



BRICKYARD BULLETIN



VOL. 44, ISSUE 1 A MONTHLY PUBLICATION OF THE INDY CHAPTER OF THE STUDEBAKER DRIVERS CLUB, JANUARY, 2017

The Indy Chapter Christmas Party was lots of fun for all who attended. Thanks to Marvin & Bernice Snider for hosting. We are currently looking for places we can put on a list of restaurants that could accommodate a group or club houses or meeting rooms that we could hold a pitch in style meeting in. If you have a idea or suggestion for a meeting let our activities director, Charlie Griffith or myself know. We are trying to keep things interesting and fun for everyone.

Hope everyone's Christmas was full of family & friends and that the New Year brings us lots of Studebaker fun!

Nancy Bacon
Indy Chapter President

Indiana Automobiles-Precision Over Production

As part of the Indiana Bicentennial celebration Indianapolis Motor Speedway has on display over 35 Indiana built cars. There will be Stutz, Duesenberg, Studebaker & Marmon automobiles, as well as Indiana built race cars on display This display will be at IMS Dec 6th - Mar 26th, 2017. They are open daily 10-4 with \$10.00 admission.

THE STUDEBAKER DRIVER'S CLUB Meeting December 10, 2016

President, Nancy Bacon, opened with a Thank You for all who came and for Marvin & Berniece Snider who arranged the dinner for us.

Vice President, Diane Elmore, had nothing to report.

Secretary, Sandy Fox, reported that the minutes from the November meeting were in the newsletter. It was voted that they be accepted.

Activities Director, Charlie Griffith, said that the next meeting is on January 21st at 1:00 p.m. at the Pit Stop in Brownsburg.



Host Bernice and Marvin Snider

Newsletter Editor, Becky Griffith, said that she NEEDS ARTICLES for the newsletter. Please send her any Studebaker related articles that would be interesting for the members.



Larry Hopkins (R) with guest
Dennis Rumley

Becky also mentioned that she has been having our newsletter printed at her church for no cost to the club. Over the last 2 or 3 years it would have added up to around \$900.00 if she had them printed at a store. The club voted to make a donation of \$500.00 to Becky's church. Nancy 1st and Andy Swartz 2nd.

Guests: Dennis Rumley from the Avanti Club.

OLD BUSINESS: The new roster will go out with the January newsletter

NEW BUSINESS: It is time to renew your membership. Please send your renewal money in to Tom Flynn.
Sponsorship is due soon.

Please think about arranging a monthly meeting. It would be nice to have a restaurant with a meeting room.

Meeting closed at 2:30 p.m.



50/50 winner Sandy Fox

Sandy Fox, New Secretary

Studebakers for Sale

I have a restored 1915 Studebaker Farm Wagon. We took it to the South Bend 2012 Concours and received a 1st place and had a picture of it in the Turning Wheels magazine. It also appeared in the December 2012 Hemmings Motor News magazine. I hate to have to sell it, but I won't have anywhere to store it come the first of the year. It is too nice to leave out in the weather. I would love to see it sold to someone that loves Studebakers. It is for sale for \$4500.00 or best offer. If you could put the word out I would appreciate it.

Thank you,

Patty Wilkinson
1116 Morningside Ct
Greenfield, In
317-462-2218

* * * * *

My son's father in law was here for Thanksgiving and he mentioned that he knew of a Studebaker truck that a guy has that he wants to sell. Said the body is in good shape but there was something and I don't remember what, that needed to be reassembled (motor?).

Is this something you would be interested in getting more information on?

Let me know.

Glenn Roberts
765.346.8907

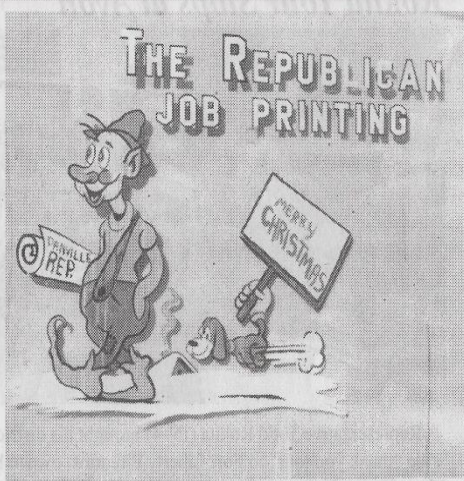
Window Art Sent Greetings in the Past



Christmas window paintings were popular in past years. Some were painted by local talent, and some by itinerant artists who traveled from town to town during holiday seasons.

Above, in an undated photo, Dutch Stuart's car sales at 115 S. Washington featured a two-window mural with the Wise Men traveling toward the star in the East.

At right: In the early 1950's, The Republican's window featured a cartoon elf and canine companion wishing all a "Merry Christmas."



The attached photo appeared in the Thursday, December 22, 2016 of our local, weekly Hendricks County newspaper, *The Republican*. You see how they captioned the photo, saying it was "undated."

Since the car going past Dutch Stuart's dealership is a Studebaker, I wrote them the following letter.

(Incidentally, that 115 South Washington Street address was **NOT** the Danville Studebaker dealership. It was a block away on S. Jefferson Street, not Washington, so Dutch was not the Danville Studebaker dealer.)

Dear Editors;

*The old-timey Christmas window photo on Page Six of the December 22 **Republican** was said to be undated. I believe it may be dated between December 1957 and December 1962.*

The station wagon passing in front of Dutch Stuart's dealership is a 1958 Studebaker Commander Provincial. Hence, the photo had to be taken no earlier than Christmas 1957, since 1958 model year cars would have been available for sale late in calendar year 1957.

Further, the car is equipped with the wide whitewalls that were optional equipment on 1958

model year cars. That whitewall width was discontinued after the 1961 model year, so replacement tires having that width would have been unavailable for replacements by 1962. While it is possible that the car was riding on its original-equipment whitewalls after 1962, it is unlikely. Original-equipment tires of that era rarely lasted more than 3 or 4 years, so it's likely the Studebaker in the Stuart photo is still on its original tires.

*An unrelated curiosity is that Studebaker station wagon's rarity. Given Studebaker's dismal 1958 production (44,759) and the number of 1958 Commander Provincial wagons produced (2,412) and the percentage of 1958 Studebakers that remained in Indiana (5.39%), that station wagon would have been one of only 150 such cars sold in Indiana, give or take a couple. (All figures per the **1962 Automotive News Almanac**.)*

Sincerely,

Bob Palma,
Technical Editor
The Studebaker Drivers Club

Follow along as Bob Palma and Tony Hossain, volunteer on the Car Selection committee for the Concours d'Elegance of America, determine an excellent example of the 1959 through 1963 Studebaker Lark.

Dear Bob,

My name is Tony Hossain, and I have been a volunteer on the Car Selection committee for the Concours d'Elegance of America, for the past ten years. This is the event that was formerly known as Meadowbrook. Now in our 39th year, we are the second oldest Concours in America. Together with Pebble Beach and Amelia Island, we are considered one of the top three most prestigious invitational shows in North America. Our website will provide more information on the event, which is held at the beautiful St. John's conference center and resort in historic Plymouth, Michigan: www.concoursusa.org

Our 2017 event will be held on Sunday July 30th. One of the special displays will feature North American compact cars from the "Jet-Age" (think Falcon, Corvair, Chevy II, Tempest, Valiant, etc.). **For this class, one of the specific vehicles we're seeking is an excellent example of the 1959 through 1963 Studebaker Lark.**

We are specifically looking for a red or white car. **A 1962 or 1963 supercharged Lark Daytona would be perfect for this class.** But we would certainly consider another body style if it were truly an exceptional restored or time-capsule original car (such as a 1959 Lark coupe or wagon or something equally interesting).

This Jet-Age Compact Car class is a follow-up to our well-received prior Jet-Age displays, such as Station Wagons (in 2014), and Pickups (in 2015). Both of these classes were "outside the box" for traditional Concours shows. The links below show some of the excellent media coverage from our Pickup and Wagon classes, including stories in the New York Times!

Hello, Tony;

Thank you for contacting me. I apologize for the delay in my reply; I have been trying to think of a good car for your display.

If you'd like a supercharged 1962-1963 Studebaker Lark Daytona for the display, it will have to be a 1963 model; the supercharged engine was not available in 1962 Studebaker Larks.

I have in mind a beautiful Regal Red 1963 Lark Daytona 2-door hardtop here in Indianapolis, still equipped with its original R2 supercharged engine. It is a very nice car; worthy of your show. Unfortunately, I have not been able to contact the owner. Give me a couple more days and perhaps I will be able to connect the two of you shortly.



Again, thanks for contacting me.

*Bob Palma
Technical Editor
Studebaker Drivers Club*

Hi Bob,

Thank you for getting back to me. The 63 Daytona sounds really interesting. I am assuming it is a concours-level car, original in specs and appearance, proper bias-ply tires, etc?

Have a great Thanksgiving holiday and looking forward to hearing from you regarding the Daytona.

Thanks again!

Tony

Hi Tony;

*I consider myself an authenticity expert on these cars: At age 17, I was touring the Studebaker assembly lines in South Bend watching these 1963 models being built. I have maintained a life-long interest in them and have judged at many Studebaker Drivers Club meets. I have been the Technical Editor of The Studebaker Drivers Club's international monthly publication, **Turning Wheels**, more than 30 years.*

From what I can see, there are four unauthentic "things" about the car the judges might not notice if they are not Studebaker authenticity experts:

*1. The "whiteness" of the wheels. The actual "white" color was more of a creamy white than a bleach white, as these appear to be. Spray cans of the correct "white" color are readily available here in Indianapolis at **Studebaker International**, the nation's foremost Studebaker parts supplier*

*2. The car has a round R2 grille badge denoting the High-Performance R2 engine Super Lark **Package**. In Studebaker parlance, this car cannot be a true **Super Lark** because it has a column-shift Flightomatic or Heavy-Duty Flightomatic automatic transmission. True Super Larks (or, as we call them, "full package" cars) were equipped with either a floor-shift automatic transmission known as **Powershift** automatic or a 4-speed manual transmission, also with floor shift. The fender badges owner Mark Enlow points out **are correct** in that the car has an R2 supercharged engine, but only "full package" Super Larks **also** got the grille badge on this car. Again, it is doubtful that the judges would know that, however.*

3. The torsion bars across the rear of the engine room holding the hood open should be black, not the [red] body color.

4. The master cylinder cap should be black, not cadmium-plated.

*5. As an aside, you requested that the car have bias-ply tires. I cannot tell if those tires are bias ply. However, even bias-ply tires were not available in 1963; I think what you meant to say are **diagonal-ply** tires.*

Thanks again for contacting me about this possibility, Tony. Let me know if I can be of further assistance.

Sincerely,

*Bob Palma
Technical Editor, **Turning Wheels***

Hi Bob,

Just wanted to thank you so much for your very valuable and thoughtful input regarding the 1963 Studebaker Daytona. We are in contact with the owner and we think this is a perfect candidate for our circle of "Jet-Age Junior" early sixties compacts.

I can sense your passion for these cars and I thought you might be interested in a first-hand story regarding a 1962 Lark. In May 1962 my Dad traded his 56 Plymouth on a 1962 Pontiac Laurentian sedan (a very exciting day for our family!)

That same day, a work colleague of my father showed up at our house with his new car. It was a 1962 Studebaker Lark four-door sedan. Very basic car in that popular brown color. But it was a V8 with three-speed manual transmission. His trade-in was a 55 Chevy V8 sedan, also three-speed stick. I remember him showing me the TT (Twin Traction) badge. Then we went for a ride. That car was fast!

I've always considered the 62 and 63 Larks very handsome cars.

I'll keep you updated on our progress in assembling our collection of "Jet Age Juniors."

Tony Hossain of the selection committee for the 2017 Concours d'Elegance of America has tentatively chosen the local, supercharged 1963 Studebaker Lark Daytona hardtop owned by Mark Enlow for the event next summer. Woo-hoo!

National SCD Membership Application

Regular membership dues in **The National Studebaker Club** are **\$24.00** for new members **1st year only**.

Renewals are \$31.00 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: studebakerdriversclub.com for information

The Studebaker Drivers Club, Inc.

P.O. Box 1715

Maple Grove, MN 55311-6715

Or

Call 763-420-7829 to use Visa or Mastercard

Or fax application with credit card to 763-420-7849

Name: _____ Spouse _____

Address: _____ Year _____ Model _____ Body Style _____

City _____ St _____ Zip _____

Phone: _____ E-Mail _____

Birth Date(s): _____

Month/Day

Add another sheet if needed.

Indy Chapter Membership Application

National SDC membership is a prerequisite. Renewal INDY Chapter dues are \$18.00. Renewals are payable January each year (after March, a \$5.00 late fee applies). Mail application and check to:

Tom Flynn, Indy SDC Treasurer

4531 S CR 500 E

Plainfield, IN 46168

Name: _____ Spouse _____

Address: _____ Year _____ Model _____ Body Style _____

City _____ St _____ Zip _____

Phone: _____ E-Mail _____

Birth Date(s): _____

Month/Day

Add another sheet if needed



Studebaker leads the way!

Studebaker and the term “cutting edge” have been synonymous for decades. Their designing was way ahead of the times, their engineering innovations left the other car manufacturers running to keep up, and they were among the first companies to introduce the nation to a marketing slogan. **“ALWAYS GIVE MORE THAN YOU PROMISE”** ...six words that perfectly described the dedication to service that was a hallmark of the Studebaker Company.

Down through the years, companies all around the world started to “brand” their products with unique slogans that provide instant recognition and incentive to purchase their products. LAY’S has had tremendous success with their “Betcha Can’t Eat Just One”. All you have to hear is “Melts in Your Mouth, Not in Your Hands” and you’re ready to buy some M&M’s.



Do you think you know what some of today’s modern marketing slogans are and which company they are representing. Here’s a little quiz to test your marketing knowledge. (Answers are provided in this issue.)

SLOGAN QUIZ

Match the company name with its slogan:

1. Nike
2. Apple
3. McDonald’s
4. Mercedes-Benz
5. Honda
6. GE
7. Mazda
8. AT&T
9. Burger King
10. Microsoft
11. Lexus
12. Toyota
13. BMW
14. Dell

- A. The power to do more
- B. Imagination at Work
- C. Rethink Possible
- D. Sheer Driving Pleasure
- E. Just Do It
- F. The Pursuit of Perfection
- G. Think Different
- H. Have It Your Way
- I. The best or nothing
- J. I’m lovin’ it
- K. Let’s Go Places
- L. Where do you want to go today?
- M. The Power of Dreams
- N. Zoom, Zoom

Upcoming Events

Saturday, January 21, 2017 at 1:00 lunch at the Pit Stop BBQ
at 932 E Main St, Brownsburg, IN 46112 hosted by Howe and Charlotte Clark.



Mark these dates on your calendar:



Sunday, February 19 at 1:00 – Lunch and meeting at George's Neighborhood Grill 6935 Lake Plaza Dr, Indianapolis, IN 46220 www.georgesneighborhoodgrill.com. George's is known for delicious hamburgers and tenderloins. It can be a bit tricky seeing the restaurant in the strip mall so look for the long, black awning cross the front.

Sunday, March 5 at 1:00 – Pitch-in and auction at Studebaker International hosted by Ed Reynolds.

April – Nick and Jo Shaw are working on a trip and lunch to Crawsfordville. More to come.

May – Annual Studebaker Nationals and Orphan Car Drags held in Bean Blossom, Indiana hosted by Richard and Rose Poe.

May 3-6, 2017
53rd ANNUAL
STUDEBAKER DRIVERS CLUB INTERNATIONAL MEET
SOUTH BEND, INDIANA
HOSTED BY MICHIANA CHAPTER SDC

SLOGAN QUIZ ANSWERS:

1B; 2G; 3J; 4I; 5M; 6B; 7N; 8C;
9H; 10L; 11F; 12K; 13D; 14A

The Brickyard Bulletin

Published by the Indy Chapter Studebaker Drivers Club

The Brickyard Bulletin is published monthly. The deadline for summations is the 15th of the previous month.

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Crossroads Zone Coordinator: Joanne Hamblin

Regional Manager Indiana: Bob Henning

Updated 01/01/2017

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Brickyard Bulletin January, 2017



A great picture from the Summer, 2014

Indy Chapter SDC
Becky Griffith, Editor
1526 S. Hunter Rd
Indianapolis, IN 46239

To:

