



Brickyard Bulletin



Vol. 35 Issue 6 A Monthly Publication of The Indy Chapter of The Studebaker Drivers Club June 2010



Bob Palma, at age 15, poses with his first car, a 1940 Mercury sedan, in early July 1961. It was purchased at a Shriners' 4th of July charity auction for \$67 and driven home...by Bob's father in that Bob was too young to drive. Later that month, Bob and cousin **George D. Krem** would be advising Studebaker on needed high performance options for the 1962 Studebaker line.

By Bob Palma

YOUTHFUL MARKETING EXPERTS ADVISE STUDEBAKER IN 1961

My cousin **George D. Krem** turned 19 years of age and I turned 15 during calendar year 1961. We had been "into" Studebakers together at least five years by that time, our enthusiasm honed by, and centering around, our Uncle Jerry Palma's 1957 Silver Hawk V-8 with overdrive. He purchased the car new in 1957...*while he was an employee of Eddie Ruch Pontiac in Wheaton IL, as a matter of fact!*

George is an only child and Jerry was, by far, the last of the six Palma children. In fact, Jerry's closest brother, Milton, was 12 years his senior. George and Jerry, however, were only seven years apart, so they grew up more as brothers than uncle and nephew. George was old enough to have secured his driver's license while Jerry owned the 1957 Silver Hawk, so George got to drive it a good deal.

Conversely, yours truly was too young to have driven it legally. However, when Jerry went to the Army in 1959, he left the Hawk in my father's (his older brother Lumir's) care and custody. While in Dad's custody, I was taught how to drive in the Hawk around age 14. Hence, George and I have joint, fond memories of that car.

Our experiences with that 1957 Silver Hawk, a general enthusiasm for all things Studebaker, and George's father having purchased a new, Colonial Red 1960 Lark V-8 2-door with Power Pack and straight three-speed for a family car, supplied us with sufficient knowledge, in our not-so-humble opinion, to render marketing advice to The Studebaker-Packard Corporation. Ages 15 and 19 might seem a bit young to be self-appointed marketing advisors for a major automobile company, but we weren't aware of any such limitation. In fact, we had been generating plenty of good ideas for Studebaker for years by that time...*just ask us!*

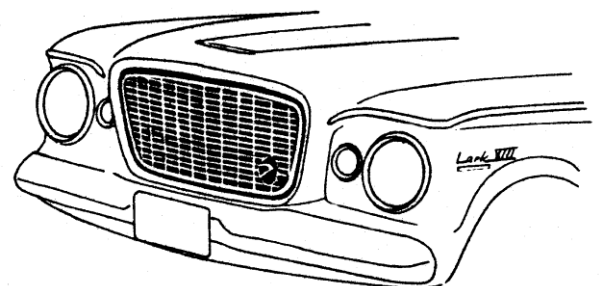
Lee Iacocca might have been surveying the youth market and thinking about a sporty car ala the original Mustang, but he had nothing on my and George's forward thinking on behalf of Studebaker. Sometime

in July 1961, we decided to take matters into our own hands and share our self-anointed wisdom with The Powers That Be in South Bend. To that end, we drafted a letter to Studebaker in which we happily dispensed our vast marketing knowledge and insight free of charge.

Fortunately, George saved a penciled draft of that letter, and the response we received from Studebaker-Packard's R. L. Towner, dated August 1, 1961. The rough draft is simply too rough (and, in some places, barely legible), so it will have to be retyped here to be reproduced in ***The Brickyard Bulletin***. **This retype has not been edited, however.** If we wrote the letter today, we might have not said things they same way as we did in 1961.

(Not that we had anything to do with it, but consider how many items we recommended actually became available in 1962 Lark V-8 models! Obviously, those were already being planned before they got our letter, and before Mr. Towner dispatched his guarded response.)

So, directly from July 1961, here is what teenage Advisors George Krem and Bob Palma thought Studebaker ought to be doing. (Keep in mind; the Corporation had no idea how old we were):



1961 Lark

308 East Turner
Roselle, Illinois
July ??, 1961

Studebaker-Packard Corporation
Attention: Sales Department
635 South Main Street
South Bend 27, Indiana

Dear Sirs,

We have noticed, with regret, the decline in total Studebaker sales in 1961. We feel that there is at least one course of action that The Studebaker Corporation can take that will capture an additional segment of the automobile market. This would be the introduction of certain high-performance options which we will outline in this letter.

That there is a definite demand for this type of transportation has been well-proven by the increase in Hawk sales brought about by the introduction of the 4-speed, floor shift transmission and bucket seats in the Hawk.

In 1960, we purchased a high-performance Lark, sales order #121928. This car was the highest-performance Lark available when we purchased it. We have been very satisfied with the reliability and performance of this Lark. It has 31,000 miles and has required only one tune-up. Normal maintenance has been the only other investment in its upkeep.

We believe that the following items should be made available only as options on any Lark:

1. The 225-horsepower, 289 cubic inch V-8 engine.
2. The 4-speed, floor-shift transmission used in the 1961 Hawk.
3. A Supercharger; once standard equipment on Golden Hawks – only this time with a 4-barrel carburetor.
4. A wider range of rear axle ratios, including the 4.56 now available on the Lark Six.
5. A complete instrument panel, including an ammeter, oil pressure gauge, and tachometer.
6. Bucket seats as used in the 1961 Hawk.
7. An alternator
8. Heavy-duty engine
9. Heavy-duty fan, radiator, shock absorbers, automatic transmission, and springs.

You are well aware of the fact that the Larks that did so well at the Sebring race were equipped with Holman and Moody camshafts, which are now available for \$250.00 and could well be made an option instead of the supercharger.

We are well aware of the fact that the above numbers 1, 2, 5, 6, 7, 8, and 9 are now available as optional Lark fleet equipment, and would present no great production problems in introducing them as regular and listed production options.

You are also well aware that Ford Motor Company and Chevrolet of General Motors are at present enjoying considerable amount of success with their high-performance options. We believe that the Lark is a superior automobile and that these suggested options would further enhance its already desirable characteristics.

Sincerely,

George D. Krem
George D. Krem

Bob Palma
Bob Palma

STUDEBAKER-PACKARD CORPORATION

SOUTH BEND 27, INDIANA

August 1, 1961

Mr. George D. Krem
308 E. Turner
Roselle, Illinois

Dear Mr. Krem:

Thank you very much for the joint letter from you and Mr. Palma.

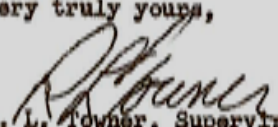
It is a pleasure to know that you are interested in Studebaker and we appreciate the time you took to send us some constructive suggestions.

A number of the items that you mentioned as suggestions for options or accessories have been available as fleet items and we provide these to dealers occasionally if they wish to order a car for a customer who has the need for some of the heavy duty equipment.

Some of the other items that you mention will be available for 1962 although it is a little bit early for me to give you complete details at this time.

I do hope you will keep in touch with your nearest dealer and visit him early this fall when our new cars are introduced.

Very truly yours,


R. L. Towner, Supervisor
Owner Relations

RLT.ma

From the Office of the President

Hi Folks!

Here is a word from your biker buddy. I ride with a group called American Voyager Association. Sure is strange how some things happen. We had a weekend ride along the Wabash River, some really nice scenery. I got up there a little early, and the president of the club said he had someone he wanted me to meet. We rode the bikes to Monon, IN., where we met an 86 year young man by the name of Emil Koekemberg. He's a real Studebaker enthusiast. He transported Studes for over 20 years, including the first six Avanti II's to come out of the Newman & Altman factory. He has five Studes, four of which he has done body off restorations. His 1963 GT is as he bought it (I think), he did a 4" narrowing of the box on the 1963 Champ truck 15 years ago, a 1955 President Speedster, a 1960 Lark convertible, and a 1967 Avanti II. Don't forget his age...he's now doing a body off vintage VW. Sure wish I would have had my camera! This would make a nice place to set up a Stude outing for our club. As if that weren't enough, we were having breakfast at the truck stop next to the motel, when in pulls a pick up and trailer with a 1953 Commander 2 door coupe and so many parts he could nearly build two cars! I gave him the SDC website, and Stude International info.

South Bend was a real happening as usual, except the weather wasn't that great. I felt bad for the outside vendors. Ed's new place is unbelievable. I don't know how they accomplished so much in such a short time.

Your Fellow Stude Guy,
Chuck

THIS JUST IN FROM TOM & TRUDY FLYNN

They want to let us know about a new addition to the Indy Chapter.

Name: Jacob Austin Flynn

Born: May 14, 2010 4:41 pm

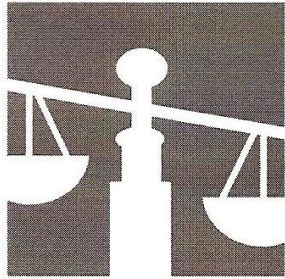
Length: 19"

Weight: 7 lb. 5 oz.

Delivered via C-section

He had pneumonia at birth, so he didn't come home until 5/20. He is doing much better now. Oh, Mom and dad are fine, too

Recipe of the Month



“The Defense Never Rests”

Chili

Jim & Carol Roberts
812-988-6671

Andy & Nancy Szakaly
812-322-7300

A Non-Traditional Chili with an Italian Flair

1½ lbs	Pork Sausage
1 lbs	Ground Round
1	Link Pepperoni (about ½ lb coarsely chopped)
2 cans	“Dei Frattelli” chopped Italian Tomatoes
2 cans	Progresso “Cannellini” (white kidney beans)
2 cans	Garbanzo Beans
½ cup	Pepperoncini (chopped)
2 Tbs	Ground Cumin--or more to taste** (I like lots)
1 Tbs	Crushed fennel seed
4	Cloves of Garlic
2 Tbs	Italian Parsley
1	Large Sweet Red Peppers (diced)
2 sm cans	Beef Broth
2 Tbs	Sugar
1	onion coarsely chopped
1 sm can	tomato paste
½ cup	catsup
	Pepper sauce, pepper and fresh basil to taste

In large cast iron pot, brown pork sausage in small batches to get good caramelization – remove to heated pan. Follow with ground round and brown thoroughly. Use a whisk to get fine distribution of browned meat. Add Pepperoni and simmer 5 minutes. Add Italian Tomatoes, beans, pepperonzini, fennel, cumin, garlic, parsley, peppers beef broth, and sugar. Heat to serving temperature. “Stretch” with more beans, more tomatoes, more broth.

Do Not Salt! (It will be salted by the sausage and the pepperoni.)

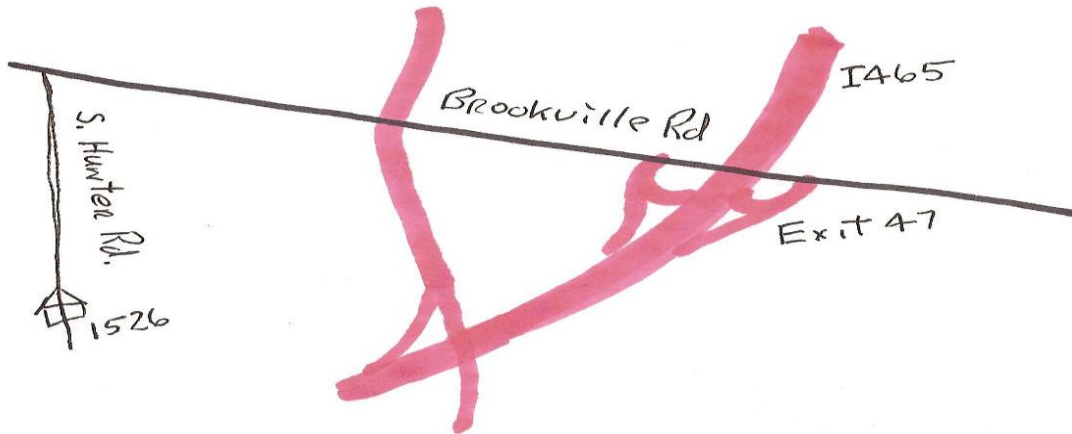
Garnish with Italian “Pepperoncini” (pickled peppers), Garlic Butter Oyster Crackers.

ENJOY!

Thanks to Jim and Carol Roberts and Andy and Nancy Szakaly for this month’s recipe.

Indy Chapter Upcoming Events

June 27th, Charles and Becky Griffith will be our host for a picnic at 1:00 PM at their home at 1526 South Hunter Road, Indianapolis, IN. Take Exit 47, Brookville Road off I 465 and go west about 1.4 miles to S Hunter Rd and turn left. The Griffith's home is about .4 miles.
For more information call 317 353 8287. **Bring a dish to share, see you there!**



- **July 17th Tour to the Ropkey Armor Museum, Marvin & Berniece Snider and Scott & Peggy Jones are going to host a Studebaker tour.** We will meet and leave from the Burger King at 8:30 AM at the Brownsburg exit off of I 74. This is Hwy 267 and the restaurant is just south of the I 74 exit onto 267. We will make a pit stop at the Pilot Truck Stop located on Nucor Rd. just off I 74 at the Crawfordsville exit for those folks wishing to meet us there. The address for the Ropkey Museum is 5649 E. 150 N, Crawfordsville.
***We will need a head count for the restaurant,** so if you will be joining us, please call the Sniders at 317-889-3802 or email msnider04@AOL.com. Also let us know where you will be joining us. We are slated to be at the museum at 10:00 AM.*
- **July 16-17th 2010 Crossroads Zone Meet** hosted by **Heart of Ohio SDC Chapter**
Join us for... Valve Cover Racing, Swap Meet, Food Vendors, Games for kids of all ages, Door Prizes, Concours with People's Choice Awards, Banquet, Tours of Chillicothe, the Outdoor Drama Tecumseh!!
- **August 14, 1:00. Our hosts for August are Steven McNutt and Julie Edwards.** More information will be available at a later date.
- **August 28th Summit Racing Studebaker/Packard Cruise-in /Rally.** 11:00-8:30, at Summit Racing 1200 Southeast Avenue Tallmadge, OH Exit 29, I-76 East. **Free!! Don Morgan** (330) 882-3235 or dmorgan828@yahoo.com
- **September's** meeting will be hosted by **Joe and Nancy Bacon.**
- **October's** hosts will be **Bob and Chris Parker.**
- **November's** meeting will be at Studebaker International with **Ed and Heidi Reynolds.**
- **December's** hosts will be **Joe and Nancy Bacon** for the Christmas get together.

Pictures May 2010 South Bend

Pictures, thanks to Don Cuddihee Jr. and Richard Poe.

Can you spot the Happy Birthday Boy?



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.**

We hereby give permission to other S.D.C. chapters to use information from the newsletter when proper credit is given. "Reprinted or
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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.

INDY CHAPTER OFFICERS

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Secretary: Nita Ketchum niketchum@aol.com Treasurer: Jane Stinson jestinson@aol.com

National Board of Directors

Crossroads: Tom Curtis tomnancurtis@aol.com Crossroads Zone Coordinator: Sharon Krueger thepaintlady@comcast.net
Regional Manager Indiana: Bob Henning, rhenn15090@aol.com

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 1715

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)

Address _____

Year _____ Model _____ Body Style _____

City _____ State _____ E-mail _____

Zip _____ PH (____) _____ Birth date _____

Brickyard Bulletin June 2010



George D. Krem, at age 16, poses with his Uncle Jerry's new 1957 Silver Hawk "somewhere in Wisconsin" in the summer of 1958. This car was the prime mover of George and his cousin Bob Palma's life-long Studebaker mania.

Indy Chapter SDC
Richard & Rose Poe, Editors
5192 State Road 46E
Nashville, IN 47448



To