

Collection #
M 1485

**EARL ANDERSON
INDIANA AUTOMOBILE ADVERTISING COLLECTION, 1905-1936**

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Processed by

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COLLECTION INFORMATION

VOLUME OF COLLECTION: 1 flat manuscript box

COLLECTION DATES: 1905-1936

PROVENANCE: Earl Anderson Estate, Indianapolis, September, 2007

RESTRICTIONS: None

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ALTERNATE FORMATS:

RELATED HOLDINGS: Indiana Automobile Industry/Wallace Spencer Huffman Collection (M 0159)

ACCESSION NUMBER: 2007.0009

NOTES:

SKETCHES

Indiana has been in the vanguard of the automotive industry since its beginnings. The Black, supposedly built in 1891 in Indianapolis, is one of those that claimed to be the first gasoline powered vehicle produced in the world. The first verified "horseless carriage" produced in the state was built by Elwood Haynes of Kokomo, and it had its inaugural run on 4 July 1894. Indiana was regarded as the national leader in automobile production until Detroit emerged as the technological and industrial giant in the 1930s. More than eighty-eight Indiana cities and towns have either had automobiles manufactured or assembled in their communities. Indianapolis is the leader in this category with over one hundred different types. According to Huffman's 1989 edition, there were 510 automobiles, motorcycles, and cyclecars claiming Indiana production or assemblage, which ran on gasoline, electricity, steam, and fuel oil. Among the more recognizable autos are the Haynes, the Maxwell, the Crosley, the Stutz, the Studebaker, the Apperson, the Cole, the Lexington, the Duesenberg, the Cord, the Auburn, the Marmon, and most recently the Subaru and the Isuzu.

Car advertising changed in the 1920s from basic images and information to including people and promoting glamour, beauty, and an appeal to wealth. While earlier advertisements were intended to appeal to first time car buyers, the ads in the 1920s appealed to brand recognition and a means of social status. Scenes depicting society functions and country mansions became the dominant setting with many being in bright colors and in some of the country's more recognizable magazines such as the *Saturday Evening Post*, *Country Life*, and *Forbes*.

Earl J. Anderson (1929-2006) was born and spent his entire life in Indianapolis. Anderson served as the chief microfilm duplicator for the State of Indiana.

Sources:

Collection guide for M 0159

Ancestry, Library Edition, accessed 11 November 2020

JSTOR Daily, 18 February 2017, accessed 23 November 2020

SCOPE AND CONTENT NOTE

The collection is comprised of automobile advertising for Indiana made cars from 1905-1936: Included are the Apperson, Auburn, Cole, Cord, Haynes, Lexington, Marmon, Pathfinder, Premier, Studebaker, and Stutz.

Magazines include: *Saturday Evening Post*, *Country Life*, *Motor*, *Metropolitan*, *Liberty*, *Life* and *Forbes*.

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Apperson, 1930	Box 1, Folder 1
Auburn, 1919-1929	Box 1, Folder 2
Auburn, 1930-1935	Box 1, Folder 3
Cole, 1917-1923	Box 1, Folder 4
Cord, 1931	Box 1, Folder 5
Haynes, 1910-1923	Box 1, Folder 6
Lexington, 1917-1922	Box 1, Folder 7
Marmon, 1905-1931	Box 1, Folder 8
National, 1907-1920	Box 1, Folder 9
Pathfinder, 1916-1917	Box 1, Folder 10
Premier, 1910-1920	Box 1, Folder 11
Rickenbacker (Detroit), 1923-1925	Box 1, Folder 12
Studebaker, 1922-1929	Box 1, Folder 13
Studebaker, 1934-1936	Box 1, Folder 14
Stutz/HCS, 1921-1928	Box 1, Folder 15