

Collection #  
P 0748

**INDIANA NATIONAL BANK  
ADVERTISING VISUAL MATERIALS, 1966–1980S, N.D.**

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November 2018

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## COLLECTION INFORMATION

VOLUME OF COLLECTION: 4 oversize folders in flat file storage

COLLECTION DATES: 1966–1980s

PROVENANCE: Unknown

RESTRICTIONS: None

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ALTERNATE FORMATS:

RELATED HOLDINGS: Indiana National Bank Records (M0724)

ACCESSION NUMBER: 0000.1225v0152

NOTES:

## HISTORICAL SKETCH

INB National Bank traces its history to 1834 when the Indiana General Assembly granted a twenty-five-year charter for the Second State Bank of Indiana. Twelve branches around the state provided currency and short-term commercial and agricultural loans. The charter for the Second State Bank expired in 1857, and many of the same investors sought a charter for the third state bank, the Bank of the State of Indiana. In 1865, investors of the Indianapolis branch secured a national charter under the National Bank Act of 1865; the new bank was the Indiana National Bank of Indianapolis.

The Indiana National Bank of Indianapolis, at Washington and Meridian streets, served small businesses and individuals in its first two decades of operation. George Tousey directed the bank, and his brother Oliver concluded the affairs of the Bank of the State of Indiana. Oliver succeeded George as president, a position he relinquished to William Coughlen in 1876. In 1882, Volney T. Malott purchased Indiana National and became its president (1882–1912). He moved the bank to 1 East Washington Street, and in 1895, a massive fire destroyed the building.

In 1897, Indiana National opened in an elegant Neo-classical building at 3 Virginia Avenue. By 1912, it acquired Capital National Bank; Malott became chairman of the board (1912–1921), and Frank D. Stalnaker (1912–1932) became president until his death. Arthur V. Brown, a member of the Malott family (1932–1942), then became president. During the Depression, Indiana National continued its conservative management, and it survived and grew by acquiring Continental National Bank and attracting the customers of failed banks.

During World War II and the post-war era, Indiana National took advantage of the national economic growth. William G. Irwin (1942–1943), Russell L. White (1944–1952), William P. Flynn (1952–1957), Wilson Mothershead (1957–1963), and J. Kurt Mahrtdt (1963–1968) presided over the bank as the Indianapolis area experienced rapid growth and other banks in the community were acquired. By 1968, INB was the first "Billion Dollar Bank" in town.

Indiana National moved into a new thirty-seven-floor tower in 1970 at One Indiana Square. In 1969, Indiana National Corporation, a one-bank holding company formed, engaged in nonbanking activities, and by the mid-1970s it was over-extended. Thomas W. Binford restored the bank to a narrower operation, and Thomas M. Miller became president (1976–1979). Once turnaround was achieved, Andrew J. Paine, Jr. became bank president and Miller chairman of the corporation.

Economic conditions of the 1980s contributed to a nationwide restructuring of banking. In 1986, INB began an aggressive program of acquisitions throughout Indiana because of legislative changes at the state level. Indiana National Corporation became INB Financial Corporation in 1989. In 1992, National Bank of Detroit Bancorp, N.A. of Detroit, a

regional bank holding company, purchased INB and changed the name in 1993 to NBD Indiana, Incorporated.

Source:

Weintraut, Linda and Nolan, Jane. *Pioneers In Banking: A History of Indiana National Bank*. NBD, Indiana, 1994

## **SCOPE AND CONTENT NOTE**

The collection is comprised of one map, posters, signs, and one photograph produced by and for The Indiana National Bank. Some of the signs appear to have been posted in the bank's lobbies or offices to attract the attention of bank customers and make them aware of the bank's services. Others were used as giveaways for customers.

The 1899 B.F. Morris map reproduction of Indianapolis is the only dated item. This was probably given out to bank customers at the time of Indiana's sesquicentennial in 1966. As for other dates the bison logo for INB was first used in 1981 and appears on only one of the posters. It is assumed the materials date between 1966 and the 1980s.

Each item is described in the Contents section with the text transcribed between quotation marks and descriptions by the processor are in square brackets.

## CONTENTS, 1966–1980S

### CONTENTS

*"Map of Indianapolis and its Environs"*

[1966 Sesquicentennial reproduction of the B.F. Morris map of 1899 presented by The Indiana National Bank]

*"Reach For Your Horizon / The Indiana National Bank"*

[poster with view of a sunrise]

*"For People On The Move / Indiana National Bank"*

[poster with image of man and his sailboat]

*"Banking / that beats / the funds / Money Market / Checking and Savings / Two insured accounts that / combine the earning power of /the money market with the / convenience of regular / checking and savings"*

[poster with bison logo highlighted at top, ca. 1980s]

*"The \$45 Million / Loan Clearance Team / is starting a whole new season / person-to-person banking / Indiana National"*

[poster with smiling people wearing shirts that say "\$45 Million Man"]

*"The Indiana National Bank "*

[poster with bank check on blue field with red sign stating "Certificates of Deposit / Earn 4% Interest"]

*"Thank / You! / person / -to- / person"*

[gray italic text on burgundy field]

*"Guaranteed / Direct Deposit / Social / Security / Information / Desk"*

[white lettering on brown field with image of antique radio in the center]

### CONTAINER

Oversize Graphics:

Folder 1

Flat File 3-o

Oversize Graphics:

Folder 2

Flat File 3-o

Oversize Graphics:

Folder 3

Flat File 3-o

Oversize Graphics:

Folder 3

Flat File 3-o

*""happy money" holiday loans"*

[photograph of small boy opening Christmas presents at top of poster, text in red letters across the bottom]

*"Guaranteed Growth / Certificates / "Buy at a discount—after a specific time / period, you receive the face amount!" / Available in amounts from / \$1,500 to \$50,00 / Ask for details / ... / Member FDIC"*

[smiling images of two men and a woman across the top, text at bottom of poster]

"The Bank"

[photograph mounted on board showing elevated view of bank lobby filled with smiling employees]

Oversize Graphics:

Folder 3

Flat File 3-0

Oversize Graphics:

Folder 3

Flat File 3-0

Oversize Photograph:

Folder 1

Flat File 3-0