

Collection #  
P0239

**PUBLIC SERVICE COMPANY OF INDIANA  
POSTERS, 1955–1956, N.D.**

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Processed by

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Indianapolis, IN 46202-3269

[www.indianahistory.org](http://www.indianahistory.org)

## COLLECTION INFORMATION

VOLUME OF COLLECTION: 2 OVA Graphics boxes

COLLECTION DATES: 1955–1956, n.d.

PROVENANCE: H. H. Hawkins, Indianapolis, Ind., 1961

RESTRICTIONS: None

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ALTERNATE FORMATS:

RELATED HOLDINGS: Watt's Cookin' With P.S.C.I. : Published for the Personnel of Public Service Company of Indiana, Inc.  
General Collection: HD2767.I6 P82

ACCESSION NUMBER: 1961.0006

NOTES:

## HISTORICAL SKETCH

In Indiana small utilities under various names surfaced during the late nineteenth and early twentieth centuries. Samuel Insull organized the Interstate Public Service Company in Indianapolis in 1912 with headquarters located in the Traction Terminal Building. The company provided power for interurban electric train service between Indianapolis and Louisville. Over the years Insull centralized control of many small electric and gas companies into Interstate but overextended his holdings and following the stock market crash in 1929, he was forced to declare bankruptcy.

In 1931 when J.N. Shannahan replaced Insull as Chairman of the Board, the company name changed to Public Service Indiana (PSI). During the late 1930s revenue dropped off and interurban service languished. Robert Gallagher next headed the company in 1941 and the company reorganized as the Public Service Company of Indiana. It focused on electrical power for industry and homes while shutting down the interurban service. The company covered almost all of the Hoosier state and by 1945 the company also abandoned its gas and water interests to focus on electrical production.

In the post World War II days electrical power production increased and the general economic upswing profited many segments of the commercial scene. This was especially true for the coal mining industry, as more than 90% of all electrical power produced within the Hoosier state was generated by coal-burning furnaces. PSI supplied electrical power to more than 700 cities, towns, and rural areas in 70 of Indiana's 92 counties.

The economic climate of the 1980s caught up with the Company. Marble Hill, its proposed nuclear plant near Madison, Indiana, never came to fruition, in part due to the program's failures to meet safety standards and the project was abandoned.

During the 1990s the company survived a proposed merger and hostile takeover and today is the largest public utility in Indiana. Located now in Merrillville, Indiana, it serves upwards of 500,000 customers, and operates under the umbrella of Cinergy Corporation, headquartered in Cincinnati, Ohio.

### Sources:

Bodenhamer, David J., and Robert G. Bowers, *Encyclopedia of Indianapolis* (Indiana University Press: Bloomington, 1994)

Clipping Files, Indiana State Library, Indianapolis / *Indianapolis Star*, February 21, 1969; January 26, 1970; and January 9, 1978 |

*Indianapolis Star Magazine*, November 16, 1958

Public Service Company of Indiana, *Annual Report* (1961)

Web: [www.fundinguniverse.com/company-histories/PSI-RESOURCES-Company-History.html](http://www.fundinguniverse.com/company-histories/PSI-RESOURCES-Company-History.html)

## **SCOPE AND CONTENT NOTE**

The collection is comprised of 168 printed posters issued by the Public Service Company of Indiana from 1955 and 1956. In the mid-twentieth century PSCI was one of the state's largest utilities. The posters feature photographs taken by a company photographer and document company progress and promote the benefits of electrical power in Indiana with images of cities, towns, industries, farms, residential areas, parks, tourist attractions, and colleges.

The posters are machine printed on 11 x 13 inch card stock, with cut lines that identify each image. The posters were found in no particular order. The processor discovered the series numbers and dates stamped on the verso of each poster. The posters were then organized by these series. The series are chronological and follow themes that are described in the Contents section of the guide.

The posters begin with Series 76 in 1955 and conclude with Series 94 in 1956. Series 95 through 110 and are not dated. The focus of the series numbered 76 to 89 is on the company's growth and the many services it provided to businesses and communities throughout the state. The theme of Series 90 to 110 focuses on towns and communities served by Public Service. Featured are: Attica, Aurora, Bedford, Bloomfield, Bicknell, Bloomington, Brazil, Brookville, Corydon, Columbus, Delphi, Connerville, Franklin, French Lick-West Baden, Greencastle, Greensburg, Huntington, Jeffersonville-Clarksville, Jasonville, Kokomo, and Lafayette & West Lafayette.

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### CONTENTS

**Series 76**

**Date: January 1955**

Businesses—General Electric Company at Shelbyville; IBM at Greencastle; Gypsum industry at Shoals; Philco products at Connersville; Allis Chalmers at Terre Haute; Olin Industries near Covington; Kokomo businesses.

**Series 77**

**Date: February 1955**

Public Service communications system and equipment throughout Indiana.

**Series 78**

**Date: March 1955**

Indiana 4-H projects sponsored by Public Service Company in 1954.

**Series 79 & 80**

**Date: April & May 1955**

Public Service Company expenses for 1954.

**Series 81**

**Date: June 1955**

Graduation at Indiana colleges features Franklin College, Rose Polytechnical Institute, Huntington College, Manchester College, Hanover College, Oakland City College, and Vincennes University.

**Series 82**

**Date: July 1955**

Company growth in Kokomo, Jeffersonville, Clarksville, New Albany, Lafayette, and Terre Haute.

**Series 83**

**Date: August 1955**

Electricity aids farmers with irrigation, Martin's egg production at Ramsey, and electric bug catcher on Stanley Anderson farm near Madison. Greensburg Courthouse tree as a tourist attraction.

### CONTAINER

OVA Graphics:  
Box 1, Folder 1

OVA Graphics:  
Box 1, Folder 2

OVA Graphics:  
Box 1, Folder 3

OVA Graphics:  
Box 1, Folder 4

OVA Graphics:  
Box 1, Folder 5

OVA Graphics:  
Box 1, Folder 6

OVA Graphics:  
Box 1, Folder 7

**Series 84**

**Date: Sept. 1955**

Shea Chemical Plant at Jeffersonville, meter production at Duncan Electric Co. at Lafayette, Wabash Generating Station at Terre Haute. Points of interest: tunnel at Huntington, highest elevation in Randolph County, Vevay ferry crossing Ohio River.

OVA Graphics:  
Box 1, Folder 8

**Series 85**

**Date: Oct. 1955**

Birthplace of electric street lighting at Wabash and electric furnace at Ingersoll Steel Division of Borg Warner Corp. at New Castle. Fire prevention message at Shades State Park.

OVA Graphics:  
Box 1, Folder 9

**Series 86**

**Date: Nov. 1955**

New lighting system in Kokomo schools, "Xerox" camera, puppies enjoy a heat lamp, and turkeys on a Hamilton County farm.

OVA Graphics:  
Box 1, Folder 10

**Series 87**

**Date: Dec. 1955**

Pioneer days and mill power in Whitewater Valley at Brookville and Metamora compared with new generator at Wabash River Station and air conditioned barn on Conner-Prairie Farm.

OVA Graphics:  
Box 1, Folder 11

**Series 88**

**Date: Jan. 1956**

Inspection operations by helicopter, new generating station construction at New Albany, generating station at Noblesville, volt substation at Lafayette.

OVA Graphics:  
Box 1, Folder 12

**Series 89**

**Date: Feb. 1956**

Gypsum Mining & Production in Martin County.

OVA Graphics:  
Box 1, Folder 13

**Series 90**

**Date: March 1956**

**Towns We Serve:** Attica, shows early scenic views and Wabash and Erie Canal, modern views of Harrison Steel Castings Co., and C & D Battery Co.

OVA Graphics:  
Box 1, Folder 14

**Series 91**

**Date: April 1956**

**Towns We Serve:** Aurora, shows historic sites in Dearborn County along Ohio River and modern industries and National Container Corp.

OVA Graphics:  
Box 1, Folder 15

**Series 92**

**Date: April 1956**

**Towns We Serve:** Bedford, shows historic sites and Indiana limestone industry images.

OVA Graphics:  
Box 1, Folder 16

**Series 93**

**Date: April, June 1956**

**Towns We Serve:** Bloomfield, shows scenic views, construction of railroad trestle over Richmond Creek Valley, Concrete Silo Co., Bloomfield Manufacturing Co., Bloomfield Woolen Co., Bloomfield Brick Co.

OVA Graphics:  
Box 1, Folder 17

**Series 94**

**Date: July 1956**

**Towns We Serve:** Bicknell, shows coal industry, business district, and Gossard Co.

OVA Graphics:  
Box 2, Folder 1

**Series 95**

**Date: [no date]**

**Towns We Serve:** Bloomington, shows business district, scenic areas, RCA television industries, I.U. campus and students.

OVA Graphics:  
Box 2, Folder 2

**Series 96**

**Date: [no date]**

**Communities We Serve:** Brazil, views of downtown, Fountain of Takes, recreation sites, clay industry, early electric production compared with new power factory.

OVA Graphics:  
Box 2, Folder 3

**Series 97**

**Date: [no date]**

**Communities We Serve:** Brookville, views of town, Whitewater Canal, historic sites, modern street lighting, and local industries.

OVA Graphics:  
Box 2, Folder 4

**Series 98**

**Date:** [no date]

**Communities We Serve:** Corydon views of First State Capitol, Governor Hendricks' Home, Constitutional Elm, glass works, furniture, and railroad industries.

OVA Graphics:  
Box 2, Folder 5

**Series 99**

**Date:** [no date]

**Communities We Serve:** Columbus views of downtown, suburbs, recreation facilities, schools, and industries.

OVA Graphics:  
Box 2, Folder 6

**Series 100**

**Date:** [no date]

**Communities We Serve:** Delphi views of high school band, county court house, Riley Park, industries, and limestone quarry.

OVA Graphics:  
Box 2, Folder 7

**Series 101**

**Date:** [no date]

**Communities We Serve:** Connersville industries.

OVA Graphics:  
Box 2, Folder 8

**Series 102**

**Date:** [no date]

**Communities We Serve:** Franklin views of downtown, residences, Masonic Home, Franklin College, tomato farming, and industries.

OVA Graphics:  
Box 2, Folder 9

**Series 103**

**Date:** [no date]

**Towns We Serve:** French Lick–West Baden scenic views of Lost River Valley, French Lick Hotel, West Baden Springs Hotel, and golf course.

OVA Graphics:  
Box 2, Folder 10

**Series 104**

**Date:** [no date]

**Communities We Serve:** Greencastle views of German buzz-bomb, DePauw University, Walnut Creek covered bridge, and industries.

OVA Graphics:  
Box 2, Folder 11

**Series 105**

**Date:** [no date]

**Communities We Serve:** Greensburg views of downtown, schools, parade, Odd Fellows Home, Flatrock River, sewage treatment plant, and industries.

OVA Graphics:  
Box 2, Folder 12

**Series 106**

**Date:** [no date]

**Communities We Serve:** Huntington views of downtown bridge over Wabash River, church institutions, Chief LaFontaine's home, city park, sports facilities, and industries.

OVA Graphics:  
Box 2, Folder 13

**Series 107**

**Date:** [no date]

**Towns We Serve:** Jeffersonville-Clarksville.  
Views of Jeffersonville along Ohio River, steamboat museum, and industries.  
Views of Clarksville suburbs, shopping center, highway system, theater, and I.U. Extension Center.

OVA Graphics:  
Box 2, Folder 14

**Series 108**

**Date:** [no date]

**Communities We Serve:** Jasonville views of recreation areas at Shakamak State Park, modern street lighting, mining, and industries.

OVA Graphics:  
Box 2, Folder 15

**Series 109**

**Date:** [no date]

**Communities We Serve:** Kokomo views of Miami Indian chief, County Courthouse, Elwood Haynes and his automobile, world's largest steer, and industries.

OVA Graphics:  
Box 2, Folder 16

**Series 110**

**Date:** [no date]

**Communities We Serve:** Lafayette and West Lafayette views along the Wabash River, historic sites, parks, zoo, suburbs, industries, and Purdue University.

OVA Graphics:  
Box 2, Folder 17

## 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, P0239).
5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.