



# BRICKYARD BULLETIN



**VOL. 46, ISSUE 5 A MONTHLY PUBLICATION OF THE INDY CHAPTER OF THE STUDEBAKER DRIVERS CLUB, MAY, 2019**

The month of May is almost here and many Indy Chapter members are preparing for the annual trip to South Bend for the 38th Swap Meet & Car Show May 2-4th. After a long winter we all look forward to a chance to meet up with fellow Studebaker friends, share progress on our latest project, or just blow the dust off our favorite car.

The Studebaker Nationals & Orphan Car Drags in Bean Blossom, In May 25 is another can't miss event for our group. Starting with the get together dinner the night before and the friendly competition drag races on Saturday. This is fun to participate or just watch fellow club members race their cars.

Our club has been invited to participate in The White River Yacht Club Classic Vintage Boat & Car show. This is a fund raiser car show for Riley Children's Hospital Childhood Cancer Foundation. This event is June 29th with a \$20 entry fee before May 31 or \$25 after June 1. Location is 1400 74th St just west of 75th & Keystone in a shady lot with beer garden and food area too. More information on this will be available on their facebook page soon.

Lots of fun events coming up hope to see everyone soon!

Nancy Bacon  
President, Indy Chapter

## Drive and Lunch at Oakdale Inn in Monticello April 20, 2019

On a dreary, grey day the SDC caravan left the Hardee's in Plainfield for a country drive up to the Oakdale Inn in Monticello. As we drove north the day got brighter and drier. We were fortunate to see a bald eagle in a field, a crop of new born goslings crossing the road and on the way back a flock of turkey's in a field. It was a feathery day! Once there we met up with other members. It was nice to see the Koekenberg's, Katz's and Ray Reeves. There were a total of 16 members present. Thank you to Bob and Sandy Fox for hosting this event.



Trivia quiz winner Bob Palma with his prize gift certificate.

Before the meeting, hostess, Sandy Fox, passed out a 1950's trivia quiz. Three tied for first place with Bob Palma winning the playoff and a gift certificate.



Doug Katz 1959 Lark





Secretary Sandy Fox opened the meeting. We discussed sponsoring trophy's at the International's. Jeff Westcott motioned that we provide the \$100.00 for sponsorship, Kathy Westcott seconded. Motion carried.

Meeting was adjourned.

Minutes and Photos  
Submitted by Becky Griffith



Bob and Sandy Fox 1960 Lark in front of the Oakdale Bar and Grill



Bob Palma and Howard Koekenberg looking under the hood of Howard's 1964 Champ pick-up

Jeff and Kathy Westcott waving *howdy* in front of the dam.  
Notice the beautiful blue sky.





# A 1964 R2 GT Hawk Project, A Masterpiece in the Making

By Nancy Bacon

As many of you know Joe & I (mostly Joe, our son Tony & the body shop guys) have been working on a 1964 R2 GT Hawk that had been sitting in a barn for 25 years. We hope to have the car completed in time for the International Meet in Mansfield, Oh. in September this year. The body is off the frame but will be going back together soon. The suspension has been totally rebuilt and the frame painted. The body has been prepared and ready for paint. I have been amazed as I have watched the three and a half year project come together.



The 64 GT the day we found it in the barn Sept. 2015



The frame ready for the body



Floating in air/ the body off the frame





# Studebaker Indiana

## May 3-4, 2019



### 38th Annual Swap Meet, Open Car Show & Car Corral St. Joseph County 4H Fairgrounds

**SOUTH BEND, IN** - The Michiana Chapter of the Studebaker Drivers Club cordially invites you to join us for our *38th Annual 'Mini National' Studebaker, Indiana, Collector Car Swap Meet, OPEN Car & Truck Show, and Car Corral.*

This year we are again featuring the *Studebaker-Packard Concours d'Elegance* to the Saturday only car show; The *Studebaker-Packard Concours d'Elegance* is open to all Studebakers and Packards. This creates two shows in one; the Concours to honor our club's roots and the proud history of Studebaker-Packard and the *Open Car & Truck Show* to recognize all other great makes and models.

The entire Swap Meet, Car & Truck Show is located at the spacious *St. Joseph 4-H Fairgrounds*, at 5117 South Ironwood Road, here in historic South Bend, Indiana. We're just minutes from the Indiana Toll Road, the Studebaker National Museum, Studebaker International, The College Football Hall of Fame, The Northern Indiana Historical Museum and the University of Notre Dame to name just a few of the landmarks nearby.

The St. Joseph County 4-H Fairgrounds feature indoor and outdoor vendor spaces, close by FREE parking, clean restrooms with overnight camping available.

Again this year we will have food, snacks, pop, coffee, etc. available at the world famous Starlite Café located in the main swap building.

Registration will be located in the main indoor swap building across from the Starlite Café.

Be sure to check out our website for more information at [www.Michiana-Chapter-SDC.net](http://www.Michiana-Chapter-SDC.net)

#### SATURDAY ONLY CAR SHOW

*All 20+ year old Makes & Models Welcome!*

*Crafters Welcome too!*

### *Rain or Shine!*

*Free Public Parking*

#### Admission:

\$ 5.00 per person , Kids under 12 FREE

#### Schedule of Events

(subject to change)

#### THURSDAY, May 2, 2019

12:00 noon - 5:00 pm VENDOR MOVE-IN,  
SWAP MEET & CAR CORRAL SET-UP

#### FRIDAY, May 3, 2019

8:00 am - 5:00 pm SWAP MEET & CAR CORRAL

#### SATURDAY, MAY 4, 2019

8:00 am - 5:00 pm CAR SHOW, SWAP MEET & CAR  
CORRAL

7:00 am - 10:00 am CAR SHOW REGISTRATION

10:00 am - 2:00 pm CAR SHOW JUDGING

3:00 pm (APPROX) CAR SHOW AWARDS

St. Joseph County 4H Fairgrounds

5117 Ironwood Road, South Bend, IN 46614

GPS coordinates: 41°37'18.4"N 86°12'57.4"W

41.621784, -86.215934

#### CAR SHOW ON SATURDAY ONLY

DASH PLAQUES TO FIRST 100 VEHICLES

*THREE TROPHIES IN EACH CLASS!*

*1ST-2ND-3RD TO HIGHEST POINT*

*GETTERS IN EACH CLASS*

Studebaker-Packard Concours d'Elegance

10 + Divisions

Open 20+ year old Collector Car & Truck Show 10 + Classes

*MICHIANA CHAPTER SDC RESERVES THE RIGHT TO ADD OR COMBINE CAR SHOW CLASSES, OR TO REJECT ANY VENDORS DEEMED INAPPROPRIATE FOR THE MEET.*

*PRICING APPLIES TO CHAPTER MEMBERS AND NON MEMBERS.*

#### OVERNIGHT CAMPING

AVAILABLE AT THE FAIRGROUNDS  
*PLEASE REGISTER FOR CAMPING THROUGH THE MICHIANA CHAPTER*

#### HOST HOTEL

Comfort Suites, NEW HOTEL NEAR THE FAIRGROUNDS!  
60971 US 31 South, South Bend, IN, US, 46614, (574) 291-3100

Alternate Hotel: Ivy Court Inn & Suites.  
1404 Ivy Ct., South Bend, IN 46637, 574.277.6500

**Lil' Studie says...**



# Studebaker Indiana

## May 3-4, 2019

**...mark your calendar!**

[www.Michiana-Chapter-SDC.net](http://www.Michiana-Chapter-SDC.net)



# OPEN CAR/TRUCK/BIKE SHOW

Sponsored by the American Legion Post #155,  
The Indy Firebird Club and The Indy GTO Association  
**All Years, Makes and Models! All Cars, Trucks, Motorcycles Welcome!**

**JUNE 1, 2019 (SAT.)**

**American Legion - Post #155  
852 West Main Street  
CARMEL, INDIANA 46032**

**\$10.<sup>00</sup> Day Of Show / Visitors FREE**  
**Reg. is 9am - 11am / Awards at 2pm**

INFO: [www.facebook.com/indyfirebirdclub](http://www.facebook.com/indyfirebirdclub),  
<https://www.facebook.com/IndyGtoAssociation>  
or email us at [IndyFirebirdClub@gmail.com](mailto:IndyFirebirdClub@gmail.com)



## American Legion Post #155 Homeless Veterans Donations List

- New Twin Sheet Sets
- New Bath Towels
- New Pillows
- New Wash Cloths
- Manual Can Openers
- Canned Meat (tuna, chicken, etc.)
- Canned Fruit and Soups
- Pasta and Pasta Sauce
- Peanut Butter
- New Men's Boxers and Briefs (all sizes)
- New Men's Undershirts (all sizes)
- Bottled Sports Drinks
- Umbrellas
- Ponchos
- Shaving Cream
- Shaving Razors
- Deodorant
- Shampoo
- Toothbrushes
- Toothpaste
- Bars of Bath Soap
- Household Cleaning Supplies

### REGISTRATION FORM (Day of Show Only)

Please fill this form out **before** coming to the show. Thank You.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

YEAR: \_\_\_\_\_ MODEL (GTO, Mustang, Cuda, etc.): \_\_\_\_\_ BODY (Hardtop, Coupe, Conv't.): \_\_\_\_\_

Signed: \_\_\_\_\_





# HOPE, INDIANA

## HERITAGE DAYS

**52<sup>ND</sup> ANNUAL**

**SEPTEMBER 27, 28, & 29**

Dear Studebaker International,

The Board of Directors for the Festival & Bandstand Division would like to welcome you to be a partner in the upcoming Hope Heritage Days festival, our town's celebration of the rich, early American history and quality of life in the spirit and values of its founding fathers.

As a gift to the newly relocated Studebaker International team to the town of Hope, we have committed to bring a special exhibit provided by the Indiana Historical Society called "History On Wheels". Their custom trailer provides nearly 1,000 square feet of indoor space and allows guests to take a ride through the state's far-reaching and personal connections to the auto industry.

The exhibit touches on the history of more than 100 Indiana automakers and manufacturers, such as Cord, Duesenberg and *Studebaker*, and delves into the lives of Hoosier innovators and inventors.

To provide some background about our event, each year over 30,000 visitors pour into the historic town square during the two and a half days to enjoy live music, wonderfully prepared food by our local non-profit organizations, more than 90 craft vendors, historic reenactments, and other special events.

The nearly perfect weather during the 2018 festival rewarded our efforts by producing the most attended festival in memory. The food vendors saw over \$150K in sales and our local restaurants and downtown businesses experienced record totals. The Saturday night concert was most attended entertainment event with over 1200 on hand.

The Friday night gospel concert at Hauser High School and the bandstand concert events on the town square were major successes, and the Sunday afternoon parade and fly over continued to be the largest single day draw in the county with thousands in attendance.

Our promotional efforts greatly benefited our sponsors and participants due to our excellent relationship with regional radio stations and newspapers. We also employ digital media in order to provide comprehensive coverage of our event with our Facebook page having almost 5,000 followers.

The Festival Division is also a part of a parent organization, Heritage of Hope Inc., which includes our local digital newspaper, HSJ Online, the area Art Guild, and the Hope MainStreet group. These other organizations provide a support network for our festival that is as invaluable as it is unique. We also work closely with the Yellow Trail Museum and their board to provide the two-day Pioneer Village and other educational, history-focused events.

In the past, a large car show was held on Saturday with many participants remaining in in the area to take part in the Sunday parade. We envision a role for Studebaker International and Studebaker car clubs to help create a first-class automotive event that will benefit each of us in 2019 and beyond.

We look forward to hearing from you soon.

Sincerely,

Michael Dean, CEO of HOH Inc.





# Studebaker Marketing Brilliance!

Move over 2018 advertisers, your marketing techniques are not nearly as new and innovative as you'd like to think. Studebaker Corporation was *Double Marketing* long before Nike joined with Apple for the **Nike+** campaign that brought music & tracking technology to Nike wearing fitness buffs.

Just look at this Studebaker advertisement which introduced the company's new 1934 line of automobiles. Not only were two Hoosier corporations cooperating in advertising, they were each benefiting from each other's fan base. Racing aficionados could see Studebakers in action at the Indianapolis 500 Mile race and then decide to buy a new car. Meanwhile American car buyers were enticed to buy the new 1934 model by the connection their new Studebaker had with the Greatest Spectacle in Racing! *Double Marketing* is truly a WIN-WIN strategy...and it looks like Studebaker was a winner in pioneering this style of advertising!



*They'll take*

## RACING CAR PUNISHMENT

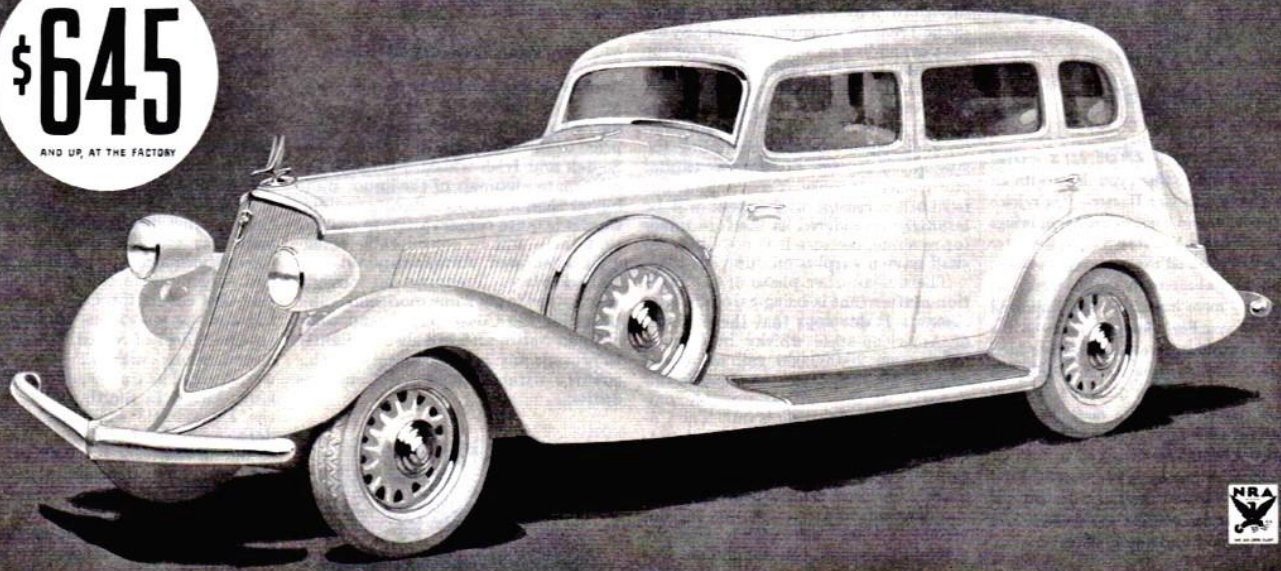
You've seen the forerunners of the stamina of these Studebakers if you witnessed the last Indianapolis Speedway race where seven of the first twelve winners were Studebaker powered—and where five 85% stock Studebakers went through the entire 500 gruelling miles without a single repair!

FROM THE SPEEDWAY  
COMES THEIR STAMINA

FROM THE SKYWAY  
COMES THEIR STYLE



**\$645**  
AND UP, AT THE FACTORY



**DICTATOR \$645** *and up, at the factory* **COMMANDER \$845** *and up, at the factory* **PRESIDENT \$1045** *and up, at the factory*

# NEW STUDEBAKERS OF 1934

# Upcoming Events

**May 3<sup>rd</sup> and 4<sup>th</sup> – 38<sup>th</sup> Annual Swap Meet**, Open Car Show and Car Corral at the St. Joseph County 4-H Fairgrounds. See page 5 for more information.

**Friday, May 24 at 5:30 p.m. – The Night Before the Drags Dinner** will be at the **Sugar Creek Barbeque**. That is the same place as last year. It is at 4359 E State Road 46, Nashville. After dinner we will head to Richard and Rose home for Rose's delicious pie and hanging out on their front porch. Oh yeah, there's usually a lot of Studebakers there!

**May 25 – Studebaker Nationals and Orphan Car Drags** in Bean Blossom, In., hosted by Richard and Rose Poe. Gates open at 9:00 am. There is a snack bar at the track, or bring your own picnic lunch



Vroom, vroom Chuck Kern!

## Mark Your Calendar:



**June** – A decision has not been made for June. The club has been invited to two car shows in June. As soon as we pick the one for the club we will let you know.

**July 13- 1:00 p.m. – Bacon's Annual Luau.** Joe Bacon will again provide the meat. Bring a favorite dish and your eating utensils.

**August – Open.** Any ideas?

**September 11-14** – Studebaker International in Mansfield, Ohio. Refer to *Turning Wheels* for details.

**September 14** – *International Drive Your Studebaker Day*

**September 27 – 29** – Hope, Indiana's Heritage Day. See page 6 for details. By participating in this event **we show support for the new owners of Studebaker International** that have recently moved to Hope.

**October – Open.** Any ideas?

**Sunday, November 10 – 1:00 p.m. Thanksgiving Dinner** pitch-in hosted by Mike, Yvonne and Lincoln Baker at Mike's shop in Greenfield.

**Saturday, December 14 at 1:00** – Christmas dinner at The Green Street Pub, 911 N. Green St., Brownsburg, Ind.



# The Brickyard Bulletin

## Published by the Indy Chapter Studebaker Drivers Club

The Brickyard Bulletin is published monthly. The deadline for summations is the 15<sup>th</sup> 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 Reproduced from the Indy Chapter, Brickyard Bulletin.”*

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Facebook: Larry Hopkins at Studebakers in Indy or <https://www.facebook.com/groups/634984973222050/>

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### National Board of Directors

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Crossroads Zone Coordinator: Joanne Hamblin

Regional Manager Indiana: Bob Henning

Updated 12/01/2017

Regular membership dues in the National Studebaker Club are \$24.00 for new members 1<sup>st</sup> year only. Renewals are \$31.00 per year, which includes 12 monthly issues of *Turning Wheels*, the National SDC Magazine. (Other memberships are available.) Application is available upon request or e-mail [studebakerdriverclub.com](mailto:studebakerdriverclub.com).

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 will be added. Application is available upon request.



# Brickyard Bulletin May, 2019



Ray Reeves in his 1966 Daytona in front of the dam at the Oakdale Inn.

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

To:

*Happy May!!!*

**I would have made more  
of an effort to enjoy spring**

*if I had known it was  
only going to last 3 days*