

Collection #
SC 0615

STUDEBAKER CORPORATION ADVERTISEMENTS, CA. 1929–1930

[Collection Information](#)

[Biographical Sketch](#)

[Scope and Content Note](#)

[Cataloging Information](#)

Processed by

Emily Castle
September 2006

Manuscript and Visual Collections Department
William Henry Smith Memorial Library
Indiana Historical Society
450 West Ohio Street
Indianapolis, IN 46202-3269

www.indianahistory.org

COLLECTION INFORMATION

| | |
|--------------------------|---|
| VOLUME OF COLLECTION: | 1 manuscript folder |
| COLLECTION DATES: | ca. 1929–1930 |
| PROVENANCE: | Michael Churchman, Shawnee Mission, KS, December 2005 |
| RESTRICTIONS: | None |

COPYRIGHT:

**REPRODUCTION
RIGHTS:**

Permission to reproduce or publish material in this collection must be obtained from the Indiana Historical Society.

**ALTERNATE
FORMATS:**

**RELATED
HOLDINGS:**

**ACCESSION
NUMBER:** 2006.0094

NOTES:

BIOGRAPHICAL SKETCH

The H&C Studebaker blacksmith shop opened in 1852 in downtown South Bend, Indiana. Henry and Clement Studebaker's blacksmith shop would turn into Studebaker Manufacturing Company in 1868, and would eventually become the largest wagon manufacturer in the world. Studebaker would also become the only manufacturer to successfully switch from horse drawn to gasoline powered vehicles.

John Mohler Studebaker returned from California in 1858, where he made wheelbarrows for gold miners, and invested his earnings in the business. At that time the bothers were filling wagon orders for the U.S. Army, which they would continue to do throughout the Civil War. By 1887, sales had eclipsed to two million dollars, and production would top 75,000 wagons.

After the turn of the century Studebaker eased its way into the automobile market. It introduced an electric car in 1902, and followed with gasoline powered cars in 1904. These were produced by the Garford Company in Ohio and marketed under the name Studebaker-Garford. In 1911, Studebaker would join forces with the Everitt-Metzker-Flanders Company of Detroit to form the Studebaker Corporation. Studebaker sold automobiles under the name EMF and Flanders names until 1913.

In 1920 automobile production was moved from Detroit to South Bend, IN, and Studebaker began building automobiles in the medium price field. The Great Depression, combined with questionable management lead Studebaker into receivership in 1933. They would emerge from receivership under Vice President Paul Hoffman.

Defense contracts during World War II had Studebaker building B-17 Flying Fortress engines, US6 6x6 military trucks, and the M29 and M29c weasel. Since Studebaker produced trucks during WWII, they were able to resume civilian truck production quickly when the war ended. M-Series trucks introduced in 1941 would continue through 1948. The 2R series debuted for 1949, the Transtar in 1956, and the Champ in 1960, but Studebaker would be back in the loss column. They countered with the new Gran Turismo Hawk for the 1962 model year, but to no avail and Studebaker's financial problems continued. In December 1963, Studebaker closed its South Bend plant. Production continued through March 1966 at the Hamilton, Ontario, Canada plant. A blue and white 1966 Cruiser marked the end of 114 years of Studebaker Vehicle Production.

Today Studebaker is known as Studebaker Motor Company Inc.

Sources:

Longstreet, Stephen. *Century on wheels: the story of Studebaker: a history, 1852-1953*. New York: Holt, c1952.
General Collection: HD9710.U54 S85 1952

SCOPE AND CONTENT NOTE

The collection consists of nine automobile advertisements for the Studebaker automobile company. The ads are around the time of 1929 and 1930 and include the cars: "Seven Passenger Big-Six," "President Eight State Sedan," "President Eight Brougham for Five," "President Eight Convertible Cabriolet," "Commander Eight Brougham," "Commander Victoria for Four," "Commander Brougham," "President Eight Roadster," and "President Bix-Six Sedan for Seven." On the verso of two of the ads are Graham-Paige ads showing Models 827 and 621.

CATALOGING INFORMATION

For additional information on this collection, including a list of subject headings that may lead you to related materials:

1. Go to the Indiana Historical Society's online catalog: <http://opac.indianahistory.org/>
2. Click on the "Basic Search" icon.
3. Select "Call Number" from the "Search In:" box.
4. Search for the collection by its basic call number Search for the collection by its basic call number (in this case, SC 0615).
5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.