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EVANSVILLE
INDIANA

INDIANA COLLECTION

"City of Opportunity"

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1941?



FOREWORD

This is the story of Evansville, Indiana . . . its people at work . . . its location in a rich market area . . . its facilities for industry and commerce . . . its resources and climate . . . its progress and growth.

The facts reveal Evansville's unusual business and industrial opportunities. They are presented briefly, with some simple arithmetic. Figures have been gathered from authoritative sources and arranged in convenient, readable form. Supplementary material will be found in the pocket inside the back cover. From time to time, as more recent figures become available, they will be released as inserts for this pocket.

Industries or individuals may secure additional information about Evansville at no cost or obligation by communicating with the Evansville Chamber of Commerce.

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EVANSVILLE Chamber of Commerce 10/2/41



Evansville - A Growing City

Steadily, it has grown . . . faster than Indiana . . . faster than the United States . . . but with never a "boom" . . . and it has the requisites for continued expansion in the future.

WHEN a city's growth can't be stunted by nationwide depressions, that city must "have what it takes." In 1870, there were 21,830 people in Evansville down in the southwestern corner of Indiana on the Ohio River. Through prosperity and panics, the city grew. The population reached 111,034* in 1940. The Evansville metropolitan district had a population of 141,614 in 1940, an increase of 15% over the 1930 population.

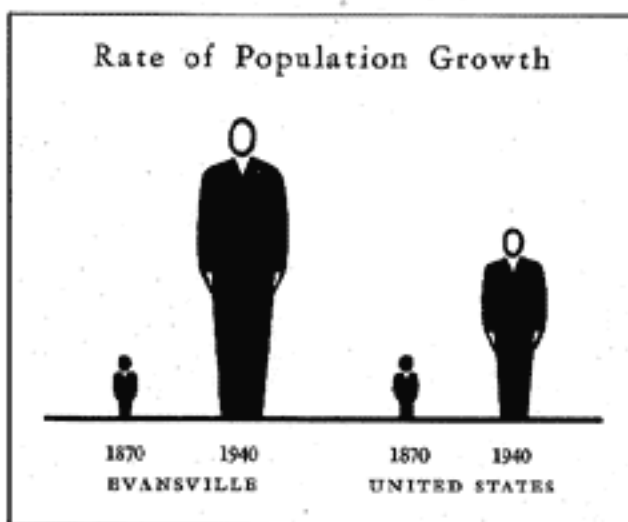
The suburban territory around Evansville also has experienced a rapid population growth. In the decade from 1930 to 1940, the population of Vanderburgh County increased 15.4% compared to the population gain of 5.8% for the entire state of Indiana. This growth gives Evansville a compact market of 130,783 in Vanderburgh County alone.

An examination of some of the factors that have made this growth possible will show that Evansville is destined to become an even greater industrial center in the future.

GROWTH STEADY

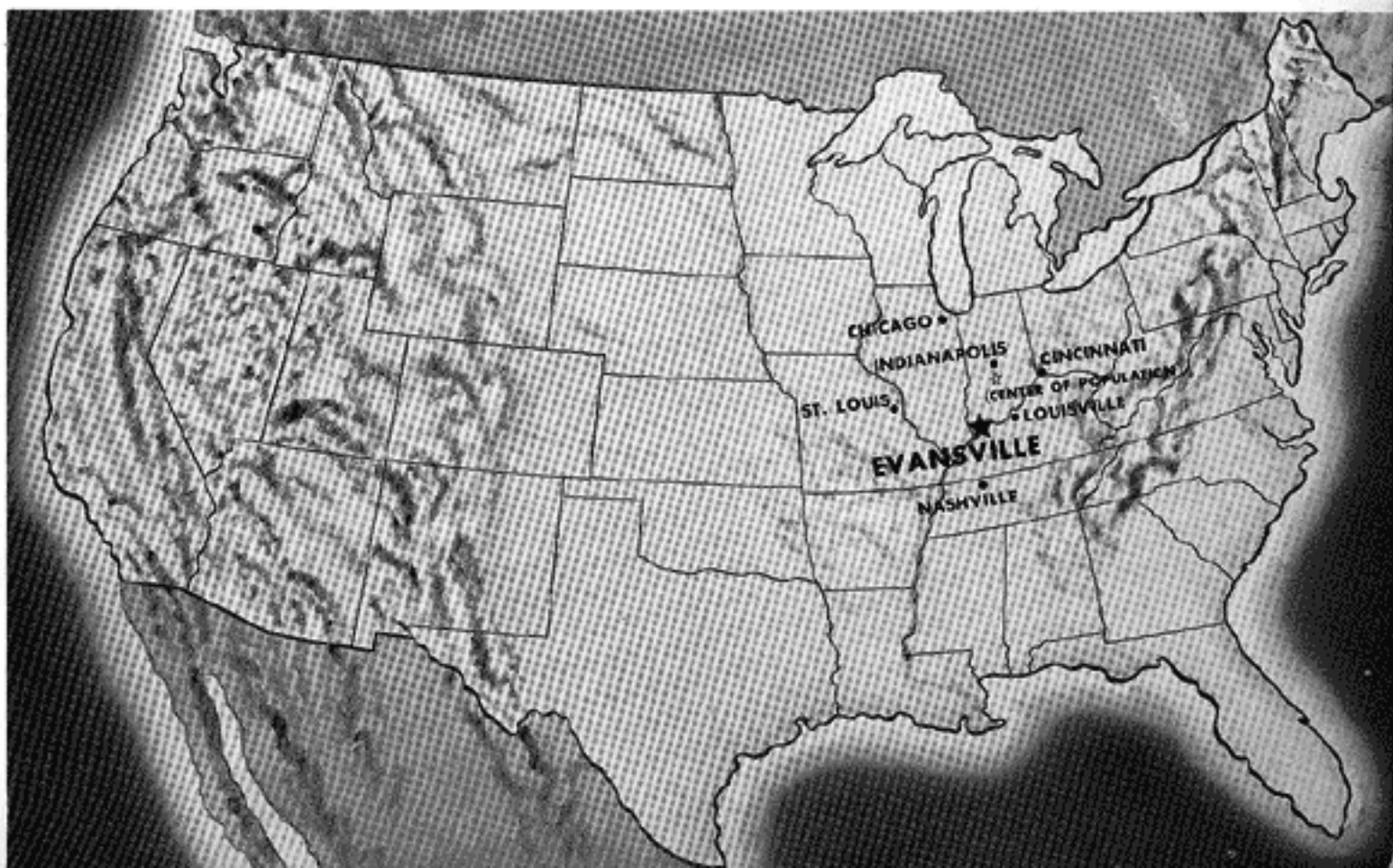
For instance, Evansville's growth has been steady.

*This figure includes certain thickly populated suburban areas immediately adjoining the city which were undergoing annexation proceedings at the time of the 1940 U. S. Census.



In comparison to the rest of the country, Evansville has grown at a rapid pace in the past 70 years. While the population of the United States has increased 3.4 times, Evansville's population has increased 5.1 times.

Evansville is ideally located for continued expansion . . . in the central United States . . . near center of population . . . at the crossroads of transportation . . . surrounded by abundant resources.





A walk down a street in the shopping district reveals Evansville's population—a typical cross section of America . . . in a city which fared a little better than many American cities in depression years.

There have been no booms, no bubbles—just sound, healthful business activity. A city can continue such a trend only when its industries are of a well-balanced variety as they are in Evansville. Industrial diversification, perhaps more than anything else, has enabled the city to grow steadily, even when other communities were having economic reverses.

Many different types of industries have been able to prosper in Evansville because of such advantages as its strategic location, nearness to raw materials, and excellent transportation facilities.

Evansville occupies a unique location—approximately 75 miles southwest of the center of population of the United States. This gives Evansville firms the benefit of densely populated market areas in every direction.

In addition to being centrally situated in reference to national markets, Evansville is the business hub of the surrounding territory because no other large metropolitan center is nearer than 130 miles. Evansville is 130 miles west of Louisville, 165 miles east of St. Louis, 180 miles south of Indianapolis, 298 miles south of Chicago, and 167 miles northwest of Nashville. Isolated from those cities, Evansville dominates a rich territory with a radius of approximately 75 miles. Evansville is the shopping center of this area.

Also, the half million population in this area constitutes an excellent labor reserve.

RESOURCES PLENTIFUL

Abundant natural resources are either close at hand or conveniently shipped in. The many raw materials needed by the city's diversified industries are readily secured in Evansville.

The city is on main lines of transportation by rail, water, highway, and air. Evansville's location on leading avenues of commerce gives it "the breaks" on first class transportation facilities.

Evansville is located in a progressive state, too. Although Indiana is 37th in area, it ranks 9th in industry, 9th in farming, 11th in retail sales, and 12th in population, according to the 1941 Sales Management "Survey of Buying Power."

Because of the many advantages which Evansville enjoys, industry located in the city has continued to thrive. Evansville's recovery from the early 30's was so pronounced that Evansville was one of the ten cities in the country making the most rapid post-depression advancement.

The extent of Evansville's growth in "lean" years as well as in "fat" years is shown by a comparison of certain "barometers" of living standards, over a ten-year period:

CITY "CAME THROUGH"

There were 27,058 electric meters in Evansville at the peak of "good times" in October, 1929. Then came the "Black Friday" crash. Depression stared the country in the face. But Evansville came through smiling.

Ten years later, in October, 1939, the number of electric meters had increased to 40,315—a gain of over 40%!

A similar jump took place in the number of gas meters—from 16,153 to 23,549 in those same ten years. Another 40% increase.

During this period, water meters, too, increased from 21,256 to 24,305.

The number of telephones shot up from 18,973 in October, 1929, to 22,700 in October, 1939.

Bank deposits grew from \$53,833,172 to \$58,909,439.

New car registrations more than doubled. Just 146 were registered during the month of October, in 1929, but 348 were registered in October 10 years later.

That ever-faithful index of business activity, postal receipts, also increased—from \$58,513 in October, 1929, to \$60,148 in October, 1939.

But perhaps most indicative of all is the 50% rise in employment in Evansville industrial plants during that same ten-year period.

1940 showed a continued increase in all these lines.

And there is every indication today that Evansville will maintain this same progressive expansion in the future. Certainly such growth is assured as long as the city's officials and citizens act to promote civic progress as they have in the past.

The People Who Live in Evansville

... are of stable, sturdy stock. They're characteristically native white, largely of northern European descent. Only 2% are foreign born, compared to as many as 25% in some industrial cities in Indiana.

IF any people in the United States have the right to be called "native Americans," they are the Midwesterners.

The Hoosiers of Indiana have "grown up with the land." They settled this region as early pioneers; they developed the Ohio River valley's rich resources; and today they form the backbone of America's population.

Away from the seacoasts and far from the country's borders, this central region has been largely free from the influx of foreign nationalities. For generations the people in this "Lincoln country" have continued to be of the same sturdy, honest American type.

CITIZENS LARGELY NATIVE WHITE

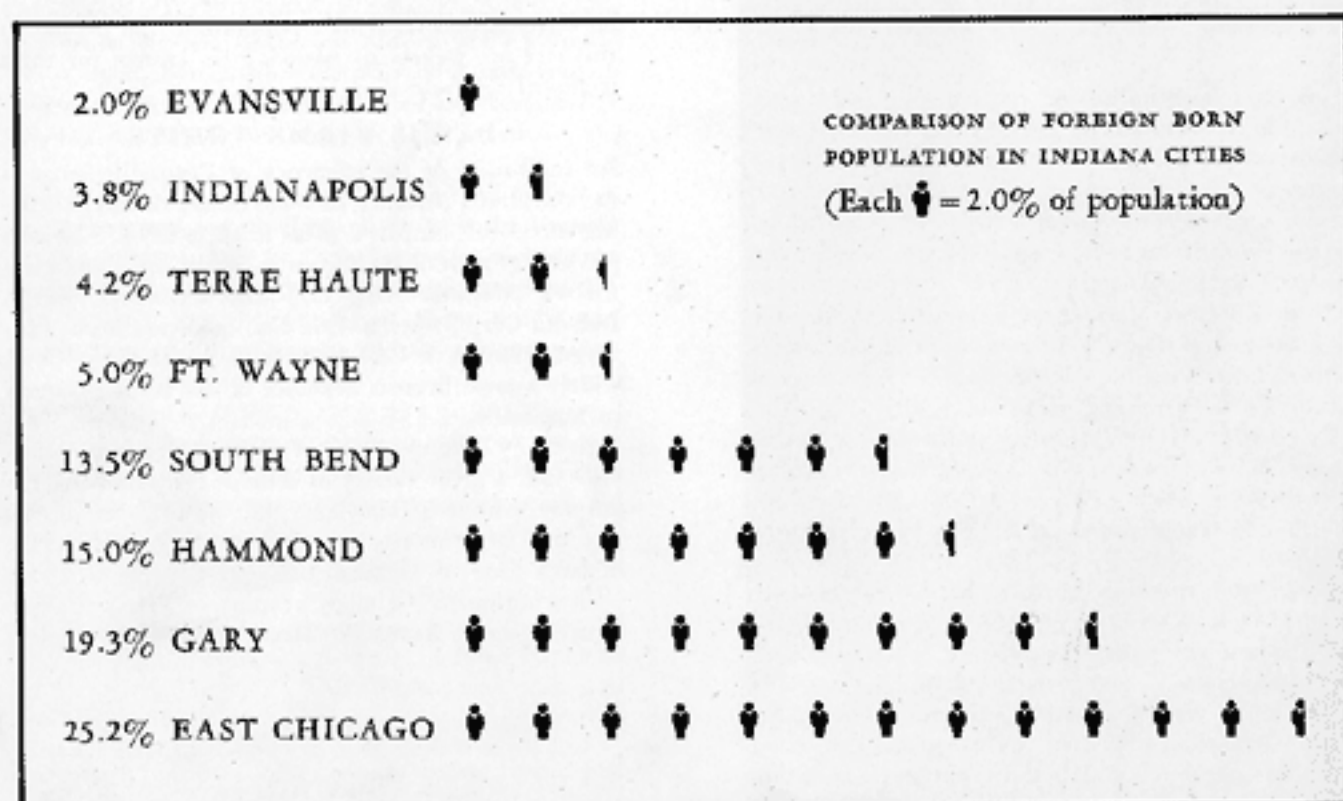
The cities of this region are "typical American." In Evansville, for instance, well over nine out of ten peo-

ple are of stable, native white stock. Evansville citizens are of an altogether different class than the foreign element found in some cities—especially industrial centers—in other sections of the country. Evansville people are largely second and third generation descendants of northern European countries. They possess the thrift and industry for which the peoples of those countries are so noted.

There are no "Little Italys," "Chinatowns," or other foreign districts. The only case of race segregation is that of the small negro population in a modern, well-built colored district.

Evansville's 2% foreign born population is less than that of any Indiana city of comparable size.

For the most part, the people of Evansville are dependable workers, responsible homemakers, and progressive citizens.



Native white is the description of Evansville people. Very few people of foreign birth live here. The percentage of stable native stock is much larger than in most cities of comparable size in Indiana.

The People Who Work in Evansville

. . . are well trained, intelligent, efficient, and co-operative. The city has an ample labor reserve of skilled man power.

EVANSVILLE is definitely a manufacturing city. In addition to its advantages of location, resources, and transportation, one thing which makes it a successful manufacturing community is its excellent labor supply.

Two of the outstanding qualities of Evansville labor are its co-operation and efficiency. These factors enable the city's industries to run steadily and at high production levels.

Further, an ample supply of labor of all types is available — at wage rates which are well-balanced and fair to both employees and employers.

INDUSTRY POPULAR

In Evansville it is quite "the thing" to work in industry. The extent to which the city is industrialized is shown by the fact that Evansville has a greater percentage of its occupied persons engaged in manufacturing and mechanical industries than any of the four surrounding industrial centers of Indianapolis, Louisville, Nashville, or St. Louis. Latest available U.S. Census figures show the following percentages of gainfully occupied are employed in manufacturing and mechanical industries in these cities:

CITY	Percentage of gainfully occupied in manufacturing and mechanical industries
Evansville	44.2%
Indianapolis	36.3%
Louisville	55.7%
Nashville	30.2%
St. Louis	36.9%

The industrial workers are highly efficient due to their natural intelligence and education. As shown by an analysis of Evansville's population, the people in this city are largely of nationalities known for their technical aptitudes and keen minds.

LARGE FIRMS THRIVE

An indication of the efficiency of Evansville labor is the continued presence of some of the country's leading successful industrial firms in their fields. The output and growth of such firms as Servel, Inc., Sunbeam Electric Manufacturing Co., Chrysler Corp., Briggs Indiana Corp., Bucyrus-Erie Co., Igleheart Bros., Inc., Mead Johnson & Co., Swift & Co., and many other widely known firms is evidence of the labor efficiency in Evansville.

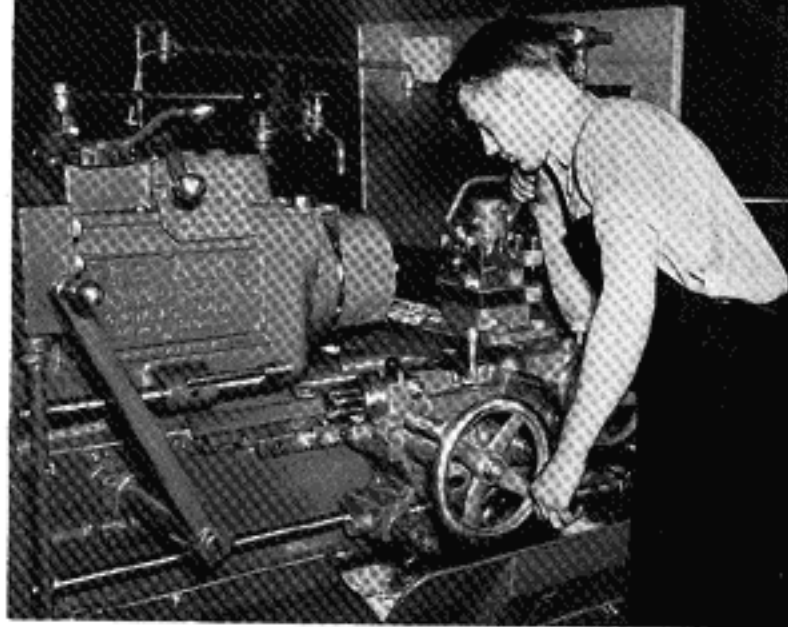
So many different types of plants operate in Evansville that a great variety of skills is found among Evansville workmen. They can "fill the bill" for almost any kind of labor requirement from the manufacture of baby food to steam shovels.

In addition to the many avenues of practical experience open to Evansville labor, there is a complete



Many expert welders like this skilled worker are employed at the Servel plant, which houses the largest welding department in the world under one roof. The plant makes Servel Electrolux refrigerators.

Training for industry begins in the Evansville public schools. This Mechanic Arts High School scene shows part of the excellent equipment for training in industrial arts.



range of educational facilities in the city. The various phases of this program are covered only briefly here, but are explained in more detail in the section on education.

Besides the usual "training on the job," the industries themselves have extensive education set-ups including apprentice training programs, employee forums and conferences, company "schools," foremen training groups, individual plant libraries, and co-operative engineering courses.

The Evansville Foremen's Club, one of the largest in the country, has a membership of approximately 600 men in supervisory capacities in the city's industries. In regular meetings the members are kept abreast of latest developments and current thinking in both the technical and human sides of industry.

SCHOOLS CO-OPERATE

Significant also is Evansville's Mechanic Arts School. The city school authorities and industrial management co-operate closely to make this school's curriculum fit in with local industrial needs.

Evansville College produces many well-trained young people who are sought by Evansville business and industry. Of particular interest to industry is the evening program of Evansville College which enables workers in factory, office, and store to get additional education to make them more efficient in their jobs.

Two business colleges offer complete commercial training in every line of modern office practice.

HARMONIOUS LABOR RELATIONS

During the past few years of industrial strife throughout the country, there has been less labor disturbance in Evansville than in most industrial communities. The fact that the labor supply is naturally calm and conservative and is practically all native born is large-

From the outside the Mechanic Arts High School resembles a factory. Similar in construction to an industrial plant, it is said to be better equipped than many technological universities.

ly responsible for Evansville's good record of industrial peace.

Also contributing to this harmonious relationship between Evansville management and labor are sound management policies in the plants and progressive public relations activities on the part of leading local industries.

Evansville's number of man-days lost in strikes is far below that of the average industrial city.

Evansville was one of the nine cities in the country named by "Factory Management and Maintenance" magazine as an "Industrial Town of Tomorrow." According to the magazine, Evansville was selected because of its public relations program, which has played an important role in the city's continued industrial peace.

LABOR RESERVE AMPLE

Approximately 21,000 industrial workers are employed in the city. In case of increased demand, there is an ample labor reserve in the thickly populated surrounding territory. Manufacturers are able to employ all the labor needed at reasonable wage rates.

As far as the cost of living is concerned, a study of commodity prices indicates that living costs in Evansville are quite moderate. Such a study shows that wages and living costs are well-balanced in relationship to each other.



Progress of Evansville Industry

The city has survived six basic industrial changes. Each change brought new diversification . . . and steady expansion . . . which have buoyed the city over depressions.

JUST as "you can't keep a good man down," neither can you keep a good city down!

When a city has all the fundamental requirements for industrial growth, the dwindling of one large industry due to outside causes can't ruin the city's industrial life. It only spurs the city on to utilize other of its resources and so develop new industries.

That is what Evansville has done. Today its 200 manufacturing plants produce annually nearly \$200,000,000 worth of manufactured goods.

Since 1853, when the city was incorporated, Evansville has survived six periods of basic change in its industries.

Evansville was once an important name in the tobacco industry. Then tobacco production fell off in southern Indiana, and much of the industry moved farther south.

Then Evansville centered its interests on timber and became the largest hardwood lumber market in the world. Eventually, though, available timber came to be centered in other territories in the country, and this industry grew less important.

NEW INDUSTRIES SPRING UP

Undaunted, the city turned to cotton and woolen mills, but competition ultimately forced many of them to move closer to the sources of production.

Next came the manufacture of farm wagons, har-

ness, and buggies. Plenty of raw materials were at hand for all of these commodities. Evansville became the center of a widely growing market for wagons and buggies. But the automobile practically put an end to that!

Then for years stove manufacturing played a big part in Evansville's industrial affairs. This, too, fell to only a fraction of its former importance when basic changes occurred within the industry itself.

While the stove industry had been developing, so had the furniture industry. That was to be expected with the raw materials so close at hand. There were once 40 furniture factories in the city. At one time Evansville produced more furniture than any other city in the United States.

Although the furniture industry in Evansville has declined to some extent, the city still meets the needs of furniture manufacturers. This is indicated by the fact that there are 15 factories producing wooden and metal furniture. The Imperial Desk Co., for example, is the second largest manufacturer of wooden office furniture in the country. These firms have steadily improved their designs and quality. Top quality furniture is assured by the presence in Evansville of many descendants of skilled European cabinet makers.

CITY OF MANY INDUSTRIES

Although none of those six industries . . . even wagon parts . . . has disappeared entirely in Evansville, it is significant that Evansville is no longer a one-industry town. Instead, each of those businesses, which in its heyday dominated Evansville's industrial scene, now represents only one phase of the city's healthily diversified business activity.

After each shift from one type of industry to another, the city has been more active industrially than ever before. Today there exists a far greater variety of businesses in Evansville than will be found in most cities of comparable size. The reason for this well-balanced diversification, which has carried the city safely through many periods when other cities were suffering severe "depression trouble," was given in a 1939 issue of the "Chicago Journal of Commerce." The "Journal" printed this statement:

"Ability to adjust itself to the ever changing tempo of Middle Western manufacturing problems, ade-



Two workers at the Hoosier Lamp & Stamping Corp. are buffing refrigerator parts to give them a jewel-like appearance.

quate labor supply, advantageous location close to the center of population in the United States, adjacent coal and oil reserves providing cheap power to its industries, attractive freight rates and shipping facilities to Middle Western and Southern distributing areas, have enabled Evansville to maintain a balance in the variety of products made in its 200 manufacturing plants."

NEW PRODUCTS GROW

Typical of Evansville industry, then, is its wide diversification, made possible by the city's many and varied facilities for manufacture, and heightened by the foresightedness of management to develop new products. Research plays a major role in Evansville plants.

For example, in 1928, one company employed a mere handful of people turning out pressed steel stove legs. Then the management began to look for new products. Up to 1940, this organization, The Hoosier Lamp & Stamping Corp., had developed some 16 absolutely new products and processes which have just about revolutionized several industries. Employing approximately 1200 in 1940, the company now makes all kinds of metal stampings. The company grew from 10,000 square feet to about 200,000 square feet in a little over seven years. One department of this business grew so that it expanded into a new company, The Cardinal Corporation, which in less than a year employed over 200 people making a brand new line of plastics.

Another manufacturing concern which conducts extensive experimental activities is the Sunbeam Electric Manufacturing Co. whose chief product is the Coldspot refrigerator distributed by Sears, Roebuck & Co. Commercial research, stressed by Sunbeam, is aimed to steadily improve its product. Sunbeam employed only 300 people in 1933, but in six years employment increased to well over 2,000 people. A staff of over 50 is engaged in engineering, research, and experimental work alone.

SERVEL, ANOTHER CASE

Servel, Inc., is an interesting example of what happened to one of the city's declining industries of several years ago. Originally, this factory, which now manufactures the Servel Electrolux gas refrigerator, was a buggy plant, but it changed over to truck bodies and gasoline engines, then electric refrigerators, and finally, when the gas refrigerator patents were brought to America from Sweden, it became the home of the gas refrigerator. Over 100 men are employed in the Servel research laboratory keeping the product up-to-date. Servel has been particularly successful in leveling out employment for its some 4,000 people working in a seasonal industry. The plant now covers about 1,677,198 square feet of floor space.

A national leader in its field is the Faultless Caster



A research engineer at the Sunbeam Electric Manufacturing Co. tests a Coldspot refrigerator, with the calorimeters recording the performance of the unit under various loads.

Corp., which keeps 20 engineers busy finding new uses for casters. The company makes over 7,000 parts in turning out its products. As soon as improved casters are perfected by its engineers, Faultless drops the obsolete line.

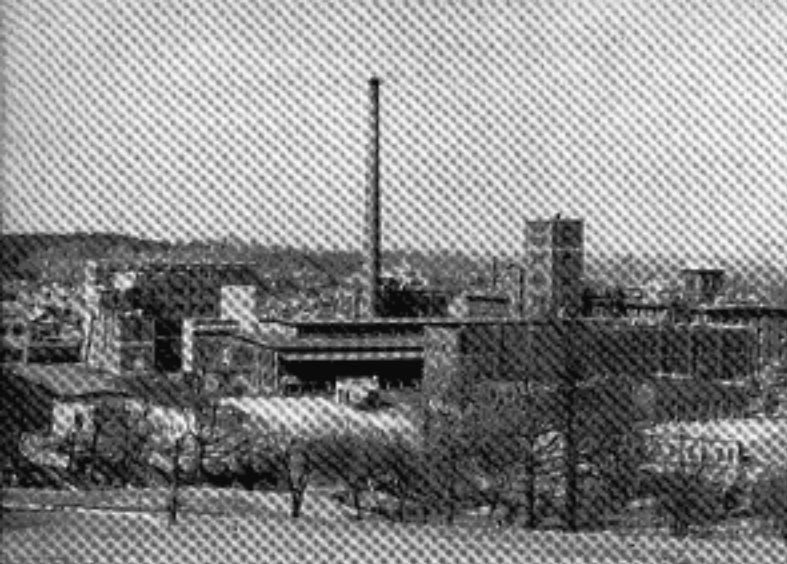
Mead Johnson & Co. is the nation's largest manufacturer of infant diets. Fundamental research as carried on in the company's laboratories has been a major factor in its year after year of continuous employment and peak payrolls.

Where the cotton and woolen mills declined in importance in Evansville, another industry has arisen. The Shane Manufacturing Co. has extended its line of goods to include the latest developments including water-proof laminated textiles.

One of Indiana's oldest industrial firms is Evansville's Igleheart Bros., Inc., subsidiary of General Foods and maker of the nationally distributed Swans Down Cake Flour.

CIGARS AND CARS

Smokers in many states enjoy La Fendrich and Charles Denby cigars which are made by H. Fendrich, Inc., the largest cigar manufacturing plant in the world housed under one roof.



Babies the world over are kept healthy by the infant diets made by Mead Johnson & Co.

The Evansville plant of Chrysler Corporation covers over 550,000 square feet and assembles more than 375 Plymouth cars a day. The Briggs Indiana Corporation normally employs about 2,000 auto workers in its Evansville body plant.

A unique line of decorative metalcraft such as flower baskets, wall brackets, and tables, is produced by George Koch Sons.

Bucyrus-Erie Co. produces much excavating machinery and tractor equipment in its plant which occupies 200,000 square feet.

Additional large plants located in Evansville include Advance Stove Works, American Pad & Textile Co., Anchor Supply Co., Atlas Plywood Corp., Bernardin Bottle Cap Co., Blount Plow Works, Cavalier Garment Corp., Coca-Cola Bottling Works, F. W. Cook Co., Craddock Furniture Co., Crescent Stove Works, Crown Potteries Co., Evansville Container Co., Evansville Tool Works, Farm Tools, Inc., Gen-

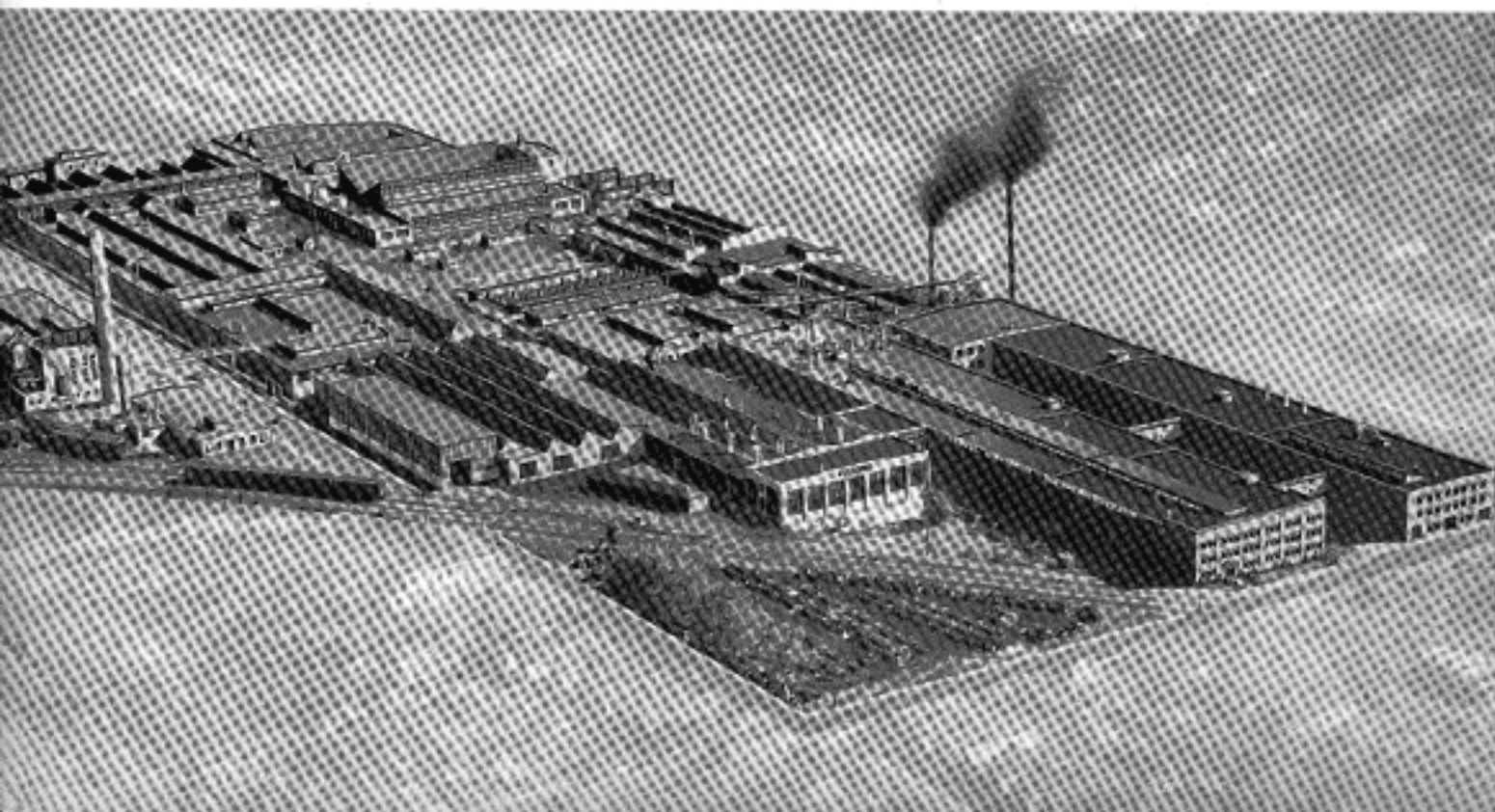
eral Cigar Co., Globe-Bosse-World Furniture Corp., Hercules Body Co., Holsclaw Bros., Inc., Imperial Desk Co., Indian Archery & Toy Co., Indiana Stove Works, Inland Container Co., International Steel Co., Keller-Crescent Co., Koch Convertograph Co., George L. Mesker & Co., National Furniture Co., Never-Split Seat Co., North Star Furniture Co., Red Spot Paint & Varnish Co., Standard Brick & Tile Corp., Steel Scaffolding Co., Sterling Brewers, Inc., Swift & Co., and many others.

PRODUCE COUNTLESS PRODUCTS

Those plants and others make an infinite variety of products. Here are some typical made-in-Evansville items:

Addressograph plates	Baskets
Advertising specialties	Bedding
Agricultural implements	Beds
Air conditioning equipment	Bed springs
Ale	Beer
anchors	Beer boxes
Animal medicines	Bluing
Anvil tools	Boilers
Arbor presses	Bolts
Automatic beer pumps	Bookcases
Automobiles	Bottle and jar caps
Automobile accessories and parts	Boxes
Automobile bodies	Bread racks
Awnings	Brick and tile
Axes	Brooms
Bags	Burial vaults
Baked goods	Candy
Bar fixtures	Canned goods
Barber supplies	Canopies (glass and metal)
Barrels	Carbonated beverages
Barges	Caskets
	Casters

An aerial view of the Serval plant gives some idea of its size. It stretches out over more than a million and a half square feet.





From this Chrysler plant go daily shipments of Plymouth cars to the surrounding territory.

Castings	Furniture pads	Plumbers' goods	Stoves
Ceilings (ornamental)	Furniture trimmings	Polish (auto and furniture)	Studio couches
Cereals	Games	Potato chips	Tanks (storage)
Chairs	Gasoline	Pottery	Tarpaulins
Check valves	Generators	Power shovels	Tents
Chipboard	Golf clubs	Pumps	Tiles
Cigar boxes	Grease and oil guns	Radio cabinets	Tobacco
Cigars	Hardware specialties	Refrigeration equipment (commercial)	Tobacco machinery
Clothing	Harness	Refrigerators (household)	Toilet seats
Coal mine supplies	Ice	Revolving doors	Tool bags
Coal tipples	Ice cream	Road building machinery	Tools
Coffee	Ice picks	Rubber goods	Toys
Columns (cast iron and steel)	Industrial gases	Septic tanks	Truck bodies
Concrete blocks	Infants' diets	Shipping containers	Trucks
Concrete fence posts	Insecticides	Skis	Uniforms
Condiments	Iron and steel	Steel products	Vehicle woodstock
Conveying equipment	Jellies	Steel scaffolds	Veneering
Cooperage	Jigs	Steel stairs	Venetian blinds
Corn meal	Labels	Store fronts and fixtures	Ventilators
Cornices	Laboratory and processing equipment	Stove parts	Vinegar
Cosmetics	Lamps		Wagon parts
Couches	Lamp posts		Water heaters, gas
Crates	Lubricants		
Crockery	Machine tools		
Cultivators	Mattress covers		
Dairy products	Mattresses		
Desks	Meat packing		
Dies	Medicine		
Dinnerware	Metal fixtures		
Dishes	Metal giftware		
Disinfectants	Metal plating		
Dog food	Metal stampings		
Dolls	Mine cars		
Doors	Mirrors		
Elevators	Monuments		
Excavating machinery	Mops		
Explosives	Motor oils		
Fabricated steel	Mush		
Feeds	Ovenware		
Fencing	Overalls		
Fertilizer	Paint, varnishes and lacquers		
Fire escapes	Painters drop cloths		
Floist equipment	Paper and paper boxes		
Floor	Patterns		
Flower baskets and vases	Pharmaceutical specialties		
Food products	Plastic products		
Furniture			

Prize crops from the world's tobacco centers await processing in a huge warehouse of H. Fendrick, Inc., maker of cigars.





An average of 10,000 tons of structural steel for building products is stocked by International Steel Company.

RETAIL SALES HIGH

The wholesome influence of diversified industry is carried over from increased employment to increased retail sales. According to the 1939 U.S. Retail Census, Evansville's retail sales rose from \$30,510,000 in 1935 to \$45,234,000 in 1939 — a gain of about 50% in four years!

The city keeps some 1,521 retail establishments flourishing. In 1939, these firms gave employment to 5,622 people, with a total payroll of \$5,518,000.

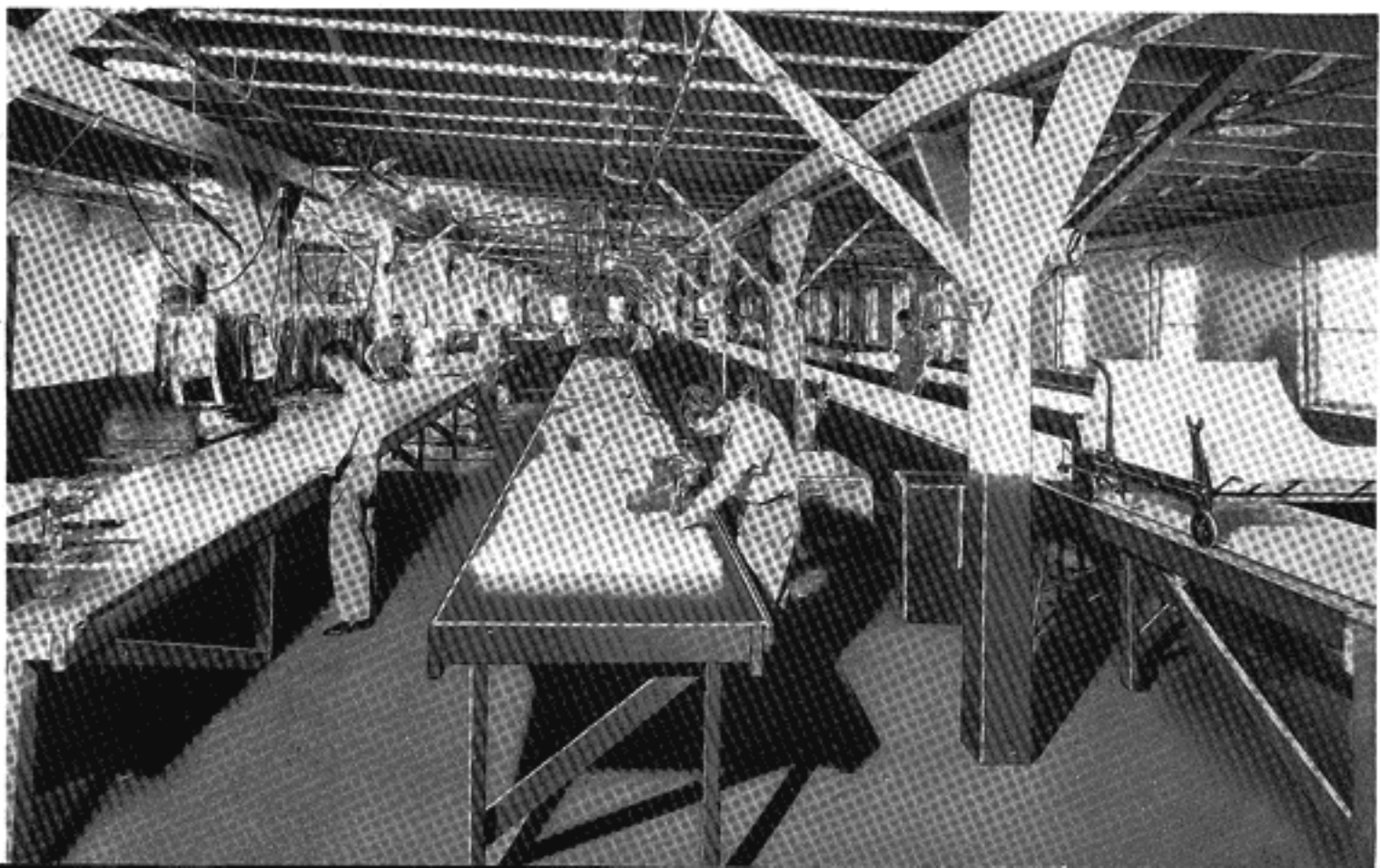
Centrally located in the heart of downtown Evansville are modern retail stores of every type — depart-

ment and dry goods stores, men's and women's clothing and shoe stores, jewelers, furniture stores, haberdasheries, music stores, paint stores, florists, variety stores, book and office supply stores, groceries and super markets, drug stores, sporting goods shops, candy and fruit stores, furriers, specialty shops, and many others.

A number of neighborhood shopping centers are also conveniently located in various outlying districts.

Evansville stores offer their customers selections from large stocks of the latest types of first-class merchandise. Practically any nationally advertised product can be obtained in Evansville, and many excellent

Among Evansville's lighter industries is the Shane Uniform Co., Inc., which manufactures a variety of washable uniforms.





Shoppers in Evansville's many modern retail stores have an unusually wide selection of quality merchandise.

local brands are available.

Evansville retail firms have kept thoroughly abreast of the times in their methods and improvements. A great portion of the downtown stores are air-conditioned. A large number have been remodeled or entirely rebuilt during the last few years. Fixtures and interior designs are kept up-to-date to give customers complete satisfaction.

Clerks are specially trained to give helpful, courteous service at all times. Many stores conduct regular

training courses in salesmanship for their employees. Additional instruction is offered to clerks in classes in the city's schools. Thus the customer is assured of friendly and efficient service.

Retail stores in and around Evansville are kept well stocked by the city's numerous wholesale firms.

Net sales in wholesale businesses within the city's municipal boundaries alone amounted to \$51,544,000 in 1939. In that year, 220 wholesale establishments employed 2,247 people, with a payroll of \$3,852,000.

Stable industry and steady employment contribute to even sales records in retail and wholesale establishments.



The City's Transportation Facilities

Swiftly, conveniently, economically, traffic moves to and from Evansville . . . by airway . . . by highway . . . by railway . . . by waterway. Central location has put the city on many avenues of commerce.

EVANSVILLE is unique from the standpoint of transportation. Its proximity to the center of population of the United States means that the nation's traffic flow through and near Evansville is very heavy. Therefore, the city offers convenient access to all sections of the country by means of different types of transportation. This strategic location results in favorable rates to the principal markets of industry.

Six major federal and state highways converge at Evansville to cross the mile-long Evansville-Henderson bridge over the Ohio River. This is the only toll-free bridge across the Ohio River between Cairo, Ill., and the Pittsburgh district. The bridge makes Evansville a focal point for a network of main highways radiating in all directions. About 2,000 cars daily pass over this bridge. Of utmost importance to national motor travel, the bridge constitutes a vital link in U.S. Highway No. 41, running from northern Wisconsin through Chicago to southern Florida.

SERVICE AMPLE

Five major trunk line railroads with trackage total-

ing 21,789 miles serve Evansville. They reach directly practically every point of importance in the central United States and connect with other main lines giving rapid coast-to-coast service. The five railroads are:

- Chicago & Eastern Illinois Railroad
- Illinois Central System
- Louisville & Nashville Railroad Co.
- New York Central System
- Southern Railway System

Complete facilities for switching, unloading, and storing are at hand.

Some 60 common and contract motor carriers operate in and out of Evansville. They reach points within a 400-mile radius in overnight service.

The following nationally operated forwarding companies serve Evansville:

- Acme Fast Freight, Inc.
- National Carloading Co.
- Universal Carloading and Distributing Co.

Evansville is served by ten leading bus lines, which operate out of three terminals. They connect the city with every Tri-State community and with important

Evansville has daily passenger and mail service by speedy silver airliners like this one.





This is part of one of the 60 fleets of trucks which carry Evansville freight shipments.

points in all sections of the country. The bus lines are:

- Carbondale & Harrisburg Coach Lines
- Dixie Greyhound Lines of Delaware
- Dixie Greyhound Lines of Illinois
- Evansville & Ohio Valley Railway Co., Inc.
- Evansville & Southern Illinois Coach Lines
- Evansville Suburban & Newburgh Railway Co.
- Ohio Greyhound Lines
- Southeastern Greyhound Lines
- Southern Limited, Inc.
- Wabash Valley Coach Co.

RIVER IMPORTANT, TOO

Another important means of transportation is the Ohio River. The nation's manufacturing takes place largely in the area between Boston and Washington in the East, extending west to Chicago and south to the Ohio Valley. The heavy traffic in this section travels mainly east and west and is concentrated in the Ohio Valley. The Ohio River, flowing in this direction, is a naturally convenient avenue for handling this traffic.

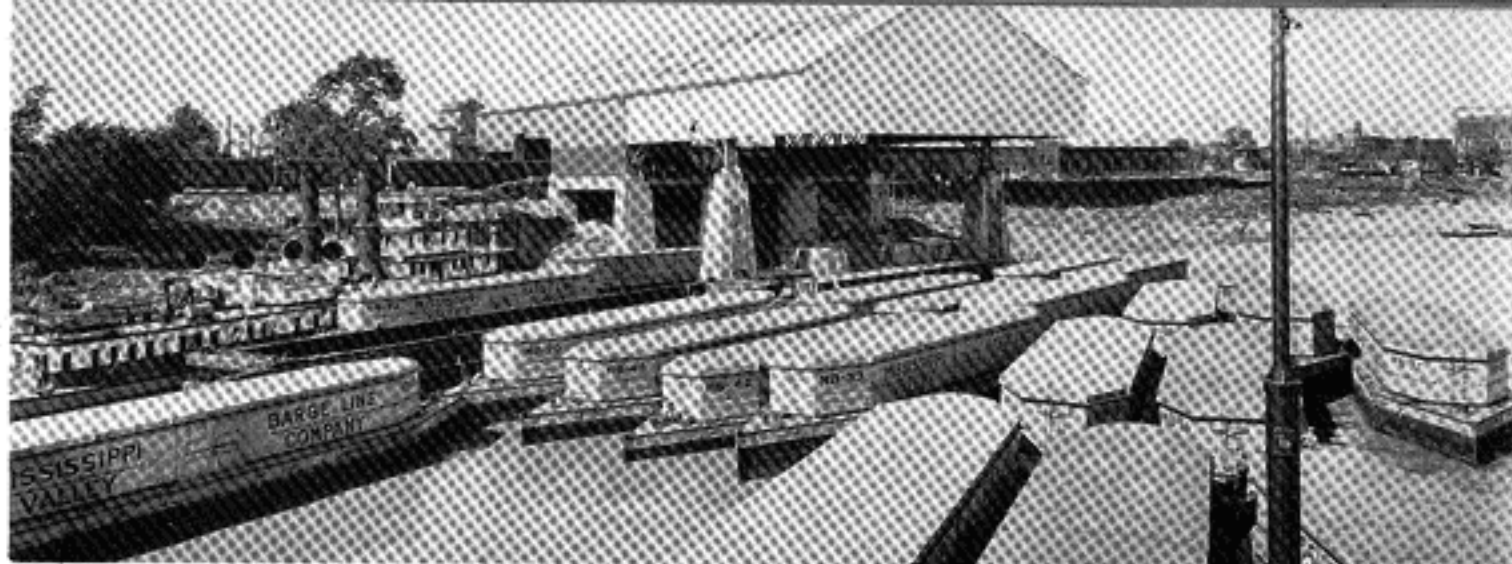
The picturesque old packets have been replaced with powerful diesel and steam towboats with tows of all-steel barges. Barge lines connect Evansville with over 4,000 miles of navigable inland waterways. These commercial barge lines serve Evansville:

- American Barge Line Co.
- Campbell Transportation Co.
- Central Barge Line
- Commercial Barge Lines, Inc.
- Mississippi Valley Barge Line Co.
- Union Barge Line Corporation

The government's canalization program has resulted in the maintenance of a nine-foot channel in the Ohio River at all times. Because of the system of locks and dams, low water no longer impedes the flow of traffic.

"Southern hospitality meets northern efficiency" at Evansville where this toll-free auto bridge spans the Ohio River to join the North and the South.





"Where Waterway-Railway-Highway Meet." Barges may be loaded and unloaded simultaneously by the high speed electric cranes in the Mead Johnson Terminal, which provides complete warehouse and terminal service for railroad, barge, and truck lines.

Evansville is well equipped to utilize the Ohio River for transportation with its completely equipped river-rail-truck terminal and warehouse, said to be the most modern and flexible of any river terminal in existence. It is the only river terminal in the nation where all three systems of waterway, railway, and highway transportation are merged. The terminal is right beside the main arteries of cross-town rail and motor traffic in Evansville.

All kinds of traffic — rail-barge, rail-barge-rail, rail-barge-ocean, and ocean-barge — are handled through this terminal to and from points on the Ohio and Mississippi Rivers and their tributaries, Gulf ports, Pacific Coast, Florida and eastern seaboard points, and for export or import.

AIRLINE SERVICE

Just five miles northeast of the city is Evansville's modern Class 3 airport. This large field has three 3500-foot concrete runways, two large hangars, and the latest type of lighting and aerological equipment.

Eastern Air Lines, Inc., flying the largest commercial type ships available, serves Evansville on its route from St. Louis to Miami, Florida, with a second route branching off to Louisville, Kentucky. Through the connections offered by this service, Evansville is within a few hours of any large city in the nation.

Chartered plane service to any point is available.

Evansville is also known for its large number of private planes, and has been called the "private-flyingest" city in the nation.

This variety of transportation facilities brings within easy reach of Evansville the principal raw materials needed by industry. Coal, of course, is near at hand. One of the railroad lines alone moves between 300 and 400 carloads of coal daily in the Evansville district. Pig iron and steel products are obtained with no difficulty, as are chemicals, lumber, and miscellaneous raw materials.

COSTS LOW

Transportation costs for such items are small because of Evansville's centralized location and also because of the nearness of sources of supply. These are a few indicative rates:

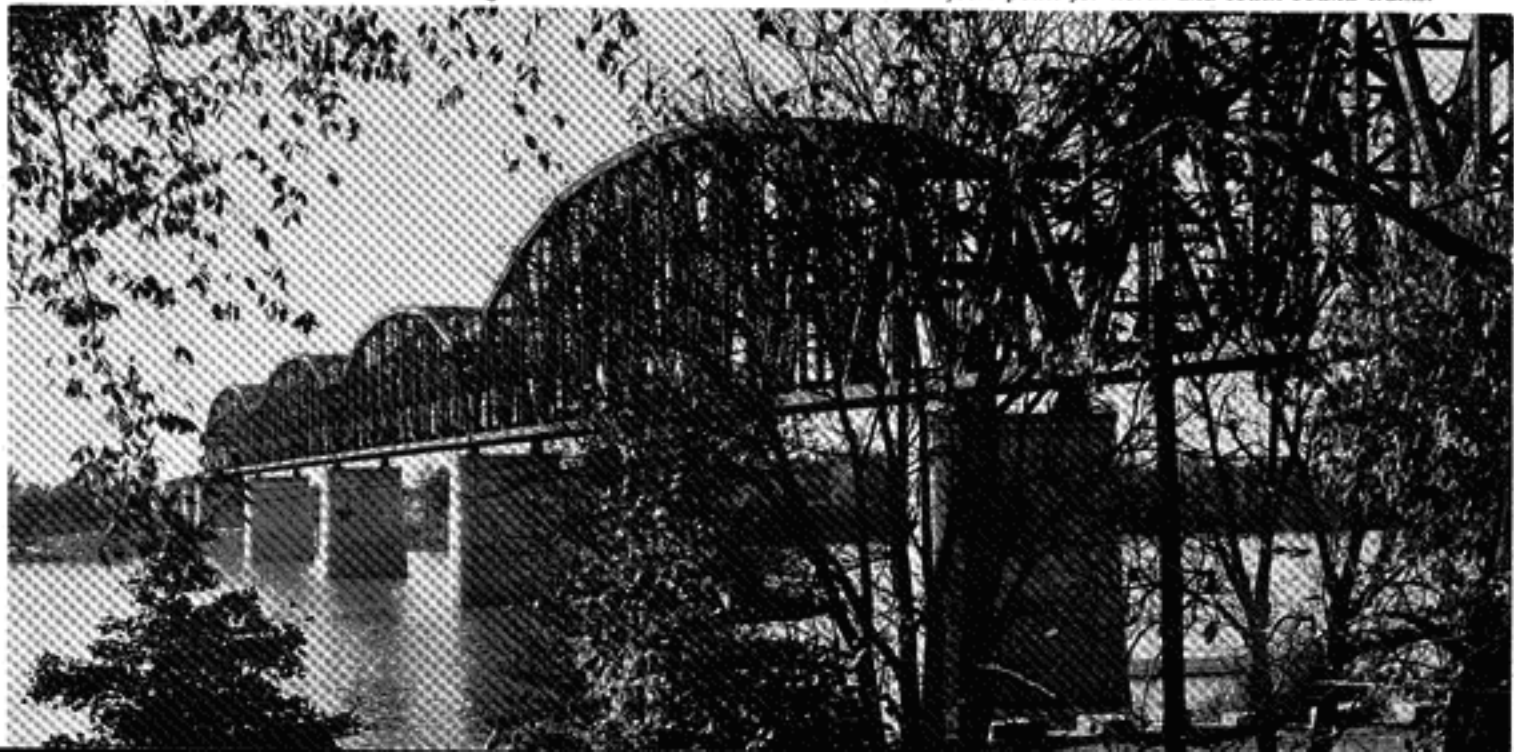
Coal — (carload rates) From Western Kentucky, 92c per net ton. From Southern Indiana, 63c to 85c per net ton.

Iron and steel articles — from Pittsburgh district, by water, \$3.40 per net ton — (carload rate) from Chicago-Gary district, by rail, \$5.20 per net ton.

Lumber — (carload rates) from Mississippi Valley territory, 18c to 30c per cwt. From Arkansas, 34c per cwt.

Other specific rates may be obtained from the Evansville Chamber of Commerce.

This \$9,000,000 L. & N. Railroad bridge over the Ohio River makes Evansville a focal point for north and south-bound trains.



The Evansville Markets

Evansville is (1) retail trading center of half a million people with high buying power, (2) wholesale headquarters for a rich territory, and (3) producer of industrial goods bought thousands of miles away.

EVANSVILLE'S excellent transportation system is largely responsible for the city's importance as a market. It is both a great retail market to which half a million people come to buy, and a wholesale and manufacturing center from which go millions of dollars worth of goods annually.

The many excellent roads leading into Evansville make the city conveniently accessible to shoppers from every section of the Tri-State, which includes some 18 thickly populated counties in Indiana, Illinois, and Kentucky. Day and night service is operated by bus lines between Evansville and every community in this Tri-State retail trade area. Many shoppers commute on the trains which supply quick passenger transportation to nearby towns and communities.

Throughout Evansville's market area there are some 250 smaller cities and towns and about 31,000 farms. Of those cities, 29 with populations over 1,000 are within an hour and a half's driving distance of Evansville.

THE INCOME IS HERE

This 18-county "retail trading area" is the unbiased

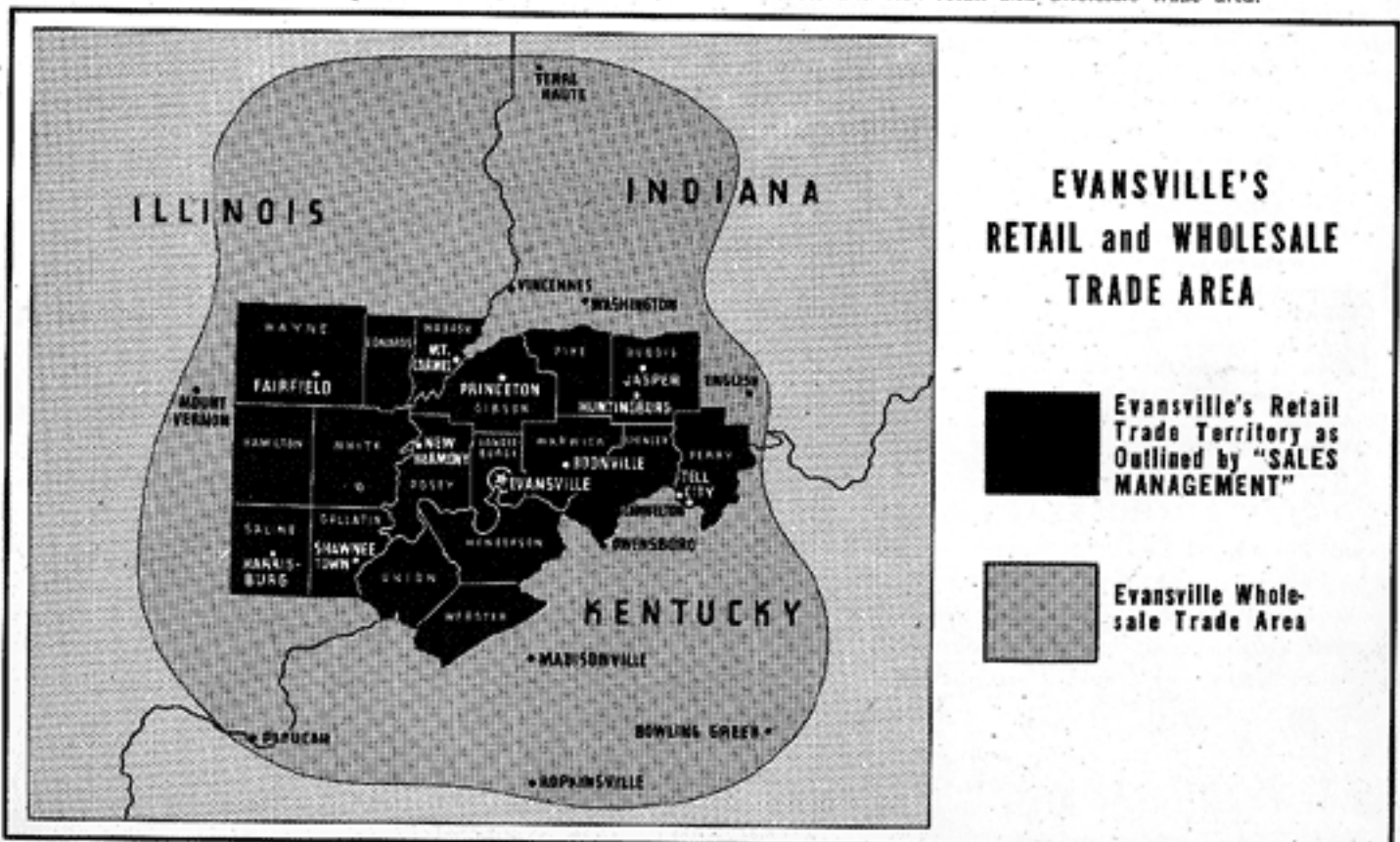
delineation of Batten, Barton, Durstine & Osborn used by Sales Management magazine in its April 10, 1941, "Survey of Buying Power." That this is a fruitful market is indicated by the total effective buying income for Evansville's trade territory which Sales Management lists as \$179,384,000.* Effective buying power within Evansville's municipal boundaries alone is \$72,896,000.

However, a large portion of the \$179,384,000 total effective buying income of the 18 rich agricultural and mining counties goes into Evansville trade channels, because the cities of Indianapolis, Nashville, Louisville, and St. Louis are all at least 145 miles away.

Further light is thrown upon the buying power of people in this part of the country by a report on the geographic distribution of 1939 appliance sales which appeared in the January, 1940, issue of Electrical Merchandising magazine. The East North Central States led all other geographic regions in the sale of

*Copr., 1941, Sales Management Survey of Buying Power; further reproduction not licensed.

Isolated from metropolitan centers, Evansville dominates a sizeable and rich retail and wholesale trade area.





The crowds of shoppers that swarm Evansville stores are evidence of the buying power of the people in the Tri-State region.

ranges, water heaters, washers, ironers, and was a very close second in the sale of refrigerators. Evansville is in this district.

Retail sales within the municipal boundaries of Evansville totalled over \$45,000,000 in 1939. Including Vanderburgh County retail sales, they amounted to more than \$47,000,000.

According to a 1940 survey of consumer expenditures conducted by Printers' Ink magazine, the people who live in Evansville spend the following amounts annually:

Food and drink.....	\$16,175,000
Housing	10,950,000
Clothing and its care.....	6,165,000
Automobile purchase and operation.....	6,042,000
Household operation	5,378,000
House furnishing	2,218,000
Recreation	2,044,000
Tobacco	1,118,000
Personal commodities	621,000
Personal services	600,000
Reading	590,000
Medical commodities	519,000

CITY A WHOLESALE CENTER

Evansville wholesalers and brokers, of course, serve a larger territory. The wholesale trade area extends from 75 to 150 miles in every direction. Typical cities covered by Evansville wholesalers include:

On the north — Princeton, Vincennes, Terre Haute, Washington, Ind.

On the east — Jasper, Huntingburg, West Baden, Boonville, English, Tell City, Cannelton, Ind.

On the south — Henderson, Paducah, Hopkinsville, Owensboro, Bowling Green, and Madisonville, Ky.

On the west — Mt. Vernon, New Harmony, Ind., Shawneetown, Carmi, Fairfield, Mt. Carmel, and Harrisburg, Ill.

Wholesale sales within the municipal boundaries of Evansville amounted to over \$51,500,000 in 1939.

Evansville manufactured products are shipped via swift and convenient routes to every state and to ports throughout the world. Latest figures available show that Evansville ranks 27th among all cities in the country over 100,000 population in value of manufactured products.

SELLING THE WORLD

Here are a few of the places where Evansville's goods are to be found: Its air-conditioning units keep a theater cool in Tunis, Tunisia, on the north shore of Africa. Its infant diets keep babies healthy in Cuba, Mexico and South America. Its plows till the hillsides around Johannesburg, South Africa. Its giant steam shovels scoop up the earth in north China. Even its bows and arrows are shot by children in the Philippines, New Zealand, and Australia.

In fact, to all the world go Evansville-manufactured goods. To a rich wholesale territory go Evansville-distributed products. And to half a million people in the Tri-State go the things sold in Evansville stores.

Public Utilities

When it comes to shining lights—and power . . . and hot ovens . . . and running water . . . and dependable communication . . . and speedy city transportation—Evansville can meet all requirements.

EVANSVILLE offers its industries, businesses, and homes all the public utilities service required in the quantities needed at favorable rates.

The gas and electric properties are owned and operated by the Southern Indiana Gas & Electric Company. Electric service is furnished over an area of approximately 2,500 square miles to 45 surrounding cities and towns. The entire territory is served by a network of 33,000 volt transmission lines from which lower voltage lines extend to practically all parts of the territory served by the company.

SERVES 134,000 POPULATION

The total population of the territory served is estimated to be over 134,000. The total number of electric customers served by the company is 41,124, divided as follows:

Residence	36,259
Commercial light and power.....	4,776
Industrial and miscellaneous.....	89

The generating capacity of the company is installed at three locations, with a total installed capacity of 62,800 K. W. An additional 20,000 K.W. turbo-generator is scheduled to go into service in October, 1942. The main generating station, located on the Ohio

River, is of the latest design. Adequate tie lines, substations and switching facilities insure dependable service.

Rates for domestic, commercial, and industrial service are among the lowest in the Middle West. Industrial rates apply to loads of 50 K. W. and over. Customers who maintain better than average load factor and power factor earn still lower average rates. Detailed electric rates are available upon request from the Evansville Chamber of Commerce.

B.T.U. HIGH—RATES LOW

Natural gas also is supplied by the Southern Indiana Gas & Electric Company to Evansville and adjacent suburban territory. The B. T. U. value of the gas is approximately 1,000 per cubic foot, which is attractive to all classes of users due to both the high B.T.U. value and the economical rates in effect for all classes of service.

The gas rates of the Southern Indiana Gas & Electric Company are recognized as being among the lowest in the state for natural gas service. Industrial rates are competitive with other forms of fuel, and a large percentage of the gas is used for industrial purposes. Low rates are available for space heating.

When night begins to fall, Evansville homes light up with electricity generated at this river station which has supplied power to the city's factories all day.





Spic and span is the new filtration plant at the Evansville Water Works which furnishes the city with pure water.

The total number of gas customers served by the company is 24,563, divided as follows:

Residence.....	23,095
Commercial.....	1,379
Industrial.....	89

Various rates are available to residence, commercial, and industrial customers depending on the use of the service and the requirements of the customer. Copies of the various rates may be secured from the Evansville Chamber of Commerce.

The Southern Indiana Gas & Electric Company maintains a staff of competent engineers whose consultation services are available at no cost to present and prospective users of gas and electricity.

Steam heat furnished by the Southern Indiana Gas & Electric Company is also available to the city's business concerns, and the company also owns and operates the Bus Transportation System within the City of Evansville and suburban area. Seven trunk lines are in operation throughout the City, in addition to many auxiliary lines, which cover the residential, commercial and industrial areas.

MUNICIPAL WATER PLANT

Evansville's water supply is obtained from the Ohio River. The municipally owned filtration plant is efficiently operated, and a fully equipped and accredited laboratory makes daily bacteriological examinations of the water. The water is coagulated with aluminum sulphate, settled, filtered, and final sterilization given with ammonia chlorine.

The filtered water delivered has the following characteristics:

Total hardness (1939) —	
Average —	157 P. P. M.
Maximum —	207 P. P. M. (December)
Minimum —	91 P. P. M. (February)
Temporary hardness (1939) —	
Average —	66 P. P. M.
Maximum —	92 P. P. M. (November)
Minimum —	41 P. P. M. (March)

Permanent hardness (1939) —	
Average —	71 P. P. M.
Maximum —	146 P. P. M. (December)
Minimum —	48 P. P. M. (February)
Carbon Dioxide 1939 —	1.42 P. P. M. (Average)
Iron 1939 —	.1 P. P. M. (Max.)
Alkalinity 1939 —	66 P. P. M.
Ph 1939 —	8.4
Chloride 1939 —	low

Water rates on a monthly basis are as follows:

25c per 1,000 gallons for first 5,000 gallons used
20c per 1,000 gallons for next 20,000 gallons used
15c per 1,000 gallons for next 75,000 gallons used
10c per 1,000 gallons for next 200,000 gallons used
8c per 1,000 gallons for all over 300,000 gallons used

Water service charges are:

3/8" meter and 3/4" meter.....	\$ 3.00 per annum
1" meter.....	5.00 per annum
1 1/2" meter.....	6.00 per annum
2" meter.....	8.00 per annum
3" meter.....	15.00 per annum
4" meter.....	21.00 per annum
6" meter.....	40.00 per annum

TELEPHONES INCREASE

Evansville's telephone system is operated by the Indiana Bell Telephone Co. The dial system is used throughout the city. Steadily, the number of telephones has grown as these figures show:

Year	Telephones In Service	Increase Over Previous Year	Percent Increase
Dec. 31, 1936	19,514	2,170	12.5
Dec. 31, 1937	21,064	1,550	7.9
Dec. 31, 1938	21,436	372	1.8
Dec. 31, 1939	23,077	1,641	7.7
Dec. 31, 1940	24,804	1,727	7.5

Monthly telephone rates are as follows:

(1) Business:	(2) Residence:
Individual line \$7.00	Individual line \$3.50
Two-party service 6.00	Two-party service 2.75
Ext. telephone 1.25	Four-party service 2.25
Additional listing .75	Rural residence service 2.50
	Ext. telephone .75
	Additional listing .40

Rich Resources for Industry

The land in this part of the country yields a profusion of raw materials. 150 coal mines within 50 miles of Evansville. Indiana has nation's third iron and steel industry. Oil, coke, limestone, cement . . .

THE chief natural resource around Evansville is coal.

Indiana is one of the ten states east of the Mississippi River which together produce about 90% of the bituminous coal mined in the country. In fact, so productive are the mines in Indiana, Illinois, and Kentucky that approximately one-fourth of the coal mined in the United States comes from these three states.

Half of the six bituminous coal mining areas of Indiana are less than 50 miles from Evansville. There are some 150 coal mines within a 50-mile radius of Evansville.

These mines are of all types—"deep" shaft mines, "slope" mines, and "strip" mines. The largest strip mine in the United States is located just 48 miles from Evansville.

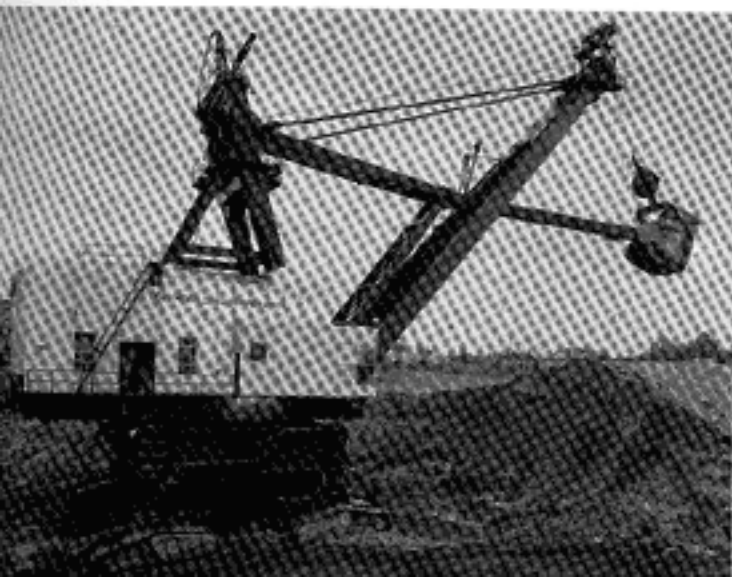
PLENTY OF COAL

The coal supply is abundant and close at hand, making the fuel available to Evansville manufacturers at a very low cost with a minimum of transportation charges.

Oil has become increasingly important around Evansville in the last several years as drilling activity has increased in southern Illinois, western Kentucky, and southwestern Indiana. Evansville has become the headquarters for this oil producing area because it offers metropolitan facilities for offices, housing, banking, education, and recreation.

At present Illinois yields more oil than the other two states. In fact, Illinois climbed from seventeenth to fourth place nationally as an oil producing state in the three years following 1937.

This huge electric shovel, near Evansville, is used in the largest "stripper" coal mine in the country. Total weight of shovel is 3,200,000 pounds; total height is 105 feet.



The oil scene is gradually extending slightly eastward. Thus, Evansville will become even more centrally located in the area as this expansion continues.

OIL INDUSTRY LARGE

Approximately 2,000 people are now employed by the oil industry in Evansville. Major oil companies with offices in Evansville number 22, and over 75 independent operators are located in the city. Nationally-known oil map makers are operating on the scene, and oil field equipment is also being manufactured here. Daily output in the three states totaled between 400,000 and 500,000 barrels a day in 1940.

Among other of Indiana's vital raw materials are iron and steel. Indiana ranks third among all states in this industry. Indiana produces nearly \$80,000,000 worth of pig iron every year. The products of the state's steel works and rolling mills total over \$350,000,000, and foundry products are valued at over \$25,000,000. Although much of this activity is carried on in the northern part of the state, transportation over this comparatively short distance is quick and economical. Pittsburgh's enormous output, too, is available via the Ohio River.

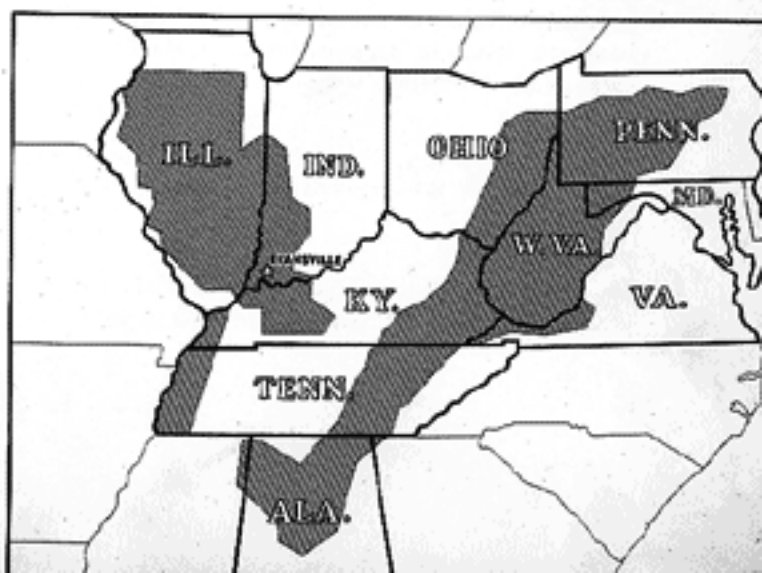
RESOURCES ABUNDANT

Here, in condensed form, is a list of other raw materials and natural resources which are found in abundance nearby:

Coke

Second coke producer in the nation. Indiana turns out approximately \$32,000,000 worth a year.

About 90% of the bituminous coal produced in this country comes from these 10 major coal producing states, all east of the Mississippi River. Evansville is in the heart of this region.





One of the many natural resources near Evansville is a fine grade of moulding sand. A workman places a core of the hardened sand, with steel coils inserted, into a mould preparatory to pouring the molten aluminum to form the complete evaporator for a refrigerator.

Limestone

Indiana produced 82% of the architectural limestone used in the country in 1938.

Cement

The annual value of cement produced in Indiana is the fourth largest in the nation. Much cement is shipped cheaply into Evansville by barge from about 125 miles up the Ohio River.

Mineral wool

Indiana produces more mineral wool than any other state in the Union.

Lumber

Indiana's forests yield over 100,000,000 feet of lumber annually, including fine quality hardwood.

Clay

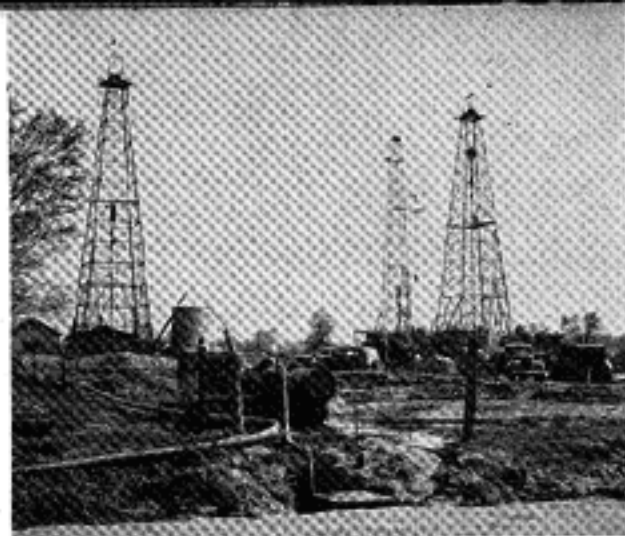
Sagger clay, used as jackets to protect pottery while baking, is found in large quantities at Mayfield, Kentucky, and also farther south.

Feldspar

An excellent grade of feldspar, used in the manufacture of high grade pottery, is available at Ervin, Tennessee.

Fluorspar

Within 75 miles of Evansville in Illinois and Kentucky is the greatest fluorspar producing region in the world.



Scenes like this are responsible for the annual production of over \$3,000,000 worth of gas and oil in Indiana.

Kaolin

In several counties about 75 miles north of Evansville are deposits of kaolin used in the manufacture of white ware, sanitary ware, electrical ware, porcelain, paint pigment, and other products. It is also used as an abrasive in buffing.

Rock asphalt

There are large deposits of rock asphalt in Kentucky just a couple of hours' hauling distance from Evansville. This is a noiseless, dustless and durable road-surfacing material.

Shale

Great deposits of the finest shales for the manufacture of high grade building brick are available in Evansville.

Sandstone

Illinois and Kentucky combined produce a large portion of the sandstone quarried in the U.S.

Silicon

An excellent grade of silicon, which is used in the manufacture of pottery, is found at Olney, Illinois.

Sand and gravel

Immediately at hand in the Ohio River are large quantities of sand and gravel of the highest grade for structural purposes. The various formations furnish material of all grades.

Natural gas

Closely associated with the petroleum around Evansville is natural gas, which is produced in commercial quantities.

Abrasives

Sands and sandstones and sandy shales which can be used for abrasive purposes exist in the rocks of the Evansville area. Sandstone may be used in the manufacture of various types of grinding stones. Some of the sands may be used for polishing powders.

Glass stones

Sandstones and sands which may be used in the manufacture of certain grades of glass occur in large quantities in the Evansville region.

Evansville Weather Report

The city's yearly 2858 hours of sunshine—nearly eight hours a day—make Evansville a great place to play. Temperature averages 57.4 degrees.

FOR the most part Evansville's climate is mild and comfortable.

The average temperature is 57.4 degrees. Very rarely does it get "real cold" in winter, the average *minimum* temperature for January over a 43-year period being 27.5 degrees.

Occasionally Evansville has some hot summer days. However, the average *maximum* temperature for July over a 43-year period is only 89 degrees.

The figures pertaining to rain, snow, wind, humidity, and sunshine are given in this compilation based upon 43 years' observation by the U.S. Weather Bureau:

TEMPERATURE

Average daily maximum.....	66.1 degrees
Average daily minimum.....	45.6 degrees
Average	57.4 degrees
Absolute highest	108 July, 1936
Absolute lowest	-16 Jan., 1918

PRECIPITATION

Average annual rainfall 42.4 inches

Average annual snowfall 15.8 inches

RELATIVE HUMIDITY

6:30 A. M. 78 percent
Noon 57 percent
6:30 P. M. 62 percent

AVERAGE NUMBER OF DAYS

Clear 118
Partly cloudy 140
Cloudy 107
Precipitation
 .01 inch or more..... 117
Snow, Trace or more,
 melted 26
Thunderstorms 50
Dense fog 12
Maximum temperature
 90 degrees or above..... 40
Minimum temperature
 32 degrees or below..... 72
Minimum temperature
 zero or below..... 1

SUNSHINE

Total hours, Annual..... 2858
Percent of possible..... 62

WIND (4-cup standard)

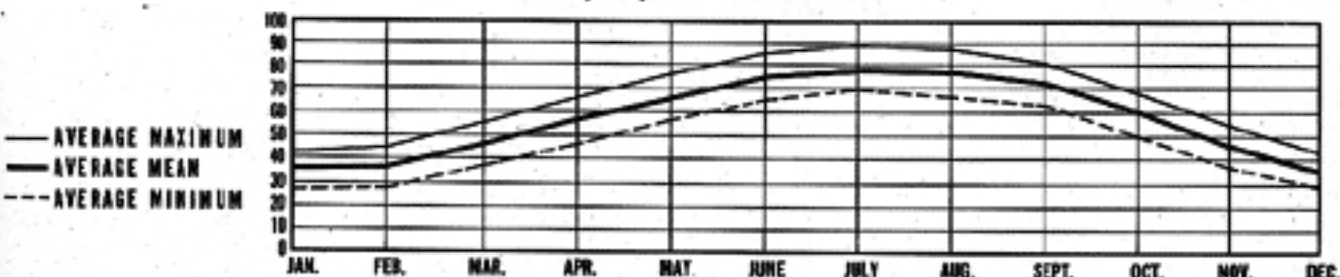
Average hourly velocity 8.6
Prevailing direction ..south
Highest velocity 60
Direction highest velocity southwest



Flying conditions around Evansville are "above normal" according to the U.S. Weather Bureau. Hence a large number of private fliers make extensive use of the Evansville Airport.

MONTHLY MEAN TEMPERATURES

(Based on a 43-year period—1897-1939 inclusive)



Public Library
EVANSVILLE IND

Food from the Farmlands

Food around Evansville is plentiful and cheap. The highly diversified agricultural output includes the finest of grains, livestock, dairy products, garden produce, and fruits.

JUST as Evansville's industries are diversified, so is the agriculture of the surrounding farmland. Because of this variety of crops, a loss of any one of them does not mean a "crop failure," for there are always other crops to harvest.

This diversification, which is typical of all Indiana agriculture, has yielded dividends to both farmers and the cities where they trade. In 1939, for instance, the total cash farm income for the state of Indiana was \$280,818,000. This income was "grown" on some 200,000 farms valued at over \$1,000,000,000. Approximately 68% of these farms are operated by their owners.

The soil around Evansville varies greatly, due to the effect of many factors such as glacial drift, the weathering of surface rock, decayed vegetation, and

silt deposits in bottom lands. This variety of soil in and around Vanderburgh County is conducive to many different types of products.

"CORN KING" COUNTRY

Corn and wheat are the principal products of the soil. Evansville is in the heart of the finest soft wheat belt in the world. The rich alluvial soil along the Ohio River is very productive of corn, growing successive crops year after year, with crop yields ranging from 40 to 100 bushels per acre. Although Indiana ranks eighth in corn acreage, the state is third in the production of corn. Out of the last 21 years, an Indiana farmer has been international corn king 17 times. Oats, barley, alfalfa, soybeans, and clover also thrive in this territory.

Mile after mile of fertile, gentle rolling farmland around Evansville is ideal for grain, vegetables, fruit, berries, livestock, and dairy products.



The tremendous amount of grain and hay produced here makes the territory especially desirable for livestock production. Cattle, hogs, sheep, and chickens are important in the agricultural economy. In 1940, the farm income from livestock sold within a 50-mile radius of Evansville was approximately \$30,000,000. In 1939 Indiana ranked third in hog production. In 1938, the state was fourth in the number of chickens raised.

Milk, butter, cheese, and eggs add much to Indiana's farm income. For 10 years the state has ranked third in the production of American cheddar cheese.

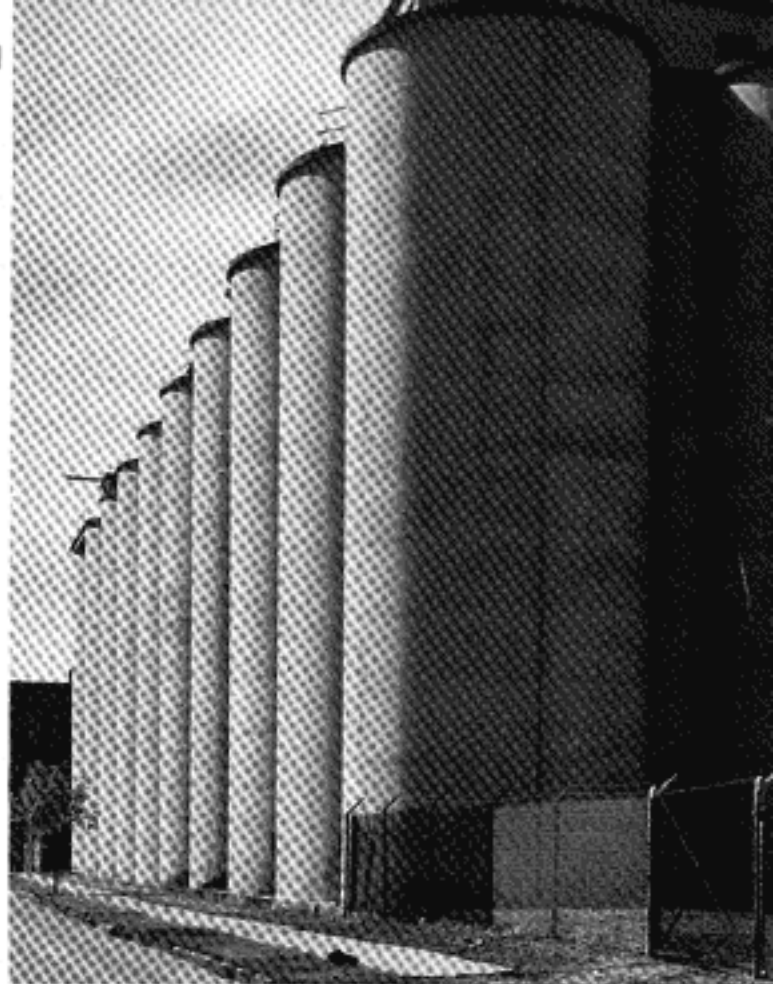
More tomatoes are produced for canning in Indiana than in any other state. Tomatoes and a great variety of other foods are processed in some 175 canning factories in Indiana. Indiana has ranked fourth in the production of onions, second in the production of soy beans, and first in the production of peppermint oil for 10 years. The state is also second in pumpkin production.

Fruit that is luscious in flavor grows abundantly in the climate of this section. The upland soil produces many fruits such as apples, peaches, pears, and grapes. A fine yield is obtained, and the quality of the fruit is excellent. Also melons of the finest kind and of great variety are grown here in abundance, as are a number of kinds of berries.

GROW TRUCK PRODUCTS

The fertility of the soil makes it highly adaptable for truck products. Market garden products of a great variety are grown in the territory surrounding Evansville. The long growing season and uniform rainfall, aided by a climatic condition favorable to vegetable growth, combine to make this section ideal for market gardening. Fresh homegrown vegetables are available at low prices in the spring continuing through into the late autumn season.

In addition to the truck gardens, there are also many acres under glass, assuring city residents of reasonably priced fresh vegetables throughout the winter and early spring seasons. The cheap fuel, mild winter climate, and direct market to Chicago make Evansville a desirable location for the production of



In these huge grain elevators wheat from surrounding fields is stored before being milled into nationally famous Suans Down Cake Flour by Igeheart Bros., Inc.

garden vegetables and flowers under hothouse cultivation. Two municipal markets are maintained where Evansville citizens may buy garden produce and home-grown fruits direct from the grower.

That the food supply from Evansville's immediate vicinity is more than adequate for the city is evidenced by the fact that outside markets are sought for agricultural products grown in this area. Even though Evansville's growth should reach several times the present population, there should be practically no increase in the cost of living with respect to food, as the supply from the surrounding territory would still exceed the local demand.

Farmers sell their fresh garden produce very reasonably the year around at this and Evansville's other municipal market.



Economic Security

... in Evansville may be judged by the city's many long-lived industries . . . old established retail firms . . . stabilized employment . . . rise in bank deposits and postal receipts . . . low rate of business failures.

EVER since that day back in 1842 when a bucket brigade drew water from the cistern of the Old National Bank to fight successfully a fire that threatened the entire town, the banks of Evansville have played a vital part in the welfare of the community.

Many are the Evansville industrial firms that have weathered nation-wide business "ups and downs." They include: Igleheart Brothers, founded in 1856; Orr Iron Company, founded in 1835; H. Fendrich, Inc., founded in 1850; Sterling Brewers, Inc., established in 1860; Blount Plow Works, founded in 1868; F. W. Cook Company, established in 1853; Keller-Crescent Company, founded in 1884; Evansville Tool Works, founded in 1876, and others.

FIRMS LIVE LONG

This stability of industry has been felt by Evansville business in general. For instance, there's H. Hermann, the city's pioneer candy store, which opened just before the Civil War. And Strouse & Bros., men's clothing store, founded in 1868. Another typical "old-timer" is the drug store opened by Fred M. Petersheim

in 1883. All three of these retail establishments have either enlarged or remodeled their stores in the last couple of years. The fact that these and many other retail firms have prospered for so many years is further evidence of Evansville's steady business conditions.

The resulting employment stability has helped out individuals, too. One proof of this is the large and steadily increasing number of savings accounts in Evansville banks. Altogether, the city has 9 banks — 3 national and 6 state banks — with aggregate resources over \$60,000,000.

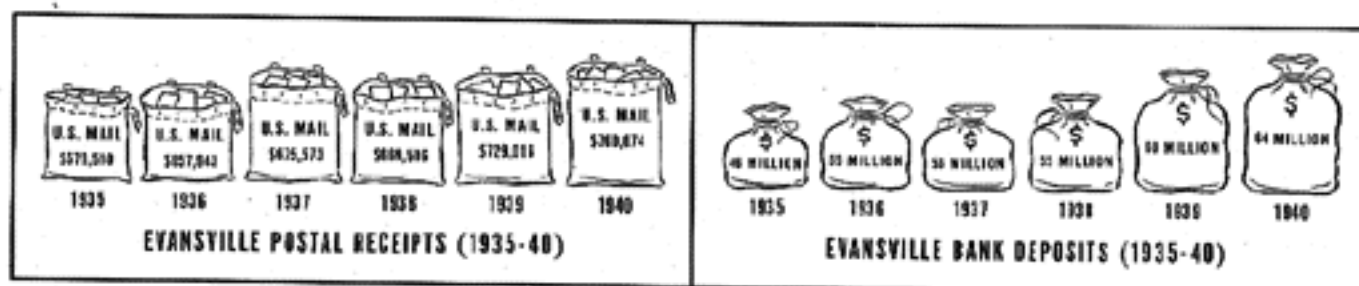
Just as bank deposits have risen steadily in recent years, so have postal receipts increased. From 1935 to 1940, postal receipts rose over 30%, showing a marked increase in business velocity.

FAILURES INFREQUENT

Healthful business conditions are naturally conducive to long life and a low rate of failure among Evansville business firms. In the six years from 1935 to 1940, there was an average of only 7.5 business failures per year in Evansville, according to the Dun & Bradstreet

This sturdy building is the home of the National City Bank, one of the city's leading financial institutions.





branch office in the city. Most of these failures were comparatively small businesses as shown in this tabulation:

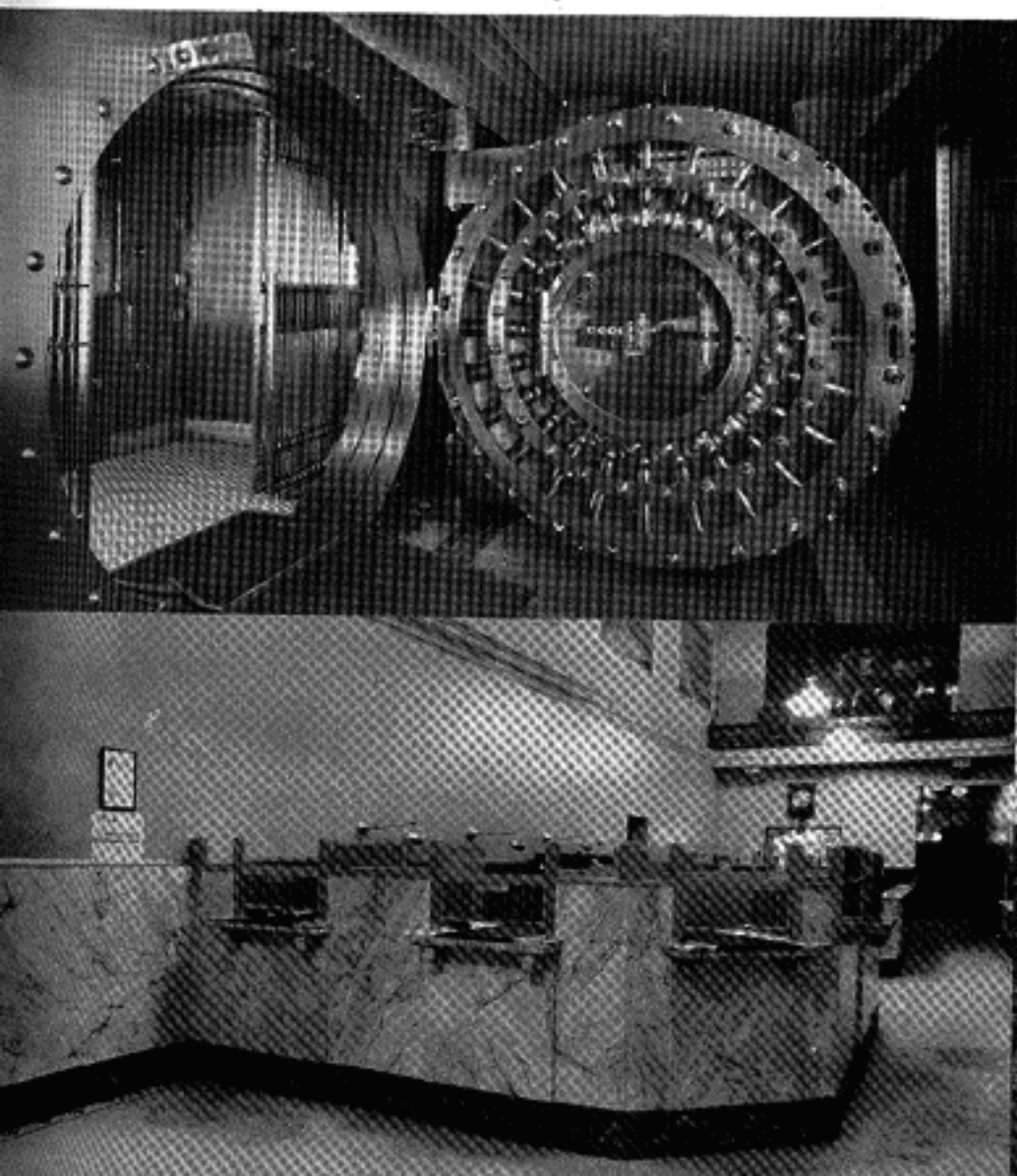
Year	Number	Total Assets	Total Liabilities
1935	7	\$670,800	\$260,460
1936	5	122,700	231,481
1937	6	108,400	147,200
1938	8	255,000	226,200
1939	10	140,800	198,000
1940	9	93,952	126,352
Average	7.5	\$231,858	\$198,232

Even during the year of 1939 — when the greatest number of Evansville firms failed — the rate of business failures in Evansville was lower than the average national rate. Compared with the national average of

69.6 annual failures per 10,000 enterprises in 1939, Evansville's rate was only 61.3 failures on the same basis.

An investigation of these failures shows that most of them are due to poor management. Common causes include overexpansion, internal dissension, lack of adequate capital, and bad judgment. The businesses studied failed mainly because of conditions within the firms rather than because of any condition inherent in Evansville's economy.

The stable character of Evansville business and industry substantiates the conclusion that the city is well situated with reference to material, supplies, markets, transportation, labor, power, and other factors of primary importance in insuring industrial success.



Left: Huge vault doors in the Old National Bank. Left below: A corner in the modernly equipped Peoples Savings Bank. Below: The Citizen National Bank Building with office space for scores of business and professional people.



A Safe Place To Live

Such things as these help Evansville keep down its rate of fires, crime, and traffic deaths: modern methods and equipment . . . public education . . . traffic safety programs . . . training courses . . . community-wide co-operation.

THE police and fire departments, working together and with community organizations, have made Evansville a safe and orderly city.

The communications system of the police and fire departments is one of the most modern and complete in the country. All police cars are equipped with two-way radio sets, and all police motorcycles have radio receivers.

In the fire department a combined system of wire and radio communication is coordinated with the fire alarm station and police radio transmitter. Cars of



Boy Scouts, who aid police and firemen in safety and fire prevention activities, typify the city's community-wide co-operative spirit.

the fire chief and his assistants also have two-way sets. This is in addition to the ordinary police and fire call boxes.

Some idea of the effectiveness of crime control can be had by examining the record of stolen automobiles recovered. In the four years from 1937 to 1940, over 99% of all cars stolen were recovered. This is due

A telephone call coming to police radio headquarters is quickly spotted on a map and relayed to the proper touring squad car via the efficient police radio system.



largely to the effectiveness of the police radio system. In 1940, of all calls broadcast to squad cars, the average arrival time was three minutes and fifteen seconds, with an average completion time of thirteen minutes and sixteen seconds.

The police department, which has a personnel of 139, has been outstanding in its safety work. In 1939, Evansville tied for first place in the Indiana Traffic Safety Contest for having the best record of the state's larger cities. The city also received honorable mention from the National Safety Council for its 1939 safety record.

For several years the police department has conducted an extensive educational program. This has been carried on in schools and before adult groups and drivers. The program has included lectures, radio talks, and motion pictures. A training school is operated for beginning policemen. The school boy safety patrol system has also done its part to cut down child traffic accidents.

An Evansville young man who had taken the driving instruction and safety education course offered in Evansville high schools won first place in a state safe driving contest, and then went on to win the national championship.

The personnel of the fire department, which totals 161, is instructed regularly in the latest methods of fire fighting. The department makes regular inspection in the business area and industrial plants to keep the men familiar with the interior physical conditions. Public education for fire prevention is stressed by the fire department.

Evansville's low fire loss is reflected in its low fire insurance rating. Evansville is rated a Class Three city by the National Board of Fire Underwriters. This is the second lowest classification anywhere in the state or country.

The Gamewell system (at left), radio, and telephone all play a part in the modern communications setup of the Evansville fire department.



Government in Evansville

... is progressive, foresighted, co-operative. Municipal improvements are made constantly. Taxes are low. Public debt is limited. City administration is businesslike.

"WE have co-operated and will continue to co-operate with workers and their organizations in the advancement of the cause of labor. We have also co-operated with and will continue to aid and assist employers and their organizations. For that which makes for sound prosperity is a benefit to all."

That statement by the Mayor of Evansville is indicative of the spirit of government in the city. Government officials have been foresighted and co-operative in their attitudes toward both business and labor. The result has been steady economic growth.

Local government by its actions has encouraged business expansion and helped maintain local employment at high levels. Throughout the city is evidence of a progressive government. Typical example of this foresighted attitude is the improvement program of the Municipal airport, bringing commercial air service to Evansville and giving the city direct or connecting air service to all important points in the country.

KEEPING UP TO DATE

Continuous is the program of municipal improvements. Nearly a million dollars worth of civic improvements were made in 1940. Many streets were resurfaced and reconditioned.

Evansville streets are well lighted and clean. Collection and disposal of waste is regular with a fleet

of modern trucks. The water supply and sewage system in the city are excellent.

Police and fire protection are of the finest type. Throughout the city are spacious green parks, imposing public buildings, and beautiful boulevards including Dress Plaza with its white concrete promenade and balustrade.

Due to an economical and businesslike administration, the people of Evansville enjoy these things at a minimum of expense to the taxpayers. Evansville has the second lowest per capita city tax of any city of comparable size in Indiana.

Taxes are not likely to rise above Evansville's present low rate, for the levy per \$100 valuation has remained practically the same over a period of years. In ten years, beginning with 1930, the levy per \$100 valuation varied only 76 cents in the highest and lowest years for total city, county, township, school, library, and state taxes. Evansville's steady population growth has always made it possible to secure additional civic improvements with a comparatively light tax.

STATE TAX ALSO LOW

Not only is Evansville's tax low, but also Indiana's tax is low. Indiana has the lowest per capita tax (both state and local) of any of the principal manufacturing

Dress Plaza extends along Evansville's "front yard" which overlooks a sweeping crescent curve in the Ohio River. An auto drive on the concrete slope leads down to the water's edge.





Holland-Tunnel-like is this Evansville sewer, part of the city's excellent sanitation system.



An outstanding civic building is the Evansville National Guard Armory which also serves as a center for many community activities.

states in the country.

Indiana is one of four states which does not permit state indebtedness, and the State Tax Board has the power to regulate local debt. As a result, Indiana has the lowest state and local public debt of any state in the country. The small debt that does exist has gone steadily down for the past 10 years. Only two states have less per capita debt than Indiana. They are Kentucky and Georgia, but income in those states is less and the tax is more burdensome.

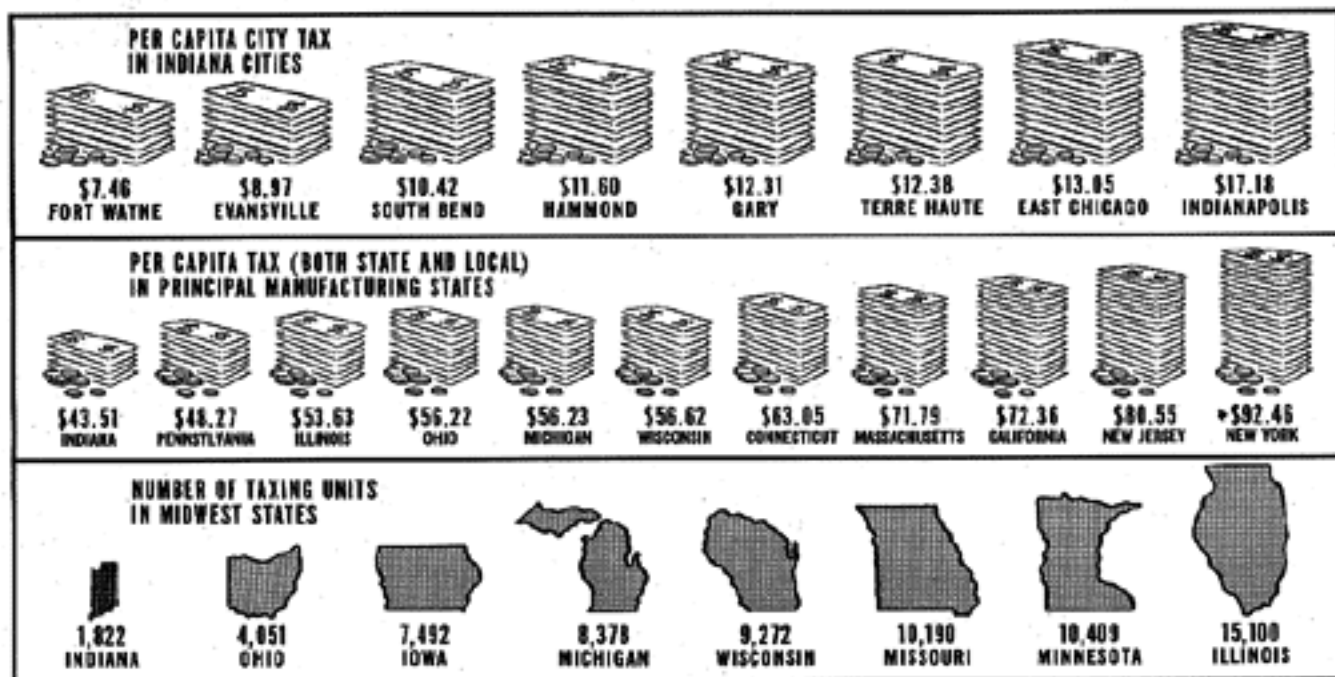
In 1940, Evansville had a bonded debt of only \$1,450,200 with a total assessed property valuation of \$120,055,770.

LOW INDUSTRIAL TAX

Indiana industries pay low taxes. According to the United States Treasury, Indiana industrial corporations paid 2.56% of income in total state and local taxes in 1934, 2.17% in 1936, and 2.55% in 1937. These percentages are consistently lower than the percentages for the rest of the country.

The three main divisions of Indiana taxes are: a general property, gross income, and excise taxes. Indiana has no net income taxes, severance taxes, special corporation taxes, or retail sales and use taxes.

In addition to having low taxes, Indiana also has a small number of tax levying governmental units. Indiana has only 1,822 taxing units. This is in comparison to 15,100 in Illinois, 4,051 in Ohio, 8,378 in Michigan, 9,272 in Wisconsin, 10,190 in Missouri, 7,492 in Iowa, 10,409 in Minnesota, and 9,609 in New York.



City of Beautiful Homes

Half of the families in Evansville own their homes. Pride of home ownership is evident in the variety of individualized houses—with well-kept lawns, landscaped with shrubs, flowers, and shade trees.

SCATTERED throughout Evansville's residential districts are all sizes and styles of attractive houses. Predominant is the moderate-sized bungalow. Outstanding are the beautiful houses in the newer residential districts.

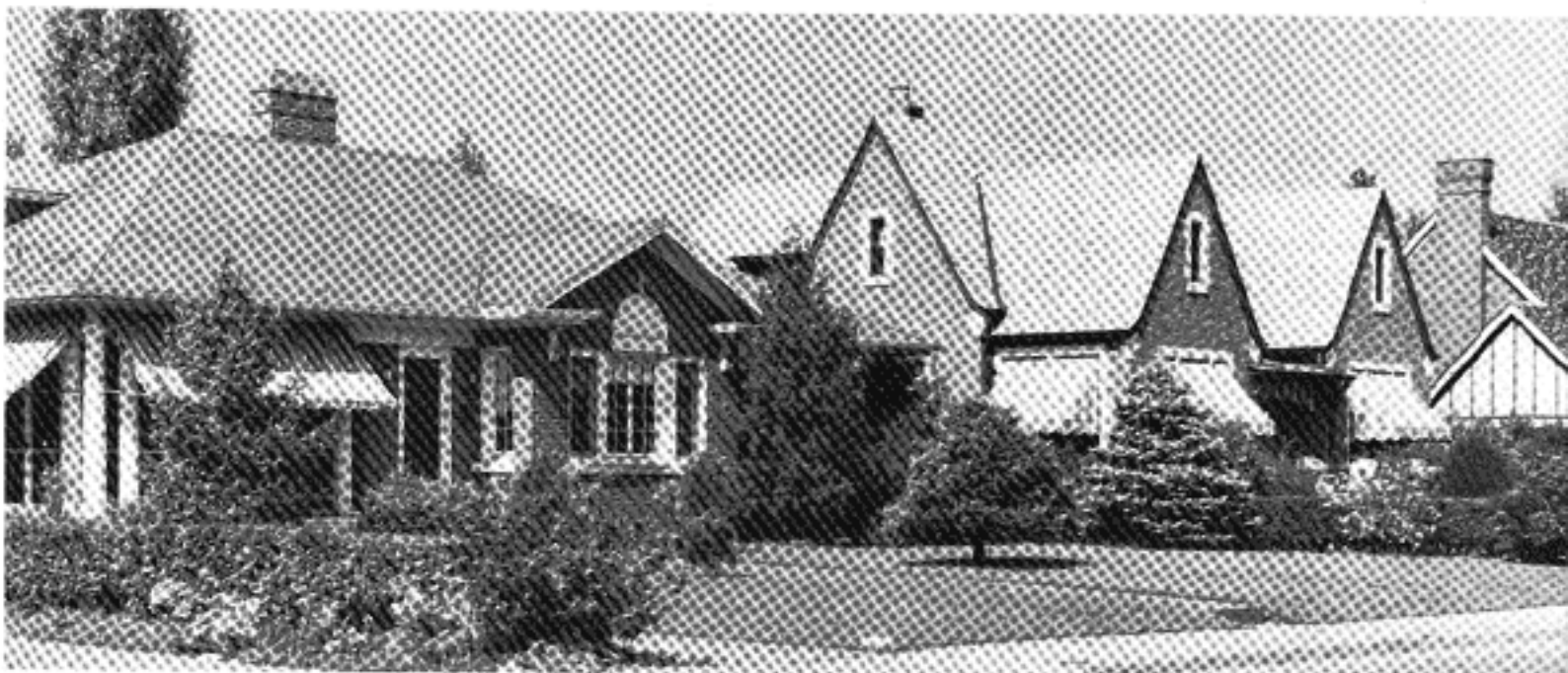
Typical of the homes is the fact that most of them are individual houses of the true Midwestern type with their own lawns, trees, and shrubbery. Over 94% of Evansville's dwelling units are occupied by single families.

The houses in Evansville are really "homes," for approximately 50% of them are owned by the families living in them. There is adequate housing for the city's industrial employees where they can live comfortably and economically.

APARTMENTS ALSO AVAILABLE

Those who prefer apartments have their choice of 63 apartment buildings in various sections of the city. Several new apartments have been erected in the East side of the city.

In the quiet residential districts of Evansville are many distinctive homes like these — well-built, modern, attractive.



All types of dwelling places — from trim little cottages to spacious apartments — are available in Evansville. There is a home to meet every family's requirements. Below are typical Evansville homes representing a wide price range to meet the needs of families of all sizes and incomes.



Home construction has gone steadily ahead in Evansville in recent years, with much additional building in prospect. In the face of an unusually large influx of new citizens, due to expanded businesses, rents have remained practically stationary. All demands for satisfactory living quarters have been promptly met. With the co-operation of a reliable group of building contractors and real estate agents, Evansville is prepared to meet any demand for additional homes.

Individuals or families seeking apartments have little difficulty in finding the kind they want, with 63 apartment buildings such as the one below situated in different parts of the city. Other new ones are being built in several choice locations.



Education in Evansville

... is made attractive—and practical. Public schools, college, business colleges—all work with industry to meet the public's needs. City has numerous educational aids.

AS Evansville has grown, its educational facilities have expanded until today Evansville offers a wide range of educational opportunities.

Evansville schools are administered in a practical manner to best meet the needs of the students and community. This realistic attitude is shown in the entire school program.

Elementary schools include 17 public and 9 parochial schools. High schools include 3 general public, 1 negro, 1 parochial, and 1 public industrial training school. Over 21,000 pupils are enrolled in these schools. Approximately \$12,000,000 is invested in land, buildings, and equipment in the city schools.

In the schools, emphasis is placed upon such progressive services as modern libraries, vocational education, audio-visual education, guidance, individualization of instruction, enriched activities program, and special educational opportunities for handicapped children. In the high schools, as in the elementary schools, the course of study is fitted to the pupil rather than the pupil being fitted to the course.

Careful guidance enables pupils to enter courses on the basis of ability, needs, and interest. As a result of the broad curriculum and high degree of pupil adjustment an average of only 3% of those taking a course fail the work now, compared to about 33% just 15 years ago. In this adjustment of school to child, standards are not lowered, but in fact are actually raised for the more capable.

STRESS VOCATIONAL COURSES

In addition to offering the usual languages, mathematics, social studies, English, science, and other college preparatory courses, Evansville high schools en-

Neatness and orderliness are two qualities taught young workmen from the very beginning in the manual training classes of Evansville public schools.



deavor to equip the individual vocationally and for participation in the general activities of life and citizenship. Through a job opportunity survey the schools have found the percentage of each classification of employees hired by local business firms each year, and suitable commercial courses are offered accordingly. Seniors preparing for sales positions spend a part of the day clerking in a store, as a part of their training program. Emphasis is likewise placed upon stenography and other clerical occupations. A vocational agricultural course is offered to students from the rural districts around Evansville. Students may also take such courses as cabinet making, printing, and carpentry. All junior year students now take a course in safety education.

Students planning to enter industry upon graduation from high school find a splendid opportunity in the \$300,000 Mechanic Arts High School. The curriculum is closely co-ordinated with local industry's needs. This school building, which has a shop area of about 38,000 square feet, is the first one in this part of the country to utilize an industrial type structure for classroom use.

This school offers these courses to eleventh and twelfth grade boys: electrical maintenance, machine drafting, machine repair, machine shop, sheet metal, woodworking, applied mathematics, blue print reading, foundry and pattern-making, heat treating, industrial chemistry, metallurgy, and welding.

TRAINS APPRENTICES

The Mechanic Arts School serves these apprentice classes: carpenters, painters and decorators, plumbers and steamfitters, machinists, and electricians. The school is also used for foreman training conferences.

In addition, industrial employees in trade extension classes take many technical courses in both night and day school: steam power plant operation, sheet

Spacious, well-lighted, and well-equipped is this kindergarten room in Washington School, one of the most modern elementary schools in the Midwest.





Firsthand experience is gained by Mechanic Arts School students who work with machines which are the "real thing."

metal layout, slide rule, shop mathematics, mechanical drawing, electrical maintenance, tool and die design, machinery handbook, acetylene welding, diesel engines, carpentry, blue print reading for metal trades and building trades and auto bodies, painting and decorating, plumbers (journeymen) and plumbers and steamfitters (welding).

Other phases of the Mechanic Arts School's work have included such specialized activities as the National Youth Adjustment Service and the National Defense Training Program.

The night school program in the distributive occupations includes classes in salesmanship for waitresses, food preparation service, show-card writing, transportation problems, increasing sales efficiency, buying for retail, stepping up sales, principles of salesmanship, selling groceries and produce, selling electrical equipment and merchandise, credits and collections, salesmanship for milk route men, and other specialized courses.

Night school classes are also offered for people occupied during the day who wish to complete their high school course, and for those wishing further proficiency in such areas as stenography, Spanish, and

Health, an all-important factor in childhood development, is not forgotten in this schoolyard where children play at body-building games.



general subjects.

Evansville College, situated within the city limits, is one of the outstanding landmarks of southwestern Indiana. The college grounds, comprising about 70 acres, present a wonderful setting for the beautiful, modern Administration building, which was built of Indiana limestone at a cost of \$350,000.

Evansville College is a standard, accredited four-year institution, offering courses in many different fields — liberal arts, business administration, industrial science, secretarial training, teacher training, aviation, music, nurse training, and preparatory work for medicine, dentistry, law, ministry, journalism, library science, as well as chemical, civil, electrical, and mechanical engineering.

NIGHT CLASSES TAUGHT

A wide range of subjects of practical value are taught in the evening college classes. These are attended by workers in factory, office, and store who feel the need for additional education to help them become more efficient in their jobs, and also by many adults who feel the need for intellectual stimulation.

Subjects include: accounting, air conditioning, business courses, chemistry, drafting, economics, engineering, English, physics, psychology, public speaking, secretarial science, art, astronomy, botany, music, political science, and transportation, to name but a few of the courses.



The architecture and landscaping of Evansville schools and grounds is outstanding. One example is Bosse High School.

Besides the business courses offered in the schools and the college, complete commercial training is given in two local business colleges. They give instruction in such courses as shorthand, typing, accounting, book-keeping, and the use of all modern office machines. These schools stress the development of personality through student activities as well as strictly business training.

AIDS TO EDUCATION

Evansville schools are supplemented by a number of other educational media — libraries, a museum, Public Forum, newspapers, and radio stations.

The seven public libraries serve the community with 219,514 volumes. The total 1940 circulation was 629,553 books. Also, school, hospital, and factory stations circulate library books. During the course of a year the library staff carries on a number of activities — talks and book reviews before civic organizations, instruction of visiting school classes, story hours, puppet shows, Book Week, exhibits and displays, Story Festival, radio broadcasts, and book notes and reviews in the newspapers.

The Evansville Museum of Fine Arts houses a gallery of representative paintings and unique exhibits of historic relics. In addition to these, the museum offers photograph salons, art classes, lectures, and other special features.

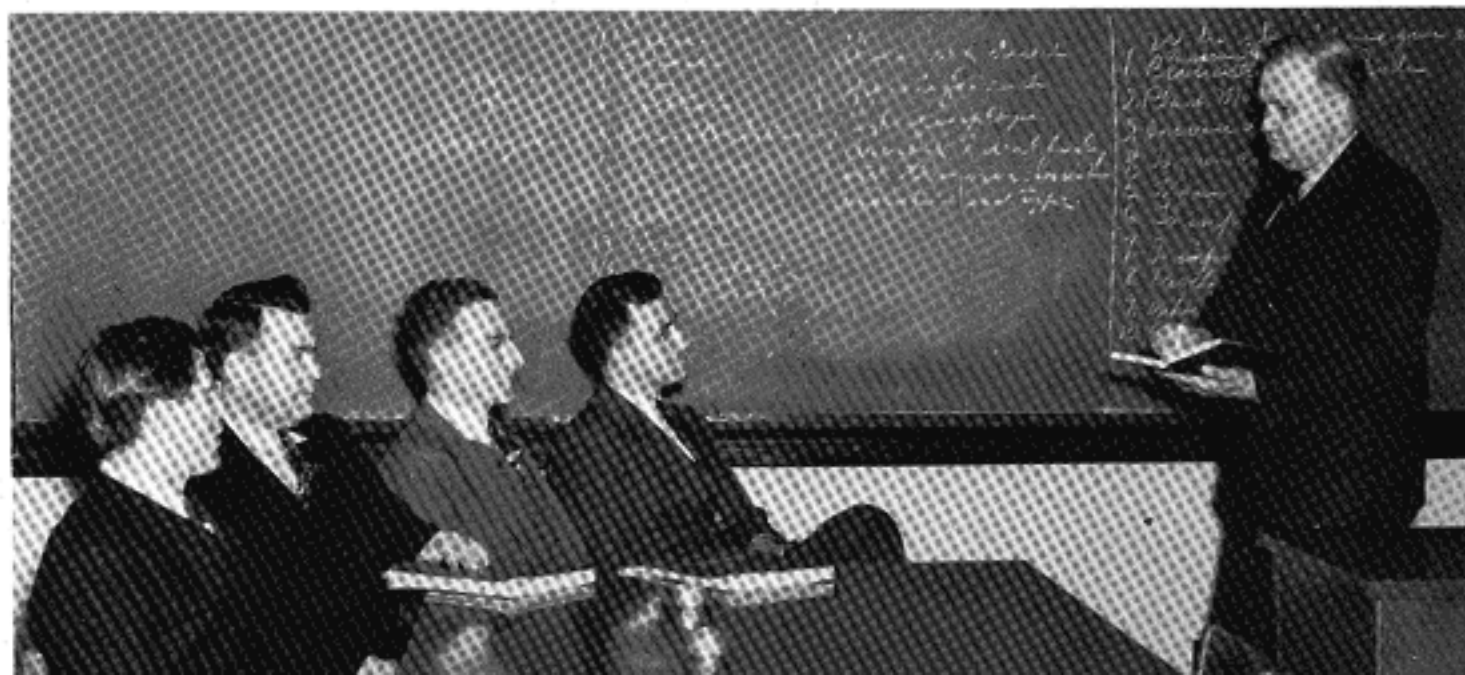
Another aid to the educational life of the city is

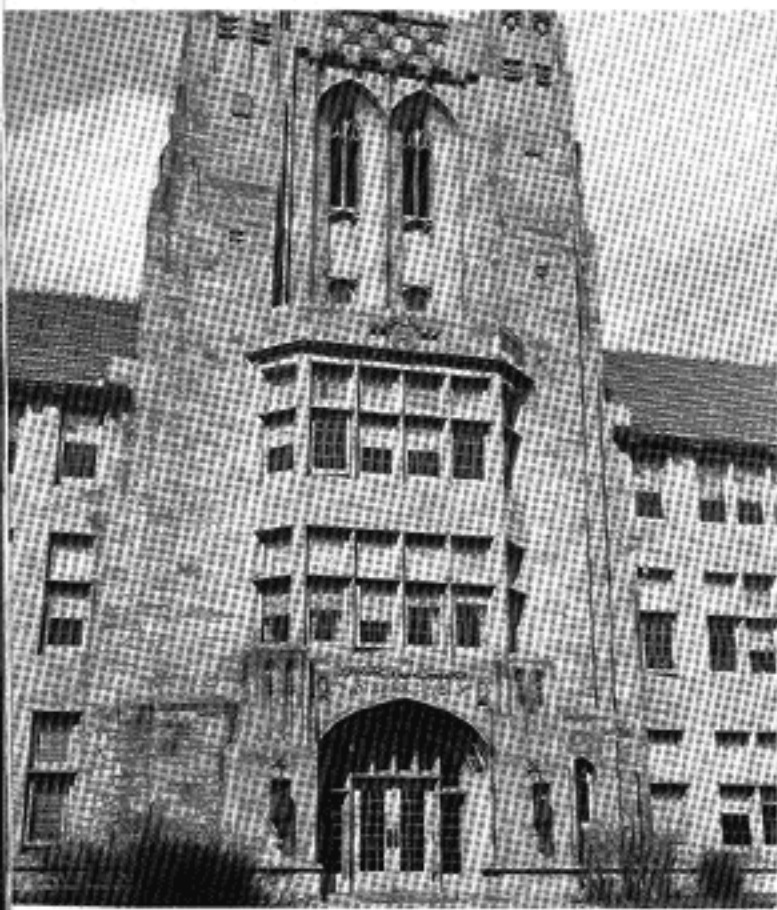
the Public Forum. The yearly programs of the forum enable the people of Evansville to discuss their views on current questions with prominent speakers of varied backgrounds and interests.

Evansville people are kept well informed by local newspapers and radio stations. The Evansville Courier, which was established in 1845 as an independent newspaper, continues to be a dominating influence in Evansville's metropolitan area. Its full Associated Press wire service is supplemented with news from its own correspondents in over 80 surrounding towns. The Evansville Press is a Scripps-Howard newspaper. It has full United Press and Associated Press wire facilities as well as its special correspondents in outside areas. Evansville's newspaper setup is somewhat unique in that the Scripps-Howard paper and the independent paper are both published by the same corporation. The Sunday Courier and Press, a result of this consolidation of operations, is the only newspaper in the country with two independent editorial pages.

Two radio stations give Evansville the network programs of both the Columbia Broadcasting System and the National Broadcasting Company. WGBF (1280 kilocycles), operating on 5,000 watts by day and 1,000 watts by night, offers both the Red and Blue

Adults receive advance training in business and industry in the Evansville public schools. This group is taking a foreman's training course.





Evansville College operates on "two shifts," offering its regular courses in the daytime and giving many specialized courses at night for those who work during the day.

The intent expressions on the faces of these children show that they are interested in the "story hour," one of the popular features of the Evansville public libraries.



Visitors at the Museum of Fine Arts find it a storehouse of subjects for historic and cultural study.

NBC programs. WEOA (1400 kilocycles), operating on 250 watts day and night, is on the Columbia network. These two Evansville stations also bring their listeners many excellent features originating in their own studios. In addition to having these two standard radio stations, Evansville is one of the first 15 cities in the country to get a frequency modulation (FM) radio station, W45V, which broadcasts by means of the new static-free technique.



Things To Do in Evansville

"Something's doing all the time": golf . . . tennis . . . the races . . . baseball . . . football . . . the zoo . . . parks . . . water sports . . . riding . . . dancing . . . music . . . movies . . . drama . . . scenic drives . . .

LEISURE time activities in Evansville are practically unlimited. There's everything, from the zoo for those who get a kick out of feeding peanuts to monkeys, to the Evansville Philharmonic Orchestra for those who enjoy good music.

Popular with Evansville people are the city's many beautiful parks. Evansville's park system includes 50 park areas ranging from triangular plots at street intersections to the largest tract of 280 acres. Altogether, the city park areas total about 1,000 acres.

Mesker Park, the largest of these, contains Evansville's free, municipally owned zoo. Wherever possible, cage bars have been eliminated, and the animals roam about at will in reproductions of their natural habitats, separated from spectators by hidden, unscalable moats. This park also includes many outdoor ovens for picnicking and a completely equipped playground for children. Many other parks also have playground equipment. Also situated in Mesker park is a natural amphitheatre, the most outstanding in the Middle West.

This chimpanzee whose nose is being blown is one of 500 animals, birds, and fowls exhibited in Evansville's free Mesker Zoo.

Although these lions at Mesker Zoo appear to be dangerously close, they are kept at a safe distance by deep moats.





Golf enthusiasts have a chance to witness professional and amateur tourneys in addition to playing in their own foursomes on Evansville's three excellent courses.

GOLF COURSE FAST

Adjacent to Mesker Park is the municipal golf course, which is considered one of the fastest municipal golf courses in the United States. The Evansville Country Club and the Clearcrest Country Club both have fine golf links. The city also has 29 municipal tennis courts in different parts of town.

The Ohio River is the scene of sailing, canoeing, and speedboating. An annual river regatta is held on the Evansville waterfront with nationally known speed pilots competing. Several sand beaches are located on the river near Evansville. A number of lakes are within a short distance. Swimmers also frequent the city's seven outdoor and three indoor pools.

Bridle paths skirt the city along shady trails away from heavy traffic, and several riding stables of fine bred saddle horses are nearby.

At this natural hillside theatre overlooking the scenic countryside are pretented plays, musical events and other programs for the Evansville public.

An important part is played in the recreational life of the city by the City Recreation Department which sponsors many activities of interest to all ages and types of people. Its varied activities draw an attendance of around 1,500,000 participants and spectators. It organizes and directs athletic leagues, meets, and tournaments in basketball, football, softball, baseball, volleyball, tennis, badminton, ping pong, swimming, track and field, and horse shoe pitching. It also sponsors such activities as gym classes, hiking, bicycling, roller skating, dancing, drama, handicraft, and motion pictures. Each summer the Recreation Department supervises 13 city playgrounds as well as the city's swimming pools.

STAGES MAMMOTH PARADE

Most spectacular of the Recreation Department's projects are the annual playground circus and the annual Santa Claus parade, both of which feature local talent exclusively. The circus draws over 15,000 each year. Between 75,000 and 100,000 people annually view the Santa Claus parade with its elaborate floats, pretty





"Tacking" up the Ohio River to a sandy beach is a favorite pastime in sailing season for lovers of water sports.

girls, and huge papier maché figures. This event has become a civic institution which rivals New Orleans' Mardi Gras and St. Louis' Veiled Prophet parade.

Large crowds also turn out for the football and basketball games of the high schools and Evansville College. Evansville has one "bowl" and four stadia for outdoor sports, and 16 public buildings which are used as community centers.

Baseball enthusiasts may "root for the home team" by following the Evansville Bees who play in the Three-I League. Local fight promoters maintain a full

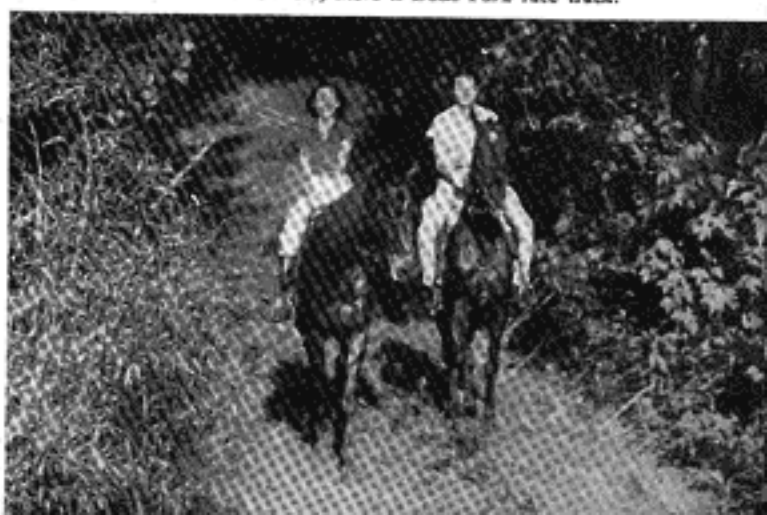
These swimmers in a "star" formation are taking part in a water carnival presented at one of Evansville's many pools.



schedule of ring matches by well-known boxers and wrestlers. Sports fans from far and near come to Evansville during racing season to attend the meets at Dade Park, the Hialeah of the Midwest, which is located just a couple of miles outside the city.

Evansville's 13 modern theatres bring local movie patrons the best of screen entertainment, and the downtown theatres show many new films prior to their appearance in much larger cities. "Name" bands are featured regularly at two of Evansville's night

For those who like to ride 'em, there are wooded bridle paths. For those who like to watch 'em, there is Dade Park race track.





This likeness of stage and movie star Joe Cook, an Evansville boy, is a giant papier maché animated model in the annual Santa Claus parade.

clubs. Nationally famous dance orchestras are also brought to Evansville quite frequently for "one night stands" at the Coliseum.

CULTURAL GROUPS ACTIVE

Evansville has its own city-wide musical and dramatic organizations. The Evansville Philharmonic Orchestra, composed of local musicians, presents an annual concert series. To augment the Philharmonic's presentations, the Musicians' Club brings world-renowned artists to Evansville each year. In the field of dramatics, the Community Players, with its membership of local thespians, present three plays and a series of



Not the ballet—just an action shot of the Evansville College Aces in one of their season's thrillers.

one-act plays every season, as well as sponsoring reviews of current plays and bringing in famous figures of the theatre. In addition, Broadway plays and musical shows are brought to the city by independent bookers.

The surrounding country is ideal for pleasant motoring. Scenic drives lead to many beautiful state parks. Located in the Tri-State region are some of the most spectacular caves in the country.

Besides its many points of scenic interest, the territory around Evansville contains such fascinating spots as these: Shrines of Abraham Lincoln at Rockport, Lincoln City and other places where he spent

This crowd of over 75,000 views the Santa Claus parade. The Queen's float is in the foreground with St. Nick himself on the float just ahead with his silver reindeer.





Many a football game and community event has been staged in Reitz Bowl on the hill, shown above. The bowl is in the rear of Reitz High School.

much of his life; Santa Claus, the only town of that name in the world; New Harmony, Indiana, founded by the Rappites in 1814, and later a colony of the utopian "Owenites"; Ferdinand, Indiana, where is located the Convent and Academy of the Immaculate Conception, a Benedictine educational institution, founded in 1867; the St. Meinrad Benedictine Abbey at St. Meinrad, Indiana; and Vincennes, Indiana, scene of Fort Sackville, captured from the British by George Rogers Clark and seat of government for the Northwest territory.

The falls at McCormick's Creek State Park is one of the many points of interest within a few hours' drive of Evansville.



The Evansville Philharmonic Orchestra has built up an appreciative following with its yearly series of concerts.



Organizations in Evansville

... include service clubs, women's groups, civic organizations, and fraternal organizations. City has one annual Community Fund solicitation. All principal religious denominations have churches here.

EVANSVILLE has organizations to meet every business, social, civic, welfare, youth, and religious need of its citizens. Here are some of the best known organized groups:

Service clubs—Exchange, Kiwanis, Optimist, Rotary, Junior Chamber of Commerce, East Side Business Men's Club, Twelve-Six Club, West Side Nut Club, and North Side Business Men's Association.

Women's clubs—Altrusa Club, American Association of University Women, Business and Professional Women's Club of Evansville, Business and Professional Women's Club of the Y.W.C.A., Opti-Mrs. Club, Women's Rotary Club, League of Women Voters, Sinawik Club, and Junior League.

Civic organizations—Evansville Chamber of Commerce, Evansville Manufacturers and Employers Association, Evansville Retail Merchants Bureau, Evansville Auto Club, and Evansville Board of Realtors.

Fraternal organizations—Order of DeMolay, Eagles, Elks Club, Hadi Temple (Shriners), Knights of Columbus, Knights of Pythias, Loyal Order of Moose, Masons, Odd Fellows, Order of Owls, Red Men, and Woodmen of the World.

Some other groups are: American Legion (four posts), Veterans of Foreign Wars (two posts), Big Sisters, Daughters of Isabella, Disabled American Veterans (two posts), Gresham Shrine Memorial Association, Service Star Legion, Military order of the Purple Heart, Turners, and United Spanish War Veterans.

CONSOLIDATE FUND DRIVES

Only one yearly solicitation is made to secure funds for Evansville's welfare, health, and character building organizations. This is the annual drive of the Evansville Community Fund, which takes the place of many individual drives. Community Fund agencies include:

Public Health Nursing Association, Young Men's Christian Association, Young Women's Christian Association, Family Welfare Association and Children's Center, Red Cross, Girl Scouts, Boy Scouts, Catholic Bureau of Charities, Society of St. Vincent de Paul, St. Vincent Day Nursery, Goodwill Industries, Salvation Army, Colored Community Association, and the Social Service Exchange.

The Social Service Exchange acts as co-ordinating agency for all groups participating in the Community Fund.

Evansville is a religious town. Nearly every large denomination of religious belief is represented in the 113 fine churches in all parts of the city. Among them is Old North Church, built in 1832, the oldest original church building in Indiana.

Young ladies like these receive excellent training in youth organizations like the Girl Scouts.

One look at these boys shows their enthusiasm for the Evansville YMCA where they are enjoying a dip.

This cross-indexed file of 35,000 cards at the Social Service Exchange prevents duplication and cuts costs in the work of the Evansville Community Fund agencies.



The City's Health

... is protected by public and private groups working together to fight disease with modern instruments of health and sanitation—in six hospitals, clinics, laboratories, all well equipped.

SIX hospitals, scores of nurses, doctors, and public health officers, aided by many private citizens work to keep Evansville free of disease. In 1940, only 115 cases of contagious disease were reported. During the year there were 2,151 births to 1,366 deaths.

There are three privately operated general service hospitals, Deaconess, St. Mary's, and Welborn-Walker, with a total of 421 beds. The large job performed by these hospitals is indicated by the following materials used in just one of them in a year:

Twenty-five pounds of pins; 70,000 safety pins; 30,000 prescriptions; 100 miles surgical gauze; 2,000,000 paper towels; 350,000 paper handkerchiefs; 58,400 quarts of milk; 29,200 pounds of potatoes; 40,000 pounds meat; 2,000 pounds coffee; 9,125 pounds butter; 9,000 pounds sugar; and 65,700 eggs.

OPERATED ECONOMICALLY

The city does not operate a general hospital. Instead, it subsidizes semi-charitable institutions which hospitalize indigents. Such an arrangement enables the city to render the same hospital service to the public that is rendered in cities operating a general hospital, at the lowest possible cost to the taxpayer. Grants are also made to semi-public health clinics.

Evansville has one of the best equipped hospitals for tubercular patients in the country. Boehne Tuberculosis Hospital has 150 beds and an average of 130 patients. It is staffed by three physicians, one nurse for every seven patients, laboratory and X-ray technicians, and a dietician.

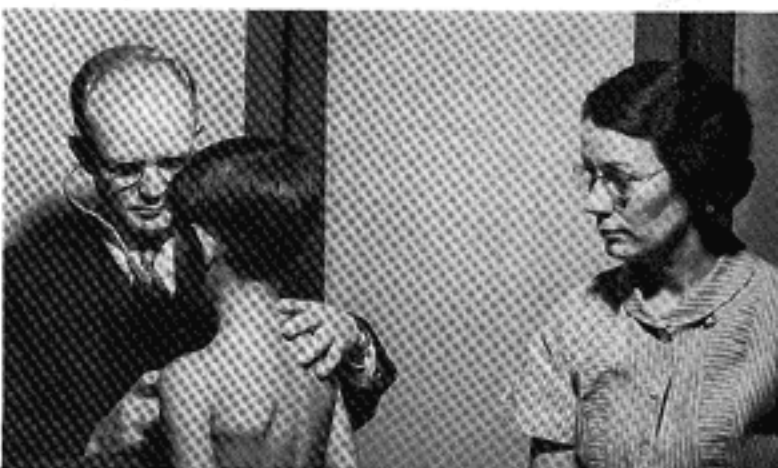
The Marine Hospital with 100 beds is operated for soldiers, sailors, marines, steamboat employes, and Federal workers. At Evansville State Hospital mental diseases are treated by the latest methods including fever and insulin "shock" treatments.

The Public Health Nursing Association is a private group organized to promote health, prevent disease, and care for the sick. Work is carried on through home visitations and examinations of school children. Four public clinics are maintained also. The Social Disease Clinic treats venereal diseases.

Both the city and county operate health departments which keep a check on communicable diseases and on water, milk, and food supplies. The city's restaurants are graded according to their condition. The city has its own milk inspection laboratory. City water is protected by a filtration plant and double checked by daily tests.



Deaconess Hospital is one of the three general service hospitals which has helped the city maintain an outstanding health record.



A school doctor examines a young pupil in one of the periodic health check-ups given Evansville students.

St. Mary's Hospital in a restful setting of trees is one of Evansville's efficiently administered health institutions.



"Welcome, Visitors!"

This "city of southern hospitality and northern efficiency" offers ample accommodations to visitors. Hotels, restaurants, and entertainment facilities make Evansville the perfect host city.

EVANSVILLE takes good care of its visitors. Few cities the size of Evansville are more adequately equipped with hotel accommodations. Some of the city's better known hotels are the McCurdy, Vendome, Sonntag, Lincoln, Acme, Edward, Grand, and Reid.

Strictly first class accommodations with bath may be obtained for as little as \$2.50 a night. Other comfortable arrangements are available for as little as \$1.00 a night.

Practically every one of Evansville's hotels is located either right in the heart of the city or within a block or two of the downtown district. They are conveniently located for business, shopping, and the theaters. Yet it is but a few minutes' drive from any of them to the city's industrial plants.

In addition to the excellent dining rooms and coffee shops at the hotels, Evansville has many types of eating places ranging from quiet cafes to quick lunch counters. Several restaurants specialize in authentic foreign dishes.

The excellence of Evansville's ability to "house, feed, and entertain" is demonstrated by the many conventions held in the city each year. National, regional, and state groups find it convenient, practical, and pleasant to hold their conventions in this city.



A wonderful view of the Ohio River greets guests from the veranda and rooms of the Hotel McCurdy.

The Bourbon Dining Room at the Hotel Vendome offers good meals served in a pleasant atmosphere.



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