remote as we’d like to think.

You don’t need to be reminded that this country has for the last time enjoyed immunity from invasion and attack without warning. Next time, there will be nobody holding our front line while we tool up. Then why risk the hazards of locations too near either seaboard?

We are in the swing of a great trend toward decentralization, and that’s a very good thing. While you are decentralizing, why not spot your next factory in a part of the country less jeopardized by possible enemy action? You don’t need the desert for that; you can get inland and still be at the nerve center of an area rich in manufacturing and agriculture... an area like Indiana, which has everything you need!

Help for Resourceful Communities

The Indiana Economic Council, a state planning organization, devotes its attention to making better use of the State’s resources— their more effective utilization for improving the economic status of Indiana and her people. As an agency of the State government, it does not shape final plans but its technical staff and library combine to make it an effective aid for those who do so. Local initiative and interest provide the stimulus and establish the objectives; the Economic Council provides the cost-free technical experience and skill to assist the local units to make the most of their opportunities.

Ten sub-committees of the Council are continuously studying and recommending policies with respect to the following subjects: Agriculture, Business, Conservation and Natural Resources, Community Planning, Education, Health, Housing, Labor, Recreation and Transportation.

Indiana Construction Marches On

It is estimated by responsible authorities that $400,000,000 worth of total construction should be carried out in Indiana every year for the next ten years. That is not a fabulous program; it represents the normal amount of building activity commensurate with the State’s income payments and the relation of these payments to the national income during the prewar years. Employment will be provided for 100,000 people at the site of construction if the value of useful and needed public works and private building is maintained at this projected level for ten years.

A high standard of living will be enjoyed by 350,000 Hoosiers from the income paid out to members of the construction labor force in producing the buildings called for under this program.
Indiana has 495 banks, of which 122 are national and 373 are state. As of June 30, 1945, they showed the following:

<table>
<thead>
<tr>
<th>Financial Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total deposits ............ $2,627,667,569</td>
</tr>
<tr>
<td>Total resources ............ 2,776,730,534</td>
</tr>
<tr>
<td>Total surplus and undivided profits ............ 80,786,935</td>
</tr>
<tr>
<td>Total capital ............. 56,409,000</td>
</tr>
<tr>
<td>Total loans and discounts ... 326,179,275</td>
</tr>
</tbody>
</table>

Like its public officials, Indiana’s bankers are industry-minded, willing and eager to be of assistance and fully in position to render all reasonable financial service.

Insurance companies of the State are financially powerful, with assets of more than $508,000,000, and are prepared to complement the services of the banks in industrial financing.

The Indiana Department of Commerce and Public Relations gives the assurance that ample funds are available.

Greater Parcel Post Benefits

States on either seaboard necessarily lose a large share of parcel post benefits, since a large segment of their parcel post zoning falls in the ocean. Indiana, with its central location, enjoys vastly greater parcel post territory. For example, from the center of Indiana, New York City falls in the fifth zone, with all area between covered by parcel post.

Post Office figures show that industry is making more and more use of parcel post every year. Another great convenience for Indiana manufacturers... get your parcel post dollar’s worth!
Not only does the State abound with manufacturing plants of all sizes, organized and developed within our borders, but impressive numbers of "blue chip" companies have either moved here intact or established important manufacturing units here.

While it would be out of the question to list them all here, the names of a few are given in order that you may judge what powerful industrial organizations think of Indiana as a manufacturing location. These will serve as a sample:

*Aluminum Company of America*
*General Motors Corporation*
*Bendix Home Appliances, Inc.*
*Chrysler Corporation*
*RCA Manufacturing Company*
*International Harvester Company*
*United States Rubber Company*
*Ken-Rad Tube and Lamp Corporation*

A small sampling of a large list . . . yet it gives you an idea of the high type of corporations to which Indiana beckons. There are, of course, in addition such nationally prominent Hoosier names as Real Silk, Atkins, Studebaker, Perfect Circle, Kingan, and a host of others.

Frankly, we are not inviting all industries here. We want . . . and we feel we have enough to attract . . . the best. And here the best will find themselves in good company.

You, too, Will Find in Indiana Your LOGICAL Industrial Home
Here Is a Ready-Made Market for YOUR Product!

Not only can you advantageously MAKE your product in Indiana... but you will also be in the heart of a territory well able to BUY it.

As shown on a previous page, Indiana lies in the center of a thickly populated, wealthy section of the nation, surrounded by states of both industrial and agricultural preeminence. The great Middle Western market lies at your doorstep.

As for Indiana itself, consider a few facts:

• Indiana has an annual income of $3,711,000,000. With a population of 3,427,796, this means better than $1,000 a year for every man, woman and child.
• 72% of Hoosier farms are wholly or partially owned by their tenants.
• More than 60% of Indiana's homes are wholly or partially owned by their tenants.
• Indiana's income of $3,711,000,000 compares with those of some other states as follows:

  * Iowa ................. $2,281,000,000
  * Kansas ................ 1,786,000,000
  * Kentucky .......... 1,664,000,000
  * Missouri ............. 3,361,000,000
  * Minnesota .......... 2,362,000,000
  * Nebraska ............. 1,152,000,000
  * Tennessee .......... 1,919,000,000
  * W. Virginia .......... 1,207,000,000
  * Wisconsin .......... 3,021,000,000

Obviously, here is a prosperous state. Indiana has the money to buy goods. Your share of that purchasing power awaits you.
"Indiana has inaugurated the finest educational program among the 48 states." These are the words of leading educators, not only in Indiana but throughout the nation, and praise of this kind has been voiced in the *Journal of the National Education Association*. Indiana has always had one of the best free public school systems in the country, and during the past four years Indiana's General Assembly and her public officials have further strengthened the system's financial structure.

Of the 34 colleges and universities well located in all parts of the State, four are state-supported institutions. This is one of the few states to pass a law levying a tax to provide a sinking fund for postwar school building, repair, remodeling and reconstruction. Indiana ranks second only to California in its consolidated public school system, which largely eliminates the one-room school.

**High Level of Literacy**

Indiana's record of 98.3% literacy is cause for pride. Much of this is because of the high percentage of native born; much credit must go to the school system. Compulsory school attendance up to 16 years of age... a superior school bus transportation system... such good teacher tenure and retirement laws that they are used as models by other states... all these factors contribute to Hoosier literacy. Indiana is one of the few states with a single salary scale for teachers, and with a minimum salary law. An excellent law equalizes educational opportunities of the poorer parts of the State with those of the wealthier sections.

**Bowes-I.U. Sales Course**

Indiana University, a progressive institution, has inaugurated a sales training course to meet the demands of the postwar era for better salesmen. The curriculum includes such subjects as Psychology, Public Speaking, Business English, Poise, Principles of Salesmanship and others selected by a group of successful salesmen interested in promoting this training course. It is named in memory of Robert M. Bowes, formerly president of the Bowes "Seal Fast" Corporation, who was instrumental in starting the training course. While open to everybody, the course has particular appeal for returning veterans, who may avail themselves of this training through the G. I. Bill of Rights. Its installation stamps Indiana University as a leader in the modern academic field and an institution geared to the needs of today.
Recreational Facilities

Mother Nature is at home in Indiana! More than 1,000 lakes . . . the fifth State in number of fishing licenses issued . . . 12 state forests . . . 13 state parks . . . mineral springs with world-famous resorts . . . a sound and aggressive program of conservation . . . all these attest to bountiful natural endowments.

In addition to these natural advantages, Indiana cities are well advanced in public recreational facilities, with municipal playgrounds, swimming pools and parks.

It's not only finding elbow room, which your employees and their families might get elsewhere. It's finding that freedom of movement . . . in surroundings lavish with tranquil beauty . . . where municipalities strive toward a public recreation program . . . that induces relaxed nerves, pleasanter lives, better work, more valuable citizenship.

A scene at one of Indiana's numerous state parks

Ample playground equipment is available to Hoosier school children

A sailboat race on beautiful Lake Wawasee

Winter sports at Indiana state park
Dear Sir:  

It has been decided that a new development of the Battery Division of the P. B. Co. would be located in one of the smaller cities of Indiana.  

With the ready cooperation of the Chamber of Commerce and Public Relations officers, which has been set up under your direction, we are able to assist in making a survey of likely prospects.  

Although initial operations will be small, our ultimate goal calls for a permanent installation of 1,000 men and women with an estimated annual payroll of from one and one-half to three million dollars.  

Since the reputation of our personnel, local help to be used must naturally as it employers will be expected to extend to all who have good character, training, and a propitious earning capacity.  

In view of the current building restrictions, it is believed that we shall be able to locate in factory space approximately 80,000 square feet. This would give us an expansion on our disposal at any time in the future. In addition, it shall require from twenty to twenty acres of ground suitable for new construction, as well as adequate parking and employment facilities.  

As you well understand, there are numerous requests why it would not be wise for us at this time to reveal our identity to the community which we intend considering. For this reason, if you can handle this matter confidentially for the time being it will be greatly appreciated.  

Your courteous in this request will be received with interest. Please write if any further information is required.  

Very truly yours,  

[Signature]

General Manager

Here are reproduced an actual letter (with identifying marks removed) from a nationally known manufacturer who wished to establish a division of his organization in Indiana . . . and a letter written to a local Chamber of Commerce by the Indiana Department of Commerce and Public Relations.  

Observe that in the second letter there is no reference to the name or even the type of corporation seeking a new location. Upon the request of the inquiring manufacturer, this letter went to those cities offering the required facilities. Immediately a large step had been taken . . . men who KNOW Indiana had asked impartially on the inquiring industrialist's behalf . . . and at the same time PROTECTED the manufacturer from a battery of solicitations and requests.  

Here is the essential point: such inquiries are handled without regard to politics . . . and inquiries are made of the very people YOU would ask if you were HERE and if you KNEW them. The Department of Commerce and Public Relations acts as your representative . . . discreetly, effectively, confidentially. You're SAFE in writing for any information about Indiana.
Before You Decide to Move...

Get ALL the Facts about Indiana

There are two phases of life and work in Indiana which will spell greater profits and more cordial employer-employe relationships:

1. The physical advantages of location, unsurpassed transportation facilities and proximity to markets and sources of supply, a stable and balanced economy that comes from a diversification of both agriculture and industry, ample power—these and other essential factors will help to make your operations in Indiana profitable.

2. Outstanding recreational, cultural and educational facilities throughout the state combine with sincere hospitality and a friendly personal interest to make life in Indiana pleasant and happy.

Indiana people are justly proud of the opportunities afforded every able-bodied, willing person to make "more than just a living" in this state. Industrialists who have been in Indiana only a comparatively short time have been amazed at the energy and productivity of Hoosiers.

When the facts are known about Indiana, we know you will want to locate here. All that we ask is that you give us an opportunity to present these facts.

Without Cost or Obligation
Use This Postcard