

## **Exhibit Activity**

Reconstruct the “Studebaker” exhibit using the materials in your packet. You will not need all of the items provided -- choose wisely.

Your packet contains the following:

- Title -- Use the student example or create your own
- Thesis statements -- Choose the best example
- Subtitles -- Label each section of information
- Text -- Make sure you have at least one explanatory paragraph for each section
- Images -- Choose one image to support each section
- Quotes -- Choose no more than one quote to support each section

Be mindful of your 500 student-composed word limit!

### **Count:**

Title

Subtitles

Student-composed text

### **Don't Count:**

Quotes

Text offered *on* images

Image or quote citations

Studebaker:

An Indiana

Innovation

Studebaker was one of the most important auto manufacturers to transform Northern Indiana into a major industrial region. This transformation affected Northern Indiana culturally, economically, and environmentally. (27)

Studebaker produced more cars so that Hoosiers could explore places farther away. This technology changed the lives of ordinary Hoosiers. (20)

Studebaker was a company formed by two brothers in 1852 in South Bend, Indiana. They would go on to have plants in many other parts of the country as well. Studebaker was very important for a number of reasons. The company created new technologies and changed the lives of many everyday Hoosiers. Studebaker's cars were very influential and importantly changed the state and the country. Cars helped people see new landscapes and experience new locations and cultures. (77)

Brothers Henry and Clement Studebaker began producing wagons and buggies in their South Bend, Indiana, shop in 1852. Originally, their shop was also a blacksmith shop. In 1902, Studebaker produced its first electric cars. Two years later, the brothers produced a gasoline-fueled car. Cars, like the ones produced by Studebaker, meant that Hoosiers could travel much farther than their hometowns. Automobiles allowed them to experience new places. (67)

Studebaker was responsible for innovations in automobile styles. They created many different types of car bodies that influenced trends in how cars looked. In this way, Studebaker was responsible for helping change the auto industry in Indiana and across the country. Their “bullet nose” style was very famous and popular. (50)

Not only was Studebaker an influential automotive manufacturer, the company was influenced by the times. During World War II, Studebaker produced more than cars. The M29 Weasel cargo and personnel carrier was created by Studebaker to help the American war effort. (41)

Automobiles changed the lives of not only Hoosiers, but people across the nation. Vehicles allowed people to travel beyond their hometowns and even their states. This change allowed people to see new places and cultures. Automotive travel also allowed for more connections between rural places and urban ones. Indiana's automotive industry significantly illustrated these changes happening in the U.S.'s technological history. There were numerous car companies in Indiana, and Studebaker was one of the most influential. (78)

Automobiles, like those produced by Studebaker, had negative effects, too. Automobiles affect the environment. Pollution caused by cars is a problem we are still trying to solve today. (30)

Studebaker is well known for its automobile production, but it was also important because of wagons. Studebaker was known for producing reliable and quality wagons for farms. Farmers in Indiana used wagons as tools to help change the landscape, and these carts helped them carry their crops from their farms to market. (52)

Studebaker was also a manufacturer of carriages. Many were popular with presidents. Abraham Lincoln, Ulysses S. Grant, Rutherford Hayes, and Benjamin Harrison all traveled in Studebaker carriages. The automobiles created by Studebaker were popular with regular people. Because the vehicles were reasonably priced, they were within financial reach of many Hoosiers. (50)

In the early 1900s, the Rex Buggy Manufacturing Company was one of the largest producers of buggies in the nation. Some buggies featured a storm shield that protected the driver from the rain, snow, and wind. Realizing that the automobile was the vehicle of the future, the company began manufacturing tops and enclosures for automobiles. By the mid-1920s the company was providing parts for several carmakers, including Cadillac, Chevrolet and Studebaker. (71)



The 1908 Studebaker Catalog Cover shows the variety in what Studebaker produced. The cover showed both an automobile and a carriage. The Studebaker company began by producing very popular wagons and carriages and then progressed to creating both electric and gasoline-fueled automobiles. (42)

Studebaker produced a number of reasonably priced automobiles during its history. Ads promoted the low cost of their automobiles to the general public. This allowed cars to be within reach of more people. (25)

One vehicle created by Studebaker was the Avanti Lark. Viewed as suave and masculine, the Avanti Lark was one of many popular Studebaker models. This was one of the later vehicles produced by Studebaker. (34)

In the early 1900s, a architect and landscape artist named George Edward Kessler designed a fountain for South Bend. This was called the Studebaker Fountain. The fact that he named it this demonstrates that Studebaker was very important to the community and that the company's economic power changed both the city's landscape and its cultural makeup. (56)

There were many parts to automobile manufacturing and these can be seen n diagrams of Studebaker plants. Studebaker created many different automobiles in their factories. Many of these cars were influential because of their reliability and their design. (38)

Studebaker had a number of financial problems. It was unable to compete with some of the larger automobile manufacturers. They closed completely in 1966. Despite this, Studebaker was very influential in Indiana and beyond in its 144 year history. (39)

*“And my car back then, a Studebaker as I recall, was powered, as are most of all means of transportation and other machinery today, and electric power plants and furnaces, by the most abused, addictive, and destructive drugs of all: fossil fuels.”*

-Kurt Vonnegut

*“Always give a little more than you promise.”*

-The Studebaker Brothers

*“The automobile has come to stay. But when a man has no business, it is a rather expensive luxury, and I would advise no man, be he farmer or merchant, to buy one until he has sufficient income to keep it up. A horse and buggy will afford a great deal of enjoyment ...”*

-John Studebaker

**Successes**

**Failures**

**Environment**

**Culture**

**Travel**

**Effects**

**New Technologies**

**Beginnings**

**Impact**

**Outcomes**

**THESIS**





And now  
you can have a  
70-HORSEPOWER



*free wheeling*  
STUDEBAKER

FOR  
\$845

*to \$970 at the factory*

## SPECIFICATIONS

**Wheelbase:** 114 inches.

**Engine:** Six cylinders, L-head, bore  $3\frac{1}{8}$ ", stroke  $4\frac{1}{4}$ ". Displacement 225 cubic inches. S.A.E. rating 25.4 horsepower. Develops 70 horsepower at 3300 r.p.m. 48-pinh crankshaft statically and dynamically balanced, counterweighted and drilled for passage of oil and equipped with vibration damper. Connecting rods and pistons matched in sets for perfect balance. Silent chain driven timing gears. Engine mounted on rubber, providing a cushion to minimize the transfer of vibration from motor to body and frame.

**Lubrication:** Full pressure feed. Due to filter and crankcase ventilation, oil need not be changed oftener than every 3500 miles. Alenite chassis lubrication.

**Carburetion:**  $1\frac{1}{2}$ " inlet. Manifold heating controlled for seasonal variation in temperature. Semi-automatic choke control reduces dilution of oil in crankcase. Carburetor heater. Air heater.

**Starting Ignition:** Delco-Remy; 96 ampere-hour Willard battery. Starter button on dash.

**Gasoline System:** Fuel pump with filter. Hydrostatic gauge on dash. Embossed shield over gasoline tank.

### *free wheeling* IS ECONOMY CHAMPION

Both first and second places in the recent annual Gilmore-Wrightwood gasoline economy contest for women driven under A.A.A. supervision were captured by Free Wheeling Studebaker cars. First place went to a Free Wheeling President Eight and second place to a Free Wheeling Studebaker Six—both sedans. In competition with 40 other cars of 20 makes, from the very cheapest to the most costly, the Studebaker Six used less gasoline than any other sedan on the 200-mile run. It averaged over 23½ miles per gallon of gasoline and required no additional oil or water.

**Cooling System:** Centrifugal water pump; thermostatic control retards water flow until motor reaches correct temperature.

**Clutch:** Single plate dry disc with torsional damper which suppresses vibration and insures a smooth power flow.

**Transmission:** Free Wheel, selective type through helical gears. Three speeds forward, one reverse. Slidestick shift; mounted in unit with engine. Braking power of engine available in conventional high, second, first and reverse gears. In addition, high and

second gears provide Free Wheeling, Free Wheeling gives a new degree of silence, ease of shifting and safety of control. Main shaft mounted on ball bearings. Shaft and gears of special alloy steel, carbonized for greatly increased hardness and wearing qualities.

**Rear Axle:** Semi-floating; Chrome Molybdenum shafts. Timken bearings. Minimum road clearance:  $8\frac{1}{2}$  inches.

**Springs:** Semi-elliptic, front and rear. Self-adjusting shackles. Lovejoy hydraulic shock absorbers.

**Drive:** Hotchkiss type; tubular propeller shaft.

**Brakes:** Duo-Servo, mechanical four-wheel, internal expanding. Emergency operates on all 4 wheels.

**Steering Gear:** Ross cam-and-lever; Timken roller bearings in king pins add to steering ease. Thin grip steel-core steering wheel of new 3-spoke type.

**Frame:** Double-drop design. Four point motor suspension and strongly braced cross members give exceptional rigidity.

**Tires:** Full balloon tires, 17x2.75 inches; non-skid all around.

**Exteriors:** Full vision welded steel body for safety and visibility. Cool ventilator. Smoking set in sedans. Upholstered arm rest, robe rail and foot rest in sedans. Front seats and steering column, adjustable. All exterior brightwork is chromium plated. Automatic windshield cleaner. Rear vision mirror. Speedometer, hydrostatic gasoline gauge, oil pressure gauge, ammeter and engine thermometer, grouped under glass, indirectly illuminated. Rubber covered pedals. One-turn radiator end gasoline tank caps. Cool pockets. Tilt-ray headlights controlled from steering wheel. Five wire wheels optional on regular models without extra charge.

Studebaker reserves the right to change any of the specifications listed without obligation to subsequent purchasers or to add new designs or improvements without making similar alterations in automobiles manufactured. Price Translators risko sets will be installed at the factory on any closed models.



*Style and coachwork of new and arresting beauty...*

**AMPLE SPACIOUSNESS™**  
**IMPRESSIVE SIZE**



Compact model with ample room in this coupe for all passengers. The streamlined body makes riding more comfortable. \$225 and \$270 for the Buick models and their top price.



Truly a roomy spaciousness in Buick's new sedan. The car is built on a new chassis, and the Buick models and their top price.

The most modern of Buick features are found in this model. The new Buick models are built on a new chassis, and the Buick models and their top price.

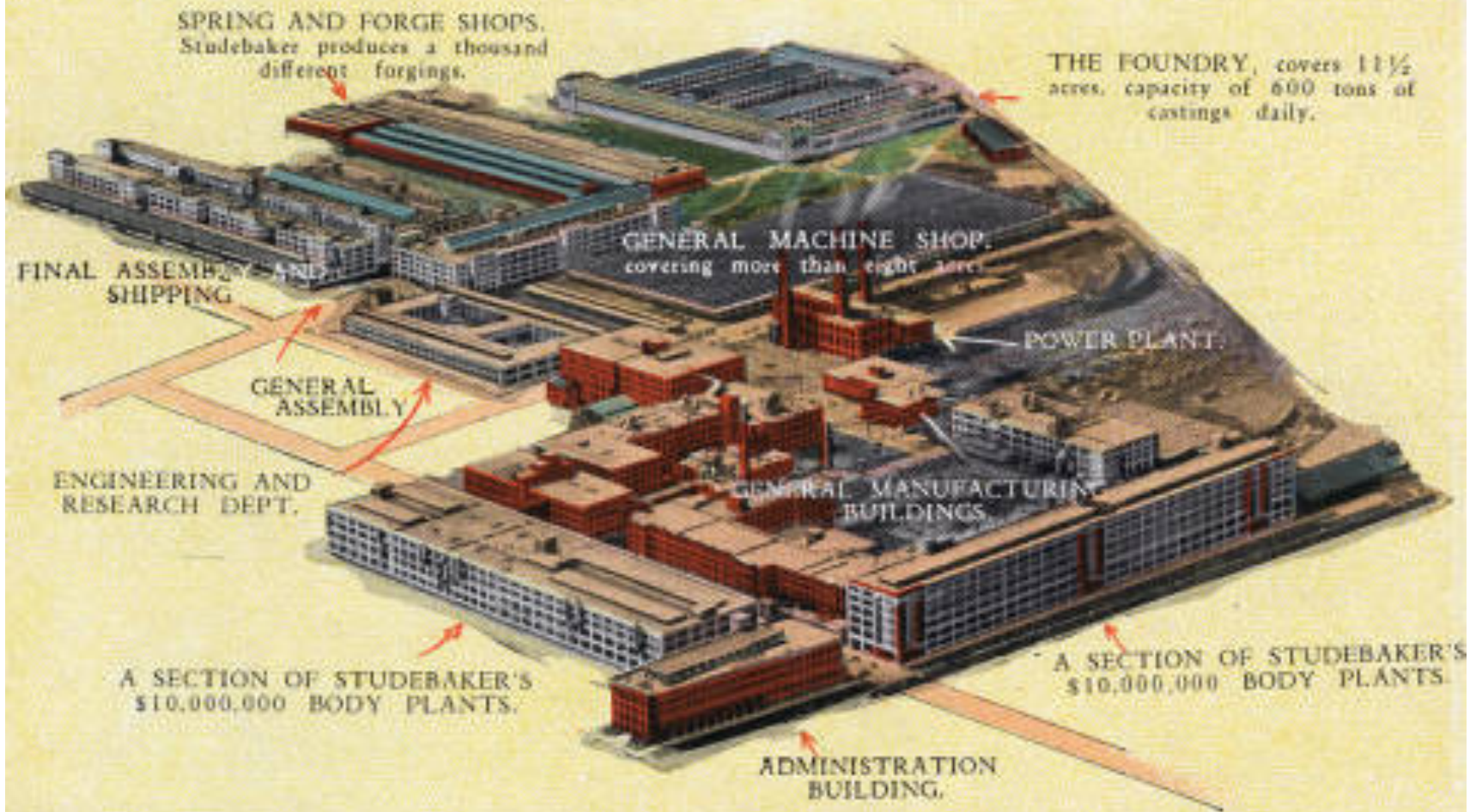


The new Buick models are built on a new chassis, and the Buick models and their top price.



P0130\_P\_BOX5\_FOLDER5\_234227-F

STUDEBAKER ONE-PROFIT PLANTS, SOUTH BEND, INDIANA



P0408\_BOX14\_004



THE STEUBAKER FOUNTAIN, HOWARD PARK

FOLIO\_F534\_563\_P53\_1919\_033



PAM\_TL\_215\_577\_573\_1963\_STUDEBAKER\_AVANTI

*The "Collegian"*  
A New Type Car for Young People!

**T**HERE is a time in the life of all young people when they want something distinctive—something different from what the other fellow has or what their parents may provide. Twenty years ago the young man had his special buggy. Today he wants his own car, "dressed-up," attractive, distinctive, a regular sport model.

Mounted on a Ford Chassis, this new body by Rex, makes a combination that has a special appeal to young folks. Economical, not only in its initial cost, but in its operation and maintenance. Sturdily constructed, the "Collegian" is a low drag car, light in weight, and is so distinctive and unusual in its design as to attract the attention of all.

Rex Manufacturing Company      Connersville, Indiana, U. S. A.

