

SELLING INDIANA

HOOSIER CIVIC ADVERTISING COVERS

How cities and towns sold themselves to the world in the good old days
B.C. - "before computers"

Think of the envelope used by your local merchants as being your community's web page. What would be the most important facts you could place in front of customers or prospective commercial ventures looking for a new place to locate? Civic advertising envelopes did just that from the 1880's into the 1930's.

Civic advertising covers emphasize the best reasons to settle and do business with the sponsoring community. They were used by private individuals and businessmen. Some were sponsored by community organizations. The following selected examples carry the first class franking and postmarks of their era except as noted. An image accompanies selected two-sided items where needed. Let's look at a few examples.

Angola, Steuben County Seat

January 21, 1909

Joseph Butler, Attorney and Notary Republic, promoting Angola as, "Just the town".

ANGOLA AND STEUBEN COUNTY, INDIANA

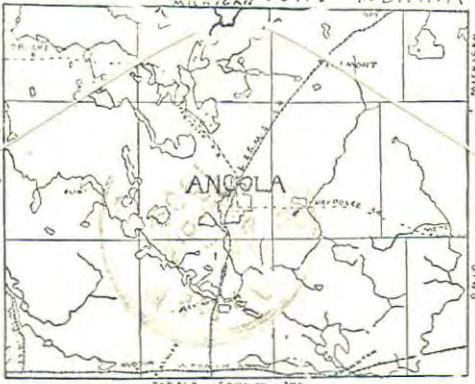
Extends a Welcome to any Seeking a Location for Home, Business or Factory.

ANGOLA, THE COUNTY SEAT
of Steuben, is in the center of the county, and likewise
the Commercial Center of a large section of
North-eastern Indiana—A healthful
and desirable residence
town.

ANGOLA
Has 3000 population, splendid Schools, Churches, Factories and Business Houses, Electric Lights, Waterworks and Telephone System. Situated on the L. S. & M. S. Railway, and is the center of a system of proposed electric railroads. Is also

**The Center
of a Rich
Agricultural
Community.**

MAP OF STEUBEN COUNTY, INDIANA



ANGOLA

ANGOLA
Is in the midst of the famous lake region of Northern Indiana. There are a score of Lakes with advantages for summer homes in easy distance. The Tri-State Normal College, an institution of renown, is located here. In short, it is

**Just the town
for Home,
Business or
Factory.**

C. B. & M. Association promotional text used by several companies.

AURORA is nearer to the Cincinnati Custom House than Avondale or Walnut Hills, if comfort counts for anything. Better a comfortable seat in a railway car for 10 minutes than to be jammed into a street car and made to stand and freeze or swelter for half an hour. 24 trains a day between Aurora and Cincinnati. Come and live in Aurora.

Is a good residence town. Property not dear, rents low and the markets are good. The product of our furniture factories is shipped to every town from the headwaters of the Mississippi to the Gulf of Mexico, as well as to those along the Ohio river.

Foundation is solid, not built on GAS.

We have as many factories to the square inch as any other city in the Ohio valley and, thank the Lord, they are all running. Don't the kind of a town to come to. Seems unbusiness to the four quarters of the globe, and if there was a fifth quarter her enterprising manufacturers would be inquiring about freight rates to it. Has two railroads and a river to ship her products. It is healthy.

Is not a "boom town" born yesterday to die tomorrow. Is an old town but a lusty one, she is gray headed but not decrepit. We ship chairs to the Pacific Coast, British America, the West Indies and Yaukedom. Has low taxes and small debt. Has two large school buildings containing 22 rooms; nine churches; a public library with about 3500 volumes.

Has two National Banks, 33 dry goods, grocery and clothing stores; 12 hardware, drug and shoe stores; 4 lumber, sash and door dealers; 3 coal elevators, saw mill cutting 30,000 feet.

Hotels, Coffin Factory Works, Foundry, and the besides many other industrial establishments. For information Address C. & B. M. Association.

AURORA INDIANA.

F.W. Schultz, Druggist, "The clay and coal metropolis of the west".

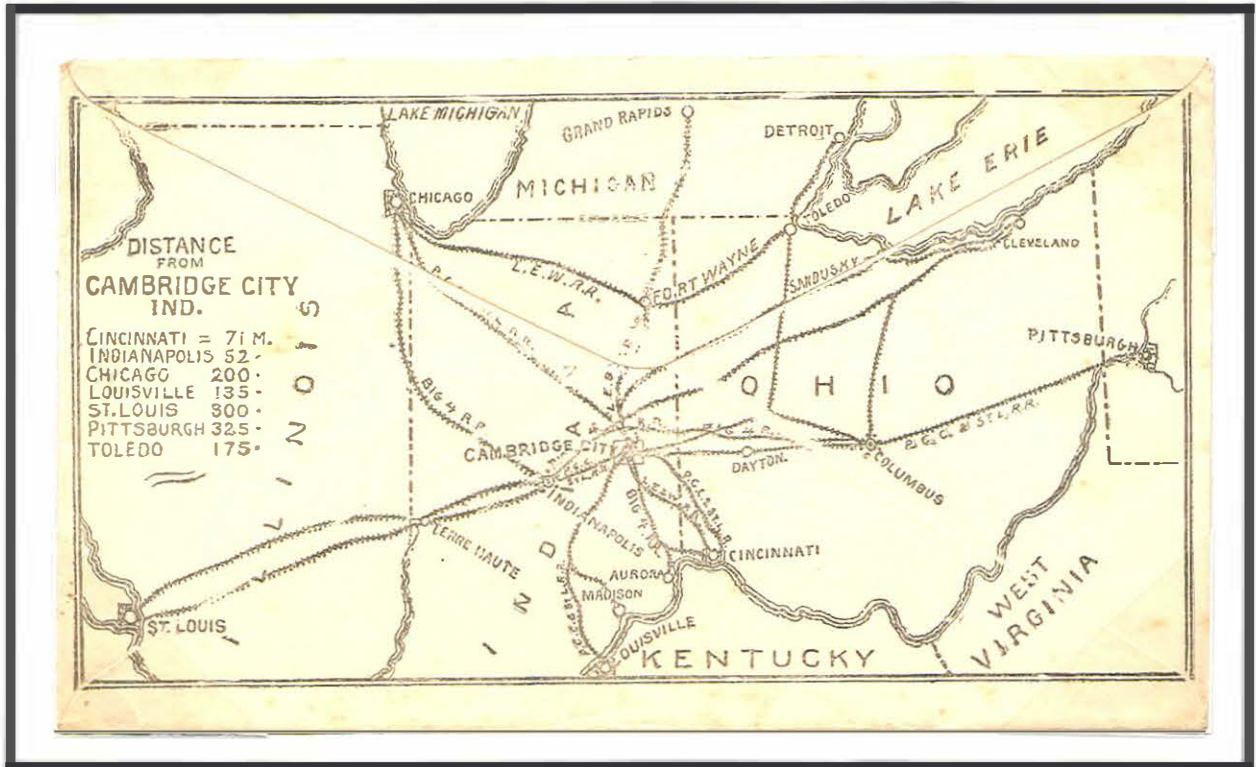
BRAZIL INDIANA
THE CLAY AND COAL METROPOLIS OF THE WEST

F. W. SCHULTZ, DRUGGIST,
BRAZIL, IND.

*J. N. Snyder & Co.
Cincinnati
Ohio*

Soaps

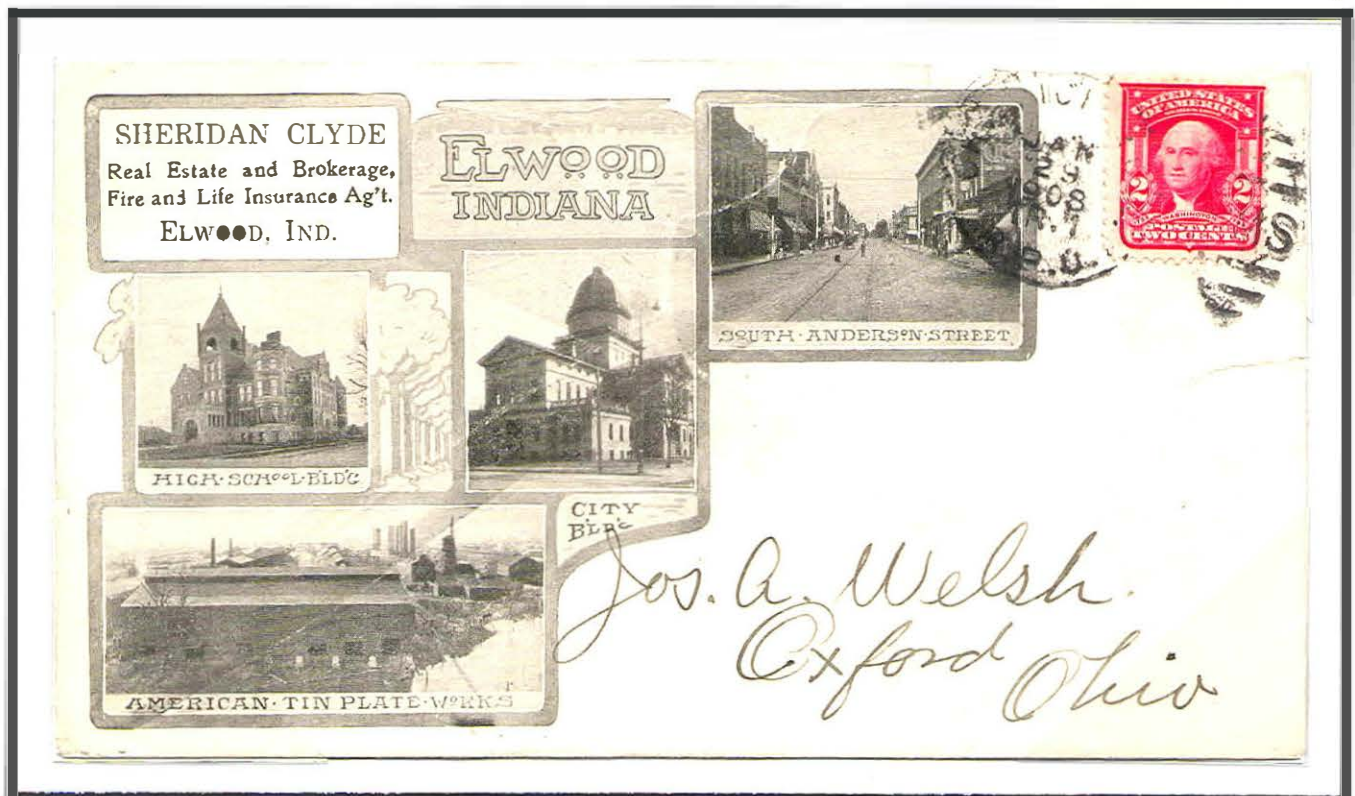
Cambridge City, Wayne County undated third class item from the 1890's
 The Wayne National Building and Loan Association promoted railroad access.



Elwood, Madison County

January 29, 1908

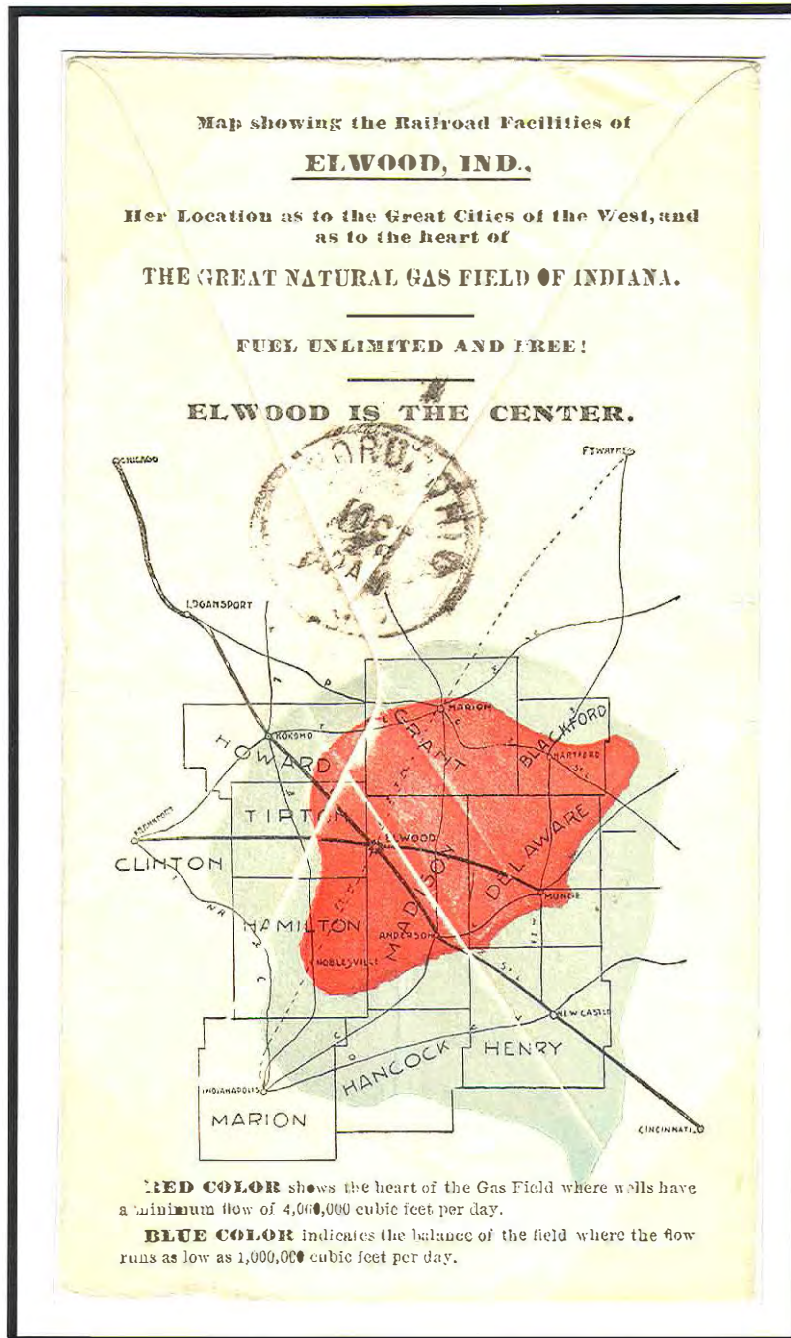
Sheridan Clyde, Real Estate and Insurance Brokerage, images of the town.



Elwood, Madison County

October 27, 1893

C. M. Greenlee, Attorney, "The Great Natural Gas Field Of Indiana".



Elwood, Madison County


July 3, 1906

Elwood Commercial Club seeking new business.

HAYNES & COMPANY
ELWOOD, INDIANA

ELWOOD, IND. JUL 3 6 - P. 1906

RECEIVED



ELWOOD COMMERCIAL CLUB
F. E. DeHority, Secretary

ELWOOD, INDIANA

Population, 15,000
20 Factories in Operation
2,500 Employes
\$139,600 Monthly Pay Roll
Two Railroads
Miles of Switch
Cheap Factory Sites
Low Coal Rates
Interurban Lines to all Points

SEND FOR PROSPECTUS

Josiah Welsh
Axford
Ohio.

Evansville, Vandenberg County seat

April 22, 1890

Business Men's Association seeking new business.

FACTS ABOUT EVANSVILLE, INDIANA,
ON THE OHIO RIVER. POPULATION 53,000

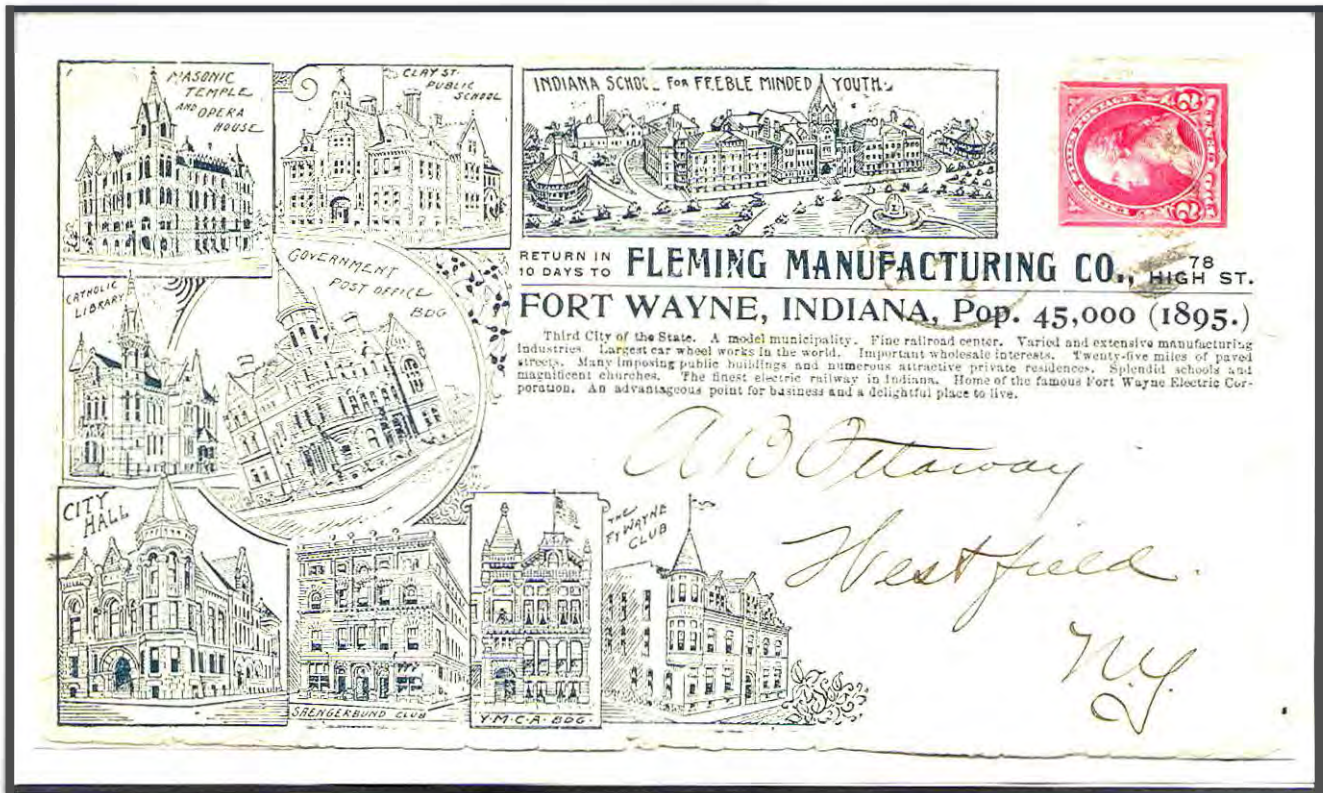
Never Overflows. Coal in Abundance; delivered at 75c per ton for Manufacturing Purposes. The largest and best Hard Wood Lumber Market in the U. S. Splendid Railroad Facilities, seven Railroads terminating in the City from the North, South, East and West. Good River Transportation all the year round; eight Steamboat Lines, all terminating at this port, two of them daily. All Modern Improvements belonging to cities. School Facilities Especially Good. Situated in the Tobacco and Grain Belt. Real Estate Investments Safe. Manufacturing and Jobbing Center. Excellent Retail Trade. Port of Entry, and the nearest large city to the mouths of the Cumberland, Tennessee, Green and Wabash Rivers, all navigated by our boats. A very healthy climate. We claim as many advantages for manufacturing as any inland city in the U. S. and can show them. Address all communications for further information to

W. S. FRENCH,
Sec'y Business Men's Association

Fort Wayne, Allen County seat

November 10, 1895

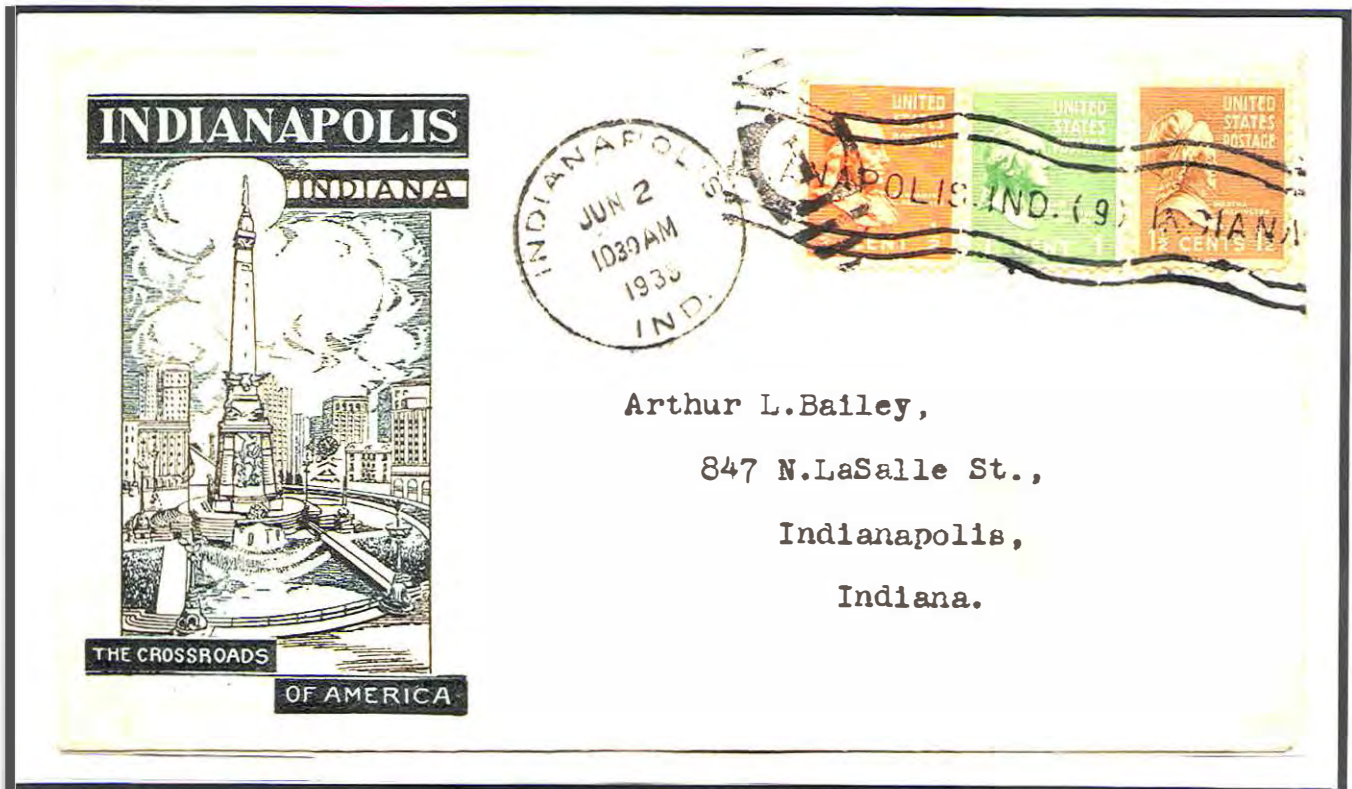
Fleming Manufacturing Co. showed images promoting the "Third City of the State".



Indianapolis, Marion County seat

June 2, 1938

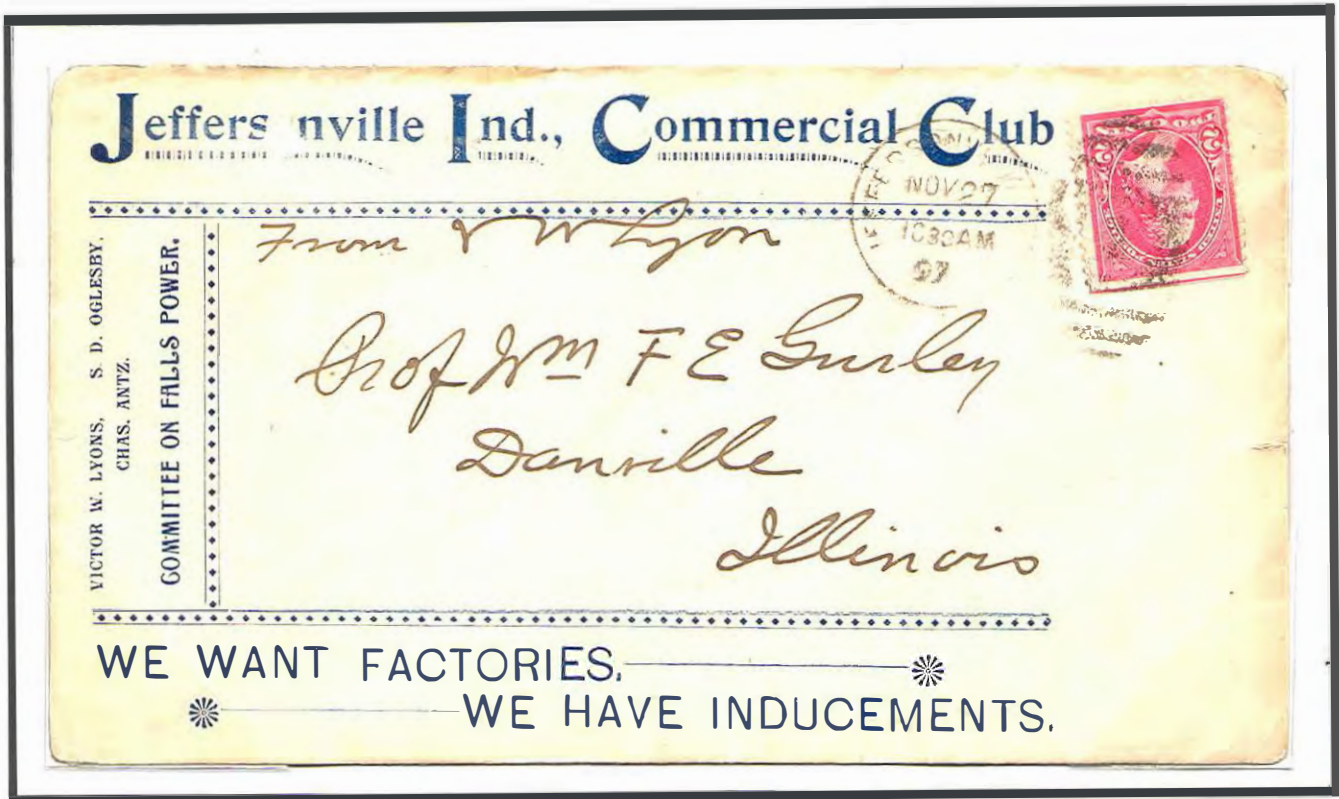
Indianapolis, the crossroads of America.



Jeffersonville, Clark County

November 27, 1897

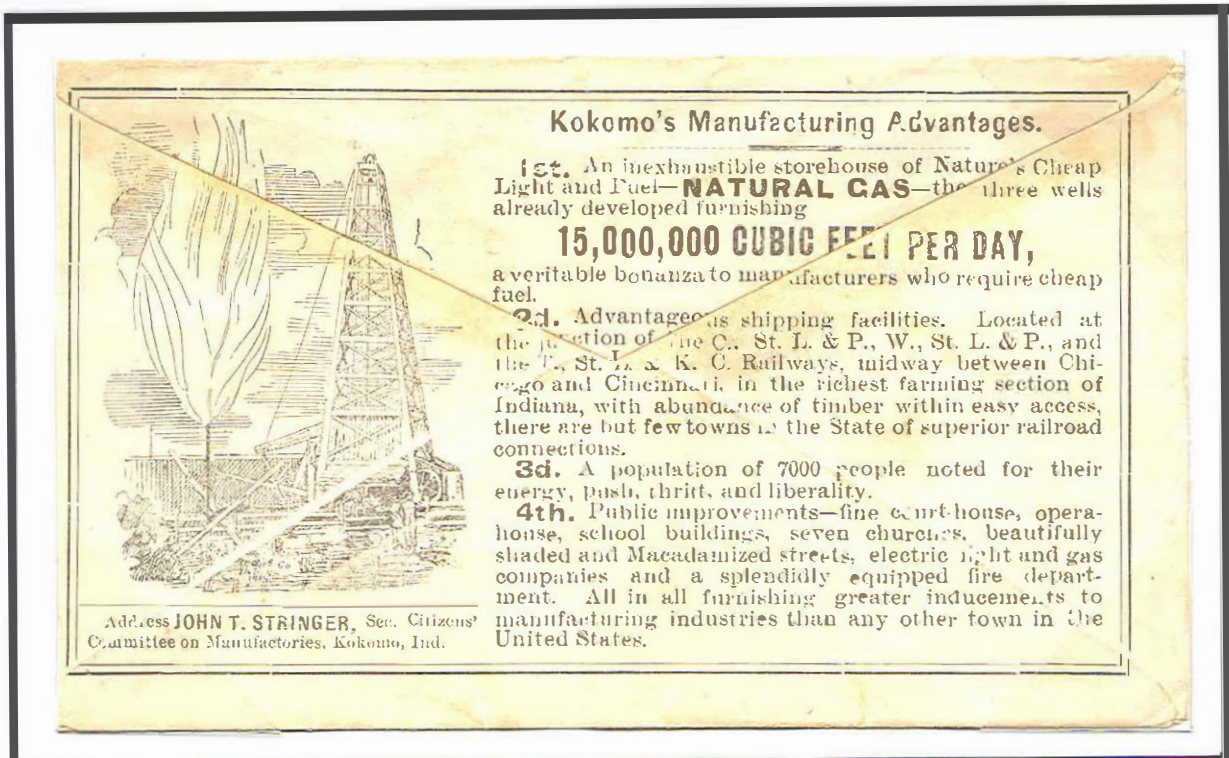
Jeffersonville, Indiana Commercial Club, "We Want Factories..."



Kokomo, Howard County seat

April 16, 1887

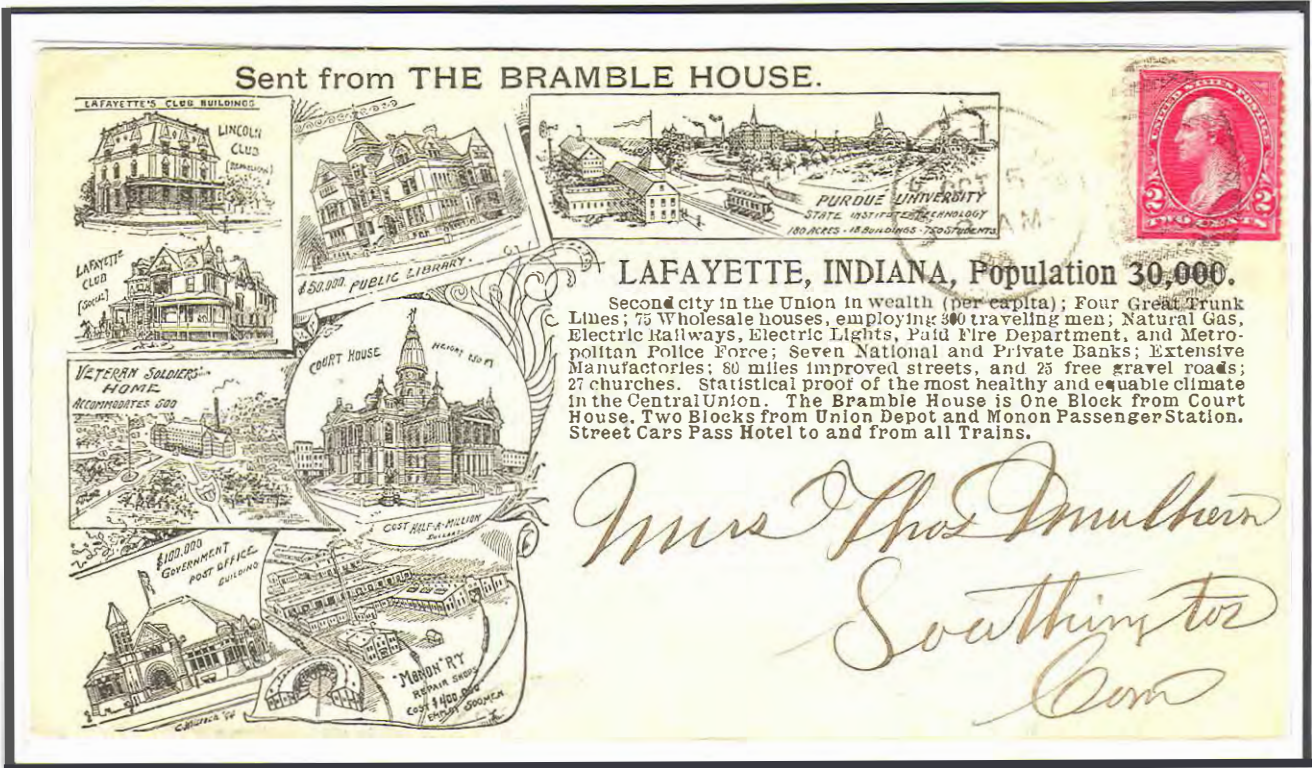
Citizens' Committee on Manufactories, "Kokomo's Manufacturing Advantages".



Lafayette, Tippecanoe County seat

October 5, 1898

“Second City in the Union in wealth (per capita)”.



LA PORTE, La Porte County seat

May 14, 1906

La Porte Business Men's Club envelope. "A good town to live in,"



Logansport, Cass County seat

unused (c1895)

J. J. Busjahn & Co., Druggists, "nine railway divisions".

NORTHERN INDIANA INSANE HOSPITAL COST \$500,000 17 BUILDINGS

PANHANDLE SHOPS. COST \$ 500,000. EMPLOY 1000 MEN

HIGH SCHOOL BUILDING COST \$50,000

CASS CO. COURT HOUSE COST \$100,000

MICHAELS UNIVERSITY COST \$100,000 72 ACRES CAMPUS

NINETH QUARRIES. CAPACITY 100 CARS PER DAY EMPLOY 300 MEN

MASONIC TEMPLE COST \$50,000

Logansport, Ind., population 20,000, second railway center in Indiana, site of North Ind. Hospital for Insane, point of concentration for nine railway divisions, splendid system of water works and fine electric light plant owned and operated by the city, natural gas, electric railway, paid fire department, metropolitan police brick paved streets, cement walks, prosperous manufactories, three banks, 17 churches, 11 fine school buildings, two business colleges, the best hotels. A splendid water power, afforded by Wabash and Eel Rivers; a healthful climate and a great agricultural region.

Return if not delivered in 10 Days to
J. J. Busjahn & Co., Druggists,
 308 Fourth St., LOGANSPORT, IND.

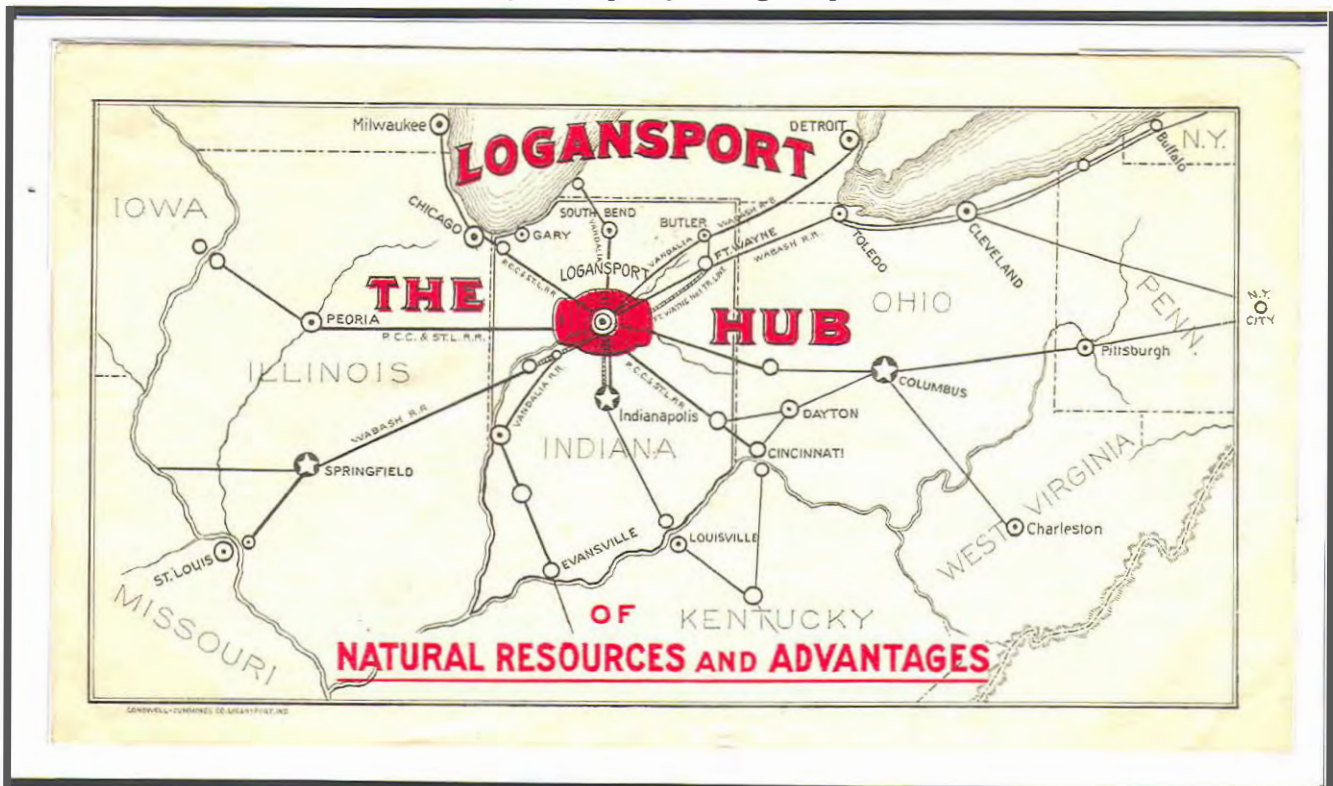
*Mr. James Kinney,
 City.*

Copyright 1895, by Longwell & Cummings.

Logansport, Cass County seat

November 23, 1919

Elliott Grocery Company, "Logansport The Hub".



Muncie, Delaware County Seat July 14, 1892

Citizens National Bank, "A City Of Free Fuel".

MUNCIE, INDIANA

A CITY OF FREE FUEL.

Do You Know

That Muncie is the most enterprising Natural Gas city in the West?

That when Natural Gas was first discovered we had less than 5,000 inhabitants, we now have over 16,000?

That within three years Muncie will be a city of 40,000 people?

That all the light and heat of the city is made by Natural Gas?

That Delaware County, of which Muncie is the county seat has enough Gas to supply a city the size of New York?

That there is not one ounce of Gas piped out of Delaware County?

That Muncie has three trunk line railroads, and the fourth to be built this year?

That over fifty factories have been located, employing over 4,000 hands, and saving over \$500,000 annually in fuel?

That through the inducements offered by the Citizens Enterprise Co., with \$200,000 cash factory fund, new factories are being located every week?

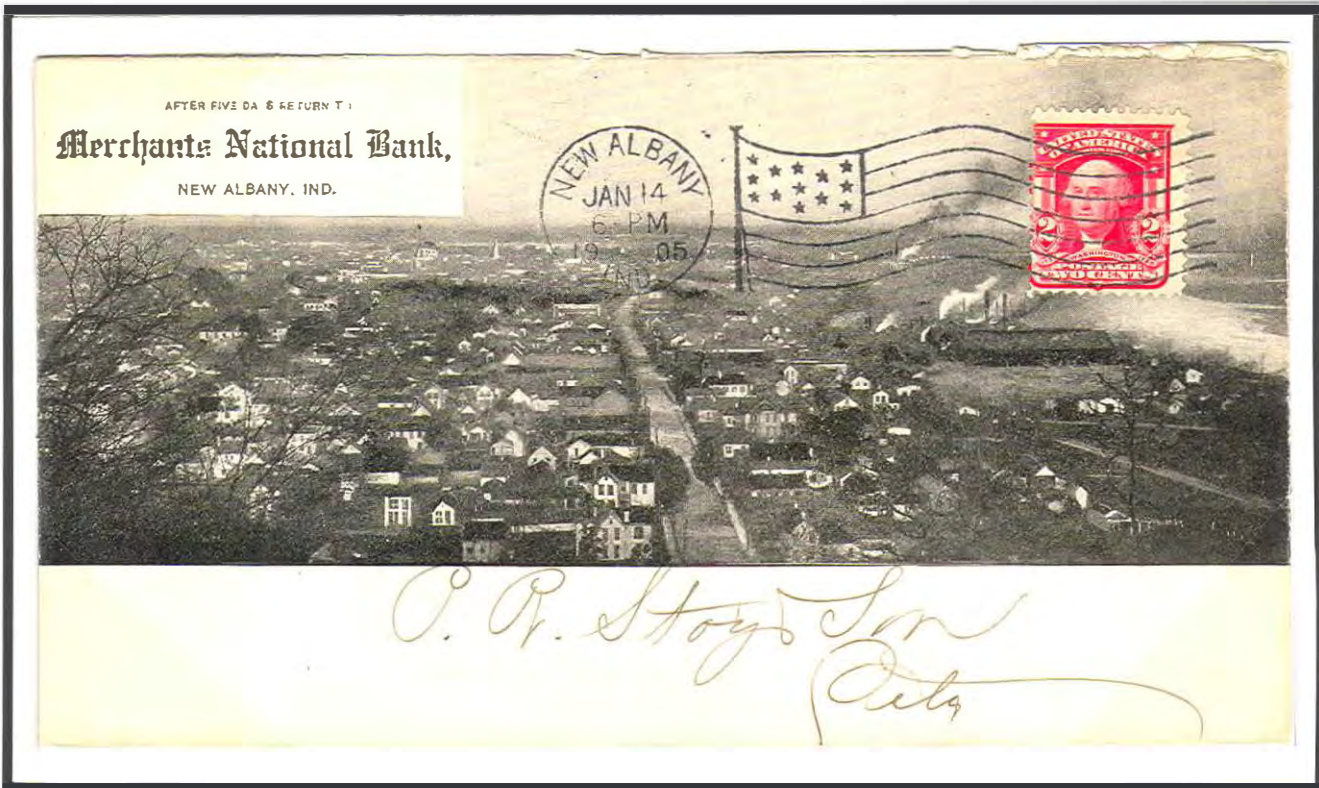
That we have excellent schools, churches, public libraries, water works, sewerage, paid fire department, two electric light plants, street railway, etc., and just completing a \$100,000 opera house?

That investors are making fortunes every week in Muncie real estate?

New Albany, Floyd County seat

January 14 and 25, 1905

Commercial Club, "Free Factory Sites For Factory People".



NEW ALBANY, INDIANA.
Free Factory Sites for Factory People.

NEW ALBANY has 25,000 population, 350,000 within a radius of ten miles.
Good public and private schools, churches, 3 national banks,
2 daily and 3 weekly papers, parks, opera house,
public library and many other public
utilities and is surrounded by a
fine farming country.

NEW ALBANY, IND.,
has beautiful scenery,
good fishing and boating,
numerous factories, electric lights,
gas, sewers and the best
water workssystem in
the state, the res-
ervoir pres-
sure being
75 lbs.

INVESTIGATE!
WRITE COMMERCIAL CLUB,
New Albany, Ind. Special inducements
to capitalists, good homes, good opportunities, good
climate, 25 miles paved streets, new asphalt and vitrified brick
streets under construction.

SHIPPING FACILITIES UNSURPASSED.

NEW ALBANY has
the Ohio River, navigable
the year round, insuring cheap
transportation of freight and coal. 8
railroads, Pennsylvania, B. & O.
(Southern, Monon, C. & O.
L. & N., Big Four and
I. C. R. R., also
local and interur-
ban electric
lines.

BAKER Ptg. HOUSE, N. A. IND.

New Harmony National Bank, "Home Of The Golden Rain Tree".

NEW HARMONY--THE HOME OF THE GOLDEN RAIN TREE.

New Harmony, the Athens of the Wabash, was settled in 1814 by George Rapp, leader of the Harmony Society, from Wurtemberg, Germany. Immortalized by Lord Byron in Don Juan. Purchased in 1824 by Robert Owen of New Lanark, Scotland, co-operationist and philanthropist. Home of Wm. Maclure, scientist, author and founder of Philadelphia Academy of Science and workingmen's libraries. Residence and burial place of Thomas Say, the father of American conchology. Headquarters of the first United States geological survey. Home of the first three state geologists of Indiana, viz., David Dale Owen, Richard Owen and E. T. Cox. Home of Robert Dale Owen, author and statesman. Residence and burial place of Joseph Neef, the first Pestalozzian teacher in America. In proportion to population, it contains the largest library (26,000 volumes) and the finest art gallery in America, together with a large museum. It was in New Harmony that the first woman's club in America the Female Social Society--was formed by Frances Wright in 1826, which was succeeded naturally a third of a century later by the founding of the Minerva Society in the Old Fauntleroy Home, now enshrined by the Indiana Federation of Clubs as the cradle of the woman's club movement. New Harmony is located on the Wabash river, 25 miles west of Evansville, on concrete highway No. 66. Many of the old buildings built over 100 years ago still stand and the town possesses an unusual interest for the tourist. The Festival of the Golden Rain Tree is an annual event, held in mid-June when the yellow petals are cast upon the ground, forming a golden carpet. At all seasons of the year New Harmony invites you.

The Mayfield, C.L.Chaffin, Prop., "Through the sycamores..."

THROUGH THE SYCAMORES THE CANDLELIGHTS ARE GLEAMING ON THE BANKS OF THE WABASH FAR AWAY
 VISIT THE BEAUTIFUL MUNICIPAL MURPHY PARK

RAPPITE CHURCH DOOR NOW IN USE AT SCHOOL, USED IN BRICK CHURCH ERECTED IN 1822

MONUMENT TO MEMORY OF THOMAS SAY, ERECTED 1834 IN YARD OF WILLIAM MACLURE - HOME

GATE TO CEMETERY WITHOUT A MONUMENT TWO HUNDRED AND THIRTY RAPPITES BURIED HERE

OLD FAUNTLEROY HOME, ERECTED IN YEAR 1815 BIRTHPLACE OF MINERVA CLUB

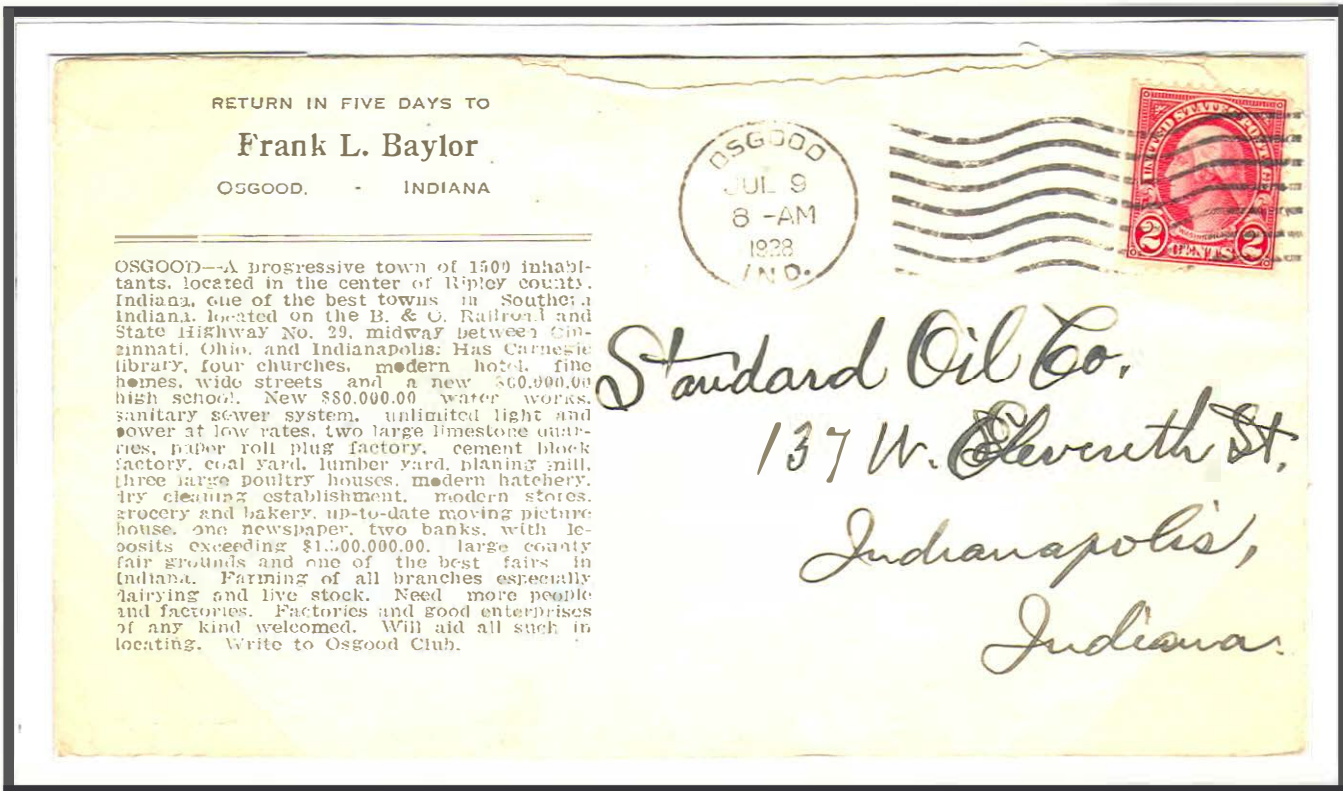
RELIABLE BANKING INSTITUTIONS RAPPITE SUNDIAL MADE IN 1821 ON SOUTH END OF COMMUNITY HOUSE

HOME OF THE GOLDEN RAIN TREE FESTIVAL IN JUNE

STONE TRADITION SAYS BEARS IMPRINT OF ANGEL GABRIEL'S FEET

NEW HARMONY, BIRTHPLACE OF TWO COMMUNISTIC EXPERIMENTS LED BY GEORGE RAPP, 1814, AND ROBERT OWEN, 1826.

Osgood Club, "A progressive town..."



It Is a Pleasure To Live In Osgood.

JGSEN ECKERT & SONS Hardware, Stoves and Paint	AMERICAN PLUG CO. Plugs For Paper Manufacturers	RIPLY CO. BANK "Safety and Service"	EHEL & SON Meat Market and Grocery.	WAGNER BROS. GARAGE Service and Storage.
V. M. VAWRINGER Attorney at Law	NEWEL SICKY Farm Implements Tractors Fertilizer	JUNKINS & SON MONUMENTS	EVERGREEN RESTAURANT And Soda Fountain EAT HERE.	C. E. SPARLING General Concrete Burial Vaults Cement Blocks.
OSGOOD MILLING CO. Flour and Feed Buyers of all kinds of Grain.	THE DAWN THEATRE AND BAKERY	OSGOOD LUMBER CO. Building Material Tile and Fence Phone 45.	BAYLOR Dry Cleaning And Tailoring	GEO. STRUBBE Plumbing Crane Hitches
JNO. E. BERTHELL General Contractor Repairs And Mill Work.	WILLIAMS & BROWN Funeral and Ambulance Service.	G. A. TRIPLETT Ripley County's most up-to-date Drug Store.	VOLLMEER Quality Merchandise For Less.	HUMPHREY MOTOR CO. Chevrolet Sales and Service.

29 Osgood Boosters at Your Service. Look Them Up.

Stinesville, Monroe County January 13, 1915

Commerce Club, "This stone came from Stinesville, Indiana".

**\$30,000.00 COMMISSIONED
HIGH SCHOOL BUILDING
PIKE ROADS**

BEST EQUIPPED STONE MILLS IN SOUTHERN INDIANA
HUNDREDS OF BUILDINGS BUILT OF OUR STONE
20 MILES FROM COAL FIELDS

This stone came from
Stinesville, Indiana



INDIANA SOLDIERS' AND
SAILORS' MONUMENT

\$1,000,000.00

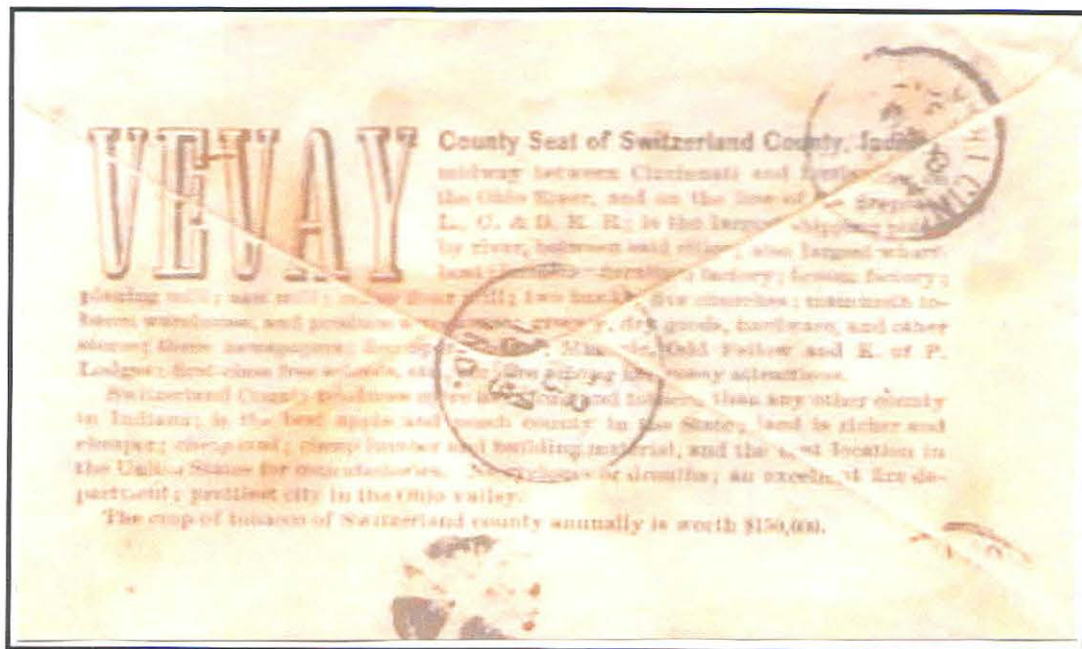
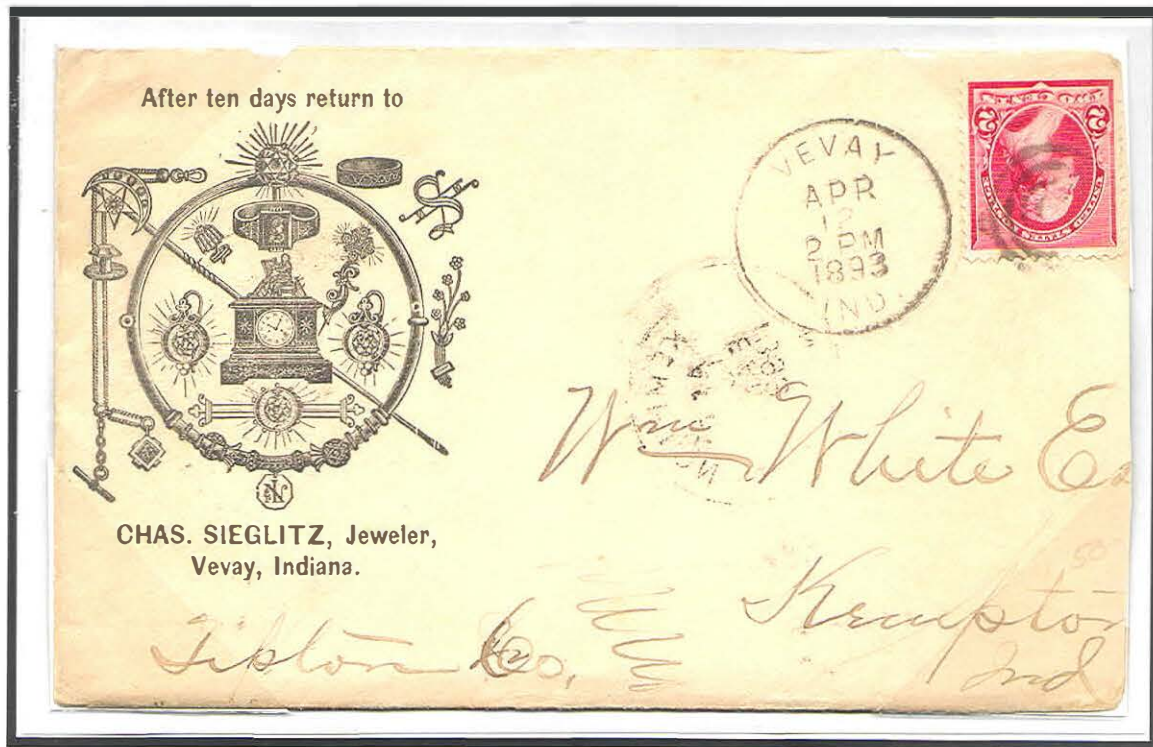
CLAY FOR BRICK, STONE FOR BUILDING, LIME AND FERTILIZER
3,000 ACRES UNDEVELOPED STONE LAND. Write Com-
mercial Club for Information. Stinesville, Indiana

10 GOOD MILL SITES, WATER FREE,
GOOD SPRINGS, WELLS, ALSO MINERAL,
WATER. HEALTHIEST PLACE IN
SOUTHERN INDIANA.
200 BUILDING SITES

Vevay, Switzerland County seat

April 12, 1893

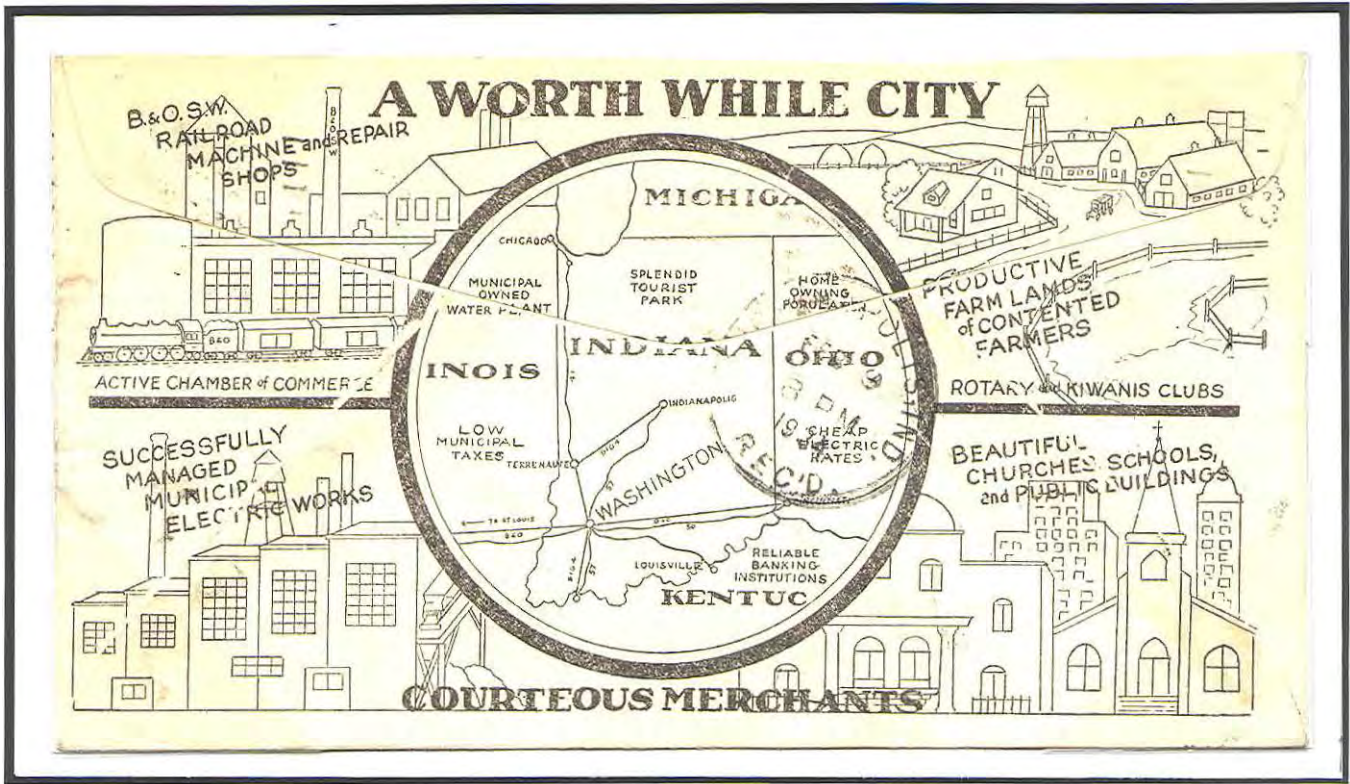
Chas. Sieglitz, Jeweler, facts about Switzerland County.



Washington, Daviess County seat

February 9, 1934

Chamber of Commerce, "A Worth While City".



Winamac, Pulaski County seat

December 18, 1908

M. E. Falvey, General Merchandise, images of Winamac.

