



indiana

BUSINESS & INDUSTRY

[A Reprint]

Special
TERRE HAUTE
Issue

ANTON HULMAN JR.

Businessman
Sportsman
Civic Leader

In this Issue: Full coverage of Terre Haute; its industries, schools, culture, and new spirit.



indiana

BUSINESS & INDUSTRY

A Monthly Magazine Devoted To Advance Business and Industrial Growth, Development and Expansion in Indiana

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TERRE HAUTE'S IN THE RUNNING

The new Terre Haute. And how it got that way. The people responsible. P. 15

TONY HULMAN AND TERRE HAUTE

The initials are the same and in some ways the two are synonymous. P. 20

HIGHER EDUCATION

Terre Haute has the right to boast of three top notch schools. P. 24

THE CITY AND ITS INDUSTRIES

Steel and metal. Chemicals, packaging, and foodstuffs. It's all there. P. 26

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Terre Haute And Education

A major factor considered by industry before moving a new plant into a town is the educational system of that town. Terre Haute claims prime consideration as a plant site because of its public, parochial and higher education facilities.

Terre Haute and Vigo County schools were the first in Indiana to reorganize on a countywide basis under the Indiana School Reorganization Act. This was in 1960. Some counties are still nit-picking this one.

Instead of 11 high schools in Vigo County, there are now five in addition to a laboratory school operated by Indiana State University and a parochial high school.

At the junior high and elementary level, schools were eliminated and new districts formed. More transportation services and equipment were needed, but the end result has been an equalization of educational opportunities.

Since reorganization, a new high school and three elementary schools have been constructed and several have been remodeled and enlarged. A cumulative building fund paid for the projects. School bonded indebtedness is less than \$550,000.

Two new comprehensive high schools will be constructed within the next three years. They will incorporate four high schools presently operating and each will enroll 2,200 pupils, an optimum number according to the State Reorganization Committee.

Operating costs of all education in the county is well over \$26 million. But the economic assets developed in education amounts to more than \$35 million. Put that on a profit/loss statement and it comes up \$9 million in the black. The value of education in Vigo County is probably larger, per capita, than any other area in the state.

The bulk of these school costs are paid from local, state and national taxes. The two private colleges, however, add considerable private funds to the area's economy.

Then there is the by product of high quality educational facilities — these institutions provide many cultural programs for the 11,000 students. These programs are also offered to those in the community who are so inclined.

With this economical, cultural and educational impetus teaming with well-balanced industrial strength, Terre Haute compares favorably with other recent INDIANA BUSINESS & INDUSTRY "city sketches" such as Elkhart, Muncie, Michigan City, and Evansville.



Terre Haute Runs To Big Time

EXECUTIVE Committee of Terre Haute Committee for Area Progress meets for breakfast every Tuesday. Indiana State University's "new" campus looms in the background for (l to r) Henry Throneburg, president of Vigo-Sullivan-Clay counties labor council; Alan C. Rankin, ISU president; George R. Ranes, president of Ranes and O'Daniel Co.; Donald Foltz, Hulman & Co.; Charles H. Hutchins, Ewing H. Miller Associates; Anton Hulman Jr., president of Hulman & Company, and Ralph Tucker, Terre Haute mayor.

TERRE HAUTE finally got tired of "running hard just to stand still."

Long the favorite patsy of every two-bit hack "expose" writer in the country, Terre Haute has turned the corner. It has done so with dignity and grace. It also took a lot of sweat, blood, tears, arm-twisting, browbeating, and another near disaster. But the change has been made.

For the uninitiated, Terre Haute, county seat of Vigo County's 110,000 residents, has been assailed as Indiana's "sin city" by notable publications like *Life*, *Saturday Evening Post*, and the state's largest daily newspaper.

Back in the days when Terre Haute's main industries were railroads and coalmining, breweries and distilleries, it was a bawdy, raucous and in the current vernacular, a swinging town. Terre Haute imported the first French sporting women even before New Orleans got the idea. Gambling flourished and you could find "the action" right around any corner. Those people worked hard and played hard.

But that was years ago.

Coalmining, because of modern mechanical methods of getting coal from the ground, died as a major employer in Terre Haute. The huge railroad yards and shops are covered with weeds or have been transformed into something currently useful. Some 15,000 jobs went down the drain with the death of these two industries. And with it went the "old Terre Haute."

That's why "new" Terre Haute has been running so hard to stand still. The population of 72,500 today hasn't changed appreciably from 20 years ago, considering what other industrial cities in the state have done.

What has changed is the complexion of that populace.

In recent years Terre Haute has attracted millions in capital investment from firms like Anaconda Aluminum, Bemis Company, Ethyl Corp., CBS, Pillsbury, American Can, National Steel, Central Nitrogen and others.

With this investment of plant and materials came a bonus. One that Terre Haute needed more than anything else. A new breed of top quality people. It came in the form of action people. The managers of these new plants. The guys whose jobs depended on "getting something done."

These professional managers looked askance at Terre Haute and perhaps the old Terre Hauteans looked back the same way at these "outsiders." But soon a marriage took place to the benefit of a new zinging Terre Haute, industrially, educationally, and recreationally.

Today, you couldn't move Fred Harney of Pillsbury or Dick Ireland of Bemis or John Lemry of Columbia Records from Terre Haute with a bulldozer. They like the new town they helped make. It's a pretty picture . . . a marriage of proud tradition and modern innovation.

Terre Haute's past is not all shady by a long shot. Don't get the wrong impression. Its 150 years have been fruitful, colorful and a tribute to men and women with courage and dedication to life itself.

But Terre Haute has suffered from "bad press." The advantageous and progressive events in Terre Haute often received only cursory notice in outside publications. And there were quite a few good things, people and events.

Few people know that Col. Francis Vigo financed the campaign of George Rogers Clark which made possible the uncovering of the wealthy Northwest Territory.

Men who were to become the ninth and twelfth presidents of our country made indelible marks in Terre Haute history.

William Henry Harrison built the bastion, Fort Harrison, on a bluff overlooking the Wabash River. It is now the site of the Terre Haute Elks Club and its famous 11-hole golf course.

Captain Zachary Taylor commanded the garrison at Fort Harrison that held off a desperate Indian charge and started Tecumseh and his tribe down that famous "trail of tears" westward.

And it was a Terre Haute woman, Julia Lambert, who helped save the day for Taylor and his troops by climbing

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THE home of composer Paul Dresser remains an historic site in Terre Haute.

down the only well in the fort to send up water in gourds to extinguish fires started by the Indians.

Indiana's state song, "On the Banks of the Wabash, Far Away," is the product of Terre Haute-born Paul Dresser. A medicine wagon pitchman, he rose to musical theater fame and hit the pinnacle with words and music that have linked Hoosiers to every corner of the globe.

When Dresser wrote about his Wabash (actually it's Waubache which is Indian for White River) he didn't dream it might become part of a navigable waterway linking Terre Haute with Lake Erie and Lake Michigan. According to the Wabash Valley Interstate Commission's annual report this year that's exactly what is being considered. And so is the possibility of making a site in Vigo and adjoining Clay County a National Wildlife Refuge. If approved, this location will be a haven for migratory waterfowl.

Dresser's brother, Theodore Dreiser (Paul Dresser changed the family spelling of his name to keep in tune

OTTER CREEK mill on the banks of the Wabash served as the first industry in 1816.



INDIANA BUSINESS AND INDUSTRY



AMONG the famous Terre Hauteans is U.S. Senator Birch Bayh and family. He followed in the footsteps of Sen. Daniel Voorhees, a legislator of 20 odd years in the 1880s and 1890s. Another famous native son was Col. Richard Thompson, Secretary of the Navy under President Hayes.

with his show business image) may not be as popular but is certainly more impressive with his literary accomplishments. Dreiser's pungent *"The American Tragedy"* received best selling honors and critics hailed his writing style as "new . . . a break from the tradition of Emerson and Longfellow."

Another Terre Haute boy was the fiery orator Eugene V. Debs, four-time Socialist Party nominee for president. As head of the powerful American Railway Union, Debs defied empire builder James J. Hill by asking for arbitration on union-management issues. Hill refused and Debs called a strike. Eighteen days later, Hill granted 95% of the union's demands.

To Hill and the business-management community Debs was "bad news." To Terre Haute he was the fellow who treated the kids to ice cream at the corner store and told them wonderful stories.

That was in 1894, and Terre Haute picked up the ignoble title of "the capital of labor unrest." It was only a few short years ago that it was able to shed this false image. Only when corporations decided to look for themselves did Terre Haute erase this unwanted and misplaced black mark.

What these companies found can best be illustrated by a newly formed group called Terre Haute Committee for

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TOMMY JOHN is the new breed in Terre Haute sports luminaries. The star White Sox hurler was preceded by another Chicago pitcher of some note — Mordecai (3-fingered) Brown — and major league pitcher Art Nehf. John, as a high school basketball star, could have followed another Terre Hautean by the name of Clyde Lovelette, former pro center.

ONE critic called Terre Haute's downtown area "like that out of a Hollywood horror movie." The scene above illustrates that one-man's opinion is sometimes fallacious. Remodeling and refurbishing in all areas of Terre Haute matches the growth and development of industrial, educational and recreational facilities. It even looks pretty.

Area Progress. Business, government and labor is represented on this shirt-sleeves committee. Spearheading the action group is dynamic Alan Rankin, Indiana State University president. Dr. Rankin is an "outsider" with insight. He recently came to Terre Haute from the vice chancellor's job at the University of Pittsburgh where he went through the renovation of the city of Pittsburgh.

THCAP's steering committee meets weekly for breakfast to thrash out problems at hand. The word then goes out to the 99 committee members, all key figures in the community. One significant program was to get urban renewal approved by the city council. Before THCAP action, the council was polled, 8-1, against. After THCAP action, the council voted 5-4, approve.

The next problem is county wide planning. Before THCAP, "no solution was possible. The groups were too far apart." THCAP is working on it right now. Bi-partisan action will undoubtedly reshape this issue to the benefit of Terre Haute and surrounding area.

Formation of the committee resulted as Terre Haute reeled under another cruel blow from fate. Defense Secretary McNamara announced the closing of a number of defense installations, including Terre Haute's Tumpane Storage Facility.

Civic leaders from all walks of life had enough. The Terre Haute "image" of vice, labor unrest and civic doldrum was about to be unearthed again. They could feel it. And they knew the facts didn't justify the archaic labels.

The new committee was formed on a non-partisan basis and Dr. Rankin was the logical choice to head Terre Haute's "people on the go."

Just what are the economic facts of life in Terre Haute?

Last year the value of products manufactured in the city ran to \$125 million, up from \$93 million in 1960. Terre Haute industries employ some 11,300 with another 3,000 working in plants located in Vigo County. Industry is diversified. It no longer relies on one or two employers to set the pace. Only Columbia Records employs more than a thousand (2,000) while eight manufacturing firms employ between 500 and 1,000. A number of others rank in

the 200-500 category.

Today in Vigo County only 800 are engaged in mining, an industry that has run the cycle from strip mining with pick and shovel to shaft mining and back to mechanized strip mining with huge drag lines. In its hey day, mining meant 10,000 jobs in Terre Haute and a definite influence on the character of the city.

Railyards, too, are gone, but transportation employment isn't lacking. Trucking firms, like Eastern with \$50 million in sales volume are headquartered there serving the nation's heartline.

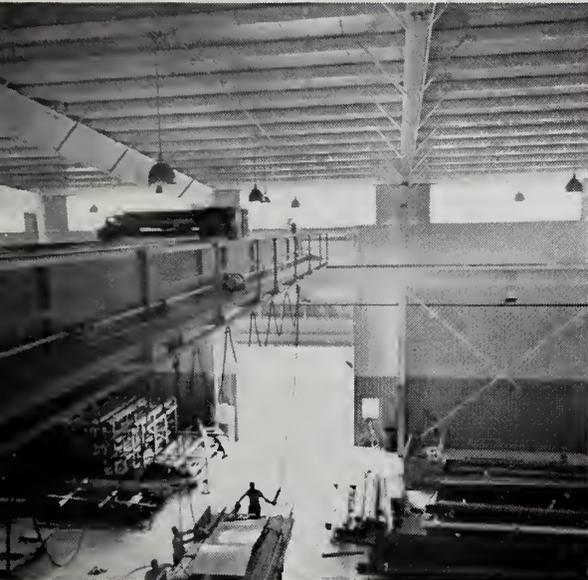
Educationally, Terre Haute is highly respected. Vigo County had the first countywide school system in the state and it has the highest possible accreditation. Besides Indiana State University, Rose Polytechnic Institute and St. Mary-of-the-Woods (these are fully covered in another article in this issue), Terre Haute offers the cultural refinements of a community theater, two symphony orchestras, historical museums, the privately endowed Swope Art Gallery and the Early Wheels Museum, a Tony Hulman innovation.

As a trade center, Terre Haute covers a 400,000-population area in central-west Indiana and central-east Illinois. Retail sales in Terre Haute ran to more than \$237 million last year, an increase of \$30 million over 1964, according to John Lamb, Chamber of Commerce executive.

The downtown area is being revitalized with modernization to stores like Meis, Hillman's, and others. Montgomery Ward is coming in with a huge new store downtown to replace a bit of blighted land. And around the outskirts bright, shining shopping plazas are sprouting like they know the town is economically on the move.

The town has lost the bawdiness of the mining days. Gambling is a thing of the past. You can find more action in any golf locker room across the nation than you can in Terre Haute. And organized vice is non-existent.

Terre Haute has lost the color of "Saturday night, every night." But that's the price you pay for diverse, growing industry, better schools and churches, and an awakened, enlightened citizenry.



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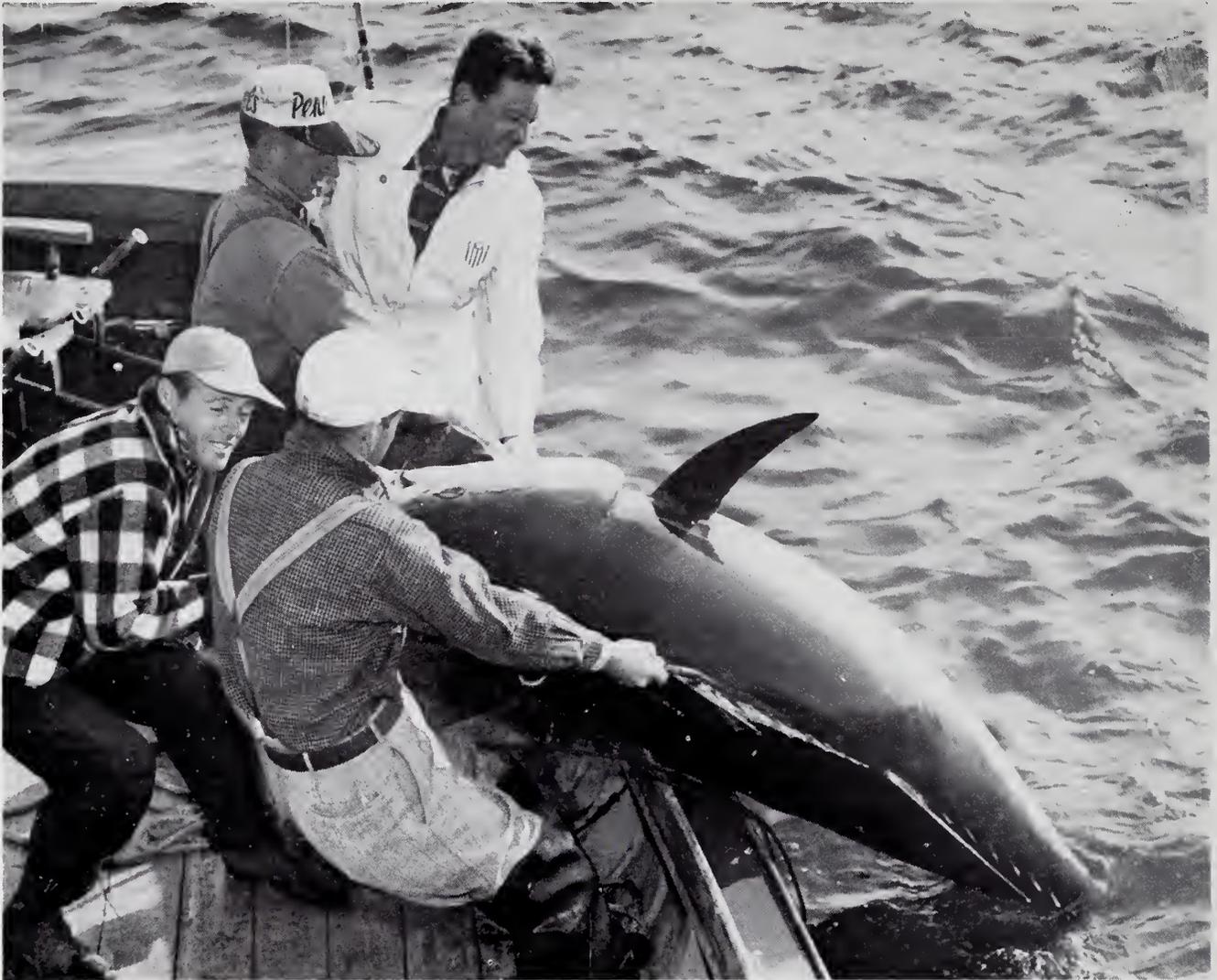
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WHEN A MAN is a multi-millionaire, probably the richest in the state and one of the wealthiest in the country, how can you call him "quiet and almost shy?"

If his name is Anton J. Hulman Jr. of Terre Haute, you can.

Tony Hulman is quiet and shy. "Even after all these years, I still can't be sure I'm going to utter those words — 'Gentlemen, start your engines,'" he confides in his usual pleasant almost unobtrusive manner.

Tony is the grandson of Herman Hulman who immigrated from Germany and started a grocery business in Terre Haute. Anton Sr. continued the business and branched into wholesale operations. From this modest base is built one of Indiana's most interesting, diverse, and, certainly, influential fortunes.

Sports fans immediately link Tony Hulman as the president (owned by his corporation) of the Indianapolis Motor Speedway, the world's richest one-day sporting



"... work is exciting"



"... many problems to solve"



"... it keeps one in tune"



"... a sense of humor helps."

When Tony talks, you expect to hear the voice say, 'Gentlemen, Start your engines'

event. Attendance figures are never released but educated guesses put the crowd at better than 290,000 on Race Day, May 30.

Tony says, "It was Wilbur Shaw's idea not to release actual attendance figures. Wilbur was president at the time we were vying with the Kentucky Derby as the country's biggest sports attraction. The Derby released their figures, so we didn't."

While the 500 race is lucrative, no one chides Tony for his success. He puts back a bundle every year to improve seating, parking, safety and other comfort features.

"I saw my first race as a boy. One of the first races. I drove up with a friend and it seems it took us an eternity to get into the track. When we finally did, we were both hot and dirty. I didn't enjoy that race and didn't think I ever would like to see another one," Tony recalls.

When he did get a chance to do something about conditions, he did it. And continues to spruce up and make the 500-mile classic a classic in customer comfort and convenience.

Tony gets his love for sports naturally. His father, Anton Sr., was high and low cycle state champion in the late 1880s.

At Worcester (Mass.) Academy, Tony won national honors as the best schoolboy hurdler one year and pole vaulter the next. (Ed. Note: A boy could only win one award a year.)

After prep school, he went to New Haven and continued his track career. He ventured into football, and Walter Camp picked him for All-America as an end. A knee injury cut short that activity.

Tony was graduated from Yale with an engineering degree before returning to Terre Haute where he soon took charge of the family grocery business. His engineering training soon became the key to a growing success.

The wholesale grocery business was a good one when Tony got back. It was well run. Progress was slow and steady.

One of the items dispensed by the firm was baking powder. It struck Tony that maybe others around the country could use the particular kind made at his plant. They made no fancy market studies, just started making more baking powder and shipped it around the country. Clabber Girl appeared on shelves throughout the nation and started a big business operation in Terre Haute.

Two acquisitions of other firms in the same business broadened the base and cut distribution lines. Profits got better. And Tony was putting his engineering education to work.

"All I ever got to see about any of the business was the trouble. They brought the problems and I had to produce solutions. It was the same formula that I had studied at New Haven," Tony succinctly explained. "This is the part of any job that appeals most to me. Certainly, I enjoy success, but I get more pure self satisfaction from problem-solving. The every-day routine is not my dish," he adds.

Relaxation is important to any executive and Tony takes advantage of his 750-acre lodge in Terre Haute whenever he can. It's restful, isolated and generally quiet. Sometimes the guest list gets out of hand and the retreat turns into a beehive of activity.

Another form of relaxation that hardly seems relaxing is deep sea fishing. Tony captained the U.S. team that won the international tuna tournament in waters off Nova Scotia. Tuna in the 700-800 lb. class was not an uncommon catch.

He also golfed for quite a few years but now has given it up. "About all I do nowadays is try to watch my weight from getting out of hand," he grins. He still looks neat and trim.

Philanthropy is a synonomous word for the Hulman family in Terre Haute. Tony's grandmother, Mrs. Herman Hulman Sr., guided the birth and growth of St. Anthony's Hospital in Terre Haute. With the Poor Sisters of St. Francis of Perpetual Adoration, the Hulman family has assisted

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Chartered in 1863, Terre Haute First National is one of the oldest chartered National Banks in the United States. It now serves the Terre Haute area through seven full service offices.

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in the hospital's present growth. Tony's mother, Mrs. Grace Smith Hulman, who passed away only recently, was especially interested in the progress at St. Anthony's.

Tony takes special pride in Terre Haute and gives freely of his time, talent and finances to spur development. When needed, he just gives. Like the \$100,000 to help build an airport. It now bears his name and is manned by a segment of the Indiana National Air Guard besides being a commercial landing field.

He presented 55 valuable acres to Indiana State University's downtown campus expansion program. The Student Union is now called Hulman Center as partial repayment.

When outside interests seemed intent on buying the local newspapers, Tony stepped in and bought them. "Newspapers should be locally owned," he simply stated.

Employees of Hulman & Company regard the 360-acre Forest Park deposited in their name as an ideal location for family fun.

Residents of Eagledale in Indianapolis also enjoy Eagledale Park. It's a gift from Tony.

Mrs. Tony Hulman is the former Mary Fendrich of Evansville. "We just started dating after I got home from New Haven and were married in 1926," Tony recalls. They have one daughter, Mary Antonia Hulman George, and a granddaughter, Nancy Lee George.

Poets and philosophers have asked for years, "How Do You Measure A Man?"

Tony Hulman can be best summed up by the words of business associate and personal friend Frank E. McKinney:



F. E. McKinney

"I see Tony Hulman as the very essence of the spirit that has made Indiana great. His broad horizons encompass every facet of worthwhile activity and affect every citizen of the Hoosier State in one way or another. As an industrialist with his many diversified interests, he contributes greatly to the economy; as a sportsman, he has made our state internationally famous; as a civic and social leader, he is outstanding. Tony Hulman is at the same time a product and stalwart builder of our Indiana Heritage."

With Tony Hulman the sheer weight of his physical holdings might distort the scale. Besides being president-director of Hulman & Company, Wabash Valley Broadcasting Company (WTHI and WTHI-TV), and the Speedway, he also is chairman of Hulman Realty Corp., Dayton, and a similar corporation in Evansville.

He serves as director of many companies and has an interest in many others. From mining to chemicals to finance to utilities.

He recently ventured into cable tv with sidekick Joseph Cloutier and the Columbia Broadcasting Company. Joe Cloutier serves as an executive of Hulman & Company and many other of the Hulman enterprises.

Tony Hulman has associated with kings and jesters. He has safaried with the Duke of Manchester in Mau Mau country and probably spent as much time talking with the guides as he did the Duke. He likes individual people.

So, how do you measure a man who owns all that, still stays busy solving problems, enjoys a hearty laugh, and has a fondness for chocolate ice cream sodas?

In Terre Haute

HIGHER EDUCATION GROWS HIGHER



RHOADS Hall and Caleb Mills Hall, residence centers at Indiana State University, form the backdrop for young Hoosiers seeking formal learning in Terre Haute.

AN ARMY, they say, travels on its stomach. Nutrition for community growth usually is pumped in from a dynamic educational system. In Terre Haute, Indiana State University, Rose Polytechnic Institute, and St. Mary-of-the-Woods are pumping like mad.

Experiencing unprecedented growth and fundamental character changes, Indiana State University is embarking on a new era of educational purpose. The 96-year-old state institution's sensitive response to the challenges of change are reflected in its operation as a normal school for 59 years, as a teachers college for 32 years, as a general college for about three and one-half years, and as a university since February 8, 1965.

The school's ability and willingness to provide new and broader educational programs, services, and research is evident also in the burgeoning 35-building modern campus in downtown Terre Haute, the creation of new schools and colleges, and a growing staff of qualified faculty and administrative members.

The Terre Haute campus enrollment of 10,763, is 14.5% over the 1965 figure and 575% greater than 14 years ago. The University's overall enrollment in the fall of 1966 will probably be about 13,200 when the ISU Evansville campus enrollment of about 800 students and about 1,700 students in extension and correspondence classes are counted. University officials expect a 70% increase at Terre Haute with 18,354 students in 1972.



Alan Rankin

When the School of Education was established in 1960, it was a continuation of academic organization to increase programs and services. The Division of Graduate Studies was changed to a more inclusive School of Graduate Studies in 1961. The College of Arts and Sciences and School of Nursing were established in 1962. The School of Business replaced the growing Department of Business in 1964, and the School of Health-Safety, Physical Education, and Recreation was started in 1965. A School of Industry is in the planning and development stage.

Supporting the academic units are a Computer Center (1963), Bureau of Business Research (1963), Institute for Research in Human Behavior (1965), Curriculum Research and Development Center (1965), Bureau of School Admin-

ISU, Rose Poly and St. Mary's offer well-rounded

istrative Services (1966), Center for Family Finance Education (1966), Center for Governmental Services (1966), Institute for Industrial Research (1965), and several teaching centers.

The total number of university employees exceeds 1,300, including some 500 faculty members.

Guidelines for the future growth and development of ISU were presented by new president, Dr. Alan C. Rankin, in his inaugural address in April, 1966.

"The coincidence of a university in transition with the installation of a new administration enables us to set in motion the inquiry and study essential to a determination of solutions to our own problems. We have the tools of planning, research, and experimentation. We must utilize them fully if we are to develop programs which will equal our strength in teacher education and permit us to move forward in all of our programs.

"For us, at Indiana State, it is urgent that we engage in the kind of comprehensive planning which will help us determine our institutional values and the resulting objectives. An institution in transition must know where it wants to go or drift or stagnation will set in."

The dynamic 51-year-old president, who quit a vice chancellor's position at the University of Pittsburgh, compared Indiana State U. with some 250 state colleges and universities in the United States. One-fifth of all degree students, over one million, are now registered in these schools, and, by 1969 or 1970, it is expected that enrollments, professional staff, and operating budgets will increase an average of 50 per cent.

Dr. Rankin says the undergraduate curricula must be kept under constant and searching review, the educational programs should contain a strong international dimension, graduate programs must be implemented with quality and uniqueness in mind, cooperative programs and efforts with other educational and related institutions should be investigated, the status of teaching must be kept on a high level, more research work should be encouraged, and communication channels with students must be kept open. He has appointed special commissions to attend to these goals.

Rose Polytechnic Institute was the first private, independent college of engineering west of the Allegheny Mountains when it was founded in 1874.

It was chartered during a time of great industrial expansion throughout the then 37 states, accompanied by a great demand for young men with technical education and training. Out of that demand was born the great American private, independent colleges of technology and that demand continues at an ever-increasing rate.

Chauncey Rose was the father of Rose Poly. He was one of the earliest settlers of Terre Haute; a merchant and visionary leader in the city's development; a pioneer railroad builder in young Indiana; and a great philanthropist.



J. Logan

His goal was to build a class of educated and scientific mechanics and laboring men. He wanted to blend industrial sciences with traditional subjects so students would be able to pursue the various "mechanical, professional, and industrial vocations" with intelligence and skill.

As William C. Ball, one of Chauncey Rose's contemporaries and a president of the school's Board of Managers, put it so well: "heads and hands educated together."

Rose provided 10 acres for the school and money for the main building and other structures at its first location, about a mile northeast of the city center.

Chauncey Rose died before his work was completed, but the Board of Managers carried on. The Board opened the school in 1883. In the meantime, other buildings had been completed and classrooms and laboratories outfitted. The Chauncey Rose endowment was now yielding \$25,000 a year to the school.

Classes began with 27 students and six faculty members. Preference was given to Vigo County residents (there were 12 local students enrolled that year) and only "moderate tuition fees were to be charged if considered necessary."

In 1917, 123 acres, five miles east of the center city along the National Road, were given to the school for a new campus. Since the move in 1922, ten buildings have been erected on the new campus, and at least four more are planned in the next decade.

Today, nearly 850 students and some 60 faculty members comprise a buzzing campus scene. Plans are to increase the enrollment to 1,050 by 1969. Students come from all over the country, but most come from the Midwest, mainly from Indiana and Illinois.

Since the first class graduated in 1885, more than 3,750 young men have received degrees from the school and established its reputation. Rose graduates are sought by 150 of the largest industrial corporation recruiters each year. This is a sign of high regard for this little school.

Degree programs are offered in chemical, civil, electrical, and mechanical engineering; chemistry; mathematics; and physics. These young men are groomed for management roles in industry, research and other fields, including medicine, law and business.

The school is now embarked on a \$12.5 million expansion of its facilities — the largest in its history. When completed, Rose expects national recognition for its excellence in undergraduate education in engineering and science. One product of this thinking is a business internship which begins next year in cooperation with leading industrial firms in the midwest.

QUIET, peaceful splendor marks St. Mary-of-the-Woods campus near Terre Haute.



INDIANA BUSINESS AND INDUSTRY

educational opportunities for Terre Haute area

Located four miles northwest of Terre Haute is Saint Mary-of-the-Woods College, an internationally renowned institution, conducted by the Sisters of Providence.

The beautifully wooded campus is an idyllic location for their fashionable institution of higher learning.

It all started on October 22, 1840. Six Sisters of Providence arrived at Saint Mary-of-the-Woods from Ruille, France, answering the invitation of the Bishop of Vincennes to establish a school there. Mother Theodore Guerin, an educator decorated by the French government, was the leader of this small missionary group.



Sister
Marie Perpetua

Within a year after their arrival, the Sisters began their work of educating girls by opening Saint Mary-of-the-Woods Institute. Within five years (1846) this was to become Indiana's first chartered institution for higher education.

Although organized for both educational and humanitarian purposes, the Sisters of Providence continue mainly in the education of youth. Today, more than 1,500 Sisters of Providence teach some 66,000 students in 113 grade schools, 23 high schools, and three colleges. These are located in 18 archdioceses and dioceses in 10 states and the District of Columbia.

Saint Mary-of-the-Woods College, the "eldest daughter" among Providence schools, is a four-year Catholic liberal

arts college for women. Its educational program is designed to meet the woman's particular needs, utilize her individual capabilities, and develop her womanly potentialities — "so that in any vocation or profession, she may serve, influence and inspire society with the truth of her learning and the beauty of her Christian ideals," according to Sister Marie Perpetua, S.P., president. The college is accredited as a standard college by North Central Association of Colleges and the Indiana State Department of Education.

The College offers a four-year curriculum leading to A.B., B.S., and B.S. in Home Economics Degrees. Preparations are now being made for expansion of the college curriculum to include inter-departmental program in non-western studies. Course work will begin at the college in 1967.

Saint Mary-of-the-Woods buildings include Guerin (freshman residence), and LeFer Hall (upperclassmen residence), a new \$1.25 million library, conservatory of music, gymnasium and swimming pool, the College dining room, and faculty residence. A new science hall is in the final planning stage, with tentative groundbreaking date set for early 1967.

With an under-700 student body from 38 states and ten countries, Saint Mary-of-the-Woods has been called "the small college with a national reputation." It was one of the first six Catholic colleges in the United States to offer journalism courses (1921), and the first Catholic women's college drama group selected to perform for American troops at overseas bases. Its 3,300 alumnae reside in every state and in countries throughout the world.

Let's Talk About Terre Haute The Midwest Action City, 1966

Tremendous strides have been made in Industrial Growth, in Commercial Enterprises and in Educational Facilities.

STRAN STEEL has embarked on a vast expansion program; COLUMBIA RECORDS growing rapidly; WESTON PAPER & MFG. CO. has a huge construction program underway at its plant on the Banks of the Wabash; MODERN ALBUM needs more room; PILLSBURY has installed additional production lines; ANACONDA ALUMINUM CO. continues to grow; COLUMBIAN ENAMELING & STAMPING employing hundreds; 38 million dollars private investment will add 350,000 KW to the already huge WABASH RIVER STATION of PUBLIC SERVICE INDIANA; TERRE HAUTE WATER WORKS has spent millions in new equipment to assure finest water supply; CHAS. PFIZER, COMMERCIAL SOLVENTS and TERRE HAUTE MALLEABLE stronger than ever. More than 14,000 area men and women are working in industrial plants, the highest manufacturing employment in many years.

Commercial enterprises this year include PLAZA EAST and the 60,000 sq. ft. W. T. GRANT store, HOOK DRUGS and STAN-

DARD FOODS market. The huge K-MART PLAZA; PLAZA NORTH with WOOLCO at one end of the shopping complex and MEIS PLAZA NORTH at the other. SEARS ROEBUCK opening new location at HONEY CREEK SQUARE. MONTGOMERY WARD plans new 100,000 sq. ft. retailing outlet. New specialty shops, restaurants, motor hotels, even new roads! All these signs of the times and indications of a City truly on the move.

EDUCATIONAL growth has not only kept pace but might even be termed the leader in the growth complex of this community. INDIANA STATE is building dormitories and classroom buildings almost as fast as we can keep track of them. ROSE POLY is also expanding its physical plant to make room for 1,000 students within the next few years. ST. MARY-OF-THE-WOODS will start construction on a \$1.25 million library - music conservatory - gymnasium complex.

Want to know more? Contact John K. Lamb, Executive Vice President.

**TERRE HAUTE
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COMMERCE, Inc.**



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Columbia Records Plays Sweet Music

TERRE HAUTE'S largest employer is Columbia Records with 2,100. The plant manager is talented John Lemry, a guy who likes his adopted town quite well.

The history of Columbia Records is the history of commercial recording in the United States. Since 1889, Columbia has pioneered major developments in all phases of the record industry, including revolutionary technical innovations as well as notable departures in repertoire and marketing.

In 1887, the American Graphophone Company, ancestor of present-day Columbia Records, was established.

By 1902, the wax cylinder had been supplanted by a flat disc. In 1907, pioneering Columbia Graphophone produced the first double-faced disc, with a longer-wearing outer surface or lamination over an inner core.

In 1934, Columbia Graphophone was purchased by the American Record Corporation, which also produced such famous labels as Brunswick and Vocalion. Only four years later, the American Record Corporation was then acquired by the Columbia Broadcasting System.

The company's pre-eminence encompasses a variety of activities. In research and development Columbia in 1948 pioneered the most revolutionary innovation in the industry's history — the 33 $\frac{1}{3}$ rpm "Lp" record which now represents 87% of total record sales. Columbia's Record Club, launched in 1955, is one of the world's largest mail-order subscription clubs of any kind with an enrollment of 1 $\frac{3}{4}$ million active members. Ten percent of every dollar spent on records is spent with the Columbia Record Club. The home office is in Terre Haute.

Columbia's "Lp" catalog, the world's largest, includes the industry's best-selling album of all time, the original Broadway cast recording of "My Fair Lady," with sales of more than 3,500,000.

International in scope, Columbia Records owns subsidiary companies which record national artists and manufacture records in Canada, Argentina, Brazil, Mexico and Australia. In 1962, the company introduced its own label — CBS Records — in Western Europe, the United Kingdom and the Far East.

At CBS Laboratories, also a division of the Columbia Broadcasting System, Dr. Peter Goldmark and Columbia Records' William Bachman developed the 33 $\frac{1}{3}$ rpm long-playing microgroove record, the most revolutionary new development since the creation of the 78 rpm flat disc nearly 50 years before. "Lp" revolutionized the record industry as well as the habits of the record-buying public. With the possibility of uninterrupted performance, unparalleled high fidelity reproduction and longer playing time, all at a much lower cost to the consumer, record buying spiraled as never before. New repertoire became feasible — complete operas could be released on a pair of "LP's," rather than on twenty-odd of the old fashioned 78 rpm records; extended works of every variety — plays, stories, poems, historical documentaries — began to appear in record catalogs.

Columbia's expansion has led the company to increase manufacturing facilities to include plants at Santa Maria, California, Pitman, New Jersey, and Terre Haute.

America's first record company, Columbia, is today, as it was in 1886, the most vital and forward-looking force in the recording industry.



PRESS ROOM where 12" LP records are made by compression pressing operation. Each machine presses one LP every 34 seconds.



MATRIX DEPARTMENT where employee separates metal stampers from record presser.



MACHINE OPERATOR applies labels to 7" Columbia Records.



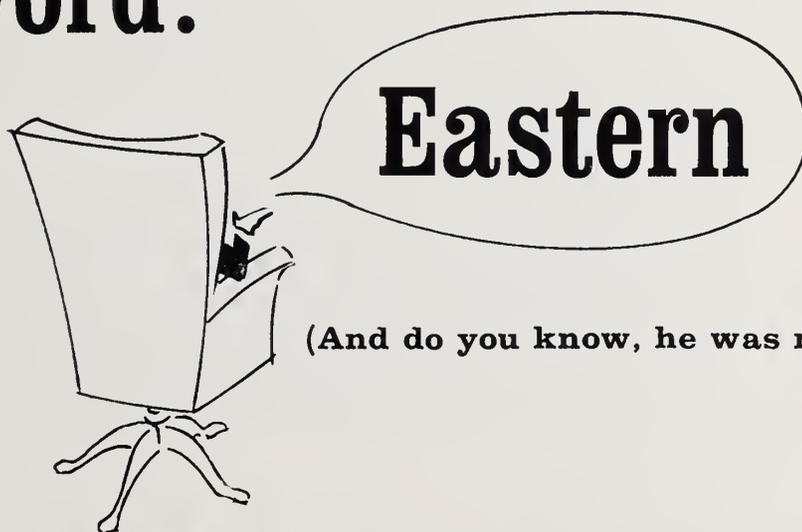
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WESTON PAPER headquarters in Terre Haute serving a mid-western market with quality fibre boxes.

Packaging in Terre Haute

TERRE HAUTE'S packaging "industry" is quite formidable. The Big Four — American Can, Bemis, Visqueen, and Weston Paper — employ more than 1,750 employees and service a nationwide market.

Perhaps the most interesting anecdote about the container business in Terre Haute is the origin of the famous "coke" bottle.

In 1916, the Coca-Cola Company accepted Chapman J. Root's bottle design and by 1918 every Coca-Cola bottling plant in the world was using the Terre Haute-born innovation. (Chapman Root founded the Root Glass Company which later merged with Owens-Illinois Glass Company and in 1960 was purchased by Wheaton Glass Company. Two years later, American Can Company purchased the Wheaton interests and operates the plant as a subsidiary.)



**AMERICAN
CAN COMPANY**

Today, American Can's Terre Haute Glass operations has an employment of 550 with an annual payroll of better than \$2.7 million. Local taxes paid by this operation amount to about \$90,000 a year.

Average annual production at the Glass Operations exceed 200 million containers for diversified use in the beer, beverage and general line food container fields. One of the latest improvements at the plant is a cold color decoration which speeds production. Equipment has recently been installed to produce emerald green glass in addition to amber and flint (clear) glass containers.

Walter D. Moore is American Can's plant manager in Terre Haute and Robert Orf is Indiana sales manager for glass products.

Another leader in Terre Haute is the Bemis Company's plastic packaging plant. As fabricators of polyethylene

packaging material, the Terre Haute plant services many industries over much of the U.S.

Bemis-Terre Haute manufactures a good share of its plastic film through the extrusion process, converting plastic resin into plastic film. The firm also makes the plastic bags and color prints them. Some of its film requirements are supplied by nearby firms that specialize in extrusion.

Bemis-Terre Haute provides other Bemis plants with plastic liners used in special shipping bags, such as chemical drugs, food, and agriculture supplies. It is also used as liners for corrugated boxes and industrial shipping bags.

An early development was a patented "fine weld" seam which improved the appearance of the finished package. Another was the "flip close" polyethylene bag which allowed "feels" as well as visual inspection of a garment by a prospective buyer. The Terre Haute plant produces 100 different constructions of this type of wrapping. Polyethylene has virtually replaced waxed paper and cellophane as a wrapping material.

One of the current projects at Bemis is promotion of a heavy duty industrial polyethylene bag in the volume packaging field. The fertilizer industry, for example, is a key buyer of these containers.

Bemis, which recently went on the New York Stock Exchange, has been in Terre Haute for 10 years. Its plant manager is Richard L. Ireland and N. J. Ganly is sales manager. This operation employs 250 on an around-the-clock basis.

Back in 1945, the U.S. Government asked the former Visking Corporation to produce polyethylene film for use in weatherproofing guns and ammunition. After the war, Visking, which had opened a melt-extruding and blowing production plant for making unsupported polyethylene film in Terre Haute, went into commercial production.

In 1956, Union Carbide acquired Visking but subsequently was forced to divest itself of the polyethylene film operations by the Federal Trade Commission. Ethyl Corporation acquired the plant and formed its Ethyl Plastics Division and called it Visqueen.



TOP honor in packaging competition last year went to Bemis Company's design for Potting Soil and Compost, General Products of Ohio. The two-wall construction and polyethylene reclosable bag with drawcord top won the packaging association's President's Award.

The Visqueen Terre Haute plant, largest of the company's four plants, is credited with four major breakthroughs in the polyethylene film field. It was the first to produce a clear, transparent film, and the first to introduce color in the film. Embossing the film was another decorative milestone, and it was among the first to make a high impact film to resist breaking from rough handling and dropping.

Visqueen's annual Terre Haute payroll is more than \$3.5 million for its 550 employees.

Besides making polyethylene film for the packaging industry, the plant produces polyvinyl chloride film as a companion product and rigid polyvinyl pipe.

Ronald M. Bland is Terre Haute plant manager and Harry C. Byrne is Visqueen sales manager. The company recently completed a \$1 million polyvinyl chloride pipe manufacturing facility at Terre Haute. Total company sales in 1965 amounted to more than \$30.5 million.

The installation of a multi-million dollar paper machine at Weston Paper and Manufacturing Co. and its Wabash Fibre Box Company Division will allow this company to produce 300 tons of .009 semichemical paperboard daily. This is the grade of paperboard used primarily in the manufacture of corrugated shipping containers.

As a 67-year-old resident of Terre Haute, Weston's mill operations today employ more than 500 in three locations. The Wabash Fibre plant is one of the largest corrugated box plants in the nation with more than 330,000 sq. ft. of floor space and produces some 500 million sq. ft. of corrugated board annually.

This privately-owned enterprise also has a linerboard (jute) plant at St. Marys, Ohio and Wabash Fibre Box plants at Chicago and Fort Wayne, besides the Terre Haute operations. Ruel F. Burns Sr. is board chairman, Marshall T. Hubbard is president, Ralph D. Shiflet is vice president-manager of the Terre Haute mill and Bernard J. McMahon is general manager of the Terre Haute box plant.

To meet the needs of customers for special containers, Weston-Wabash maintains a fully staffed laboratory. This assures customers of quality-checked material and technical answers to touchy packaging problems.

Wabash staffs sales personnel in Illinois, Ohio, Missouri, Kentucky and Michigan besides its Hoosier complement.

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TERRE HAUTE, INDIANA

Pfizer Plant In Terre Haute Industry Model



CHAS. PFIZER & CO. came to Terre Haute in 1948 with 14 employees. Today, it is a key installation of the growing Pfizer complex (first six month sales this year of the parent firm were more than \$302 million, an increase of 14.5%).

Terre Haute produces industrial and agricultural chemicals, pharmaceuticals for the farm and home, antibiotics, medicine, and is the center of veterinary research.

Beginning in 1949, Pfizer began its diversification from merely being a drug maker. The discovery of Terramycin prompted Pfizer to package its own label in addition to supplying drug houses with bulk chemicals and pharmaceuticals.

Terre Haute's contribution to the mass production of Sabin oral polio vaccine, for example, led the way for Pfizer in the vaccine market. Additionally, millions of doses of Pfizer Salk polio vaccine have also been used. And just recently, Pfizer introduced a

PFIZER'S new fumaric acid plant uses vapor-phase oxidation process based on oxidation of benzene by air in the presence of a special catalyst. The high-yield, low-maintenance plant at Terre Haute is a model for the industry.

tri-valent formulation of Sabin vaccine which is gaining wide acceptance because of its convenience and as a booster for infants and children entering school.

Some 540 employees are now at the Terre Haute operation, which was formerly a government chemical warfare center during World War II. Paul A. Benning is plant manager and production managers are George H. Brown and Dr. Steven J. Ciecira. Dr. Richard R. Chalquest is director of agricultural research.

On the international scene, Pfizer continues to diversify and expand. In 1951, Pfizer sales were concentrated entirely from domestic sources. Last year, nearly half of the volume came from overseas.

In the consumer field, Pfizer has a strong lineup. Its Pacquin division sells

beauty aids for the skin; its Coty unit also unveiled six skin creams along with a new perfume, Imprevu, the first new introduction at Coty in 25 years; and Barbasol, of course, is the Indiana-born product that helps cut whiskers from masculine faces.

Pfizer also produces Ben-Gay analgesic ointments, Desitin baby products, and newly acquired Baker Laboratories, Inc. produces infant formula and pediatric milk preparations.

Besides the Terre Haute research operation, Pfizer's Maywood, N.J., scientists continue to make steady progress in the battle against leukemia. Other programs covering a \$21 million research budget delve into chemical, pharmaceutical, ceramic and agricultural lines at Terre Haute, Groton, Conn., Easton, Pa., and Sandwich, England.

INOCULATED flasks prepare tissue cultures in Terre Haute's biologics center.



Commercial Solvents Keeps Growing

TERRE HAUTE is where Commercial Solvents Corporation was founded almost a half century ago. Since, it has grown to a truly international enterprise. But it is Terre Haute where it continues to manufacture an ever-increasing array of products for agriculture, industry and health, including the antibiotics bacitracin and cycloserine and the flavor enhancer monosodium glutamate (MSG). Chemical intermediates and derivatives made by CSC are utilized throughout industry for the manufacture of a long list of products destined to be used in the home, on the farm and in various business areas.

The Terre Haute plant, consisting of three production sites in the city, and

one of CSC's largest manufacturing centers is headed by Richard W. E. Guelzow, plant manager.

At its Lockport Road plant are the national headquarters of CSC's U. S. Powder Company Division whose operation consists in the marketing of industrial explosives and accessories to the mining, quarrying, drilling and construction industries.

Terre Haute is the site of CSC's central Research and Development Laboratories and pilot plants. Recently, CSC scientists and engineers, in collaboration with their colleagues at Purdue and other universities, announced the discovery of a new class of estrogenic chemicals — RAL's for short — which have occasioned much

interest in scientific circles and in the pharmaceutical industry.

The RAL's are the latest in a long series of significant achievements which have come from Commercial Solvents' operations in Terre Haute. The mass production of penicillin and its development in stable crystalline form; the volume manufacturing of butanol for fast drying lacquers that helped to make assembly line automobile production possible; the making of methanol and ammonia from natural gas; the development of the nitroparaffins — these are important "firsts" from CSC and Terre Haute.

The chemistry of natural gas has become an important and growing area of the Terre Haute research center's activity. CSC makes many of its most important products starting with this raw material. Its research people in Terre Haute have succeeded in developing new processes and technology for the nitration of natural gas to derive greater quantities of many chemicals. This work is expected to make substantial improvements in CSC's ability to meet the market potential for a number of its important products.

Reflecting the importance which CSC places on its research operations in Terre Haute, Dr. Graham W. McMillan, vice president for research and development and a director of the company, maintains his residence there.

The CSC organization includes many Hoosiers who started with the company. Board Chairman Maynard C. Wheeler began his career in 1923 as a member of its Terre Haute production organization. After 43 years of service, including the past seven years as president, he was elected to his present post and continues as chief executive officer.

Robert C. Wheeler became president of Commercial Solvents Corporation on September 1, 1966. Members of the same Terre Haute family, CSC's new Board Chairman and President both received chemical engineering degrees at Purdue. After that, their careers went in separate directions. He came to CSC from a 29-year career with Corn Products Company, where he was most recently executive vice president for corporate growth and development.

Through the significant scientific achievements of CSC research, through native sons in many areas of company operations, and through a diversified range of CSC products made within its city limits, Terre Haute continues to occupy a vital place in the growth and development of Commercial Solvents Corporation.



BOARD Chairman Maynard C. Wheeler, center, checks control samples at Commercial Solvents Corp.'s baciferm antibiotic feed supplement line at Terre Haute with Plant Superintendent Lee Webb, left, and Plant Manager Richard W. E. Guelzow.

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Ann Page Compounds Success Formula

THE SIMPLE combination of alum and bicarbonate of soda gave rise to what has become one of Indiana's most active industries — the Ann Page Division of The Great Atlantic & Pacific Tea Company, Terre Haute.

The basic idea for the food processing division of A&P was born in the late 1880's when George L. Hartford, eldest son of the company's founder, mentioned to a chemist friend that baking powder must contain some extremely expensive ingredients, in view of its high price.

"Not at all," replied the friend, "it's just alum and bicarbonate of soda."

Young Hartford curtailed off the back section of the company's main New York store and immediately put a chemist to work making baking powder which A&P sold under its own label at a fraction of the going price.

Not only did this mark the company's first excursion into the sale of commodities other than tea, coffee and spices, but it heralded the beginning of A&P's manufacturing operations. Actually, however, it was not until 1919 that the company broadened this phase of its operations with the acquisition of a plant in Brockport, N. Y. A short time later, the plant, which was operated as part of the A&P Products Corp., began canning cherries and beans under the Quaker Maid label and gradually other products were added to the line. About 1929, the company adopted the Ann Page label for its products and changed the name from the A&P Products Corp. to the Quaker Maid Division. In 1964, the company changed the Division's name from Quaker Maid to Ann Page.

As public acceptance for A&P's own high quality products grew, the production of the Brockport plant was bolstered by a larger and more modern plant which the company opened in Brooklyn. Again in 1930, when the nation was suffering the impact of the greatest depression it had ever experienced, A&P moved ahead confidently and constructed a single, six-story plant at Terre Haute, Ind., to increase Quaker Maid's manufacturing capacity. The plant's first employee roster, although small in comparison with today's carried several hundred names. From the beginning, these men and women set high standards for their

work and the products they made. Today, the Terre Haute plant employs approximately 1,100 men and women in the production of more than 100 different food items.

To achieve this high level of production, a six-story addition was added on to the original plant in 1940 to double the productive capacity and, in 1953, the plant was further enlarged to provide additional space for the quality control laboratory and the plant's personnel department.

The Terre Haute Ann Page plant is under the direction of Vice President

and General Manager E. H. Melvin Sr., who started as office manager in 1930 when the plant was opened. Many of those who participated in the opening of the plant in 1930 have stayed to help it grow to its present position as a leader in the food processing field in Indiana.

Most of the Indiana production is destined for A&P Food Stores in the Middle and Far West while the company's new plant at Horseheads, N.Y., supplies stores throughout the Eastern portion of the country and parts of the South.



ONE of 64 Smith-Alsop-owned branch stores. This one is in Terre Haute, headquarters for the paint and painting supply firm.

Smith-Alsop: Elder Citizen Of Terre Haute Businesses

SMITH-ALSOP Paint & Varnish Co., founded in 1909, is one of Terre Haute's oldest industries. The firm manufactures a complete line of trade sales paint. Sales last year were \$7 million.

Smith-Alsop does much of its own laboratory developmental work and has been a leader in the advanced technology of the paint industry. For example, in the present Smith-Alsop line are such new items as fire retardant paints, catalyzed epoxy finishes, latex semi-gloss finishes and latex floor paints.

In addition to manufacturing paint, Smith-Alsop distributes several additional lines sold in paint and wallpaper stores: painting supplies (such as brushes, rollers, ladders, etc.), wallpaper and art supplies. The company

is one of the leading wallpaper distributors in the country.

Smith-Alsop distributes in Illinois, Eastern Iowa, Eastern Missouri, Western Tennessee, Southern Michigan, Western Ohio, Central Florida, Western Kentucky, Northern Alabama, as well as Indiana.

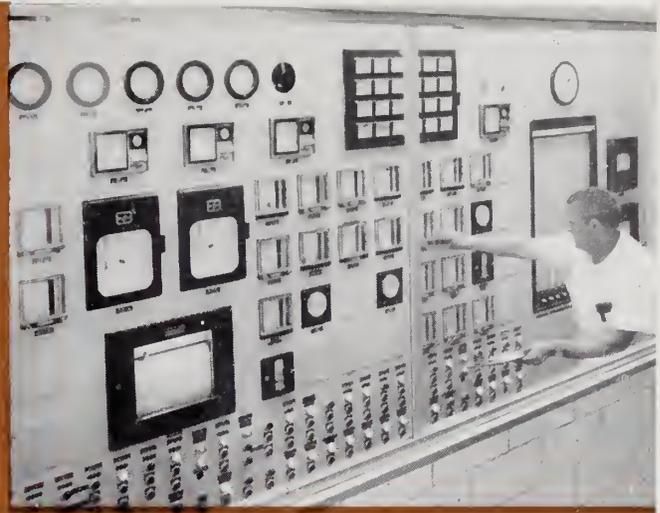
Smith-Alsop products are distributed almost exclusively through full-line paint and wallpaper stores, including 64 company-owned branch stores.

Smith-Alsop products are shipped throughout the entire territory by 12 different truck lines, many of which have their home offices in Terre Haute. Also, many of the raw materials used in the Smith-Alsop factory are purchased from Indiana raw material suppliers.



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COMMERCIAL SOLVENTS CORPORATION

TERRE HAUTE, INDIANA

Stran-Steel Expands in Terre Haute

STRAN-STEEL Corporation leads an array of steel and metal firms that help bulwark Terre Haute's economy.

A big assist also comes from Anacanda Aluminum (*IB&I - April 1966*).

Along with the leading and larger firms are smaller but important steel and metal producers. Terre Haute Malleable is one.

Gartland Foundry is another. So is Roesch Burman Foundry. And Modern Aluminum Castings. Frank Prox Co. is another. Terre Haute Bronze and Brass contributes. E. T. Hazeldine Co. works with metal.

These firms forge links on a chain that makes Terre Haute the "crossroads of the nation." It is the steel and metal industries that lend the rugged texture to Terre Haute's new and changing face. These are the companies that utilize the minerals and raw materials to form modern tools and conveniences for markets around the world.

One of these companies is Stran-Steel.

A four-year expansion and modernization of the Stran-Steel Corp. plant could add 150 new jobs and \$900,000 to the annual payroll. That's good news, anytime.

Early in June, Stran-Steel completed an expansion and renovation program at the Terre Haute plant which increased production capacity about 10 per cent.

Stran-Steel, which has administra-

tive headquarters and another plant in Houston, Texas, manufactures steel building systems and components. It is a unit of National Steel Corp., Pittsburgh, fourth largest producer of steel in the U. S.

The continuing growth of the economy and the increasing acceptance of Stran-Steel building systems will influence the Terre Haute expansion program. Stran-Steel now employs 600 in Terre Haute.

Most of the new jobs would be filled by people already in the Terre Haute area, according to B. A. Burdick, Stran-Steel vice president in charge of Terre Haute Production.

"We have our own training program here at Stran-Steel," Burdick said. "In addition, the school district here is doing an excellent job in providing vocational and technical training to develop skills for local industries."

"Stran-Steel wants to do its share toward giving the young people of southwestern Indiana a chance to stay home and find good jobs. The community is doing its share through the vocational training for young adults and we intend to cooperate," Burdick added.

More than 102,000 square feet of new buildings will be added to the Stran-Steel plant. The new construction will provide facilities for painting rigid frame systems, raw steel storage, a staging area for loading and shipping, and storage of unfinished parts.

Bernie A. Burdick, ranking Stran-Steel Corp. official here, has worked for only one employer in his 31-year

business career, National Steel Corp., parent company to Stran-Steel.

Burdick has risen from the job of laborer with Michigan Steel Co., another subsidiary of National Steel, to his present position of Vice President, Terre Haute Operations.

"I managed to slip into a labor gang for Michigan Steel right out of one of the old CCC camps," Burdick recalls. That was at Grand Rapids, Michigan, in 1935.

In 1944, during the war years of World War II, Burdick was transferred from the payroll department of Michigan Steel in Detroit to Terre Haute as paymaster for the Stran-Steel plant here.

"Back in those days we were turning out nothing but Quonset buildings for the war effort," Burdick says. "Our product certainly has gone through a great change down through the years. All you've got to do to realize it is drive around and look at the sophisticated steel buildings you see everywhere now."

Burdick moved up in the Stran-Steel organization through the production and labor relations fields. He was named a vice president last January.

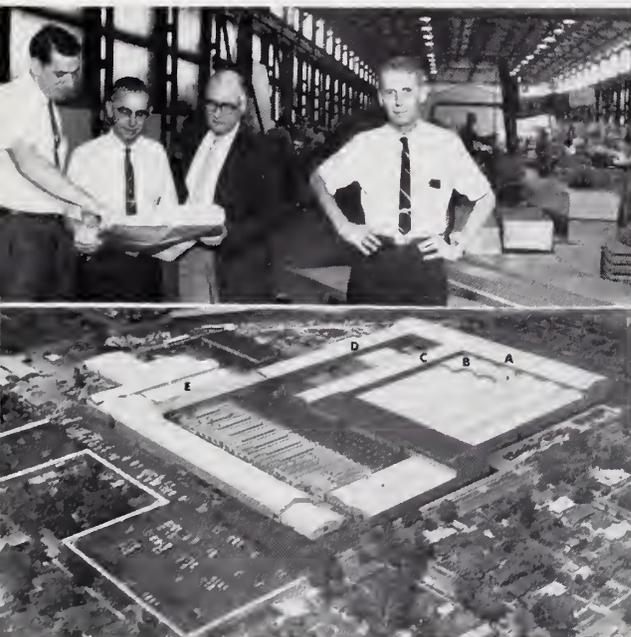
If you are around Burdick long enough, you soon understand the four great loves in his life.

They are his wife, Dorothy, and their nine children; Stran-Steel; the community of Terre Haute; and the Notre Dame football program.

Even though he didn't attend Notre Dame, Burdick is a past president of the Notre Dame Club of Terre Haute.

"When Notre Dame has a home game, my car just automatically heads out of the driveway that morning and we start North," Burdick says. He makes regular visits to the campus at South Bend and keeps in close contact with the Irish coaches.

In his 22 years in Terre Haute, Burdick has been a community leader. He is a past president, former campaign chairman and presently a member of the board of directors of the United Fund; served as president for four years of the Vigo County Cancer Society; past president of the Terre Haute Management Club; member of the Indiana Manufacturers Assn.; and is active in the Terre Haute Chamber of Commerce, Elks and Knights of Columbus.



PLANT Manager Bernie Burdick watches progress of Stran-Steel expansion while key officials check blueprints. Artist sketch shows four-year plan marked A, B, C, D, and E.

Anaconda Growth Matches Terre Haute

Since Anaconda Aluminum's Terre Haute operations started production in 1959, the pattern has been drawn for growth and change, matching the city's spirit of vigor and industrial vitality.

In fact, the seven years have brought about such radical changes that early visitors wouldn't recognize the operations today. The big manufacturing building has spread out . . . longer and wider. New and modern equipment is being installed continuously to boost output and improve product quality. And one of the most significant factors of growth is the steady increase of skilled employees



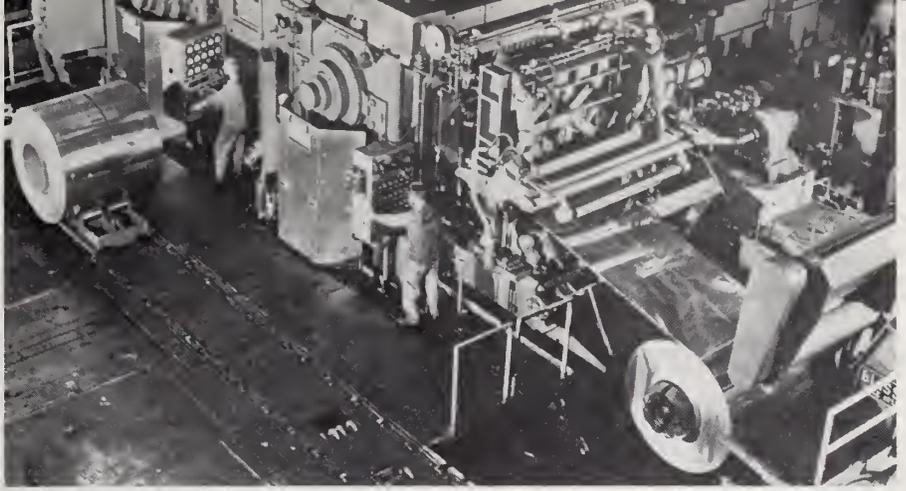
W. C. Bogue

being hired from the local areas to coincide with this operational expansion. The assurance of labor stability has been a basic benefit in the current production growth, and naturally, any future expansion planning will depend on a continuing climate of dependability and the availability of necessary skilled employees.

The present employment total of 750 men and women is the largest in the plant's history and establishes Anaconda Aluminum as one of the leading employers in the county and state. This is dramatically illustrated by the rise in payroll figures which this year will go over the \$6 million mark as compared with \$3.6 million only two years ago.

In addition to these millions which reflect a boost in buying power, local property taxes amounting to hundreds of thousands of dollars annually all contribute to the continuing economic health of the community. Also, the plant's steady growth in output of approximately 50% during the past two years has automatically resulted in an ever-increasing demand for supplies and services from the city and state merchants.

Production at the Terre Haute plant includes flat and coiled aluminum sheet, plus foil, in various alloys and gauges.



TANDEM cold rolling mill at Terre Haute turns out aluminum sheet for shipment to fabricators around the country. The Anaconda plant also produces foil in various alloys and gauges.

This material is then shipped to fabricating customers or to one of three Anaconda Aluminum plants in Louisville for production of laminated foils, rigid containers or household and in-

stitutional foil products. Terre Haute can well be considered a vital link in the company's five-state production chain . . . Montana, Georgia, Indiana, Kentucky and New Jersey.

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Banks Spark Terre Haute Come Back

A GOOD indicator of how a city is moving comes from its banks. The pennant above Terre Haute's financial centers waves lustily.

Three banks serve the commercial enterprises of Terre Haute while a fourth functions as a savings bank.

John L. Thompson is president of Indiana State Bank; John T. Royse heads Merchants National Bank and Leonard B. Marshall is president of Terre Haute First National Bank. W. V. Cahill is president of the Terre Haute Savings Bank.



J. T. Royse

Merchants has four drive-in branches around the city to assist customers. Including the main bank building downtown, Merchants has total assets of \$52 million. It employs 85.

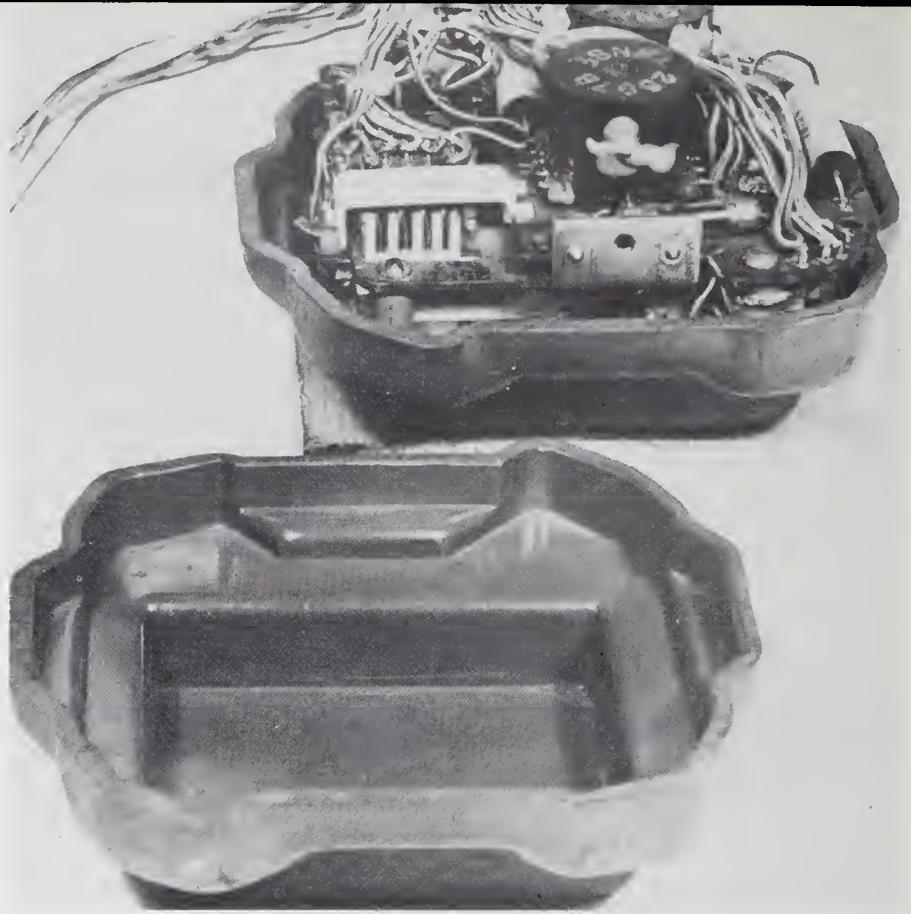
Other officers besides Mr. Royse are George C. Carroll, first vice president; Fred D. O'Rear, Howard D. Potter, John N. Royse, and Robert M. Boyer, vice presidents; and Elmer A. Silvers, cashier.

Terre Haute Savings Bank was organized in late 1869 and during the first month \$3,800 was deposited. At the first anniversary, \$53,000 had been deposited by thrifty customers. Within a year, the account had grown to \$160,000 and a surplus fund was created.

As of June 30, 1966, deposits amounted to more than \$20 million and the surplus is \$1.2 million.

Other officers at Terre Haute Savings are John C. Terhorst, chairman; Robert F. Prox, first vice president; William F. Bindley, vice president; Thomas J. Finnerty, secretary; Lawrence L. Hamilton, cashier; Willia J. Hillis, Ronald E. DePasse, John S. Borders, and Byron D. Mankin, all assistant secretaries.

Terre Haute First National has seven full service offices serving the city. It was one of 47 national banks chartered in 1863 and is currently one of the oldest national banks in the country.



HOOSIER FIBERGLASS produces an ABS fixture to hold Western Electric's new Touch-Tone dial assembly for ease of handling.

Hoosier Fiberglass Solves Problems

HOW DOES A plastics processor in a medium-sized midwest city establish himself as a unique supplier for some of the nation's largest corporations?

Richard R. Tucker, president and founder of Hoosier Fiberglass Industries, Terre Haute, knows how. He started in 1958 to develop plastic materials handling units to cut costs of product handling. When this news gets out, they come to you.

The first products made by Hoosier were fiberglass bodies for racing cars and industrial equipment of fiberglass. Tucker soon purchased his first machine for the vacuum forming of plastic after deciding the best way to success was through acquisition of automatic equipment and the development of new uses for plastics to solve long-standing problems faced by industry.

Tucker soon learned efficient materials handling on the production line is an essential matter for any volume manufacturer, often spelling the difference between profit and loss in the financial report. He decided to manufacture such units.

Tucker decided that substantial improvements in materials handling equipment could be achieved through more inventive and versatile design ideas, use of a tough ABS thermo-

plastic material, coupled with the flexibility and economy of the vacuum forming process.

Although simple tote boxes of ABS had been in use previously, Tucker's outstanding contribution was the development of specifically designed containers to provide easy, multi-operation handling of a particular part or assembly. To assure the effectiveness of his customized approach, Tucker turned to Cycolac ABS, a tough thermoplastic manufactured by Marbon Chemical Division, Borg-Warner Corp.

When he visits a particular plant, Tucker makes every effort to discuss specific problems with a materials handling engineer. He will then frequently take back to his company an individual part or assembly which has to be transported through various production stages. This part or component is studied and analyzed for each position it must occupy during specific work phases. Finally, a prototype container is made, a wooden mold is made, and a single sample is formed from the ABS plastic. This sample is taken back to the customer's plant where it is evaluated in all its functions to see if further improvements can be made. Often this consultation will result in modifications that make the new handling unit even more versatile.



NOW . . . serving 500,000 telephones in Indiana

On September 28, 1966, General Telephone of Indiana reached an important milestone . . . the installation of our 500,000th telephone in Indiana.

The historic event appropriately took place on the Indiana State University campus in Terre Haute since Terre Haute is the second largest of more

than 100 exchanges we serve in Indiana (Fort Wayne is the largest, Lafayette is third). And, because Terre Haute played an important role in our growth to 500,000 telephones.

All this adds up to another milestone in our task of "Building to Become Indiana's Finest."

GENERAL TELEPHONE 

A Member of the GT&E Family of Companies



LAB TECHNICIAN Lois Yunker and Production Manager Harold Fouts set a stand to dispense "Funny Face" (an artificially sweetened imitation fruit drink) at Pillsbury's Terre Haute plant.

PILLSBURY SHOWS 'FUNNY FACE'

THE PILLSBURY COMPANY, in the mid-40's a flour miller with six consumer products on the grocery store shelf, today has grown and diversified into a dozen domestic divisions alone, including one in Terre Haute.

Pillsbury no longer is only a synonym for flour milling, or just a pass word for cake mixes. Today, domestic Pillsbury means an important convenience foods processor with more than 140 consumer products that range from refrigerated fresh dough foods to pre-sweetened beverage mixes, from dehydrated potatoes to frosting, quick bread and light dessert mixes.

Pillsbury has been in Indiana since 1959 when a refrigerated foods plant was constructed in New Albany. In late October of 1963, Pillsbury purchased land and buildings in Terre Haute from the American Can Company and the Home Packaging Company.

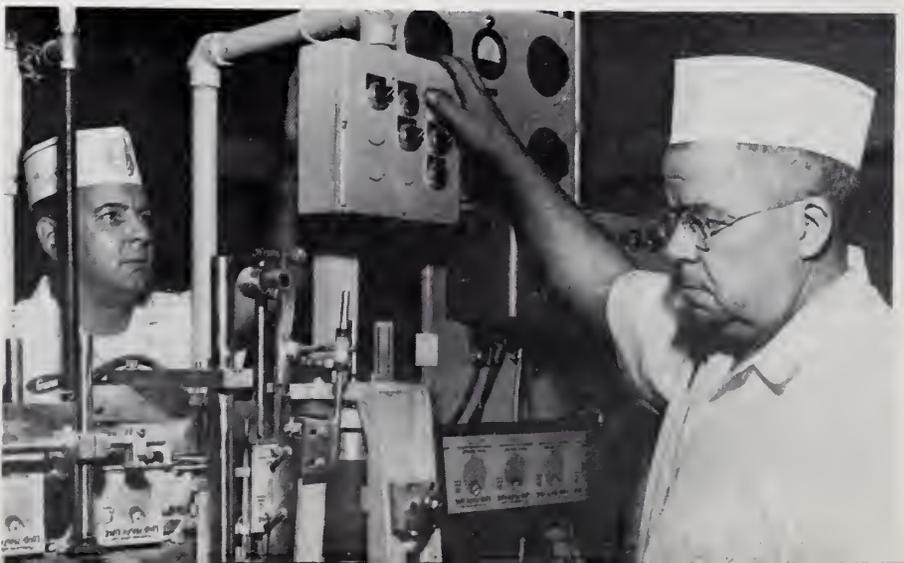
The adjoining properties, on the banks of the Wabash River, cover about eight acres. The 170,000 square foot building purchased from Ameri-

can Can underwent extensive remodeling, and Pillsbury began production in Terre Haute in April, 1965.

Robert J. Keith, then executive vice president of Pillsbury's consumer divisions, said:

"Terre Haute has something extra . . . a desire to help itself. Your people are willing to invest in the future of the community.

SEVEN flavors of "Funny Face" are produced at Terre Haute. Gene Meyer and Leonard Wheat are on the line producing "loud mouth lime".



"Not only did you raise the money to clear a poor building from a property, but you wasted no time in doing it."

Keith, now president of the 97-year-old food company, added, "Pillsbury accepts community responsibility. We expect to support civic enterprise. We expect our people to work for civic betterment. We want our people to become involved in politics on the side of their own personal persuasion."

Vice President John P. Snyder, who conducted the negotiations that led to the Terre Haute location, said the search for a new plant facility took him over a five-state area. He said selection standards included quality of soil, railroad and truck facilities, possibilities for future expansion, and a good climate of labor-management relations.

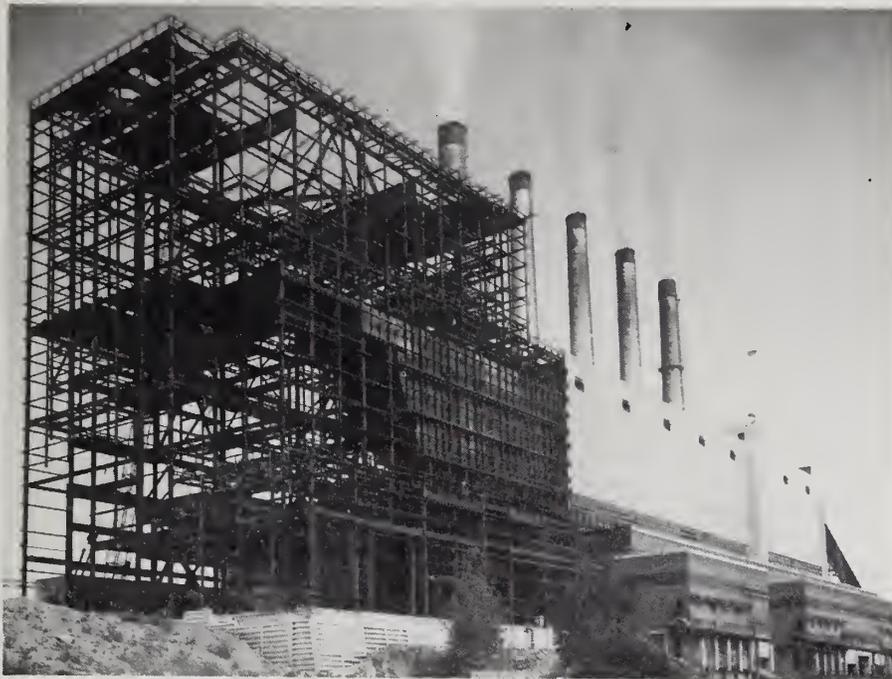
The Terre Haute facility now produces Sweet°10, a non-caloric sweetener; Funny Face pre-sweetened drink mixes; light desserts, Chill, Something Different and Frost & Fill; and Moo Juice, a new milk shake mix.

Approximately 110 persons are employed in the plant, a figure that has grown by 50 per cent during the first year of operation. New processes are continually being introduced and some additional land has been purchased around the present facility.

Van R. Holmes, director of manufacturing for Pillsbury's grocery products division, lists Terre Haute among the company's most efficient plants and gives two reasons: the use of sophisticated technology (such as Pillsbury's patented process of agglomeration) and a high degree of motivation and hard work on the part of the employes.

Sixty per cent of the Terre Haute employes are taking either college or skills training, the highest percentage of employe enrollment at any Pillsbury location.

Utilities Keep Fast Pace



PUBLIC SERVICE INDIANA'S 356,000 kw addition at Wabash River Station goes on the line in 1968.

AS TERRE HAUTE grows, the demand for power, water, telephone and other utilities grows correspondingly. The Terre Haute Gas Corp., Public Service Indiana, General Telephone and others work around the clock providing services needed by a dynamic city.

Terre Haute is Western Division headquarters of Public Service Indiana, the state's largest electric utility. The Vigo County seat is also the largest of the 700 Indiana communities served electrically by the utility.

More than 31,000 residential customers and 4,000-plus commercial establishments are served in the Terre Haute area. Add to this some 144 industrial customers.

In 1965, the Terre Haute area used more than 696 million kilowatt-hours of electric energy, a gain of 62% over the 431 million used in 1960.

Two of PSI's power generating stations are located nearby. Wabash River Station, north of the city, was completed in 1956 with a generating capability of 525,000 kilowatts an hour. A sixth generating unit is under construction at this station which will add another 380,000 kilowatts to its capacity when it goes into operation in 1968, making it the largest in the PSI system.

Dresser Station, southwest of the city, is the "granddaddy" of the utility's generating stations. It has a total capacity of 220,000 kilowatts.

To handle the night and day job of providing electrical service to the

Terre Haute area and manning the two nearby power stations are 447 employees, out of a company total of some 2,700. The PSI payroll in Vigo County is \$3.2 million.

Russell W. Rink, division vice president since April 1960, is typical of PSI civic mindedness. In addition to being president of the Terre Haute Taxpayers Association of Vigo County, Inc., he is a board member of the Terre Haute Committee for Area Progress, Chamber of Commerce and Junior Achievement of Wabash Valley, Inc. Mr. Rink is also a member of the Terre Haute Rotary Club, Terre Haute Heritage, Inc., Union Hospital Development Council, Wabash Valley Association and the Community Theater.



R. W. Rink

Public Service Indiana also plays an important role in the economic structure of Vigo County. Last year it paid \$2.4 million on taxes levied in 1964 on its properties in Vigo County, about 18% of the total county levy of \$14,632,168.

Since 1931, Public Service Indiana and its predecessor have served Terre Haute with electricity. From 1907 to 1931, the Terre Haute, Indianapolis and Eastern Traction Co. was the

owner of the power facility. Its predecessor, the Terre Haute Electric Company, was founded in 1899.

Terre Haute, the second largest exchange of the more than 100 Indiana exchanges served by General Telephone Co. of Indiana, has played a key role in the company's growth. When General Telephone merged with the former "Cary Companies" — Citizens Independent Telephone Co. of Terre Haute and Home Telephone & Telegraph Co. of Fort Wayne, the result nearly doubled General's size.

Since then Terre Haute has continued to contribute to General's growth. Between January, 1961, and June, 1966, for example, the company's total number of business customers (measured in terms of main business telephones) in Terre Haute increased about 10%.

General Telephone now serves approximately 28,000 residence customers and over 3,600 business customers in the Terre Haute exchange.

General is now in the midst of a more than \$2 million facilities expansion and modernization program to meet anticipated future growth in the Terre Haute area. The two-year program, which began late last year and is now partially completed, includes an entire new Seelyville central office switching center on Maple Avenue, an entire new Northwest central office switching center near New Goshen, an entire new Prairie Creek central office, major equipment additions to the Main office and the North office, and major building and equipment additions to the Wabash and Drexel offices, plus installation of many miles of new aerial, buried and underground cable.

Early this year, Terre Haute became the first exchange in General of Indiana's territory to offer Improved Mobile Telephone Service (mobile service with automatic dial) which enables the customer to dial mobile calls from his car or truck as he would dial a call from his home or office.

Preparations now are underway for the introduction of Direct Distance Dialing.

In the first announcement of the company's construction plans, D. E. Worley, district manager, said "General Telephone believes the Terre Haute area is ready to move forward, and we are preparing to move forward with it." He said the accelerated construction program is evidence of General's confidence in Terre Haute's future growth, and represents a major effort to provide the basic and modern communications facilities to attract new industry and commerce.

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