

[ADVERTISEMENT.]  
**STUDEBAKERS.**

HISTORY AND GROWTH OF THE MOST  
REMARKABLE WAGON MANUFACTORY  
IN THE WORLD.

IT EMPLOYS AN ARMY OF WORKMEN  
AND ITS WHEELS ARE ROLLING  
IN EVERY CLIME.

THE BRANCH HOUSE IN SALT LAKE  
AND ITS SUCCESSFUL MAN-  
AGEMENT.

That immense manufacturing concern, the Studebaker Bros. Wagon and Carriage Manufactory, of South Bend, Indiana, have a Central Branch House in Salt Lake City, under the management of Jas. B. Glass, Esq., which is already, though so lately established, one of the greatest establishments of the Territory.

This Branch House is one door south of the Central Co-operative store, is two stories with basement, 41x100 feet in size, and situated on a lot 65x320 feet, all owned by the Studebaker Company. The building was put up by the Company for their own use, and is adapted in an especial manner to the business carried on in it.

To the right of the main entrance is the manager's office, an elegant room, fitted up with great taste and elegance, with all the appurtenances of a business room, and such adornments and conveniences as give an appearance of attractiveness which is very delightful. This is the neatest and best appearing office in the city, and the way it is fitted up is characteristic of the Studebakers, who never leave anything undone which can add to the usefulness or attractiveness of anything around them or of their manufacture. In the office is a fine picture of the magnificent carriage built by the Studebakers at South Bend for the reception of General Grant at Chicago, on his return from his trip around the world, and which was sold to the Chicago Club for \$2,500.

In the building are kept the large line of spring vehicles which may at any time be had at this establishment. On the first or entrance floor are seen the spring wagons of every style, from the finest coach to the plain road buggy or wagon. These are in all styles, the whole floor being devoted to them, and it is full. Fifty vehicles are here, all spring work, and no two are alike. But this is not all. The floor above is devoted to receiving, unpacking and setting up the spring work of all styles, and some are also left there, there not being room for all on the floor below; for there is a total of seventy-five different styles of spring vehicles handled by the firm. From such a profuse variety there need be no trouble in making a choice. But yet, if any one wishes a kind of wagon made which is not on the catalogue, the company undertake to supply the want, and will build anything in this line that may be called for. There are one hundred and thirty styles of wheeled vehicles made by this company.

The basement runs the whole length of the building, is of ample height, and has a hard cement floor. It is a capacious and elegant store room, and in it can be seen everything pertaining to the business in its several parts. The different floors are connected by a Reedy elevator of large size, on which a wagon is easily transferred from one to the other story as needed.

All kinds of carriage extras, tongues, shafts, or any part of a vehicle, are in stock, and may be had at once, in case of need.

Th-sleighs are also in the main building, and two car loads are just in. The styles vary from the Russian swell turn-out to the moosest yet elegant cutter. Anything ordered will be supplied in this line also, the firm being determined that everybody shall have what he wants if it is at all in their line of business.

Among the spring work there is a double-seated, two horse mountain buckboard, which is just the thing for a rough mountain road. Strong, yet tasteful, and rigged with a patent spring brake which acts like a thing of life, there could be no more desirable kind of a wagon for use in the canyons by pleasure or hunting parties.

There is also another strong and handsome mountain wagon, well underset with springs, which ought to be good for travel most anywhere. It is easy riding, and is well calculated for picnic parties, having cover and a light boot in the rear, on which the less weight articles may be carried,

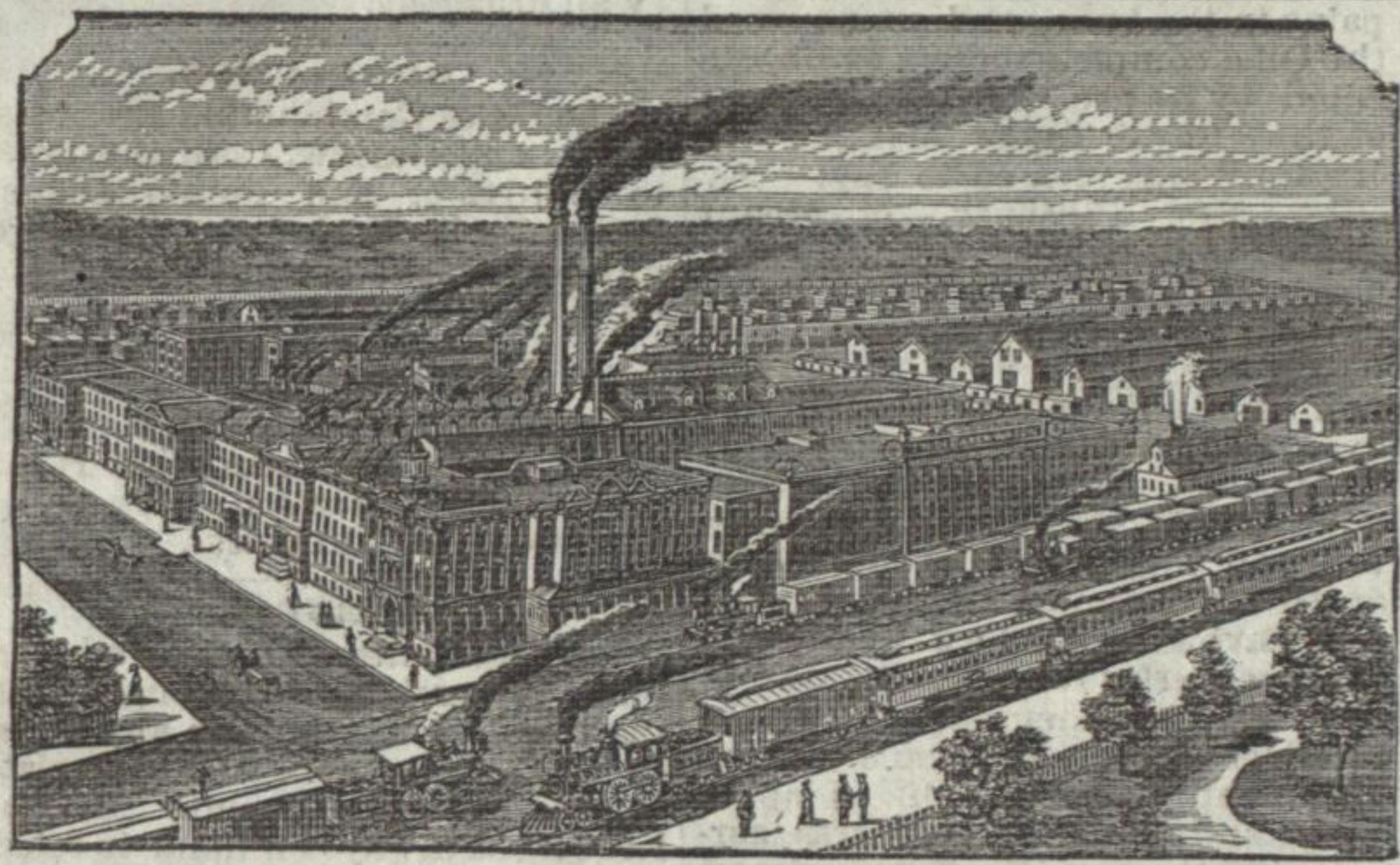
and which serves for a very handy table when lunch-time comes.

The four-spring mountain wagon is also a special vehicle, for which there is an active demand, on account of its easy riding and great durability and strength. Large numbers of these wagons are sold, and they rapidly come into favor whenever known or used.

Other specialties in this line are the Concord stage coaches, Concord buggies, and four spring carriages. These are furnished in all styles and sizes, and are made with particular reference to the needs and requirements of this interior region.

**THE HEAVY WAGON.**

In the rear of the main building is the wagon department. Here may be found anything wanted in that line. One shed to the north is



25x110 feet, and across the way to the south is another 25x140 feet. In these sheds are all the different kinds and makes of wagons. There is the huge Nevada ore wagon, five inch steel skein, double tire, and of a carrying capacity of 17,000 pounds; the ordinary freight wagon of whatever strength required, and the light 2½-skein wagon, with a capacity of 1,000 pounds.

It is a sight to see the compactness and order with which the great stock of wagons is piled up in these sheds. Two dozen of them may be counted in the space which a single wagon would occupy if set up and not crowded.

A flock of English sparrows has taken up its abode in one of these sheds, and makes a noisy and sociable chatter to the visitor.

These sheds have been added to during the month just past, on account of the need for more store room, it being found desirable to have on hand plenty of wagons, so that any call could be filled without delay. The arrival of eight car loads of wagons in ten days made this additional shed room absolutely necessary.

There are now on hand in stock at this Central Branch House three hundred and seven vehicles. This great stock is made necessary by the demands of the trade and the urgent requirements of buyers. It is always the policy of the house to keep enough stock on hand, so that no order and no run on any kind of vehicle shall exhaust the capacity of this branch. Customers will always find Mr. Glass up and prepared to meet their needs in every line of his business.

Besides the wagon and carriage trade proper, this house carries full lines of the following goods.

The celebrated Demarest harness, from Newark; N. J., in all styles.

The Avery harness, from Augusta, Me., strictly hand stitched, with no machine work whatever on any part of it.

To recapitulate: At this Central Branch House there can always be found the largest, finest and best selected stock of farm wagons, freight wagons, spring wagons, o carts, ore wagons, carriages, buggies, sleighs, sleds, farm carts, and from the light 2½ cast skein up to the 5-inch steel skein wagon, capable of carrying 17,000 pounds.

The firm build to special order any size or style of vehicle.

Their farm wagons are built in a factory separate and distinct from the spring work, which factory is under the special management of Mr. J. M. Studebaker.

The carriage works are a mile distant, and are under the special direction of Mr. J. F. Studebaker.

Write to the Central Branch House for reading matter or descriptive catalogues. Any desired information will be promptly furnished on application to Studebaker Bros. Manufacturing Company, Salt Lake City, Utah Jas. B. Glass, Manager.

**THE GREAT MANUFACTORY.**

A description and account of the great Studebaker manufactory at South Bend, Indiana, reads like a marvel. It has often been written up, but never more fully nor better than in the accounts following, which we condense and consolidate from Eastern exchanges.

The correspondent of the Louisville Courier-Journal, after a week's inspection of the great home factories, writes:

I will take the Studebaker wagon factory, *Le plus grand des grandes*, and beginning with a cut partially representing the exterior or the immense aggregation of buildings, attempt to pen picture for your thousands of agricultural readers some conception of its magnitude, its history and its processes for pro-

ducing a wagon every six minutes in the day. There ought to be and there is, more than a national interest felt in these great works, for their wheels have rolled like the beat of the British drum, clear round the world, and as far as civilization has gone the "Studebaker" has penetrated. A correspondent, writing from Lake Itaska, the fountain source of the Father of Waters, speaks of seeing a "Studebaker" there. Years ago the writer was familiarized with the name by seeing it daily in the stream of "mover wagons" that poured "from Buncombe county, North Carolina to Injeany;" a large number has recently been sent to South Africa; thousands have been sold in Europe, Asia and South America; Australia, the Sandwich Islands, New Zealand and Alaska have been tracked by their broad tread, and I have no doubt but that it was a "Studebaker" that bore the legend, "Pike's Peak or Bust." Useful as they are in peace, Uncle Sam has also discovered their excellence in war, and ordered at one time two hundred of them delivered at the Government depot at Jeffersonville. The French government awarded one of them a silver medal at the Paris Exposition, and gave it a permanent place in the great repository of their war implements, and the Kentucky mules that carried such consternation into the Zulu country were drawing "Studebakers."

This claim of ubiquity may beget a suspicion of hyperbole; but consider for a moment that the first Studebaker wagon was made in 1818, and that, in 1878, 18,500 were made.

**JOHN STUDEBAKER.**

The four Studebaker brothers, O., J. M., P. E. and J. F., by whose hands has been built all the superstructure of this magnificent success, are young men comparatively speaking, the eldest being but 48; and the apparent beginning of the enterprise dates back but little over a quarter of a century. The foundation was laid years before by John Studebaker, the father of the present manufacturers of the now famous wagon, and the real source of success is to be found in him and in the good old custom of having every boy learn some mechanical trade. Though well-to-do for that day and that people, John's parents put him out to a six years' apprenticeship at wagon-making, and the first genuine Studebaker wagon was made by him in Gettysburg, Pa., in 1818.

In 1836 he came West and settled in Ashland County, O., and having attained to a considerable fortune by industry, inheritance and marriage, he there bought a large farm. He felt that he was now "solid," and mayhap made to his soul the Biblical address about having "much goods in store;" but his satisfaction was of short duration, for the curse of endorsements in Penn-

sylvania came, like chickens, to roost in his Western home, and all his possessions were swept from him. Falling back upon his trade—that which financial vicissitudes could not take from him—John Studebaker opened a blacksmith and repair shop out in the country, and toiled at the forge from 4 in the morning until 9 at night.

**THE FIRST FIRM.**

Without waiting for this old Roman father's dying illustration of the strength of unity, as illustrated in the comparative resistive power of a single and of a bundle of twigs, the Studebaker boys seem to have early realized the force of the truism, "in unity there is strength." Soon after the father's pecuniary misfortune came an invitation from a prosperous German farmer to send the boys over to help him in his harvest. He had been bound for a term of service to Mr. Studebaker's father, who had paid his sea passage over, and learning that misfortune had befallen the child of his benefactor, he tendered this service in return. Three of the boys drove in a wagon sixty miles, and labored in the harvest field three weeks at wages ranging from twenty-five cents to one dollar per day. They returned home with about \$75, and "that" said one of them "suggested the partnership enterprises that have followed, and to which we owe whatever success we have achieved."

**GOING FURTHER WEST.**

The long and wearisome years of labor that followed the failure of 1837 brought no substantial improvement in John Studebaker's worldly condition, and in 1848 he came West on a tour of horseback inspection, and determined to pull up stakes and move out to South Bend, then a village of 1,200 or 1,500 inhabitants. Two wagons made by himself and boys, brought all his worldly possessions, chief of which were two sets of tools

brothers, and set about widening the field of their operations. St. Joseph, Mo., was then the great outfitting station for parties crossing the plains and there Peter Studebaker opened a branch office and poured in the orders for Studebaker wagons.

**STILL GREATER GROWTH.**

In the meantime the old wooden shop had been given up for a more commodious brick building, the purchase of which begat many fears that they were "biting off more than they could chew," but the ball had begun to roll, and it grew in strength and velocity with a geometrical growth.

It is interesting to note in the piece-growth of the magnificent block now devoted to carriage manufacture, the rapid strides with which the business progressed. Beginning with the unimposing one-story shop across the street, it jumps to a two-story brick in the middle of the square, branches off into a three-story wing, then rises to four stories, and reaches the climax of its mid-city growth in a splendid five-story brick corner block that has the appearance of a fine hotel in some large city. Still the growth goes on, until, in 1872, it is found necessary to take the wagon department into the suburbs, that no pent-up Utica might contract its powers. The site chosen is in close proximity to the depot, and upon the line of the Lake Shore & Michigan Southern Railroad, from which side tracks run into the grounds delivering iron, coal and lumber right at the shop doors, and receiving the finished works from the waterworks. A disastrous fire broke out in the works in 1874, destroying the buildings and a large amount of finished stock. Chicago, Cincinnati and many other cities made handsome bids for the location of the new works, and even good old easy going Louisville went to the trouble of asking what inducement she could offer to secure the prize. The proprietors had fought their fight and gained their first victory



JOHN STUDEBAKER'S SHOP, 1850.

for wagon-making. He was worn out by long continued hard labor, and having purchased a shop for \$50 he, in the year 1852, turned over the active business of wagon making to his two oldest sons, Henry and Clem.

**GRADUAL GROWTH.**

O. and H. Studebaker, both practical mechanics, constituted the first Studebaker partnership for manufacturing, and by doing much of the mechanical work themselves under the trained supervision of their father, who also acted as drummer upon his annual pilgrimages to the meetings of the Dunkards (of which religious sect he was an active and conscientious member), they turned out during the first year of their operations about five wagons. The business grew slowly but surely, until in 1857 the partnership business was valued at \$10,000; and to put himself beyond the vicissitudes of trade, Henry sold out to another brother and purchased a two-hundred acre farm near the limits of the town, where he still lives, content with the plenty he has and coveting not the greater prosperity that has come to his brothers. As the business grew in proportion, the other brothers were drawn into it, Peter giving up merchandizing and taking a seat in the rapidly advancing wagon. He having been a merchant or trader—or, as he is pleased to designate his early calling, a peddler—brought more of the speculative spirit than did his more mechanical

at South Bend, and besides their large property interests, many social and business ties bound them to the place. Like the Arab who could not part with his horse, the Studebakers rejected the tempting offers that poured in from all parts of the country, and the works were rebuilt at South Bend upon even a larger scale than before.

**EXTENT OF WORKS.**

The first object that attracts the eye of any one who comes by train into South Bend is the aggregation of buildings, handsome in architectural design and of immense proportions, bearing the legend, "Studebaker Brothers' Manufacturing Company—Established 1852—Labor Omnia Vincit." The printed cut gives but a faint conception of the extent of these works. Since it was made there have been added a new smithshop 100x200 feet base and running up three open stories to allow the free exit of all smoke, steam and deleterious vapors, and additional workshop 80x200 feet base and two stories high, engine rooms 20x50 feet, and an additional lumber house 40x100 feet, the basement of brick and the superstructure planned and painted frame. These additional buildings of a single year required 1,000,000 brick, and sixteen residences were torn away to make room for an enlargement of the grounds, that now include twenty-seven acres, covered with substantial brick buildings of an average