

# 1927 ERSKINE

## MODEL 50

Studebaker Corporation - South Bend, IN

ENGINE.....	4 cyl ., 146 cu. in.	HORSEPOWER.....	40 hp
WEIGHT.....	2,300 lbs	WHEELBASE.....	108"
PRODUCTION.....	24,893 <small>(all body styles)</small>	FACTORY PRICE.....	\$850.00



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### *“The Little Aristocrat of Motordom” Company Advertising*

In the late 1920s, Studebaker president Albert Erskine saw the need for his company to grow in style and class, while simultaneously entering a lower price field. The result was the Erskine. Introduced in 1927, this entry level car was reminiscent of the small, classy, European cars so beloved by its namesake. The body styling on the Erskine came from Ray Dietrich, a noted designer who helped found LeBaron seven years prior.

Nicknamed "the Little Aristocrat," the Erskine was quite popular in Europe during its first year. It was considered the *clou du salon* or "hit of the show" at the Grand Palais in Paris, and immediately sold two thousand orders after its London introduction. American sales were much less impressive, partially due to the vehicle's price. With a base price of \$945, it was much more costly than the most expensive Model T that Henry Ford sold that year. Over the next three years, the car grew and sales increased slightly. In May 1930, Studebaker absorbed the Erskine into its own lineup and began preparations for a second attempt at an entry-level make: the Rockne.

