

Collection #
P 0657

**AUTOMOBILE ADVERTISEMENTS
GRAPHICS, 1911-1943**

Collection Information	1
Historical Sketch	2
Scope and Content Note	3
Contents	4

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COLLECTION INFORMATION

VOLUME OF
COLLECTION: 2 OVA graphics folders

COLLECTION
DATES: 1911-1943

PROVENANCE: Multiple

RESTRICTIONS: None

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ACCESSION
NUMBER: 1993.0717, 2008.0238, 2013.0272

NOTES:

HISTORICAL SKETCH

Studebaker: The H & C Studebaker blacksmith shop was formed in 1852 by Henry and Clement Studebaker at the corner of Michigan and Jefferson Streets in downtown South Bend, Indiana. In 1868, the shop was renamed the Studebaker Brothers Manufacturing Co. and produced wagons. They began producing automobiles in 1902, operating in Ohio in partnership with the Garford Company, and then later in Michigan and Ontario with the E-M-F Company. By the time the 1920s came, Studebaker had discontinued production of wagons and moved automobile production to South Bend, with the Light Six being their first automobile built in the South Bend location. By the 1930s, the company was on the verge of closing and therefore reorganized. Studebaker managed to pull through and went on to produce military vehicles during WWII. They were also one of the first to produce a new automobile, the 1947 Champions and Commanders, after the war. The company went through their second financial dip in the 1950s and joined forces with the Packard Motor Car Company to form the Studebaker-Packard Corporation. This was not enough to save the company and by 1962, they phased out Packard and returned their name to the Studebaker Corporation. A year later, the South Bend plant was closed, leaving just the Hamilton, Ontario factory open. They would produce automobiles at this factory until officially closing in 1966.

Apperson Bros. Automobile Company: In 1889, Elmer and Edgar Apperson founded the Riverside Machine Works in Kokomo, Indiana. By 1894, the brothers had teamed up with Elwood Haynes to produce the first Haynes-Apperson automobile. The partnership only lasted a few years, and in 1901, the Appersons formed the Apperson Bros. Automobile Company. Their debut car was the Apperson Model A, completed in 1902. They would go on to produce several luxury cars including the 1905 Apperson Canopy Top Touring Car, 1907 Apperson Jack Rabbit, 1910 Apperson Jack Rabbit Touring Car, 1916 Apperson Chummy Roadster, and 1920 Apperson Eight. Elmer Apperson died in 1920, marking the start of a decline for the company. Edgar reorganized the company as Apperson Automobile Co. in 1924 with hopes of saving it, but the company finally folded in 1926.

Marmon-Herrington: The Nordyke and Marmon Machine Co. was founded in 1851 in Indianapolis, Indiana. The company produced flour mill machinery at first, but by 1900 had entered into the automobile industry, producing luxury vehicles such as the Marmon Wasp (which won the first Indianapolis 500 in 1911). During the Great Depression, demand for luxury cars was greatly reduced, so the company partnered with Arthur Herrington and founded Marmon-Herrington in 1931. This new company focused on designing all-wheel drive vehicles and procured contracts for large military vehicle production. From the 1960s on, the company focused less on full vehicle production and more on innovation with axles and transfer cases.

Sources:

"The Studebaker History." The Studebaker National Museum. Accessed April 06, 2018. <https://studebakermuseum.org/archives-and-education/the-studebaker-history/>.

"The Apperson Automobile & The Apperson Brothers Automobile Co." American Automobiles. Accessed April 06, 2018. <http://www.american-automobiles.com/Apperson-1902-1924.html>.

"History of Innovation." Marmon-Herrington. Accessed April 06, 2018. <https://www.marmon-herrington.com/company>.

SCOPE AND CONTENT NOTE

This collection contains four advertisements: two advertisements are for Studebaker automobiles, one is for the Apperson 8 automobile, and the final one is for the Marmon-Herrington produced tank.

CONTENTS

CONTENTS

Studebaker Trade Catalog, Tear Sheets, 1911;
Apperson 8, Advertisement in *Scientific American*,
1919

Marmon-Herrington Indianapolis, Indiana,
Advertisement, 1943

CONTAINER

OVA Graphics:
Folder 1 of 2

OVA Graphics:
Folder 2 of 2