

Collection #
P 0143

INDIANA AUTOMOBILE ADVERTISEMENTS, 1901–1951, 1996

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COLLECTION INFORMATION

VOLUME OF COLLECTION: 1 OVB graphics box

COLLECTION DATES: 1901–1951, 1996

PROVENANCE: Unknown; Michael Churchman, Shawnee Mission, KS, 2003; Manning's Books & Prints, 2006, 2008, 2011

RESTRICTIONS: None

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ALTERNATE FORMATS:

RELATED HOLDINGS: Wallace Spencer Huffman Collection (M 0159); Gibson Company Records (M 0573)

ACCESSION NUMBER: 0000.0745v0001, 2003.0362, 2006.0293, 2008.0240, 2008.0241, 2011.0135

NOTES:

HISTORICAL SKETCH

The collection contains a number of early 20th century Indiana automobile makers' ads. The following Indiana companies are represented:

Auburn Automobile Company: A byproduct of the Eckhart Carriage Company it was founded by Charles Eckhart. Frank and Morris Eckhart, sons of Charles Eckhart, began their Auburn Automobile Company (named after the Indiana town they lived in) in 1904. Auburn enjoyed reasonable success until shortages during World War I forced the plant to close. In 1919, the Eckhart brothers sold their corporation to a group of Chicago investors headed by Ralph Austin Bard. The company improved but failed to turn in profits. The group eventually sold the company to Errett Lobban Cord in 1924.

Cole Motor Car Company: Joseph Jarrett Cole created the Cole Carriage Company after purchasing the Gates-Osborne Buggy Company in 1908. One year later, Cole began manufacturing automobiles and formed the Cole Motor Car Company in 1909. A rival to GM's Cadillac, Cole was known for its high standards in quality and craftsmanship. Despite this, sales declined after World War I, and Cole liquidated the company in 1925.

Cord Automobile Company: Owned and operated by Errett Lobban Cord, the Cord was known for its innovations (i.e. front-wheel-drive) and its streamline design. Mr. Cord believed in building inventive vehicles, but wanted them to be profitable also. The Cord's production ended in 1937, and the company was sold to the Aviation Corporation.

Duesenberg Inc.: Established in 1920, in Indianapolis, it was named after founders Fred S. and August S. Duesenberg. Duesenberg automobiles were considered the most luxurious and highest quality of engineered cars during the classic era. They were the favorites of movie stars, monarchs, and millionaires during the 1920s through the 1930s. The Duesenbergs sold the company to the Cord Company in 1926, who owned the company until it dissolved in 1937.

EMF Company: An early automotive manufacturer from 1909–1912, the initials EMF came from founders: Barney Everitt, William Metzger, and Walter Flanders. The company designed automobiles that were sold through the Studebaker Corporation. The vehicles were notorious for their low quality and this led to the Studebaker Corporation taking control of EMF in 1910. By 1913, the EMF name was replaced by Studebaker.

Haynes-Apperson Company: Started in 1901 as a manufacturer of Brass Era automobiles in Kokomo, Indiana, the Haynes-Apperson Company produced two and five passenger seat automobiles. Eventually the founding brothers started their own company, the Apperson Brothers Automobile Company.

Inter-State Automobile Company: Founded in 1908 by Thomas F. Hart of Muncie, Indiana it went in to receivership by 1913. Frank C. Ball purchased the factory in 1914 and

renamed the company Inter-State Motor Company. By 1919 Ball sold the factory to General Motors.

Marmon Motor Car Company: Started in 1902 as the car division of Nordyke and Marmon Company, it was known for reliability and comfort. The Marmon gained national recognition as the vehicle that won the first Indianapolis 500. The company peaked financially in the early 1920s but met its end as a result of the stock market crash of 1929 and the ensuing economic depression.

National Automobile & Electric Company: Arthur C. Newby and Charles E. Test established the National Automobile and Electric Company in 1900, then changed its name three years later to National Motor Car Company. The company manufactured both electric and gasoline-powered vehicles. Like other Indianapolis-based auto companies of the time it focused its production on high quality luxury cars. The company closed in 1930.

Premier Motor Manufacturing Company: Organized in 1903 by George A. Wedely and Harold O. Smith in Indianapolis, Indiana.

Studebaker Corporation: Based out of South Bend, Indiana in 1868, it originally produced wagons. Studebaker entered the automobile industry in 1902 with electric automobiles and made gasoline powered vehicles two years later. Studebaker built automobiles with partners until 1911, and in 1913 introduced a gasoline powered automobile in its name. In 1954, the Packard Motors Company of Detroit acquired Studebaker and renamed it the Studebaker Packard Corporation from 1954 to 1962. In 1962, the company reverted back to the Studebaker Corporation name and remained independent until 1967 when it merged with Worthington to form the Studebaker-Worthington Corporation.

Stutz Motor Car Company: Started in Indianapolis in 1913, it was founded by Harry C. Stutz. The company formed from the merger of Stutz Auto Parts and Ideal Motor Car companies. Stutz made a name for itself during the inaugural Indianapolis 500, after it built a race car in only five weeks that finished 10th in the race. The company changed ownership and went public in 1916, but eventually folded in 1937 due to the Depression.

Waverley Company: Originally a bicycle company, it consolidated with the American Electric Vehicle Company in 1898. In 1904 the Waverley automobiles were renamed Pope-Waverley automobiles. The Pope-Waverley Company continued to manufacture electric automobiles until 1908, when the company was struck with a financial crisis. The Pope Company sold off the Waverley department in September 1908. The company continued to run as the Waverley Company until the company's closing around 1916.

Sources:

Bodenhamer, David J., and Robert G. Barrows. *The Encyclopedia of Indianapolis*. Bloomington: Indiana University Press, 1994.

Indiana Historic Preservation Commission. Indianapolis-Marion County Automobile Industry, 1890-1940: Historic Context Study & Property-Type Analysis. The Commission. Indianapolis, IN. 1990.

http://en.wikipedia.org/wiki/Auburn_Automobile. 10/30/06.

http://en.wikipedia.org/wiki/Cord_Automobile. 10/30/06.

http://en.wikipedia.org/wiki/E-M-F_Company. 10/30/06.

<http://en.wikipedia.org/wiki/Haynes-Apperson>. 10/30/06.

<http://en.wikipedia.org/wiki/Studebaker>. 10/30/06.

SCOPE AND CONTENT NOTE

The collection contains a selection of early twentieth century Indiana automobile company advertisements and images cut from *Traces* magazines. Most of the advertisements appear to be clipped from magazines and the years range from 1901–1951. Some are not dated.

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CONTENTS

Auburn Automobile Company, Auburn, Indiana
[8 ads]

Cole Motor Car Company, Indianapolis, Indiana
[1 ad]

Cord Automobiles [Auburn Automobile Company]
[5 ads]

Duesenberg Inc., Indianapolis, Indiana
[9 ads, 1 brochure]

E.M.F. Automobiles
[1 ad]

Haynes Automobile Company, Kokomo, Indiana
Apperson Brothers Automobile Co., Kokomo, Indiana
Haynes-Apperson Automobiles
[9 ads]

Inter-Sate Automobile Company, Muncie, Indiana
[1 ad]

Marmon Motor Car Company
Norczyk & Marmon Company, Indianapolis, Indiana
[39 ads]

National Automobile & Electric Company,
National Motor Vehicle Company, Indianapolis, Indiana
[3 ads]

Premier Motor Manufacturing, Indianapolis, Indiana
[1 ad]

CONTAINER

OVB Graphics:
Box 1 Folder 1

OVB Graphics:
Box 1 Folder 2

OVB Graphics:
Box 1 Folder 3

OVB Graphics:
Box 1 Folder 4

OVB Graphics:
Box 1 Folder 5

OVB Graphics:
Box 1 Folder 6

OVB Graphics:
Box 1 Folder 7

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Box 1 Folder 8

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Box 1 Folder 10

Studebaker Corporation, South Bend, Indiana
[48 ads]

OVB Graphics:
Box 1 Folder 11

Stutz Motor Car Company of America, Inc.,
Indianapolis, Indiana
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OVB Graphics:
Box 1 Folder 12

Waverley Company,
Pope Motor Car Company, Waverley Department,
Indianapolis, Indiana
[3 ads]

OVB Graphics:
Box 1 Folder 13

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 0143).
5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.