

Collection #  
P 0001

## NAEGELE ADVERTISING COMPANIES COLLECTION, CA. 1926–1977

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Processed by

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November 1996

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July 2006

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William Henry Smith Memorial Library  
Indiana Historical Society  
450 West Ohio Street  
Indianapolis, IN 46202-3269

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### COLLECTION INFORMATION

VOLUME OF  
COLLECTION: 2 document cases, 4 slide boxes.

COLLECTION Ca. 1926–77

**DATES:**

**PROVENANCE:** Paul D. Brown, 116 Diplomat Ct. #3, Beech Grove, IN 46107.  
Richard E. Harold, 6104 Broadway, Indianapolis, IN.

**RESTRICTIONS:** Slides may be viewed by appointment only; ask for assistance at library reference desk.

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**ALTERNATE FORMATS:**

**RELATED HOLDINGS:**

**ACCESSION NUMBER:** 1979.0406, 1981.1109

**NOTES:**

**HISTORICAL SKETCH**

The General Outdoor Advertising Company was founded by L. R. B. Braun circa 1926. The company became the largest outdoor advertising company in the area and leased and maintained billboards at locations in and around Indianapolis until 1963.

In 1963 the Minneapolis, Minnesota-based Naegele Advertising Companies, purchased General Outdoor Advertising Company. It continued operating from the former company's headquarters at 511 Madison Avenue in Indianapolis.

In 1985 Augusta, Georgia-based Morris Communications Corporation purchased Naegele Advertising Companies. By 1990 it sold the Indianapolis division to Universal Outdoor of Chicago.

**Sources:**

*Ameritech Yellow Pages Plus*. Indianapolis: Ameritech Publishing, Inc., 1992

"Billboard Company Posts 'For Sale' Sign," *The Indianapolis News*, 7 August, 1990, D1, P2.

Naegele Advertising Companies, Records of Incorporation. Indiana State Library Archives, Indianapolis, Indiana.

Naegele Advertising Companies, Records of Incorporation. Indiana State Library Archives, Indianapolis, Indiana.

"Outdoor Ad Firm to be Sold Soon," *The Indianapolis News*, 4 September, 1990, D2, p. 1.

*Polk's Indianapolis Directory, 1926*. Indianapolis: R. L Polk and Company, 1926

*Polk's Indianapolis Directory, 1927*. Indianapolis: R. L Polk and Company, 1927

*Polk's Indianapolis Directory, 1964*. Indianapolis: R. L Polk and Company, 1964

**SCOPE AND CONTENT NOTE**

The collection consists chiefly of location snapshots of billboards and signs produced by the General Outdoor Advertising Company and the Naegele Advertising Companies, in and around Indianapolis and other central Indiana locations. These advertising billboards were referred to as "bulletins" by the two companies. Most of these "bulletins" promoted local businesses, retail sales, and public service messages.

Images from the 1920s to the early 1960s document advertising signs and billboards created and maintained by the

General Outdoor Advertising Company of Indianapolis. The slides dating from 1963 to 1977 are those of the Naegele Advertising Companies. Viewed in its totality the images in this collection give researchers approximately fifty years of outdoor advertising history. Stylistic changes in graphic design can be seen as well as the changes to the urban and suburban landscape in Indiana brought about by the growth of the automobile industry and the development of the highway system.

The most frequently seen images are building exteriors, city streets, and rural road scenes with various vehicles of transportation. There are also images of a club awards presentation, a company picnic, various demographic maps of Indianapolis, a 1940 Presidential campaign banner, Soap Box Derby races, World War II–era Defense Bond events, and public service messages. The signs were photographed at various locations and include images of streets, highways, department stores, factories, grocery stores, and service stations.

The collection contains approximately 600 black-and-white photographs and 1200 color slides. The processors arranged these materials into four series.

Series 1 contains 117 black-and-white photographs, showing street scenes of Indianapolis in the late 1920s. Most scenes include billboards belonging to the General Outdoor Advertising Company. One photograph shows a billboard belonging to the Thomas Cusack Company. Fifty-nine photographs are original items, and fifty-eight items are copies enlarged from the original photographs. The previous owner may have made the copies in 1979. The processor arranged the photographs in folders according to street names, and assigned titles in [ ] brackets.

Series 2 contains approximately 500 black-and-white photographs from the General Outdoor Advertising Company. They are arranged by negative numbers assigned by the company or donor. The time period covered is ca. 1930s to 1940s. The images are identified according to the name of the particular promotion, brand-name or sponsoring company. Folder titles include negative numbers. The nitrate negatives are stored off-site and are not available for viewing.

Series 3 contains approximately 800 color slides, identified as “Sales Presentations.” The slide numbers were assigned by the company or donor and the images are not in chronological order. This series contains images created by both the General Outdoor Advertising Company and the Naegele Advertising Companies. A few slides contain images of other outdoor advertising company billboards. The slides from the 1940s and 1950s can be identified predominately as the General Outdoor Advertising Company. The slides that were produced after 1963 are from the Naegele Advertising Companies in Indiana with a few images identified as being outside Indiana and produced by other companies.

Series 4 contains approximately 300 color slides numbered 508[a]–820[a]. The slide numbers were assigned by the company or donor. The processor added the “a” in brackets to denote different images from Series 3 slides as the numbers are duplicates. These slides are arranged by topics assigned by the company or donor. They were produced by both General Outdoor Advertising Company and the Naegele Advertising Companies. Many of these same topics here are found in the Sales Presentations of Series 3.

## **SERIES CONTENTS**

### **Series 1: General Outdoor Advertising Company Photographs, ca. 1920s**

| CONTENTS         | CONTAINER       |
|------------------|-----------------|
| [10th Street]    | Box 1, Folder 1 |
| [22nd Street]    | Box 1, Folder 2 |
| [Alabama Street] | Box 1, Folder 3 |
| [Capitol Avenue] | Box 1, Folder 4 |
| [Central Avenue] | Box 1, Folder 5 |

|                        |                  |
|------------------------|------------------|
| [College Avenue]       | Box 1, Folder 6  |
| [Delaware Street]      | Box 1, Folder 7  |
| [East Street]          | Box 1, Folder 8  |
| [Fall Creek Boulevard] | Box 1, Folder 9  |
| [Illinois Street]      | Box 1, Folder 10 |
| [Indiana Avenue]       | Box 1, Folder 11 |
| [Kentucky Avenue]      | Box 1, Folder 12 |
| [Madison Avenue]       | Box 1, Folder 13 |
| [Market Street]        | Box 1, Folder 14 |
| [Massachusetts Avenue] | Box 1, Folder 15 |
| [Meridian Street]      | Box 1, Folder 16 |
| [Michigan Street]      | Box 1, Folder 17 |
| [Northwestern Avenue]  | Box 1, Folder 18 |
| [Oliver Street]        | Box 1, Folder 19 |
| [Pennsylvania Street]  | Box 1, Folder 20 |
| [Prospect Street]      | Box 1, Folder 21 |
| [Range Line Road]      | Box 1, Folder 22 |
| [Senate Avenue]        | Box 1, Folder 23 |
| [Shelby Street]        | Box 1, Folder 24 |
| [Southeastern Avenue]  | Box 1, Folder 25 |
| [Virginia Avenue]      | Box 1, Folder 26 |
| [Walnut Street]        | Box 1, Folder 27 |
| [Washington Street]    | Box 1, Folder 28 |

## **Series 2: General Outdoor Advertising Company Photographs, ca. 1930s–1940s**

### CONTENTS

Pure Oil Company Bulletins. Negative numbers: 1–33.

Life Begins in “40” political ad on Columbia Club; Indianapolis Machinery Co.; Miller’s; Wassons; Rost Jewelry; Bill Kuhn Chevrolet; East Washington

### CONTAINER

Box 1, Folder 29

Box 1, Folder 30

Chevrolet; Irvington Chevrolet; North Side  
Chevrolet; Vonnegut Warehouse; U.S. Rubber Co.;  
Rost Jewelers; Indianapolis Water Co. (Circle);  
George J. Marott Co.; Rinks; Metropolitan Coal Co.;  
Levy Building; Spencer's Restaurant.  
Negative numbers: 34–55.

Sunkist Florida Oranges; Falls City Beer; Flanner  
House.  
Negative numbers: 56–92.

Milk ad; Kroger's tea; Vimms Vitamins; Taystee  
Bread; Tex-Maid grapefruit and oranges;  
Indianapolis City of Homes (Indianapolis Chamber  
of Commerce); 7up.  
Negative numbers: 93–118.

Coca Cola at East Washington and Alabama;  
Indianapolis Power & Light; Guide Lamp; Crosley  
Radio; General Tire; Budweiser Beer; Atkins  
Savings & Loan; Buckley's Restaurant.  
Negative numbers: 119–173.

Floyd Gatewood Distributor; Schwitzer-Cummins  
Co.; Sterling Beer; Shinola; Indianapolis Real Estate  
Board 1939; Sears Toyland; Sunkist.  
Negative numbers: 174–201.

Texaco; Pepsi-Cola; 16<sup>th</sup> & Meridian; Marathon  
garage; Hotel Spink; Victory Field; Odd Fellow  
Building; Loews Theater [1942].  
Negative numbers: 202–235.

Coca-Cola; City Market; Rink's; L. Strauss & Co.;  
Guarantee Tire; Lux Laundry; Municipal Airport.  
Negative numbers: 236–271.

Meridian Street locations; Christmas displays;  
Claypool; Jones-Maley 1941 DeSoto; Coca-Cola;  
Citizens Gas; Gaseteria; G.M.A.C.; Railroadmen's;  
Consolidated Finance; tobacco ads; Shoot the  
Dictators; Citizens Coke.  
Negative numbers: 272–315.

Indiana Trust Co.; Morris Plan; Texaco; Sales Punch  
Board; Idea Club Box 1939–1950; Prize turkey  
presentation 1939; Lincoln, Mercury, Ford 1941; 7  
Up.  
Negative numbers: 316–414.

Iced coffee; Chesterfield; Kellogg's; Wiedemann's;  
Red Crown Gas; Falstaff; Kool-Aid; Spur soft drink;  
City Market.  
Negative numbers: 415–450.

Box 1, Folder 31

Box 1, Folder 32

Box 1, Folder 33

Box 2, Folder 1

Box 2, Folder 2

Box 2, Folder 3

Box 2, Folder 4

Box 2, Folder 5

Box 2, Folder 6

|  |                  |
|--|------------------|
| Chevrolet; Consolidated Finance; Defense Bonds;<br>Norge; Pabst Blue Ribbon Beer; Pure Oil Co.; Shell<br>Oil Co.; Seville Restaurant; Wiedemann's Beer;<br>Easter Seals.<br>Negative numbers: 451–572. | Box 2, Folder 7  |
| Store window displays; Indianapolis Water Co.;<br>Sherwin Williams; Bill Kuhn Chevrolet; Kroger tea;<br>Milk Council.<br>Negative numbers: 573–640.  | Box 2, Folder 8  |
| Ajax Beer; Shell at Madison Ave. & Meridian.<br>Negative numbers: 641–716.   | Box 2, Folder 9  |
| Soap Box Derby; Indianapolis Power & Light Co.;<br>General Tire Co.; Washington St. looking east and<br>west; Alabama & Washington St.<br>Negative numbers: 717–810.                                   | Box 2, Folder 10 |
| Chevrolet cooperative bulletins 1941; Sherman<br>House; Batesville; Shell Oil.<br>Negative numbers: 811–857.   | Box 2, Folder 11 |
| Indianapolis street scenes.<br>No negative numbers   | Box 2, Folder 12 |

### **Series 3: Sales Presentation Slides, ca. 1940s–1960s**

| CONTENTS   | CONTAINER          |
|--|--------------------|
| General Outdoor Advertising Co.: ca. 1950s.<br>Slides: 1, 2, 5, 6, 6A, 7, 7A, 8, 9, 10, 10A. | Slide Box 1, Bin 1 |
| General Outdoor Advertising Co.: ca. 1950s.<br>Slides: 17–24, 26, 27.                        | Slide Box 1, Bin 2 |
| General Outdoor Advertising Co.: ca. 1950s.<br>Slides: 28–36.                                | Slide Box 1, Bin 3 |
| General Outdoor Advertising Co.: ca. 1950s.<br>Slides: [37]–[46]                             | Slide Box 1, Bin 4 |
| General Outdoor Advertising Co.: ca. 1950s.<br>Slides: 47–56.                                | Slide Box 1, Bin 5 |
| General Outdoor Advertising Co.: ca. 1950s.<br>Slides: 57–66                                 | Slide Box 1, Bin 6 |
| General Outdoor Advertising Co.: ca. 1950s.<br>Slides: 67–76.                                | Slide Box 1, Bin 7 |
| General Outdoor Advertising Co.: ca. 1950s.<br>Slides: 77–86.                                | Slide Box 1, Bin 8 |

|   |                     |
|---|---------------------|
| Naegele Advertising Companies: ca. 1960s.<br>Slides: [87]–[96].   | Slide Box 1, Bin 9  |
| Naegele Advertising Companies: ca. 1960s.<br>Slides: [97]–[104].  | Slide Box 1, Bin 10 |
| Naegele Advertising Companies: ca. 1960s.<br>Slides: 105–122.   | Slide Box 1, Bin 11 |
| Naegele Advertising Companies: ca. 1960s.<br>Slides: 123–140.   | Slide Box 1, Bin 12 |
| Naegele Advertising Companies: ca. 1960s.<br>Slides: [141]–[149].   | Slide Box 1, Bin 13 |
| Naegele Advertising Companies: ca. 1960s.<br>Slides: [150]–[158].   | Slide Box 1, Bin 14 |
| General Outdoor Advertising Co.: Public Services<br>WW II.<br>Slides: 159–175.  | Slide Box 1, Bin 15 |
| General Outdoor Advertising Co.: Public Services<br>WW II.<br>Slides: 176–190.  | Slide Box 1, Bin 16 |
| Indianapolis maps showing locations of grocery<br>stores, restaurants, parks, boulevards, golf courses,<br>liquor, beer and wine outlets, filling stations,<br>employees homes, primary streets, churches, traffic<br>signals, and drug stores.<br>Slides: 191–215. | Slide Box 1, Bin 17 |
| Indianapolis maps showing locations of grocery<br>stores, restaurants, parks, boulevards, golf courses,<br>liquor, beer and wine outlets, filling stations,<br>employees homes, primary streets, churches, traffic<br>signals, and drug stores.<br>Slides: 216–238. | Slide Box 1, Bin 18 |
| Indianapolis maps showing locations of grocery<br>stores, restaurants, parks, boulevards, golf courses,<br>liquor, beer and wine outlets, filling stations,<br>employees homes, primary streets, churches, traffic<br>signals, and drug stores.<br>Slides: 239–254. | Slide Box 1, Bin 19 |
| Soap Box Derby 1941.<br>Slides: 255–259.  |                     |
| Indianapolis Maps showing locations of beauty<br>parlors, theatres, traffic flow, industries, schools, and<br>grocery stores.<br>Slides: 260–279.   | Slide Box 1, Bin 20 |

|   |                     |
|---|---------------------|
| General Outdoor Advertising Co.: National defense messages for coal and ice and, florists, ca. 1940s.<br>Slides: 280–296. | Slide Box 2, Bin 1  |
| Florida Bulletins.<br>Slides: 297–302.  |                     |
| Naegele Advertising Companies: United Fund 1964.<br>Slides: 303–319.  | Slide Box 2, Bin 2  |
| Naegele Advertising Companies: sales presentation ca. 1960s.<br>Slides: 320–341.  | Slide Box 2, Bin 3  |
| Naegele Advertising Companies: sales presentation ca. 1960s.<br>Slides: 342–363.  | Slide Box 2, Bin 4  |
| Naegele Advertising Companies: sales presentation ca. 1960s.<br>Slides: 364–384.  | Slide Box 2, Bin 5  |
| Naegele Advertising Companies: sales presentation ca. 1960s.<br>Slides: 385–399.  | Slide Box 2, Bin 6  |
| Indianapolis maps.<br>Slides: 400–404.  |                     |
| Naegele Advertising Companies: Indianapolis maps ca. 1960s.<br>Slides: 405–427.   | Slide Box 2, Bin 7  |
| Naegele Advertising Companies: sales presentation ca. 1960s.<br>Slides: 428–446.  | Slide Box 2, Bin 8  |
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Slides: 528–547.

Naegele Advertising Companies: sales presentation  
ca. 1960s.  
Slides: 548–554, 556–568.

Slide Box 2, Bin 14

Sales presentation, ca. 1940s–1960s.  
Slides: 569–588.

Slide Box 2, Bin 15

Sales presentation, ca. 1940s–1960s.  
Slides: 589–608.

Slide Box 2, Bin 16

Sales presentation, ca. 1940s–1960s.  
Slides: 609–628.

Slide Box 2, Bin 17

Sales presentation, ca. 1940s–1960s.  
Slides: 629–648.

Slide Box 2, Bin 18

Sales presentation, ca. 1940s–1960s.  
Slides: 649–668.

Slide Box 2, Bin 19

Sales presentation, ca. 1940s–1960s.  
Slides: 669–688.

Slide Box 2, Bin 20

Sales presentation, ca. 1940s–1960s.  
Slides: 689–708.

Slide Box 3, Bin 1

Sales presentation, ca. 1940s–1960s.  
Slides: 709–728.

Slide Box 3, Bin 2

Sales presentation, ca. 1940s–1960s.  
Slides: 729–748.

Slide Box 3, Bin 3

Sales presentation, ca. 1940s–1960s.  
Slides: 749–768.

Slide Box 3, Bin 4

Sales presentation, ca. 1940s–1960s.  
Slides: 769–788.

Slide Box 3, Bin 5

Sales presentation, ca. 1940s–1960s.  
Slides: 789–808.

Slide Box 3, Bin 6

Sales presentation, ca. 1940s–1960s.  
Slides: 809–828.

Slide Box 3, Bin 7

Sales presentation, ca. 1940s–1960s.  
Slides: 829–848.

Slide Box 3, Bin 8

**Series 4: Slides grouped by subject ca. 1940s–1970s**

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CONTAINER

Life insurance. Slides: 508[a]–527[a].

Slide Box 3, Bin 9

Life insurance. Slides: 528[a]–544[a].

Slide Box 3, Bin 10

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|--|---------------------|
| Food. Slides: 545[a]–564[a].   | Slide Box 3, Bin 11 |
| Food. Slides: 565[a]–583[a].   | Slide Box 3, Bin 12 |
| Liquor. Slides: 584[a]–586[a].   |                     |
| Liquor. Slides: 587[a]–610[a].   | Slide Box 3, Bin 13 |
| Banks. Slides: 611[a]–628[a].  | Slide Box 3, Bin 14 |
| Banks. Slides: 629[a]–643[a].  | Slide Box 3, Bin 15 |
| Indianapolis maps. Slides: 644[a]–661[a].  | Slide Box 3, Bin 16 |
| Indianapolis maps. Slides: 662[a]–678[a].  | Slide Box 3, Bin 17 |
| General Outdoor Advertising Co. ca. 1940s; group of slides labeled “Rotary” promoting local Indiana businesses. Slides: 679[a]–700[a].   | Slide Box 3, Bin 18 |
| General Outdoor Advertising Co. ca. 1940s; group of slides labeled “Rotary” promoting local Indiana businesses. Slides: 701[a]–706[a].   | Slide Box 3, Bin 19 |
| Naegele Advertising Companies; automobiles ca. 1960s. Slides: 707[a]–715[a].   |                     |
| General Outdoor Advertising Co. ca. 1940s; Indianapolis Chamber of Commerce advertising the World War Memorial. Naegele Advertising Companies, ca. 1960s political advertising. Slides: 716[a]–735[a].         | Slide Box 3, Bin 20 |
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| Appliances, ca. 1960s. Slides: 742[a]–749[a].  |                     |
| Coal; ca. 1940s. Street scenes; Jong Mea Restaurant; Dr. Pepper; Clean-up Paint-up Fix-up Time; Tucker Real Estate; Blue Cross Blue Shield; Revlon; Lawn Lite; Yellow Pages; ca. 1960s. Slides: 750[a]–761[a]. | Slide Box 4, Bin 2  |
| Northern Beach picnic 1940. Slides: 763[a]–770[a].   |                     |
| Irvington Ice and Coal, ca. 1940s. Slides: 771[a]–786[a].  | Slide Box 4, Bin 3  |
| Fab laundry detergent; Tuchman Cleaners, ca. 1960s. Slides: 787[a]–791[a].   |                     |
| Haag Drug Stores; Hook’s Drug Stores; ca. 1960s. Slides: 792[a]–786[a].  | Slide Box 4, Bin 4  |
| Harry Levinson; Indiana Fur Company, ca. 1940s. Slides: 796[a]–807[a].   |                     |
| Sheraton-Lincoln Hotel, ca. 1960s. Hotel Warren,   | Slide Box 4, Bin 5  |

ca. 1940s. Slides: 808[a]–820[a].

## **CATALOGING INFORMATION**

For additional information on this collection, including a list of subject headings that may lead you to related materials:

1. Go to the Indiana Historical Society's online catalog: <http://opac.indianahistory.org/>
2. Click on the "Basic Search" icon.
3. Select "Call Number" from the "Search In:" box.
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5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.