

Collection #
M 1024,
OMB 0130,
BV 3785

**CALDWELL VANRIPER, INC.
COLLECTION, 1909-2010**

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Processed by

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December 1, 2011

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Indianapolis, IN 46202-3269

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COLLECTION INFORMATION

VOLUME OF COLLECTION: 9 manuscript boxes, 2 oversize manuscript boxes, 4 flat files, 1 photograph box, 2 color photograph folders, 3 OVA photograph folders, 1 bound volume, 4 OVA graphic folders, 2 OVB graphic folders, 1 OVC graphic folder, 1 acetate negative box, 3 slide bins, 1 8x10 acetate negative folder, 1 color negative, 1 120 mm. acetate negative folder, 7 artifacts, 6 printed items

COLLECTION DATES: 1909-2010

PROVENANCE: Caldwell VanRiper, Inc., Indianapolis, Indiana, August, 2011

RESTRICTIONS: None

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ALTERNATE FORMATS:

RELATED HOLDINGS:

ACCESSION NUMBER: 2011.0195

NOTES:

HISTORICAL SKETCH

- **Feb. 20, 1910—Founded as Publicity Corporation**
 - April 29/30, 1914 became Publicity Counsel
 - Feb. 23, 1915 became Sidener-Van Riper Advertising Company
 - Jan. 4, 1925 became Sidener, Van Riper and Keeling, Incorporated
- **1922—The Howard Caldwell Company created**
 - Feb. 10, 1923—Became Caldwell-Baker Co.
 - March 1, 1948—Reorganized as Caldwell, Larkin & Co.
- **Filed Dec. 30 1954, Effective Jan. 1, 1955—Caldwell, Larkin & Sidener-Van Riper, Inc. (merging of Sidener, Van Riper and Caldwell Larkin & Co.)**
- **March 1, 1967—Renamed Caldwell-Van Riper, Inc.**

Advertising agency Caldwell VanRiper, Inc. was founded in 1910 as the Publicity Corporation by Merle Sidener and Guernsey Van Riper. Born in Crawfordsville, Ind., 7 August 1874, Sidener attended preparatory school at Butler College and became the City Editor of *The Indianapolis Star*. In 1905, Sidener called Van Riper, who grew up in Anderson, Indiana and wrote for the *Louisville Courier-Journal*, with a job offer at the *Indianapolis Star*. Van Riper accepted the offer and the two had their initial meeting that year, establishing the Publicity Corporation in Indianapolis 22 July 1909. The Publicity Corporation opened for business 20 February 1910 at Room 607 Majestic Building on Pennsylvania Street, where the men handled their first account for The National Paving Brick Manufacturers' Association (1910–1911). Sidener was responsible for business decisions and Van Riper for the agency's editorial and creative aspects. The men established the policy that they would “accept only employment in which we could take pride and satisfaction and be pretty sure to get paid” (*It Happened Like This*, 4).

In the 1910s, the Publicity Corporation, which became the Publicity Counsel in 1914 and the Sidener-Van Riper Advertising Company (SVR) in 1915, published a monthly magazine for the Commercial Club called “*Forward!*” *The Magazine for Indianapolis* and counted Eclipse Machine Company (1912–1929) and Indiana Dental College (1917–1920) among their initial clients. Their first full-page advertisement, which increased the agency's notoriety, ran in the *Saturday Evening Post* for Kokomo Rubber Company's rubber tires in 1916. Howard Caldwell, newly discharged from the U.S. Navy, joined the agency 26 April 1919 as a copywriter. Caldwell obtained a liberal arts degree from Butler College and gained industry experience while working in the advertising department at Haynes Automobile Company at Kokomo. In 1922 Caldwell left Sidener-Van Riper with SVR employee, Ellis J. Baker, to establish his own agency known as The Howard Caldwell Company, which became the Caldwell-Baker Company 10 February 1923.

Sidener-Van Riper continued to grow as an agency, taking on national clients, and by 1935 published its first color advertisement for the destination city Hollywood-by-the-Sea, Florida. SVR handled the accounts of Valvoline Oil Company and American Thermos Bottle Company and won national awards from the National Advertising Agency Network in 1957 for their innovative campaigns for Mayflower Transit and The Indiana National

Bank (1942-1948). SVR relied on its characteristic inventiveness to retain business during World War II, creating newspaper advertisements that promoted the sale of war bonds and civilian defense. The Hamilton Manufacturing Corporation in Columbus, later known as Cosco, became a client of Caldwell-Baker in 1948 and one of the consolidated company's long-standing clients. By this time, SVR had "helped define the 'agency' concept in the area" (Katterjohn), attributing its success to sound policies, dedicated staff, and good judgment. Sidener and Van Riper helped found the American Association of Advertising Agencies and Sidener developed the concept that led to Better Business Bureau.

On 31 December 1954 SVR made the decision to partner with the equally successful Howard, Larkin & Co., which had reorganized in 1948 when Storey Larkin, former *Indianapolis Star* and *News* employee, joined the firm. The two firms consolidated 1 January 1955 as Caldwell, Larkin & Sidener-Van Riper, Inc., making Howard Caldwell president. The agency developed the philosophy that they would use "the right creative capacities and exploring minds, and that we will never rest in search of a better way" (*Agency Philosophy*). 1960 marked the 50th Anniversary of Caldwell, Larkin & Sidener-Van Riper, Inc., ushering in a successful decade, which included clients like the American United Life Insurance Company and *The Indianapolis Star* and *News*. Caldwell, also president of (NAAN), received the Printers Ink Silver Medal for his contributions to the advertising industry in 1963. He stepped down as president in February of the following year to become chairman of the board, appointing Ed Van Riper as president.

Ed Van Riper changed the agency's name again to Caldwell-Van Riper, Inc. (CVR) in 1967 to "simplify matters by shortening it to include only living principals" (Katterjohn). Hired as the agency's first public relations director in 1957, Frank J. Wemhoff became president of CVR in 1970, maintaining the agency's early policies of prioritizing clients and emphasizing creativity of ads. CVR expanded in the 1970s, opening offices in Fort Wayne, Evansville and a small office in South Bend for the company's McDonalds accounts. By 1981, CVR was recognized as "one of the Midwest's largest and Indiana's oldest agencies" (Katterjohn), celebrating its 75th anniversary and diversity of clients in 1985 with an art contest to honor the city of Indianapolis.

Sources:

"A 50th Anniversary Salute to Caldwell, Larkin & Sidener-Van Riper, Inc." *Indiana Business and Industry* 4, no.2 (February 1960).

"Accepts Awards." *The Indianapolis Star*. June 23, 1957, p. 3.; "Ad Profession Honors Howard Caldwell." *The Columbian*. April 1963, p.11.

"Agency Philosophy." Caldwell, Larkin & Sidener-Van Riper, Inc., n.d.

Katterjohn, Chris. "Caldwell-Van Riper: From Horse 'n Buggy Drivers to Fast Track Jockeys." *Indianapolis Business Journal*, January 19, 1981, p.12.

"New Chief at Ad Agency." *The Indianapolis News*. February 11, 1964, p. 22.

Van Riper, Guernsey. *It Happened Like This...The Life Story of Sidener and Van Riper, Inc.* (Indianapolis, IN: Caldwell, Larkin and Sidener-Van Riper, Inc., 1959)

SCOPE AND CONTENT NOTE

Series 1 includes company documents, organized chronologically, that detail the various mergers of both SVR and Caldwell-Baker, such as preliminary merger notes and Joint Agreement of Consolidation. Also included are articles examining the company's history and the genealogy of the agency's leaders.

Series 2 contains financial and business documents, such as stockholder information, Caldwell-Larkin's company bulletin, staff organization and earnings, and agency philosophy. Memorandums spanning from 1950 to 1985 provide information about prospective ad campaigns, staff changes, and office protocol. Several company scrapbooks are included, which document the agency's involvement with ad clubs, industry awards, client campaigns and company moves. Also in the series is the *Networker*, which includes an organizational chart, client list, time sheet, operating procedures and an example of the advertising process.

Series 3 includes documents specific to Sidener, Van Riper, Howard Caldwell, and Virginia Caldwell (Howard's daughter), rather than the company as a whole. Within the series are correspondence, press releases regarding individual's awards and death, photographs, clippings, and certificates honoring their work.

Series 4 is organized according to each client and reflects the diversity of CVR clients and the breadth of formats used to advertise for them. The series contains client lists from both before and after the 1955 merger. Documents for clients include campaign plans, ad samples, advertisements, client publications, financial estimates for ad campaigns, oversized posters, photographs, one artifact and prospective client materials.

Series 5 contains any item presented or published by CVR for the public, rather than for the agency. This includes presentations to both clients and advertising institutions, articles published by CVR staff, and Van Riper's various published books/pamphlets related to company history and advertising techniques. Additionally, the series contains drafts, memos, and clippings related to Van Riper's publications.

Series 6 includes materials related to CVR's self-promotion, rather than materials related to the promotion of clients. Promotional materials, primarily paper advertisements, are available for Sidener Van Riper Inc. Advertising, Caldwell Larkin & Sidener Van Riper Inc., and CVR, ranging from the 1940s to the 1980s. The agency undertook a promotional campaign in which they sent letters to potential clients that contained success stories and advertisements compiled for other clients. These agency promotion letters are provided here and divided into letters from 1949 and 1950. Several sliding wooden display boxes promoting CVR with captions like "We provide sex" reflect the agency's unique marketing techniques. A mock-up and final ad for CVR's family tree, which visually illustrates the company mergers, is also included.

Series 7 contains clippings, articles and press releases that publicize the activities of CVR, written both by CVR and local media outlets. Miscellaneous clippings from 1926 to 1961 are condensed into one folder and clippings related specifically to CVR awards and the 1970 company move to Indiana National Bank are separated into their own folders and have corresponding photographs. The series also contains memos related to the activities of the agency's Publicity Division from 1955 to 1961. The rest of the series is comprised of press releases, organized by year, regarding staff changes, awards, clients, the appointment of Frank Wemhoff and a separate sketch of Wemhoff.

Series 8 represents the agency's various anniversaries, celebrations, holiday parties and open houses. The series is organized according to anniversary year and agency, such as the 20th Anniversary of Sidener and Van Riper & Keeling. Commemorative documents include photographs, signed posters, scrapbooks, congratulatory notes, and clippings. In 1985, for their 75th anniversary, CVR initiated an art contest for a poster celebrating the city of Indianapolis. This series contains the contest registration packet, slide images of poster submissions, and clippings about the competition and its winners. Also included with the 75th anniversary section is a guestbook and several mounted wall displays of CVR ads and company documents from the 1910s to the 1980s.

Series 9: includes materials related to various ad agencies and the ad industry in general. The series contains advertisements, both conventional in size and oversized, that can likely be attributed to CVR, but cannot be confirmed. There is a scrapbook of articles related to advertising. Also within the series are the National Industrial Advertisers Association (N.I.A.A.) membership card, publication, and report, as well as the Indiana Association of Industrial Advertisers (I.A.I.A.) meeting program, membership list and 1939 *Advertising Age*. There are photographs and negatives of Howard Caldwell, presumed to be images of him at the 1939 and 1940 I.A.I.A. conference and golf outing, as some of these correspond with images of the outing in *Advertising Age*.

Series 10: is a miscellaneous series which contains items that could not be identified or did not fit into another series. Items include photographs, slides, negatives, newspapers and printed materials.

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Series 1: CVR Company History and Mergers

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Caldwell, Larkin and Co. merger, memos and press, By-Laws, 1948	Box 1, Folder 3
Financial History of Caldwell, Larkin and Co., handwritten, ca. 1948	Box 1, Folder 4
Preliminary notes on Caldwell, Larkin & Sidener-Van Riper merger, 1954–55	Box 1, Folder 5
Joint Agreement of Consolidation and Minutes of Special Meeting of Caldwell, Larkin & Company, 16 Dec. 1954	Box 1, Folder 6
Caldwell, Larkin & Sidener-Van Riper merger, memos and clippings, 1954–55	Box 1, Folder 7
Memo, Caldwell, Larkin & Sidener-Van Riper, Inc. to become Caldwell-Van Riper, Inc., 28 Feb. 1967	Box 1, Folder 8
Memo, to <i>Indianapolis Business Journal</i> about CVR genealogy, and chart of past presidents, 13 Jan. 1981	Box 1, Folder 9
Chris Katterjohn. "Caldwell-Van Riper: From Horse 'n Buggy Drivers to Fast Track Jockeys", <i>Indianapolis Business Journal</i> , 19 Jan. 1981, p.12	OMB 0130, Box 1, Folder 1

Series 2: Company Documents

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Company ledger, includes By-Laws, Articles of Association, meeting minutes of stockholders, various certificates, change of name certificate, stock transfers, ca. 1914–25 (Certificate of capital stock removed)

Certificate, capital stock of Merle Sidener and Guernsey Van Riper, Publicity Counsel, 1914 (removed from company ledger)

Certificate, change of name from Merle Sidener and Guernsey Van Riper, Publicity Counsel to Sidener-Van Riper Advertising Company (removed from company ledger), 1915

Howard Caldwell Company proposed advertising program for J.F. Peck & Co., 1922

Caldwell-Baker board and stockholder meetings, proposed stock adjustment, ca. 1925–36

Agreement, stockholders of Caldwell-Baker Company, 17 May 1930

Agreement, stockholders of Caldwell-Baker Company, 26 Oct. 1936

“Statement of The Business Policy of Sidener and VanRiper Inc.”, misc. promotional materials, n.d.

“Information About Sidener and Van Riper, Inc., Advertising”, n.d.

Household Helps inquiry reports, 1936

Scrapbook 1: CVR ads, clippings, misc, ca. 1910–86

Scrapbook 2: Caldwell-Baker Co. and Caldwell, Larkin and Co., 1936–48 (1 of 3)

Scrapbook 2: Caldwell-Baker Co. and Caldwell, Larkin and Co., 1936–48 (2 of 3)

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Standard Nut Margarine Co. promotional materials, ca.1923–24	OMB 0130, Box 2, Folder 1
Sun Varnish Company memo to Howard Caldwell, 1922	Box 7, Folder 11
Sun Varnish Company promotional materials, n.d.	OMB 0130, Box 2, Folder 2
Von Duprin promotional materials, ca.1960s	Box 7, Folder 12
WFBM Stations, 40 th Anniversary promo materials, ca.1964	Box 7, Folder 13
WFBM Channel 6, Antique Auto Tour, ca.1960s	Photographs, Box 1, Folder 20
Prospective clients, marketing materials, prospect list for “Bodi-Endure”, 1963–69	Box 7, Folder 14
“Bodi-Endure” advertisements sent to prospective client, ca.1969	OVA Graphics, Folder 2

Series 5: CVR Speeches, Presentations and Publications

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Presentations to CVR clients, 1948–58	Box 7, Folder 15
Presentations to institutions, 1938–44	Box 7, Folder 16
Presentations to institutions, 1962–65	Box 7, Folder 17

Howard C. Caldwell. "Modest Budget Show Passes 13-Week Test for Meat Packer." <i>Radio Showmanship</i> (November 1947): 380–381	Box 7, Folder 18
Howard Caldwell. "Caldwell, Larkin & Sidener-Van Riper, Inc." <i>The Fielder</i> 22, no. 1, Jan. 1958	Box 7, Folder 19
Merle Sidener and Guernsey Van Riper, <i>Going After Business with a Rifle</i> (Indianapolis, IN: Publicity Counsel, ca.1914)	Printed Collections: 2011.0195
Guernsey Van Riper, <i>Words at Work in Advertising</i> (Indianapolis, IN: Caldwell, Larkin & Sidener-Van Riper, Inc., 1956)	Printed Collections: 2011.0195
Guernsey Van Riper, <i>More About Words</i> (Indianapolis, IN: Caldwell, Larkin & Sidener-Van Riper, Inc., 1956)	Printed Collections: 2011.0195
Guernsey Van Riper, <i>It Happened Like This...The Life Story of Sidener and Van Riper, Inc.</i> (Indianapolis, IN: Caldwell, Larkin and Sidener-Van Riper, Inc., 1959)	Printed Collections: 2011.0195
Drafts and memos for <i>It Happened Like This</i> , ca.1959	Box 7, Folder 20
Memos and company forms related to Guernsey's publications, 1956–61	Box 7, Folder 21
Clippings about Guernsey's publications, 1956–59	Box 8, Folder 1
Bob Schalk, "Something for Nothing," <i>Printers' Ink</i> , 26 April 1963	Box 8, Folder 2

Series 6: CVR Company Promotional Materials

CONTENTS	CONTAINER
CVR's company promotional materials, ca.1940–[1980]	Box 8, Folder 3
Promotional material for Sidener and Van Riper, Inc. Advertising, ca.1940s	OMB 0130, Box 2, Folder 3
Promotional material for Caldwell, Larkin & Sidener-Van Riper, Inc., ca.1950s	OMB 0130, Box 2, Folder 4
"Golden Boutique" desk ornament, gold inkwell and quill, also used in company advertisement, n.d.	Artifacts: 2011.0195

Agency promotion letters and related publication, 1949	Box 8, Folder 4
Agency promotion letters and ads for Indiana Certified Seed, Marmon-Herrington and Nurre, 1949	OMB 0130, Box 2, Folder 5
Agency promotion letters, 1950	Box 8, Folder 5
“You’re the Best Client You Know” ad for CVR, 1973	OMB 0130, Box 2, Folder 6
“Our Family Tree” mock up and ad for CVR, ca.1970s	OVC Graphics, Folder 1
“We’ll Do Anything for a Buck” advertisement, n.d.	Box 8, Folder 6
Wooden sliding display box, “Before you lose one drop of market share”, n.d.	Artifacts: 2011.0195
Wooden sliding display box, “Our company is just like yours”, n.d.	Artifacts: 2011.0195
Wooden sliding display box, “We know windows”, n.d.	Artifacts: 2011.0195
Wooden sliding display box, “We provide sex”, n.d.	Artifacts: 2011.0195
Wooden sliding display box, “We offer something you can identify with”, n.d.	Artifacts: 2011.0195
Series 7: CVR Publicity and Press Releases	
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CVR’s Publicity Division memos, prospects, ca. 1955–61	Box 8, Folder 8
Packet for PR division: clipping, presentation, (resume removed) ca.1960	Box 8, Folder 9
Clipping, Howard Caldwell accepts NAAN awards for Caldwell, Larkin & Sidener-Van Riper, 23 June 1957	Box 8, Folder 10
“An Advertisement is Created,” <i>The Indianapolis News</i> , 13 Feb. 1960	OMB 0130, Box 2, Folder 7

“C-VR ‘Pitches’ Citizens Gas,” <i>The Indianapolis Gasette</i> , 31 Oct. 1967	OMB 0130, Box 2, Folder 8
Clipping, Caldwell-Van Riper Inc. to move to Indiana National Bank in 1970, <i>Indianapolis Star</i> , 28 June 1968	Box 8, Folder 11
Contact sheet, CVR moves to Indiana National Bank, 1970	Photographs, Box 1, Folder 21
Howard Caldwell and unidentified man holding strand of keys during CVR move, ca.1970	120 mm. acetate negatives Envelope 1
CVR staff accepts award for McDonald’s campaign, ca.1970s	Photographs, Box 1, Folder 22
Press releases about staffing and clients, 1964–69	Box 8, Folder 12
Press releases about CVR awards, includes photograph of Howard Caldwell and Robert W. Bidlack examining CVR awards at A.I.A 1968–69	Box 8, Folder 13
Press release about Frank Wemhoff’s appointment as President, 1970	Box 8, Folder 14
Sketch of Frank Wemhoff (removed from press release about his appointment), ca.1970	OVA Graphics Folder 3
Press releases about staffing and clients, 1979–80 (1 of 2)	Box 8, Folder 15
Press releases about staffing and clients, 1979–80 (2 of 2)	Box 8, Folder 16
Press releases for CVR clients, 1979–81 (1 of 2)	Box 8, Folder 17
Press releases for CVR clients, 1979–81 (2 of 2)	Box 8, Folder 18

Series 8: CVR Anniversaries and Celebrations

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20th Anniversary Sidener, Van Riper & Keeling, poster signed by staff, printed poster, 29 Feb. 1935

Sidener and Van Riper Inc. 25th Anniversary, 1935

CONTAINER

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Box 2, Folder 9

Box 8, Folder 19

Xmas Party, Construction Digest, 1939	Photographs, Box 1, Folder 23
Caldwell-Baker 25 th Anniversary, Open House, 1947	Box 8, Folder 20
Caldwell-Baker 25 th Anniversary scrapbook, 1947	Box 8, Folder 21
Caldwell-Baker 25 th Anniversary congratulatory notes (removed from scrapbook), 1947	Box 9, Folder 1
“A 50 th Anniversary Salute to Caldwell, Larkin & Sidener-Van Riper, Inc.” <i>Indiana Business and Industry</i> 4, no.2 (February 1960)	Box 9, Folder 2
Caldwell, Larkin & Sidener Van-Riper 50 th Anniversary and H.C. Caldwell’s 40 th Anniversary, 1960–62	Box 9, Folder 3
Caldwell, Larkin & Sidener-Van Riper agency open house, “Name the Name” contest, 1961	Box 9, Folder 4
Agency open house, <i>Saturday Evening Post</i> painting, 1961	Photographs, Box 1, Folder 24
CVR 70 th Anniversary preparations, 1980	Box 9, Folder 5
Proclamation, “Caldwell-Van Riper Incorporated 75 th Anniversary Celebration Day”, 20 Feb. 1985	Box 9, Folder 6
“A Celebration of Creativity”, packet materials for 75 th Anniversary arts competition, 1985	Box 9, Folder 7
CVR 75 th Anniversary, contest clippings and memos, 1985	Box 9, Folder 8
CVR 75 th Anniversary promotional sample, 1985	OVA Graphics Folder 4
CVR 75 th Anniversary guestbook, 1985	Box 9, Folder 9
Billboard, “Congratulations Caldwell-Van Riper: The Driving Force for 75 Years”	Color Photographs, Folder 2
75 th Anniversary, submissions for poster contest, 1985, slides 1–5	35 mm. Slides, Bin 1
75 th Anniversary mounted wall display, ad for Ross Gears (1926), 1985	Box 9, Folder 10

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[75 th Anniversary mounted wall display, ad for Caldwell-Larkin & Sidener-Van Riper (1964–65)]	Box 9, Folder 14
[75 th Anniversary mounted wall display, “Minutes of the first Meeting of Stockholders” Publicity Counsel]	Box 9, Folder 15
[75 th Anniversary mounted wall display, ads for Sidener and Van Riper Advertising (n.d.), 1985]	Box 9, Folder 16
75 th Anniversary mounted wall display, <i>Saturday Evening Post</i> (1926) for Indiana Piston Ring Company	OMB 0130, Box 2, Folder 10
75 th Anniversary mounted wall display, <i>Indiana Business and Industry</i> (1960), 1985	OMB 0130, Box 2, Folder 11
75 th Anniversary mounted wall display, <i>Saturday Evening Post</i> (n.d.) for Eclipse Machine Co., 1985	OMB 0130, Box 2, Folder 12
75 th Anniversary mounted wall display, <i>Saturday Evening Post</i> (1930) for Waverly Oil, 1985	OMB 0130, Box 2, Folder 13
75 th Anniversary mounted wall display, Publicity Counsel advertisement (n.d.), 1985	OMB 0130, Box 2, Folder 14
[75 th Anniversary mounted wall display, blank check for Publicity Counsel (n.d.), 1985]	OMB 0130, Box 2, Folder 15
Mounted wall display, unidentified man viewing display, n.d.	OMB, 0130, Box 2, Folder 16

Series 9: Related Materials, Advertising Clubs

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Advertisements, ca.1910s–1960s

Oversized advertisements, ca.1910s–1960s

CONTAINER

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Clippings related to PR and advertising, <i>Program of Associated Advertising Clubs of the World</i> (1920), ca.1920–69	Box 9, Folder 18
Unlabeled advertising scrapbook: compilation of advertising-related articles, clippings, ca.1928–40	Box 9, Folder 19
National Industrial Advertisers Association (N.I.A.A.), membership card, <i>N.I.A.A. News</i> (1940), <i>Report on Professional Development</i> , 1937–47	Box 9, Folder 20
Indiana Association of Industrial Advertisers (I.A.I.A.) meeting program, membership list, <i>Advertising Age</i> (1939), 1937–40	Box 9, Folder 21
“Why is it that some Salesmen Never Meet a Stranger?”, I.A.I.A. advertisement, n.d.	OMB 0130, Box 2, Folder 18
[I.A.I.A.] conference and golf outing, ca.1939	Photographs, Box 1, Folder 25
[I.A.I.A. conference and golf outing, Summer 1939]	4x5 Acetate Negatives, Box 1, Envelope 1
Headshot of H.L. Martin of Diamond Chain, conference attendee, ca.1939	Photographs, Box 1, Folder 26
[I.A.I.A.] conference, conversing on porch, ca.1939–40	Photographs, Box 1, Folder 27
[I.A.I.A.] conference, posing for picture on golf course, ca.1939–40	Photographs, Box 1, Folder 28
[I.A.I.A.] conference and golf outing pictures, Summer 1940	Photographs, Box 1, Folder 29
I.A.I.A., Summer 1940, negatives	4x5 Acetate Negatives, Box 1, Envelopes 2–13
[I.A.I.A. Pictures, Summer 1940]	4x5 Acetate Negatives, Box 1, Envelopes 14–24
Caldwell and others at advertising conference, ca.1940s	Photographs, Box 1, Folder 30
“The Lasker Story...As He Told It,” 8–13 Dec. 1952 and 5 Jan. 1953	OMB 0130, Box 2, Folder 19

Series 10: Miscellaneous

CONTENTS

The Saturday Evening Post 72, no. 9, 3 Sept. 1892

The Cultivator and Country Gentleman LVII, no. 2070, 29 Sept. 1892

Second Yearbook of The Garden Club of Indiana (1937)

Official Program and Athletic Review: Purdue vs. DePauw, 19 Oct. 1929 (Lafayette, IN: Purdue Football Program Committee, 1929)

WCBS Sales Memo, n.d.

Merchants National Bank Building, copies of photograph, ca.1938–50s

Trolley downtown, copy of photograph, ca.1900

Birdseye view of Indianapolis War Memorial, copy of photograph, ca.1935

Unidentified house on Pleasant Run Parkway, Dec. 1958 (removed from scrapbook)

Indianapolis street scenes, ca.1960s

RCA warehouse with rows of televisions, n.d.

Unidentified photographs: lightning, cars, city n.d.

Indianapolis Economic Development Brochure negatives, ca.1980s, slides 6–31

Indianapolis Economic Development Brochure negatives, ca.1980s, slides 32–44

[Colts football], Indianapolis Economic Development Brochure color negatives copy, ca.1980

CONTAINER

OMB 0130,
Box 2, Folder 20

OMB 0130,
Box 2, Folder 21

Printed Collections:
2011.0195

Printed Collections:
2011.0195

Box 9, Folder 22

Photographs,
Box 1, Folder 31

Photographs,
Box 1, Folder 32

Photographs,
Box 1, Folder 33

Photographs,
Box 1, Folder 34

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Box 1, Folder 35

OVA Photographs,
Folder 3

Photographs,
Box 1, Folder 36

35 mm. Slides,
Bin 2

35 mm. Slides,
Bin 3

4 x 5 Polyester negatives,
Envelope 1

Indianapolis skyline at night, Indianapolis Economic
Development Brochure color transparency, ca.1980

8 x 10 Acetate negatives,
Envelope 1

Downtown Indianapolis, for Indianapolis Economic
Development Brochure, ca.1980s

Photographs,
Box 1, Folder 37

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.
4. Search for the collection by its basic call number (in this case, M 1024).
5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.