

HISTORY OF THE STUDEBAKER CORPORATION

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History of the Studebaker corporation by Albert Russel Erskine

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ALBERT RUSSEL ERSKINE

**HISTORY OF THE
STUDEBAKER
CORPORATION**

HISTORY OF
The Studebaker Corporation

BY ALBERT RUSSEL ERSKINE
ILLUSTRATED BY J. H. HARRIS
NEW YORK: STUDEBAKER CORPORATION
1914

BY
ALBERT RUSSEL ERSKINE

THE STUDEBAKER CORPORATION

General Offices: South Bend, Ind.
Works: South Bend, Ind., Detroit, Mich., Chicago, Ill.,
and Walkerville, Ont.

DIRECTORS

FREDERICK S. FISH, Chairman

WADDILL CATCHINGS	HERBERT H. LEHMAN
FREDERICK P. DELAFIELD	PHILIP LEHMAN
A. R. ERSKINE	L. J. OLLIER
F. STUDEBAKER FISH	GEO. M. STUDEBAKER
HENRY GOLDMAN	J. M. STUDEBAKER, JR.
C. C. HANCH	A. B. THIELENS
A. BARTON HEPBURN	M. F. WOLLERING

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WADDILL CATCHINGS	HERBERT H. LEHMAN
FREDERICK P. DELAFIELD	GEO. M. STUDEBAKER
A. R. ERSKINE	J. M. STUDEBAKER, JR.
FREDERICK S. FISH	

FINANCE COMMITTEE

A. R. ERSKINE	GEO. M. STUDEBAKER
FREDERICK S. FISH	M. F. WOLLERING
C. C. HANCH	

OFFICERS

FREDERICK S. FISH	Chairman of Board
A. R. ERSKINE	President
M. F. WOLLERING	Vice-President
L. J. OLLIER	Vice-President
C. C. HANCH	Treasurer
H. E. DALTON	General Auditor
A. G. RUMPF	Secretary
C. D. FLEMING	Assistant Treasurer
W. P. SHILLINGTON	Assistant Treasurer
GEO. A. FULMER	Assistant Treasurer
J. M. PETERSON	Assistant Treasurer

HAWKINS, DELAFIELD AND LONGFELLOW, New York	Counsel
TOUCHE, NIVEN & Co., New York and Chicago	Auditors
LAWYERS TITLE & TRUST Co., New York	Transfer Agent
COLUMBIA TRUST Co., New York	Registrar
FIRST TRUST & SAVINGS BANK, Chicago	Transfer Agent
HARRIS TRUST & SAVINGS BANK, Chicago	Registrar

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PREFACE

THIS BOOK is written for the information of the 3,000 stockholders of The Studebaker Corporation, the 12,000 dealers in its products living throughout the world, its 15,000 employees and numberless friends.

Studebaker products have been manufactured and sold for nearly seven decades, and its name is a household word wherever vehicles are used. There are few trade names in American industry older or more highly regarded than the name "Studebaker," which has always stood for quality and fair dealing, and this name today is the greatest asset the corporation owns. Buildings, machinery and operating organizations can be replaced for money, but an old and honored trade name can only be acquired by merit and through the lapse of time.

During the past seven years The Studebaker Corporation has spent \$6,000,000 for advertising, yet it fully recognizes that the quality of its products and the satisfaction they give customers are, in the last analysis, the only safe foundation for the upbuilding and perpetuation of its name. It is the ambition of the author, who is its President, to continue the policies toward the public which will add luster to the name "Studebaker."

*South Bend, Indiana,
February 25, 1918*

A. R. E.



JOHN STUDEBAKER
1799-1877

THE STUDEBAKER BROTHERS

THE ancestors of the Studebaker family first arrived in America at the port of Philadelphia on September 1, 1736, on the ship *Harle*, from Rotterdam, Holland, as shown by the original manuscripts now in the Pennsylvania State Library at Harrisburg, and included Peter Studebecker, age 38 years; Clement Studebecker, age 36 years; Henry Studebecker, age 28 years; Anna Margetha Studebecker, age 38 years; Anna Catherine Studebecker, age 28 years. The last part of the name, "becker," was afterwards changed to "baker." The tax list of what was then Huntingdon Township, York County, Pennsylvania, in 1798-9, showed among the taxables were Peter Studebaker, Sr., and Peter Studebaker, Jr., wagon-makers, which trade later became the foundation of the family fortune and the corporation which now bears the name.

John Studebaker, father of the five brothers, born in Adams County, Penn-



REBECCA MOILER STUDERAKER
1802-1887