

Collection #
P 0704

**STUDEBAKER VISUAL MATERIALS
COLLECTION, 1918–1991**

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Processed by

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COLLECTION INFORMATION

VOLUME OF COLLECTION: Two photographs folders, one OVB photographs folder, and one VHS tapes box

COLLECTION DATES: 1918–1991

PROVENANCE: multiple

RESTRICTIONS: None

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ALTERNATE FORMATS:

RELATED HOLDINGS: Advertisements, 1929–1930, SC 0615; David A. Roach papers, 1870–1918, SC 1985; Indiana Automobile History, 1890–1989, M 0159; *John Studebaker, An American Dream*, HD9710.U54 S83 1948; *History of the Studebaker Corporation*, HD9710.U54 S84 1924; *A Century on Wheels, The Story of Studebaker*, HD9710.U54 S85 1952; *Studebaker: The Life and Death of an American Corporation*, HD9710.U54 S834 1996; *More Than They Promised: The Studebaker Story*, TL215.S77 B65 2001

ACCESSION NUMBER: 0000.1225v0082; 1989.0516; 1997.0739X; 2008.0069

NOTES:

BIOGRAPHICAL SKETCH

Brothers Henry and Clement Studebaker opened the H&C Studebaker blacksmith shop in South Bend, Indiana, in 1852. Their shop became the Studebaker Manufacturing Company in 1868, and they would eventually become the largest wagon manufacturer in the world. Studebaker was also the only manufacturer to successfully transition from horse-drawn to gasoline-powered vehicles.

John Mohler (J.M.) Studebaker returned from California in 1858, where he made wheelbarrows for gold miners, and invested in the company. At the time, the brothers filled wagon orders for the U.S. Army, which continued through the Civil War. By 1887, sales eclipsed two million dollars, and production topped 75,000 wagons.

Studebaker transitioned to the automobile market at the turn of the twentieth century. They introduced an electric car in 1902, followed by a gasoline-powered car in 1904. The cars were built by the Garford Company in Ohio and marketed under the name Studebaker-Garford.

In 1911, Studebaker joined forces with the Everitt Metzker Flanders Company of Detroit to form the Studebaker Corporation. Studebaker sold automobiles under the name EMF and Flanders until 1913. In 1920, automobile production was moved from Detroit to South Bend. From there, Studebaker marketed more specifically to the middle class with an affordable price range for its automobiles.

Several factors, including the Great Depression, caused Studebaker to go into receivership in 1933. They pulled out of receivership with the help of a vice president, Paul Hoffman, and from World War II defense contracts. Studebaker produced trucks during World War II and easily switched back to civilian truck production after the war. Their line of trucks was successful from 1941 until about 1960.

In the 1960s the company faced financial difficulties and closed its South Bend plant in December of 1963. Another plant in Ontario, Canada, lasted until March 1966.

Sources:

Castle, Emily. Studebaker Corporation Advertisements, ca. 1929–1930, Indianapolis, IN. Indiana Historical Society.

Longstreet, Stephen. *Century On Wheels: The Story of Studebaker: A History, 1852–1953*. New York: Holt and Company, 1952.

SCOPE AND CONTENT NOTE

This collection contains one photograph of J.M. Studebaker around 1918, one of George M. Studebaker in 1933, three photographs of Studebaker-owned South Bend homes about 1933, a large photograph of Studebaker employees at the Studebaker Corporation Administration Building in South Bend in 1927, a photo-based scrapbook of Governor Matthew Welsh visiting the Studebaker-Packard Corporation in 1961, and archival footage from the Studebaker National Museum in 1991.

The archival footage was directed by Thomas E. Brubaker and researched by Thomas Appel. It was transferred to VHS tapes, numbers 40 and 42 through 48 which were donated to the Indiana Historical Society.

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J.M. Studebaker, George M. Studebaker, South Bend homes, 1918–1933

Governor Welsh visits Studebaker-Packard, 1961

Studebaker Employees and Family, 15 Sept. 1927

Studebaker National Museum archival footage, 1991
Tapes 40, 42-48

CONTAINER

Photographs,

Folder 1 of 2

Photographs,

Folder 2 of 2

OVB Photographs,

Folder 1 of 1

VHS Tapes,

Box 1 of 1