

Collection #
P 0741
OM 0711

**BILL KUHN NORTH SIDE CHEVROLET
PHOTOGRAPHS, 1938–1973**

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Processed by

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Indiana Historical Society
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Indianapolis, IN 46202-3269

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COLLECTION INFORMATION

VOLUME OF COLLECTION: 1 half size photographs box, 1 folder cold storage color photographs, 2 folders OVA photographs, 1 folder OVA graphics, 2 manuscript folders, 1 oversize manuscript folder

COLLECTION DATES: 1938–1973

PROVENANCE: Mark and Faith Jorgenson, Tryon, NC

RESTRICTIONS: Items in cold storage need at least four hours to acclimate, so patrons are advised to call ahead of their visit to allow if they wish to view those items to allow for thawing time.

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ALTERNATE FORMATS:

RELATED HOLDINGS:

ACCESSION NUMBER: 2008.0151

NOTES:

BIOGRAPHICAL SKETCH

Willis Evan “Bill” Kuhn (15 August 1897–14 February 1977) was born in Anderson, Hamilton County, Ohio, to Willis Johnson Kuhn and Hildegard Frenzdorf Kuhn. He was one of five children.

Kuhn left home at age sixteen to work as a mechanic’s helper in Cincinnati, Ohio. He took jobs with automobile companies in both Cincinnati and Detroit before purchasing the North Side Chevrolet franchise in Indianapolis, Indiana, in 1932. He eventually had locations on the west side (3015 W. Washington St.), Irvington (5436 E. Washington St.), Downtown (540-544 E. Washington St.), as well as the original Broad Ripple location (836 E. 63rd St). Kuhn opened a fully modernized North Side Chevrolet dealership and service shop at 1045 Broad Ripple Avenue in August 1950.

Kuhn served as an ordinance training officer during World War II. In the larger community, he served on a variety of boards including the American Fletcher National Bank and Trust Co. and Converse College, as well as participating in Boys’ Club work and Community Chest campaigns in Indianapolis.

Willis Kuhn married Jacquelyn Montague (7 August 1898–4 July 1985) in Hamilton County, Ohio, on 21 January 1925.

Sources:

Ancestry.com

“Sidelights...business, industry and labor.” *Indianapolis Recorder*, 20 Dec. 1958,
Accessed via Hoosier State Chronicles

Materials in the collection

SCOPE AND CONTENT NOTE

This collection contains photographs of the Bill Kuhn North Side Chevrolet dealership and service station that was located Broad Ripple, Indianapolis, Indiana. Most of the photographs were taken in conjunction with the Grand Opening of the modernized facilities of North Side Chevrolet at 1045 Broad Ripple Avenue and show what the showroom, service center, and exteriors of the complex looked like when they were brand new.

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Staff Photograph, North Side Chevrolet, ca. 1940s

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Bill Kuhn Seated at his office desk, ca. 1950s

Interiors, [Kuhn Residence?], ca. 1950s

Advertisements, Honda Civic and Nash Airflyte, ca.
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Exteriors and Aerials of Kuhn North Side Chevrolet,
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Grand Opening Celebrations, Kuhn North Side
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“Why Cadillac owners are so loyal...” Advertisement,
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Bill Kuhn Chevrolet Advertising Billboards, n.d.

Bill Kuhn Chevrolet Advertising Mock-ups by J.R.
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