

PAY \$6,000,000 BROUGHT TO CITY BY CONVENTIONS

Indianapolis Was Host to
279 Meetings, Says
C. of C.

Indianapolis was host in 1925 to fifty-three national and international conventions, 172 State conventions, thirty regional and fourteen miscellaneous events of more than local interest, the annual report of the Chamber of Commerce shows. Nick Miller, president of the City Trust Company, was chairman of the convention bureau. The total was 279 conventions and events, and increase of fourteen over 1924. Some interesting facts concerning convention attendance were revealed in the report. Attendance from outside the city at the 279 conventions reached 328,126. In order to place a monetary value upon convention visitors, the attendance must be multiplied by the number of days spent in Indianapolis by each visitor, the result being called "transient day attendance." The attendance at conventions was 363,277 and at events, 182,900, a total of 546,177 transient days.

\$6,000,000 Spent

At a recent meeting of the International Association of Convention Bureaus held in Des Moines, Iowa, the actual monetary value of a convention visitor based on estimates from twenty-four convention cities was decided to be \$11.25 a day. On this basis, convention visitors spent more than \$6,000,000 in Indianapolis during 1925, all of this amount representing money earned in other localities and spent here.

As an evidence of what may be expected of conventions during 1926, the report shows that already ninety-eight conventions and seven events have been definitely scheduled for the year. The estimated attendance at those conventions and events is approximately 45,000 visitors with a total transient day attendance of 150,000 days. This number is steady being added to and evidence points to an even greater success in 1926.

Big Printing Bill

Throughout the year the convention bureau printed 10,000 copies of a folder entitled "Attractive Indianapolis." Approximately 30,000 of these have been distributed, while 4,000 copies of the booklet "Indianapolis Invites You" have been placed in the hands of secretaries of organizations and of influential members of these organizations. A large

quantity of "Indianapolis Next" badges have been distributed, along with several thousand special printed invitations and maps.

In connection with its routine work, members of the staff of the bureau have kept in constant contact with secretaries of all organizations meeting in Indianapolis and as far as available funds would permit have made every effort to increase the attendance at conventions held here. The Bureau has cooperated to the extent of providing housing and information bureaus for the accommodation of strangers and virtually has acted as an official host for Indianapolis with a representative of the bureau attending every convention meeting here. The

manager of the Bureau traveled more than 4,000 miles during the year accompanying local delegations and assisting and aiding them in campaign to bring conventions to Indianapolis.

POPULATION IN CITY IS 370,776

According to a statistical review for 1923, prepared by the city engineer's office, Indianapolis now has a population of 370,776. The Indianapolis postoffice furnished the city

figure. Total area is 49.5 square miles.

Indianapolis is 12.3 miles long from north to south and 10.7 miles from east to west. There are 6,518 street lights and 4,729 fire hydrants.

The city has 775 miles of streets, of which 549.9 miles are either paved or graveled. Paved streets, according to kind, are: Asphalt, 251.15 miles; asphaltic concrete, 107.6 miles; two-course concrete, 66.21 miles; brick, 83.84 miles; wood block, 40.87 miles; durax block, 0.23 miles. Gravel streets total 135 miles, while unpaved streets total 22.1 miles.

There are 611.41 miles of sidewalks, 502 miles sewers and 621 miles each of water and gas mains.

Indianapolis Life Insurance Company

Home Office, Meridian and Thirtieth Sts.

ANOTHER PROSPEROUS YEAR

THE USUAL GAINS IN ALL DEPARTMENTS

| Year | Amount |
|------|----------------|
| 1905 | \$325,000.00 |
| 1906 | 1,281,909.92 |
| 1907 | 2,158,315.63 |
| 1908 | \$2,344,449.12 |
| 1909 | 3,037,135.59 |
| 1910 | 3,780,237.61 |
| 1911 | 4,451,264.48 |
| 1912 | 5,756,690.86 |
| 1913 | 7,011,554.27 |
| 1914 | 8,655,788.49 |
| 1915 | 10,231,921.21 |
| 1916 | 12,021,820.06 |
| 1917 | 13,665,053.54 |
| 1918 | 15,532,346.26 |
| 1919 | 20,456,374.44 |
| 1920 | 27,006,018.90 |
| 1921 | 31,275,345.88 |
| 1922 | 35,236,427.74 |
| 1923 | 40,882,131.98 |
| 1924 | 46,628,369.17 |
| 1925 | 55,000,000.00 |

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JOSEPH R. RAUB Secretary
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W. A. TIDWELL Mortgage Loans

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