

Collection #
P 0867

**EMRICH HARDWARE COMPANY PHOTOGRAPHS
1911–1936, N.D.**

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

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COLLECTION INFORMATION

**VOLUME OF
COLLECTION:** 2 folders

**COLLECTION
DATES:** 1911–1936, n.d.

PROVENANCE: Gift from Jonathan and Carolyn Ahlbrand in loving memory of
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NOTES:

HISTORICAL / BIOGRAPHICAL SKETCH

The Emrich Hardware Company store was located at 2526–2530 W. Michigan Street in the Haughville area on the west side of Indianapolis. The company was founded by William F. P. Emrich and his older sister, Matilda Emrich, in October 1911. After William's death in 1964, his son Carl W. Emrich and his wife, Betty, assumed operation of the store. It was family owned and operated until May 1976, when Carl and Betty retired. It was then sold to Elmer and Peg Howard, who continued to run the store for several years.

William Frank Peter Emrich was born in Indianapolis on 7 December 1889, the second of six children of William F. Emrich and Amelia K. Schaub Emrich. He married Emma Christina Schwab (1894–1973) in June 1915. They had two children, Carl William and Bernice Lucille (Davis). William F. P. Emrich served as president of the Indianapolis Retail Hardware Association, the Indiana State Retail Hardware Association, the West Michigan Street Businessmen's Association, and the Washington High School Men's Club. He served on the board of the Hawthorne Social Service Center and the Altenheim. He was a member of the Ancient Landmarks Masonic Lodge, Murat Lodge, Scottish Rite, Knights of Pythias, the Zion Evangelical United Church of Christ, and the Fathers' Auxiliary of the Veterans of Foreign Wars. He died in Indianapolis on 28 March 1964.

Carl William Emrich was born on 12 December 1916. He served in the Army during World War II. He married Elizabeth "Betty" Jean Leiendecker (1920–2012) in September 1946. He was a member of the Indianapolis Retail Hardware Association, the Indiana and Kentucky Retail Hardware Association, St. Andrew Presbyterian Church, and the Washington High School 50-Year Club. Carl died on 2 August 1996.

Matilda C. Emrich was born on 6 March 1888. She worked as a clerk at the hardware store. She was a member of the Zion Evangelical and Reformed Church and its women's guild. Matilda died on 27 January 1962.

Sources:

Item in the collection

Ancestrylibrary.com (Accessed 17 October 2023):

Find a Grave

Indiana, U.S., Death Certificates, 1899–2017

Indiana, U.S., Select Marriages Index, 1748–1993

United States Federal Census, 1900–1940

U.S., Department of Veterans Affairs BIRLS Death File, 1850–2010

"Carl Emrich owned hardware store that was a Haughville area landmark." In *The Indianapolis Star*, 1 August 1996, p. B7.

"Miss Emrich Dies, Funeral Tuesday." In *The Indianapolis Star*, 28 January 1962, section 4, p. 8.

Watson, Bess. "William Emrich Store A Landmark" in *The Indianapolis News*, 30 March 1964, p. 8.

"William F. P. Emrich Dies; Hardware Company Head." In *The Indianapolis Star*, 29 March 1964, section 3, p. 16.

SCOPE AND CONTENT NOTE

This collection consists of seven black-and-white photographs of the Emrich Hardware Company in the Haughville area of Indianapolis. Six of the photographs show the interior of the hardware store; one shows William F. P. Emrich and three other men in an office. There is also one sheet of the company's letterhead stationery on which is typed a brief history of the company.

CONTENTS

CONTENTS

Mounted photo of interior of store, shows an employee and customer on the day Emrich Hardware store opened in October 1911.

CONTAINER

Folder 1 of 2

Interior of store with a crowd of people. Items for sale include Ferry's seed packets, tools, glassware, birdcages, and Ford parts. [Photo by Hills, ca. 1927].

Folder 1 of 2

William F. P. Emrich seated at desk, facing camera, with three other men in an office (date stamped on back is November 13, 1935).

Folder 1 of 2

Interior of store showing Pyrex and other dishes, vases, wagons, bicycles, lamps, tools, brooms, and Ferry's seed packets. [Photo by Francis M. Kirkpatrick of Indianapolis; sticker on front says 1927 but written on back is: "Picture taken March 24, 1936."]

Folder 1 of 2

Interior of store showing lamps, bicycles, brooms, mops, paintbrushes, aluminum ware, Pyrex and other dishes, and wagons. [Photo by Francis M. Kirkpatrick of Indianapolis; sticker on front says 1935 but written on back is: "Picture taken March 24, 1936."]

Folder 1 of 2

Interior of store showing clocks, lamps, dishes, lightbulbs, vases, fishing tackle, shoe polish, hats, baseball mitts, bicycles, paint and paintbrushes, enamelware, aluminum ware, sponges, and napkins. [Photo by Francis M. Kirkpatrick, 19 September 1936.]

Folder 1 of 2

Interior of store showing dishes, vases, fishing supplies, tools, napkins, kitchen utensils, bicycles, kettles, and lamps. [Photo by Francis M. Kirkpatrick, 19 September 1936.]

Folder 1 of 2

Two typed paragraphs on Emrich Hardware Co. letterhead giving a brief history of the store. [Author and date unknown.]

Folder 2 of 2