NAEGELE ADVERTISING COMPANIES
COLLECTION, CA. 1926–1977

Collection Information

Historical Sketch

Scope and Content Note

Series Contents

Cataloging Information

Processed by
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November 1996

Revised by Dorothy Nicholson
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
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:
* Naegele Advertising Companies, Records of Incorporation. Indiana State Library Archives, Indianapolis, Indiana.
* Naegele Advertising Companies, Records of Incorporation. Indiana State Library Archives, Indianapolis, Indiana.
* Polk’s *Indianapolis Directory*, 1926. Indianapolis: R. L Polk and Company, 1926

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**

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

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Pure Oil Company Bulletins. Negative numbers: 1–33.  
Box 1, Folder 29

Life Begins in “40” political ad on Columbia Club;  
Indianapolis Machinery Co.; Miller’s; Wassons;  
Rost Jewelry; Bill Kuhn Chevrolet; East Washington  
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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; 16th & 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.
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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.
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Board; Idea Club Box 1939–1950; Prize turkey
presentation 1939; Lincoln, Mercury, Ford 1941; 7
Up.
Negative numbers: 316–414.

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Red Crown Gas; Falstaff; Kool-Aid; Spur soft drink;
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Negative numbers: 415–450.
Chevrolet; Consolidated Finance; Defense Bonds; Norge; Pabst Blue Ribbon Beer; Pure Oil Co.; Shell Oil Co.; Seville Restaurant; Wiedemann’s Beer; Easter Seals. 
Negative numbers: 451–572.

Store window displays; Indianapolis Water Co.; Sherwin Williams; Bill Kuhn Chevrolet; Kroger tea; Milk Council. 
Negative numbers: 573–640.

Ajax Beer; Shell at Madison Ave. & Meridian. 
Negative numbers: 641–716.

Soap Box Derby; Indianapolis Power & Light Co.; General Tire Co.; Washington St. looking east and west; Alabama & Washington St. 
Negative numbers: 717–810.

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Negative numbers: 811–857.

Indianapolis street scenes. 
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**Series 3: Sales Presentation Slides, ca. 1940s–1960s**

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General Outdoor Advertising Co.: ca. 1950s. 
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General Outdoor Advertising Co.: ca. 1950s. 
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General Outdoor Advertising Co.: ca. 1950s. 
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General Outdoor Advertising Co.: ca. 1950s. 
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General Outdoor Advertising Co.: Public Services WW II.
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Indianapolis maps showing locations of grocery stores, restaurants, parks, boulevards, golf courses, liquor, beer and wine outlets, filling stations, employees homes, primary streets, churches, traffic signals, and drug stores.
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Indianapolis maps showing locations of grocery stores, restaurants, parks, boulevards, golf courses, liquor, beer and wine outlets, filling stations, employees homes, primary streets, churches, traffic signals, and drug stores.
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Indianapolis maps showing locations of grocery stores, restaurants, parks, boulevards, golf courses, liquor, beer and wine outlets, filling stations, employees homes, primary streets, churches, traffic signals, and drug stores.
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Soap Box Derby 1941.
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Indianapolis Maps showing locations of beauty parlors, theatres, traffic flow, industries, schools, and grocery stores.
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Naegele Advertising Companies: sales presentation ca. 1960s.

Naegele Advertising Companies: sales presentation ca. 1960s.
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Naegele Advertising Companies: sales presentation ca. 1960s.

Naegele Advertising Companies: sales presentation ca. 1960s.

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Naegele Advertising Companies: Indianapolis maps ca. 1960s.

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Naegele Advertising Companies: sales presentation ca. 1960s.

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Sales presentation, ca. 1940s–1960s.

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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].
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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].
Northern Beach picnic 1940. Slides: 763[a]–770[a].
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Fab laundry detergent; Tuchman Cleaners, ca. 1960s. Slides: 787[a]–791[a].
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**CATALOGING INFORMATION**

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

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, P 0001).
5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.