

DEATH SUMMONS FOUNDER OF STUDEBAKER CO.

J. M. Studebaker Saw Business
Grow From Tiny Shop to One
of World's Greatest.

News of the sudden death in South Bend, Ind., Friday night of J. M. Studebaker, honorary president of the Studebaker Corporation, was received in a telegram by L. S. Weeks, of Atlanta, district manager of the corporation. Mr. Studebaker was 84 years old and was the last of the five famous Studebaker brothers who founded the Studebaker Corporation, one of the largest of its kind in the world. The funeral will be held Monday afternoon, when Studebaker branches all over the world will be closed.

Mr. Studebaker was a pioneer in vehicle building and lived to see the change in locomotion from ox carts to automobiles. He had been engaged in the manufacture of vehicles for 65 years.

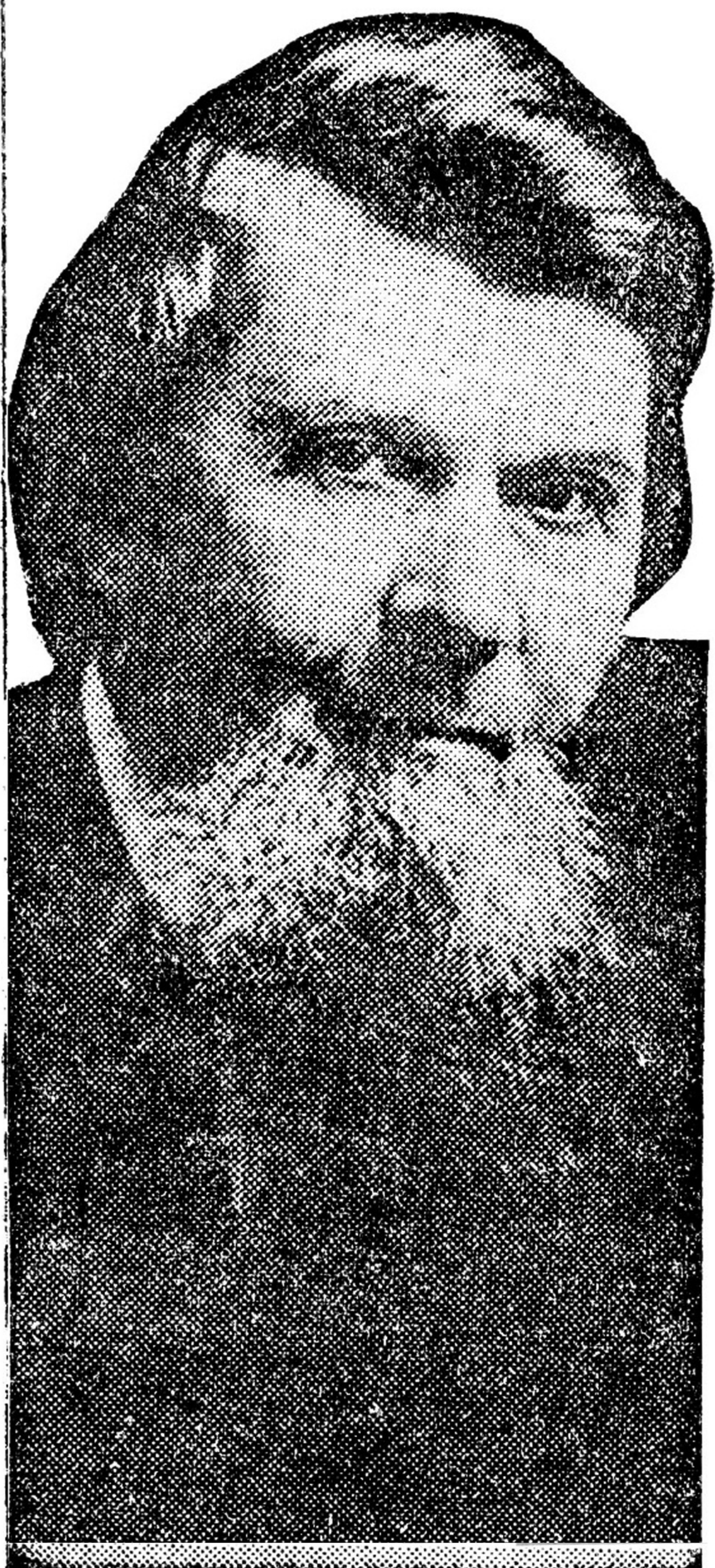
When the "gold rush" to California was on, in 1849, Mr. Studebaker went West from South Bend. He traveled overland in a "prairie schooner" hauled by oxen, and was many weary months making the long trip.

A short time after arriving in California Mr. Studebaker got a job in a small blacksmith shop in Hangtown, a city which figured prominently in those days, but which has long since been forgotten. After a time he bought out the shop. There and then was the beginning of the Studebaker Corporation, which today is known all over the world, and the product of which is sold in every country on the map.

The shop grew and Mr. Studebaker prospered. He saved his money, and in a few years moved back to South Bend, where he opened a small wagon works. Eventually Mr. Studebaker's four brothers joined him in building Studebaker wagons and buggies.

About ten years ago the Studebaker Corporation entered the automobile field. The business grew and the sales mounted because the product was based on quality—the basis of other Studebaker products. Last year the Studebaker Corporation manufactured and sold 65,000 automobiles, pleasure cars and trucks. This year the company will manufacture 75,000 auto-

Pioneer Vehicle Maker Who Died At Age of 84 Yrs.



J. M. STUDEBAKER.

mobiles. The wagon and buggy business and other lines of endeavor of the corporation have never been interrupted. The Studebaker Corporation has a capital of \$45,000,000 and a surplus in cash of over \$13,000,000, and is one of the great forces in the automobile world today. Its growth and success are traceable to the genius of the Studebaker brothers, who trained their employees and advanced them from minor positions to places of trust. J. M. Studebaker, while holding the position of honorary president, has not given much attention to business during the past few years, owing to his advanced age. Although 84 years old when he died, he was in good health and full possession of all his faculties, and capable at all times of helping to solve knotty problems which arose in the conduct of the Studebaker business.