



Brickyard Bulletin



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Dale & Lonnie Viner's 1963 R2 four speed Avanti was once owned by Richard & Rose Poe. This is an article reprinted with permission from City Revealed Magazine, Cedar Rapids, Iowa October 2009, after the 2009 SDC International Meet.

"Go For The Gold" 1963 Studebaker Avanti

Article and Photography by Richard Butschi

Three years ago, Dale Viner sat at his kitchen table, in Urbana, contemplating a major purchase. Should he venture to Davenport to possibly pick up a '57 Chevy owned by a friend, and maybe get a '40 Chevy, to boot? The plan was to offer a couple grand more than the asking price on the hopped-up, pristine '57, and have the rough, but solid, '40 thrown in on the deal for about \$20k. **Decisions!! Decision!!**

Dale was an auto body man for most of his life, and recently retired. He purchased the old fire station uptown, with lots of room to keep himself occupied working on his own rides, and those of close friends. He needed a project car.



Dale and Lonnie



Inside the Avanti

His wife, Lonnie, knew that Dale was anguishing over the possible purchase, and wisely offered up another option. "Why don't you see if you can find one of those old Studebakers that you've always wanted?" She was referring to the Avanti – a rather bug-eyed, 2-door cruiser with a fair amount of horsepower and elegance. Dale had caught sight of one sitting in the showroom of Kadlec Bros., at the west end of the 16th Avenue Bridge, in Czech Village, CR. It was 1963 and he was 15 at the time, working at the Warco Gas Station, across the street. One of the things that really caught his eye was the window sticker. Just below the blue box listing the total price of \$5,214, was some fine print - "Guaranteed to run 170 mph". How could one ever forget a promise like that?



"Avanti" is an Italian word meaning "advance" or "forward". And surely it was. All the stops

were pulled on this new offering, hoping it would enable Studebaker to keep a fair share of the American market. Heading the project was Raymond Loewy, an industrial designer who had headed up the very successful beauties of the 1950s. Loewy and his team came up with some truly "advanced" ideas for the Avanti.

It had a one-piece fiberglass body that was placed on a compact Lark convertible chassis. The grill was placed low, beneath the front bumper, giving the appearance of a mid-engine car. Passenger safety was a major concern, as Avanti integrated a roll bar into the body, used Mercedes door latches and a padded dashboard. It was also the first American mass-produced auto to have front disc brakes.



There were convenience features, as well, including: large, wing-vent type rear windows, rear bucket seats that sat about three inches higher than the front seats, a removable hatch on the rear window shelf that allowed access to the trunk while moving, a makeup storage compartment and mirror tucked neatly away in the glove box, and user-friendly heater/defrost/light switches placed on the ceiling, just to name a few.





The base engine was a Studebaker-built 289/240hp V8, called an R1. Optional mills included a Paxton supercharged 290hp version (R2), a supercharged 335hp (R3, which promised 170 mph), a non-supercharged (R4), and mind-blowing twin supercharged 575hp version (R5). Andy Granatelli used the latter to set 29 world records at the Bonneville Salt Flats in a single day! In 1993, Ron Hall broke the 200 mph barrier with a '63 Avanti – the fastest production car that had ever been built in America!



The styling changes between '63 and '64 were minimal. The rule of thumb – '63 had round headlights and the '64's were square. Most all Avantis are unique due to production glitches and continual changes of "standard" equipment. This inconsistency led to the demise of the Avanti, with the last one rolling off the line in December of '63. Fortunately, there were people who desired to keep the Avanti dream alive, and purchased the rights. From 1965 until 2007, Avantis were produced by various, small companies. Luckily, Dale and Lonnie got one of the originals. Only 3,834 were produced in '63, and another 809 in '64. If you happen to spot this golden, wire-wheeled beauty at a car show or cruise, be sure to check it out. The Viners will gladly give you the tour.



In the past when we have sold a car we rarely hear about it again, but with Dale we get a call every once in a while. It's great to know a car that we worked so hard to restore is being enjoyed. Glad he listened to his wife!!

The Poe's

Secretary's Report

December 2009 minutes;

The Indy Chapter annual Christmas meeting was held at Augustino's Italian Restaurant on Dec. 27th. There were 45 members and guests in attendance. A great meal was enjoyed by all.

The meeting was called to order by President **Chuck Kern**. Chuck stated he had seen a sneak preview of the upcoming **Brickyard Bulletin** that our new editors **Richard and Rose Poe** are putting together and it looked good!

Treasurer Report by **Tom Flynn**, Tom stated we had \$4511.95 in the club account as of 12/21/09. **Tom was collecting for next year's dues which are due NOW!**

Activities Director **Raymond Reeves** gave a report of upcoming activities, with lots of fun events already planned for the New Year. There are still a few open months if you would like to host a monthly meeting let him know.

There was no old business. New business discussed was to give a donation to the National Studebaker Museum again this year. It was agreed that this was a good idea. **Steve McNutt** made a motion to make this a memorial donation, in honor of members that have passed on. **Steve** will chair a committee as to who the donation is dedicated to and report at a future meeting.

An announcement was made that **Bob & Cari Palma** have just become first time grandparents. Congratulations to them!!

Pat Lawson won the 50/50 drawing and took home \$54. There were more door prizes than we had people wanting to win. The meeting was adjourned so everyone could get home and watch the Colts play.

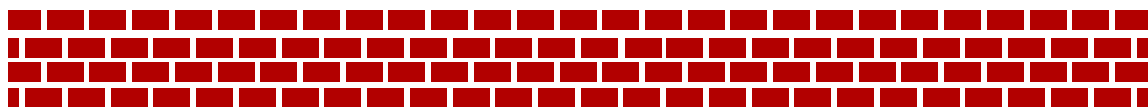
Submitted by: ***Nancy Bacon***

Indy Members Studebakers On display at the World of Wheels.

Ted Harbit's 1963 R2 Lark and **Chuck Kern's** 1962 Champ PU will be displayed at **The World of Wheels** Feb 12th-14th, 2010, held at the Indiana State Fairgrounds, Indianapolis, IN. The display will simulate the 1962 Motorama Studebaker display.

Lots of smiling faces at The Indy Chapter annual Christmas meeting was held at Augustino's Italian Restaurant on Dec. 27th.





From The President

Hello to all my stude friends:

I will start by saying this winter is kicking our butt, almost seems like we went straight from summer to a very cold winter. As of now there's not much going on, with our studes, as they don't like this sloppy cold weather. I should be out in the garage working on mine, however I can't seem to get motivated.

Thanks go to Joe & Nancy Bacon for a very nice Christmas party, again this year. Also at the meeting there was a real good start on 2010's up-coming events, thanks to Raymond & all the folks who stepped up to host an outing.

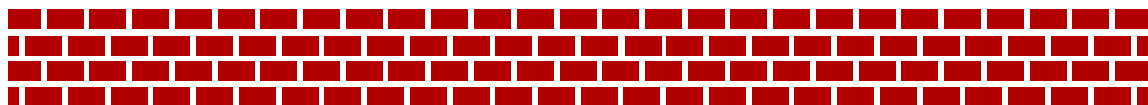
Would also like to commend Bob Palma, for a great article in the Turning Wheels, on the PURE STOCK MUSCLE CAR DRAGS. Bob also does a wonderful job on the CO-OPERATOR section of the TURNING WHEELS, keep up the great work Bob.

And now how about the new BRICKYARD BULLETIN, Richard & Rose were hesitant about what kind of job they could do, well we can all see what a fine job they have done. I knew if they went after it the way they do racing, it would be wonderful.

On a personal note, Linda bought me a miniature horse to haul in the back of my truck when we go to shows, his name is Buttercup, and so far he's o.k. back there.

Hope everyone has a happy & prosperous NEW YEAR

YOUR FELLOW STUDE GUY CHUCK



Indy Chapter Upcoming Events

- **February 28 Ed and Heidi Renolds** at 1:00 at Studebaker International 97 N 150 W, Greenfield, IN. Bring a covered dish. Also this is the annual auction, so bring an item for auction if you like. Proceeds from the auction go into our general fund.

- **March 21, Dave and Diane Elmore** are hosting a lunch at 1:00 at Ponderosa in Mooresville, IN .

Date - Sunday, March 21

Time - 1:00 p.m. Location - Ponderosa Steak House, 499 S. Indiana St. - Mooresville, IN

(Ponderosa is located about 1/4 mile north of Gray's Cafeteria.)

The Indy Chapter meeting will be in an area just left of the restaurant's cash register.

- **April, President Chuck Kern and First Lady Linda** are our hosts. Date and location to follow.
- **May 7 and 8**, South Bend meets.
- **May 29, Richard & Rose Poe** will again host the third annual Studebaker Drag Race held in Bean Blossom, IN. Drag race is May 29, details in future Brickyard Bulletins.
- **June, Charles and Becky Griffith**, date and location to follow.
- **July**, As of now, July is still open. Contact **Raymond Reeves** if you would like to arrange a meeting.
- **August 14**, 1:00. Our hosts, **Steven McNutt and Julie Edwards**. More information will be available at a later date.
- **September**, meeting will be hosted by **Joe and Nancy Bacon**.
- **October**, hosts will be **Bob and Chris Parker**.
- **November**, meeting will be at Studebaker International with **Ed and Heidi Renolds**.
- **December**, hosts will be **Joe and Nancy Bacon** for the Christmas get together.

Studebaker Museum Support

By Steve McNutt

I have been asked by “**President Chuck**” to do some “*committee investigating*” concerning a club payment or pledge to the **Studebaker National Museum**. After contacting several esteemed members who have been in the club much longer than I, there are some things to consider in voting for (or against) this. I will try to share some issues and concerns for your consideration before this issue is again brought to consideration and vote.

1. “*In memory of*” – if the donation is name(s) specific, there is a good chance that eventually someone would be unintentionally omitted and hurt or bitter feelings would ensue.

(continued on next page)

2. (a) Do we want this automatic year to year? Membership dues variability, printing costs, etc. may dictate that our budget is too ill-defined for this.
(b) If it is not automatic, how do we ensure a “trigger” for an annual vote on this?
3. Would we want a percent of monies on hand, or a specific dollar amount?

One reason I have become involved in this is because upon seeing my cars, or hearing “Studebaker talk”, a good number of folks have asked me if I have seen the museum. It represents our beloved marquee well and in a very productive way, and so deserves our support.

Welcome our New Members

Jack and Mary Jane Mace reside east of Greencastle on St. Rd. 240. Jack was a graduate of ISU in 1974 with a degree in Anthropology and has a Commercial Pilots License ASEL. Jack has been in General Contracting and Real Estate in the Putnam County area. He grew up in a Studebaker family. His Grandmother had a 58 President, his Aunt drove a Starliner and his sister's father-in-law drove a Hawk GT. He also had a Jeep CJ-2 with a Studebaker 289! He got his car a 1961 Lark Cruiser sans motor, from a former SDC member. He intends to make this car a reliable driver. Jack and Mary Jane look forward to this project but will need some initial recommendations from willing SDC members as to technical help and parts suppliers.

Recipe of the Month

CHUCK'S CHOICE CHOCOLATE CHIP COOKIES, ENJOY!

THESE ARE THE EASIEST COOKIES I EVER MADE & I LIKE THEM BETTER THAN TOLL HOUSE. START WITH A YELLOW CAKE MIX

(I USE DUNCAN HINES MOIST DELUXE BUTTER RECIPE GOLDEN) 2 EGGS, 1 STICK OF BUTTER 1 BAG OF CHOCOLATE CHIPS

WHITE, DARK, WHATEVER YOU LIKE. NUTS OF YOUR CHOICE, 1 TO 1 1/2 CUPS.

MIX WITH MIXER, SPOON ON TO COOKIE SHEET, BAKE @ 350 F. FOR 14 MINS.

IT WILL MAKE ABOUT 4 DOZ. BUT I CUT THE RECIPE IN HALF YIELD 2 DOZ.

Indy Chapter Classifieds

For Sale 1964 Daytona 2-door hardtop parts car. \$250

Car is in south central Indiana. Call **Richard** 812-988-2008

Or roserichpoe@att.net

For Sale 1962 Studebaker champ pick-up, short bed truck with a 190 ci. 6 cylinder, 3 speed on the tree, odometer shows 90,000 mi. all original, down to the hub caps, tires good any questions call 317-881-6634/ **Dan Meltabarger**

For Sale 1950 Studebaker Champion Well maintained car from the **Jim Clutter** collection. \$9,000.00 or best offer.

1958 Studebaker Gold Hawk one of 878 built this car is loaded also from the **Jim Clutter** collection \$19,800.00 or best offer. Please call **Bill DeLong** 1-317-432-3658 for more information.



The Brickyard Bulletin Published by the Indy Chapter Studebaker Drivers Club.

The **Brickyard Bulletin** is published monthly. **The deadline for each issue is the 15th of the previous month.**
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Editors: **Richard and Rose Poe**

The Studebaker Drivers club is an organization dedicated to the preservation of vehicles produced at any time in the history of the Studebaker Corporation. Anyone owning a Studebaker, Erskine, Rockne, Flanders or EMF, or anyone interested in such vehicles is invited to join S.D.C. and the INDY Chapter. Members enjoy sharing information, history, fellowship and driving. S.D.C. bylaws require all chapter members to be members of the National S.D.C.

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NATIONAL SDC MEMBERSHIP APPLICATION

Regular membership dues in the **National Studebaker Club** are **\$19.95 For New Members 1st year only**. Renewals are \$27.50 per year, which includes 12 monthly issues of **Turning Wheels**, the National SDC Magazine. (Other memberships are available.)

Mail application and check to:

Or Email mark@cornerstonereg.com for information.

The Studebaker Drivers Club

P O Box 1743

Maple Grove, MN 55311-7615

Or call 763-420-7829 and use Visa or MasterCard

Name _____ Spouse _____	List your Studebakers (add another sheet if needed)		
Address _____	Year _____	Model _____	Body Style _____
City _____ State _____ E-mail _____	_____	_____	_____
Zip _____ PH (____) _____ Birth date _____	_____	_____	_____

INDY CHAPTER MEMBERSHIP APPLICATION

National SDC membership is a prerequisite. Renewal INDY Chapter dues are \$18.00. Renewals payable January each year (after March a \$5.00 late fee will be added.)

Mail application and check to:

Tom Flynn

4531 S CR 500 East

Plainfield, IN 46168

Name _____ Spouse _____	List your Studebakers (add another sheet if needed)		
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City _____ State _____ E-mail _____	_____	_____	_____
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Brickyard Bulletin February 2010



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To