

Collection #  
P 0301

## STUDEBAKER-PACKARD CORPORATION PHOTOGRAPHS, 1902–1963

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## **COLLECTION INFORMATION**

VOLUME OF COLLECTION:	1 box of photographs, 1 photo album
COLLECTION DATES:	1902–1963
PROVENANCE:	Robert H. Snyder Graphics, Yonkers, New York, 1993, 1994
RESTRICTIONS:	None
COPYRIGHT:	Copyright may be owned by the Studebaker-Packard Corporation
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:	1993.0715, 1995.0138
NOTES:	

## HISTORICAL SKETCH

The Studebaker Corporation, based in South Bend, Indiana, began making automobiles in 1902. During the 1920s and 30s Studebaker produced high-end cars such as the President and the Champion that marked engineering firsts in the automobile world. During World War II, Studebaker produced a line of military vehicles for the United States Army. The management of Studebaker repeatedly had trouble with labor costs and quality control issues. In an attempt to stabilize their financial situation, Studebaker merged with Packard Motor Car Company of Detroit during the 1950s. Though the merger helped to diversify the selection of vehicles, including the creation of the very successful Lark and Avanti, it did not create the financial stability that the owners hoped. The competition from the “Big 3” automobile manufacturers proved too much competition for a small company like Studebaker. The company left South Bend in 1963, and produced its last car in Hamilton, Ontario in 1963.

Sources:

Bonsall, Thomas, *More than they Promised: The Studebaker Story*.

## SCOPE AND CONTENT NOTE

The collection is comprised of 100 loose photographs and one photograph album.

The loose photographs were originally in a 3-ring binder album and appear to have originated from the Studebaker-Packard company files. Some are stamped on the verso with “Public Relations Department Studebaker-Packard Corporation, South Bend 27, Indiana.” Some also have typed notes with descriptions and may have been made for company advertisement campaigns. The photographs, mostly 8”x10” include: early vehicles through the 1960s, assembly lines, buildings, personnel, and several photographs of Harold S. Vance, President of the company. A few images highlight specific parts of the car. The loose photographs are stored in a document case. The processor arranged the photographs in approximate chronological order and provided numbers in square brackets.

The 1916 Studebaker showroom album is bound in original black calf with a bold, gold-stamped, *Studebaker* script logo. It is 7 ¾ x 11 inches in size and contains 48 linen-backed sepia factory photographs of cars and trucks, together with detailed motor, chassis, and other mechanical views. It is believed to be from their Detroit showroom. The pages are listed in order with captions taken from the album. In some cases there were no captions and the processors descriptions are in square brackets.

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- [1] Two men in open carriage pulled by two horses.
- [2] Berlin Coach, No.770
- [3] Studebaker Electric Express Wagon, No. 9251
- [4] Albert Erskin and Thomas Edison in Studebaker Electric, 1903
- [5] [Model L, 1907] [Model B, 1908]
- [6] Studebaker Gasoline Car, No. 9502, 1904
- [7] Studebaker EMF “30,” 1910
- [8] Studebaker Six-Fifty Four Passenger Coupe and Studebaker Six-Seven Passenger Touring Car”
- [9] Studebaker “Big Six” Touring, 1916
- [10] Studebaker Special Six, 1918
- [11] Studebaker Big Six 7-Passenger Sedan
- [12] The New Studebaker Special Six Three-Passenger Duplex-Roadster, 1925
- [13] Two women in a [Pierce-Arrow Series 143, 1929]
- [14] Drawings of [Pierce-Arrow Series 143, 1929]
- [15] [Pierce-Arrow Series 143 Convertible, 1929]
- [16] Drawing of a [Rockne Model 65, 1932]
- [17] Studebaker President Sedan, 1936
- [18] [Studebaker Champion, 1941] with four women
- [19] Skyway Commander Land Cruiser and Champion coming off assembly line, 1941
- [20] [Studebaker Skyway President, 1942] Front end of vehicle with a woman standing by the hood
- [21] [Studebaker Skyway President, 1942] coming off the assembly line
- [22] [Studebaker Skyway President, 1942] coming off the assembly line
- [23] Workman boosts a hood assembly to conveyor
- [24-26] [Studebaker Champion, 1947]

### CONTAINER

Photographs:  
Box 1, Folder 1

## Studebaker Vehicles, 1947–1953

Photographs:  
Box 1, Folder 2

- [27] Studebaker Land Cruiser [1947]
- [28] Inside of a vehicle on the assembly line with three men working on the dash board.
- [29] Dashboard of a Studebaker with a man sitting in the driver's seat
- [30] Studebaker Commander, four door [1950]
- [31] Studebaker Commander, convertible 1950
- [32] Studebaker Commander, front view, 1950
- [33] Studebaker Champion, woman in car parked on the street in front of a park, 1950
- [34] Studebaker Commander, California license plate on front, parked in front of building with two people inside, [1951]
- [35-36] Studebaker Commander, convertible with side view, [1950]
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- [38] Studebaker Commander, [1951]
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- [43] Vehicle frame with view of structure
- [44] Studebaker Commander, hardtop, 1953
- [45] Studebaker Champion, [1954]
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- [47] Studebaker Commander, coupe, rearview, 1953
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Photographs:  
Box 1, Folder 3

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- [54] Studebaker President, 1955
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Photographs:  
Box 1, Folder 5

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- [95] Harold Vance with two unidentified men in a board room, October, 1935
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- [98] Lewis L. Strauss, Chairman AEC, W.B. McCool, Secretary to the Commission, Harold Vance, 31 October 1955
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[Copyright by Karsh]

## STUDEBAKER SHOWROOM ALBUM, 1916

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## 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 (in this case, P 0301).
5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.