

The ECHO

Award-Winning
Newsletter of the
Grand Canyon State Chapter
Studebaker Drivers Club

Volume 34 Issue 8

September 2006

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GREAT RACE ENTRY?



While traveling this summer, Deanna and Harold Manley came across the shell of a late 20s or early 30s Studebaker in the Painted Desert. Because they had also been in Durango, Colorado for a segment of the Great Race we wonder if they see potential for a possible entry. It is not too soon to find a car for the race.



Editorially Speaking

A hearty thank you to Ruth for a job well done as our Chapter's newsletter editor the past three years. Being an editor is quite a challenge and the Chapter is thankful for Ruth taking on the task and running with it. I'm sure she is enjoying some well-deserved leisure.

This month we introduce a new feature—"Studebaker in Print". I invite you, the readers, to send me instances of Studebakers mentioned in a print medium, whether a book, magazine, newspaper, calendar or online source. We begin with a preview of a new book about Ab Jenkins, one of the grand old men of racing who drove for Studebaker for a decade.

Please note that the calendar and events pages are designed to be removed and put in a convenient place for reference to help you remember important Chapter events and meetings.

I hope everyone who subscribes to *Hemmings Motor News* had a chance to see the article in the September issue about Hemmings 3rd annual cruise, which went to Alaska this year. Among the 267 guests were Chapter members, Gary and Sandie Keating and if you look closely at the group picture you can see them right under the palm tree. We hope to have an article from

Gary about their adventure.

I should mention that Gary plans to "Truck to Omaha" in his newest acquisition, a 1952 6x6 army truck. We wish him and all of you driving to Omaha a safe journey. Chuck and I will be set up in the vendors area so please stop by and say 'hello'.

I noticed on the post office site the Sporty Cars Stamps set that includes the 1953 Starliner is still available for purchase, as is the Studebaker lapel pin. Begin your search at <http://shop.usps.com/>

Thanks to all who contributed to this issue: Scott Grainger, Richard Dormois, Mike Barany, Dan Kuhl, Larry Vahe, Deanna Manley, Dick La Torre and Terry Judd, editor of the *Wonderland Cruiser* who writes about the demise of Studebaker in Canada 40 years ago.

Hope to see you and your Studebaker at the September meeting.

Chris



Check out the Chapter website
at <http://www.grandcanyonsdc.com> to view the *ECHO*.
Additional features of the online version include color pictures, more pictures related to stories in this issue and a Pickles cartoon sent by Dan Kuhl. Enjoy.

The ECHO is the official newsletter of the Grand Canyon State Chapter, SDC and is published 11 times per year. Contributions are welcome and encouraged. Please submit articles, tech tips, etc. by the 20th of the month preceding publication. Other newsletters are welcome to use any material with proper credit given.

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President's Message

Well, it seems that August is going out with something akin to a cool breeze or heavy rain. Let's all trust that it stays this way for the rest of September. We will have fewer boiling radiators and a better turn out for our September meeting. Of course, if you like your swimming pool warm, this might cut short the swimming season by a few weeks.

Where are you going to be in September? You have a very good variety of choices. You can certainly stay here in town and attend our meeting at the Prickly Pair Restaurant on Saturday, the 16th at 1 PM. Mike and Lisa Lynch are hosting the meeting. You will be able to order off of the deli menu and kick some tires and enjoy visiting with your friends. You may decide to head up to Salt Lake over the weekend of 8, 9 & 10 Sept for the Pacific Southwest Zone Meet. That weekend promises to be a good time in the cooler climate of northern Utah. If you want to caravan up, you may check out the news article in this *Echo* on the caravan leaving Camp Verde. Or - even if you don't have a Studebaker Truck, you can mosey up to Omaha for the International Meet, "Truckin to Omaha", from the 24th to the 30th of Sept. International meets are special occasions for lots of things Studebaker. You could, of course, make all three of these events! What ever you do, Drive Your Studebaker.

Your new Web Master is getting pretty comfortable in the drivers seat. We all owe a debt of gratitude to Chuck Collins for helping her along. Take a look at the web site, www.grandcanyonsdc.com and see what Linda is up to.

Have you been working on your Studebaker during these few hot months of summer? I really needed to, wanting to get our new '51 V8 Land Cruiser ready to drive to Salt Lake. Seems that it just wasn't in the cards, I am afraid. Lots of distractions seem to come along. I did get the new interior ordered and it arrived. Next, got to get the car ready to accept it.

Speaking of things on the mend, reminds me that two of our members, Bill and Dolores Lynch are on the mend themselves. Bill is recovering from surgery on his leg but that's not all. He fell in their driveway and landed on his nose not long ago. I haven't seen him but the way he describes it, it looks like he lost the fight in the 9th round to a knockout punch to the nose. Not to be outdone, Dolores was driving in the neighborhood not long ago, no other vehicles in sight, except for the one fella that pulled out in front of her. She caught his car in the left front and broke her sternum in the process. I can assure you that they have not lost their sense of humor. And for those of you curious about whether or not she was driving a Studebaker at the time, Bill said, "no, if she had been, there wouldn't be anything left of the other fella's brand X". We are glad that they are both on the mend.

Now you may just be thinking that it would be a good idea to become more involved in the day to day ac-

tivity of your Chapter. If you were thinking this, then your timing is about perfect. If you weren't, consider getting more involved anyway. You, too, can be a Board member or committee person. Deanna Manley, our immediate past president, is heading up the nominations committee for next year. Give her a call and put your name on the ballot. Her phone number is 480.981.8886.

Our thoughts of support and caring go out to Denny and Jan Lockmon while they mourn the loss of their daughter, Deborah Lockmon Greene, who died on the 15th of August.

Remember, Drive Your Studebaker and drive safely while you are at it.

Scott Grainger

Upcoming Elections

The Chapter will be holding election of officers and board members for 2007 in November and needs your help. You are invited to put your name or the name of a willing member in nomination for one of the positions. Deanna Manley, the immediate past president, is chairman of the nominating committee and you can contact her at 480-981-8886 or hpdlmanely@msn.com

Another upcoming election is for Regional Manager for Arizona. See page 16 of the September *Turning Wheels* for details. A nomination can be e-mailed to Richard Dormois at 1938studeman@earthlink.net or to him at his address on page 2.

CELEBRATE!

September Birthdays

6	Renate Busbee	19	Paul Horvath
6	Steve Fein	19	John Wiley
7	Annie Kemper	21	Barbara Brooks
9	Chuck Collins	22	Chuck Stanford
10	Harry Dersh	26	Carmen Curtis
11	Gary Keating	26	Jim Strang
16	David Ker	29	Glen Brose
17	Ike Quigley	30	Mary Cervini

September Anniversaries

5	John & Evelyn Verrill
7	Scott & Barbara Grainger
9	Chuck & Louise Stanford
11	Darrel & Shirley Seher
15	Wayne & Michalene Graham
20	Jon & Marisa Carter
24	Gary & Jane Wold

Roster Updates

Change of address -

Chris & Rachel Eastburn
14211 W. Windrose Dr.
Surprise, AZ 85379

Wayne & Michalene Graham
1368 E Colorado Loop
Casa Grande, AZ 85222
520-836-1276

Name Badges & Rosters

To order the Chapter's pin back badge contact Chris Collins at 602-995-5311 or chuckstude@juno.com. The cost is \$4.00 each.

Rosters are available by mail or by e-mail as a pdf file. Contact Chris for your copy.

Congratulations to Wayne Francisco, the recipient of the 2006 AOAI Lifetime Achievement Award. It was awarded at the Avanti Owners Association International meet in late April in Palm Springs. Wayne was not able to attend but in May, Denny and Jan Lockmon and Dale Sexton joined him for lunch and presented him with the award at that time. Wayne was very active in AOAI and held most offices during the past 25 years.

Grand Canyon State Chapter Treasurer's Report

Checking Account

Ending Balance as of 3/31/06 \$2391.32

Receipts

National Dues	\$102.45	
Local Dues	\$183.50	
Club Sales (Shirts)	\$ 25.00	
Name Badges	\$ 8.00	
50/50, May	\$ 35.00	
ECHO Ad	<u>\$ 50.00</u>	
	\$403.95	\$2795.27

Disbursements

National Dues	\$102.45	
Newsletter Printing & Postage	\$276.80	
Printing, Rosters	\$ 20.37	
Hemmings, Dash Plaques	\$ 23.75	
Web Hosting Chapter Site	\$ 59.66	
Returned check + fee	\$ 51.50	
Name Badges	\$ 16.00	
Dinner - Feb. Speaker	<u>\$ 9.00</u>	
	\$559.53	\$2235.74

Money Market Account

Ending Balance 3/31/06	\$8079.32
Interest, April-June	<u>\$ 13.07</u>
Ending Balance 6/30/06	\$8092.39

GCS Chapter Members are Winners

by Dick LaTorre

It is my extreme pleasure to report that at the July 21-23 Northeast Zone Meet, a 1964 GT Hawk R-1 owned by a Grand Canyon State Chapter member won 1st place in H class 1962-'64 GT Hawks.

A first place for an Arizona car! It is owned by members Kay and Dick LaTorre of Sedona. The Hawk scored 377 points even though it has not placed yet in its home state. The owners are still in hope.

The meet was held despite heavy intermittent showers in Keene, New Hampshire.

There were nine "round eyes", a few "square eyes", two convertibles and a four door Avanti. My favorite car was a red with black fenders 1929 convertible. It was gorgeous.

Disasters: Both speakers for the banquet failed to show and the awards all read "Studebakers". I thought it made the awards more valuable, as in coins and stamps but my wife is still laughing.

Another true incident: It was very hot and humid. After another downpour on the judging field, the judges finally finish my car. Father and son enter the hotel bar and order a very cold beer. As another "Studehead" enters, the young female bartender asks, "Are you all here for the convention?" "No, we're here for the car show. We all have Studebakers." "Oh," she said, "That's what it is! I thought the sign said 'STUD BAKERS!'"

(Editor's note: Congratulations, Dick and Kay. Good luck when you bring your GT to the next Pacific Southwest Zone Meet.)

Studebaker in Print

The Transportation Book Service, a division of Iconografix has announced a new book in their series of transportation related books. Their newest book is *Ab & Marvin Jenkins - The Studebaker Connection and the Mormon Meteors* by Gordon Eliot White. The synopsis provided by the service says this about the book -

"Ab Jenkins drove for Studebaker in speedway and road races during the late 1920s and early '30s, then took a Pierce-Arrow roadster to Bonneville, Utah, for the first-ever timed run on the Salt Flats. His 112 mile-an-hour record for 24 hours made him world-famous. Ab's son, Marvin was a racer in his own right, driving one of the Studebakers more than 90 miles an hour in 1931. After the war Marvin was tapped to drive the famed Novi Indianapolis car at Bonneville, where he set Class D records in 1947. In Ab's final drive, he and Marvin teamed up in 1956 to drive a Pontiac to a 24 hour stock car record of more than 118 miles an hour."

The book is available for \$32.95 from Iconografix, Inc., 1830A Hanley Rd, PO Box 446 Hudson, WI 1-800-289-3504. (See a scan of the book cover in the online version of the ECHO.)

GRAND CANYON STATE CHAPTER UPCOMING EVENTS

- SEPTEMBER 8-10** **PACIFIC SOUTHWEST ZONE MEET HOSTED BY WASATCH MOUNTAIN CHAPTER IN SALT LAKE CITY. THERE'S STILL TIME TO REGISTER. SEE FORM IN JULY/AUGUST ECHO. FOR INFORMATION CALL FRED BALL AT 801-969-9235. INFO ABOUT A CARVAN TO THE MEET IS ON PAGE 6.**
- SEPTEMBER 11** ARIZONA AUTOMOBILE HOBBYIST COUNCIL (AAHC) MEETING, 7:30 PM AT DON SANDERSON FORD, 5300 NW GRAND AVE, GLENDALE. INFO: GEORGE WOODS 480-473-0946. ANY MEMBER IS WELCOME TO ATTEND. IF YOU WISH TO SERVE AS OUR CHAPTER'S REPRESENTATIVE CALL SCOTT AT 480-924-0826
- SEPTEMBER 16** **CHAPTER MEETING HOSTED BY MIKE & LISA LYNCH AT THE PRICKLY PAIR DELI, 23RD AVE & NORTHEN. COME AT 1:00 PM FOR LUNCH, MEETING TO FOLLOW. MORE INFO: SEE PAGE 6 OR CALL THE LYNCHES AT 602-870-7975.**
- SEPTEMBER 17** ARIZONA AVANTI OWNERS ASSOCIATION (AAOA) MEET AT 11AM FOR LUNCH AT MI AMIGO RICARDO, 621 E FLORENCE BLVD, CASA GRANDE. ALL AVANTI OWNERS ARE INVITED TO ATTEND AND JOIN AAOA. RSVP TO MATT DILLON AT 520-297 9959 FOR A HEAD COUNT. DESSERT & MEETING FOLLOWS AT PEART PARK.
- SEPTEMBER 24-30** 42ND ANNUAL INTERNATIONAL SDC MEET IN OMAHA, NE. SEE PAGE 7 FOR INFORMATION ABOUT HOTELS, AUCTION AND ATTRACTIONS. REGISTER ON LINE AT WWW.STUDEBAKERDRIVERSCLUB.COM - CLICK "TRUCKING TO OMAHA" LOGO OR FIND FORM IN MANY RECENT *TURNING WHEELS*.
- OCTOBER 20** **CHAPTER WILL ATTEND THUNDERBIRD BIRTHDAY PARTY CAR SHOW FROM 6-10 PM AT 19644 N 7TH AVE (1 BLOCK SOUTH OF LOOP101 & 7TH AVE). NO ENTRY FEE. SPACE HAS BEEN RESERVED FOR 6-8 STUDEBAKERS. CARNIVAL, FOOD, BEVERAGES, ENTERTAINMENT ON SITE. FOR INFORMATION CONTACT CHRIS AT 602-995-5311 OR CHUCKSTUDE@JUNO.COM**
- OCTOBER 21** **CHAPTER MEETING AT HAROLD'S CORRAL, 6895 E CAVE CREEK RD., CAVE CREEK HOSTED BY BILL & MARY CERVINI. ARRIVE AT 3:00 PM FOR SLOW DRAGS & KICK TIRES. 4:00 PM DINNER ON THE PATIO, 5:00 PM MEETING. MENU INCLUDES A CHOICE OF CHEESEBURGER/FIRES, CHICKEN SANDWICH/FRIES, FISH SANDWICH/FRIES, CHEF SALAD ALL WITH SOFT DRINK FOR \$10.25 PER ADULT (INCLUDES TAX AND TIP). CHILDREN'S MENU HAS A CHOICE OF CHICKEN FINGERS/FIRES, GRILLED CHEESE/FRIES, SPAGETTI & MEATBALL, PIZZA, HAMBURGER/FRIES ALL WITH SOFT DRINK FOR \$7.70 PER CHILD (INCLUDES TAX AND TIP). SINCE THERE WILL BE ONE CHECK FOR EVERYONE, EXACT CHANGE WOULD BE APPRECIATED. DIRECTIONS WILL BE PRINTED IN THE OCTOBER ECHO. FOR FURTHER INFORMATION, CONTACT THE CERVINIS AT 480-419-7366 OR AVANTI5010@COX.NET.**
- OCTOBER 22** **16TH ANNUAL ORPHAN CAR SHOW, 9AM - 2PM AT LOS OLIVOS PARK, 28TH ST & DEVONSHIRE. REGISTRATION FORM IN OCTOBER ECHO. INFO: JIM AT 623-934-7153.**
- OCTOBER 22** PARTS EXCHANGE & SWAP MEET AT GLENDALE COMMUNITY COLLEGE, 59TH AVE & OLIVE. FREE ADMISSION AND PARKING. INFO: DICK AT 623-934-6092.
- NOVEMBER 18** **CHAPTER MEETING. SCOTT & BARBARA GRAINGER HOST THE DRIVE YOUR STUDEBAKER ECONOMY RUN & PICNIC IN CAMP VERDE. INFO: SCOTT AT 480-924-0826.**
- DECEMBER 3** **HOLIDAY PARTY. PARTY HOST AND SITE NEEDED. CALL ANY OFFICER OR BOARD MEMBER WITH SUGGESTIONS.**

Take your Stude out to one of the Valley's cruise nights!

SEPTEMBER HAPPENINGS

PSW ZONE MEET - SEPTEMBER 8 -10

You can travel to the Pacific Southwest Zone Meet with your Studebaker friends in a caravan led by Ken Michael. He will have two vehicles leaving Payson Thursday, the 7th between 6 and 7 AM and this will put him at the Camp Verde junction with I-17 around 8:30 AM. Ken will be monitoring CB channel 19. He welcomes any who would like to join him. Contact Ken at 928-979-1562 or kenmike@excite.com if you have any questions.

Although early registration has passed, you and your Studebaker can still attend the meet just by showing up and paying your fee. Travel with the caravan or drive up on your own. The Wasatch Mountain Chapter promises you a great time with the concours, swap meet, awards dinner and lots of time to visit with new and old friends. For more information, call Fred Ball at 801-969-9235.

MEMBERSHIP MEETING - SEPTEMBER 16

Mike and Lisa Lynch will host our September membership meeting on Saturday, the 16th at the Prickly Pair Deli, 2308 W. Northern Ave., Phoenix. Please plan to arrive at 1:00 pm for a leisurely lunch and visiting with your Studebaker friends. The meeting will be around 2:00 pm. The deli serves reasonably priced sandwiches and salads in ample portions. It is located in the strip center on the northwest corner of 23rd Ave. and Northern Ave. east of I-17, just behind the Wells Fargo Bank.

If you have any questions please contact the Lynches at 602-870-7975.

New Products for your Studebaker or Brand X


WHEEL SHIELD is a do-it-yourself pump spray coating that leaves a non-stick protective barrier on your wheels to assist in keeping them clean. It is designed to prevent damage to your wheels caused by corrosive brake dust particles and other harmful road dirt and grime. One application of Wheel Shield will protect wheels for up to one year. \$15.00 from Pitstop International. 303-534-1637 www.pitstopinternational.com

NO-MESS SHUT OFF FUNNEL Ever pour fluids into something and over fill it? The No-Mess Funnel eliminates messy problems of the full reservoir and a half full funnel. The patented ball-in-hook design shuts off the fluid flow when the funnel is lifted, preventing overfills and allowing the excess to be returned to the original container. \$4.00 Specialty Auto Parts 800-521-1005 www.proformparts.com

Reprinted from July-August 2006 issue of *Mopassion*, Steve Preston, editor.

Quick Tip: Before you dismantle something, take many photos with your digital camera so you will know where every bolt and wire came from. Then keep little plastic pans for those little bolts and nuts. Store the photos where you can find them and the pans where they won't get tipped over.

September 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Questions? Call Chris at 602-995-5311					1	2
3	4 Labor Day	5	6	7	8 PSW Zone Meet - Salt Lake City	9
10	11 AAHC Meeting	12	13	14	15	16 Chapter Meeting
17 AAOA Meeting	18	19	20	21	22	23 First Day of Fall
24	25	26	27	28	29	30
42nd Annual International SDC Meet – Omaha, Nebraska						

Omaha or Bust

For those attending the meet in Omaha here is a bit of advice for meet goers from Richard Dormois.

If you plan to attend the 42nd SDC International Meet in Omaha in September and you have any interest in automobile racing, do yourself a great favor and visit the Speedway Motors Museum in Lincoln, Nebraska. I went last week to see the collection of every type of historic automobile and motorcycle racers and the performance engines that made them famous. The toys and hundreds of restored pedal cars and other memorabilia make this visit a must. It is a guided tour, 2 pm to 4 pm, Monday through Friday. Doors will open about fifteen minutes before the tour starts and there is no charge. This may be the nicest treat of your visit to Nebraska.

Richard also notes the meet headquarters, the Holiday Inn Central in Omaha, has sold out of standard rooms. A block of rooms has been reserved at the nearby Howard Johnson's. Call 402-397-3700 to reserve a room and mention SDC.

WANTED: Chapters, businesses, individuals to donate automobiles, parts, memorabilia, toys, literature, services, handcrafted items, vacation packages, gift certificates and the like to the SDC National Auction, September 27 at the International Meet in Omaha. This year the proceeds go to the Studebaker National Foundation so they are tax deductible. Call John Caskey in Nebraska at 402-573-7777, Chester Bradfield in Virginia at 800-296-3731 or Richard Dormois in Arizona at 480-827-8178 for help getting your donations to the auction.

Thank you, Richard

Studebaker and Baby Formula

In addition to the Studebaker factory that built carriages and automobiles, Studebaker had a factory that made baby formula from 1901-'03 and of which J. M. Studebaker was president. The company was the American Malt Cream Company, listed as a manufacturer of High Grade Pharmaceutical Preparations and the Ideal Infant and Invalid Food, "American Malt Cream".

According to an article the editor received from Mike Barany, the creation of the formula was instigated by the news of a South Bend woman giving birth to quadruplets in 1901. The husband was wrapped up in his inventions and the family was penniless. The mother's situation came to the attention of J. M. and the company produced the product that was fed to the infants from their birth in September, up to November 1 when it was noted they had exactly doubled in weight.

Little else is known of the American Malt Cream and Drug Company and your editor's brief efforts to research it further yielded nothing about this interesting bit of Studebaker history.

2010 Committee Update

By Larry Vahe

Your 2010 Committee met on Saturday, August 5, 2006 at the home of Deanna Manley. Present were Dennis Lynde, Deanna Manley, Chris Collins, Richard Dormois (on behalf of the IMC), Mike Barany and Larry Vahe. Only a couple of topics were discussed during the course of the three hour meeting. Your committee is still dealing with the issue of a venue. The following are contenders and if any club members know of a potential site please contact one of the committee members so your site can be considered. 1. Mesa Convention Center. Dennis, Richard and Larry had a tour of this facility and found it favorable to hosting a national meet. A number of details need to be addressed but overall we could make this a potential venue for the meet. 2. Sheraton Crescent at I-17 & Dunlap. This was discussed as a potential site and your committee will be touring this facility in the near future. 3. Plaza Hotel at Indian Bend and Scottsdale. Another possible site that will be reviewed/toured by the committee. 4. Flagstaff. The next committee meeting will take place on Saturday, October 14th when the committee travels to Flagstaff to review the available options up there. We'll work with the Flagstaff Convention Staff and see if they can give us a presentation at that time.

The other business transacted dealt with the treasurer, Mike Barany, setting up the bank account next year. While we have not been officially 'blessed' by the SDC Board to hold the meet we feel that this confirmation will be forthcoming and we'll be in a position to expend some preliminary funds next year. This being the case, Mike will explore opening our account next Spring.

With that the meeting was adjourned. If you have any desire to make any recommendations or attend these meetings please let us know.

Made In Mexico

Avanti Motors has moved its manufacturing facility to Mexico according to an article in the Summer/Fall 2006 issue of *Avanti Magazine*. Mike Kelly, the company chairman, said the building in Villa Rica, Georgia where Avantis had been built until recently, has been sold and Avantis are now being built in a new production facility in Cancun. 400 new Avantis are expected to be shipped for the 2007 model year which includes a coupe, convertible, the new Avanti SVR and the Avanti SUV. Only 150 of the vehicles built will be Avantis. The Avanti SUV is the model formerly known as the Studebaker SUV.

Mr. Kelly states the move to Cancun was made to get the manufacturing closer to his resort business, to utilize a more skilled labor force, cut the cost of labor and have less cost for general overhead and insurance.

Although 2006 Avanti models were being built through the summer nearly all have been spoken for. The 2007 models were to be available from dealers in mid-August.

The end of a long road

By Terry Judd

Considering the gravity of the situation, Studebaker Corp.'s March 4, 1966 announcement that it would stop producing cars and shutter its last manufacturing facility in Hamilton, Ont. almost seemed anticlimactic.

Just 39 months earlier, the city of South Bend, Ind. had been shaken to its very foundation when Studebaker announced it would close its automotive operations in that city and consolidate all automotive operations in Hamilton, Ont. That move alone threw 7,000 employees out of work and deprived South Bend of an annual payroll of \$50 million.

By contrast, the decision to close Hamilton affected about 400 hourly-rated employees and 200 salaried workers. Studebaker's market share had fallen below 2 percent, making it a near nonentity. And more importantly, the demise of Studebaker had been anticipated for years.

It was no wonder that *Automotive News*, when listing the top automotive news stories of 1966, never mentioned the end of the Studebaker automobile.

Although corporate officials never admitted it, Studebaker essentially died when the

last U.S.-produced Studebaker rolled off the line Dec. 20, 1963. By moving to Canada, Studebaker eliminated its engineering and styling departments and produced only moderately updated vehicles. And automotive insiders knew the company simply could not go on indefinitely producing the same series of dated cars.

That was the not the public face Studebaker presented when the first shipment of Canadian-built Studebakers headed for the United States in 1964.

"We didn't come (to Canada) to die. We came to live," proclaimed Studebaker Chairman R.H. Guthrie.

The goal was to be able to have the automotive division make a profit by producing only 20,000 cars a year. It could do this through the more efficient Hamilton factory and the elimination of the money-draining South Bend factories.

But even this reduced goal proved to be an elusive target. For the 1964 model year, Studebaker produced 42,462 cars, of which 12,328 were produced in Hamilton. Of these, 6,428 were exported to the U.S.

For the 1965 model year, the automotive division once again missed the 20,000 break-even goal by manuf-

acturing 18,592 Studebakers, of which only 11,232 were exported to the U.S.

Clearly, 1966 was going to be Studebaker's do-or-die year. But as of March 1, the company's Hamilton factory had produced only 2,000 cars. Despite last minute brokering with Toyota and Isuzu and Canadian Motor Industries, the board of directors had no choice when it announced Hamilton operations would halt.

The last Studebakers were produced March 17, 1966, the final being a Turquoise Cruiser now on display at the Studebaker National Museum.

"While I sincerely regret the necessity of discontinuing Studebaker cars, the irreversible losses being occurred permit no other course," Studebaker President Byers A. Burlingame said.

Studebaker's decision was big news in Detroit, where *The Free Press* mourned the loss of an American icon. The demise of Studebaker also was widely reported in the Canadian media, which sadly noted the loss of Canada's only independent automobile producer.

"Studebaker Corporation's decision to throw in the sponge as an automobile manufacturer dashes the high hopes which it, along with a great many Canadians, held when

the company moved its entire auto-making operation from South Bend, Indiana to Hamilton, Ontario in December 1963," wrote the *Calgary Albertan*. "The vision of an all Canadian car has turned out to be pretty ephemeral."

Considering the company lacked engineering and styling departments, the 1966 Studebakers looked surprisingly fresh. Design work had been handled by Marcks, Hazelquist, Powers Inc., a Detroit-based industrial design company.

The '66 sported single multi-beam headlights, a four-rectangle-panel grille with Hawk medallion, repositioned side moldings and the "Refreshaire" air system with vents above the rear taillights. Interiors were upgraded with wood trim and the dashboard was modified.

Safety features included padded dual sun visors, non-glare windshield wipers, dual master cylinder and front and rear seat belts. The '66s also featured much needed aluminized rustproofing.

Six-cylinder and V-8 models were the Commander sedan and two-door sedan; the Wagonaire, the Daytona two-door sedan and the Cruiser sedan.



Studebaker Cruiser - Studebaker's great performance, enduring quality, luxurious appointments, and uncluttered styling reach highest attainment in the superb new Cruiser '66. Alert, responsive and highly maneuverable, the Cruiser gives the finest in motoring pleasure. Plenty of head, hat and leg room—full size for unexcelled comfort of riding and driving.

Picture and text from a Studebaker postcard.

Continued on page 9...

Alive and Doing Well

By Dan Kuhl

Six miles from the Canadian border just outside the town of Alexander, Maine is a Studebaker truck that stands guard over Lawrence Lord's well drilling business.

Recently, my wife, Corlean, and I were in Maine to attend our daughter Amy's graduation from the University of Maine. While out on a Sunday drive through the beautiful Maine countryside we spotted this Studie truck up a very large pole. We slammed on the brakes so we could take a couple of pictures of this wonderous sight.

After the trip was over, back in Arizona I called Mr. Lord about his truck stuck-on-a-stick. Contrary to my belief, he did not use the truck in the early years of his business. He said the truck was acquired about 15 years earlier for advertising purposes. Mr. Lord testified that the truck had admirably brought quite a bit of

attention to his business, even though he knows little about the truck, not even the year of its manufacture.

If you look close, the truck has an unusual characteristic. It is covered with amber lights that come on automatically when the sun goes down. If I had only known, we would have come back after dark. This Studie is definitely alive and doing well – on the job for Lawrence Lord and Sons Well Drilling Company 24 hours a day. How many Studebakers can make that claim?



The end of a long road continued from page 8

Sales, however, languished, with only 2,045 cars produced in 1966 before Hamilton closed. Total production for the 1966 model year was only 8,947. Prior to the announcement, Studebaker had plans to spend about \$250,000 on a single rectangle grille, new side treatment and interior modifications for the 1967 Studebakers.

There was also an aborted plan to have Studebaker become part of Canadian Motor Industries, the distributor in Canada of Toyota and Isuzu automobiles. The Toyota Toyopet and the Isuzu Bellett would have become Studebaker models.

In addition, industrial designer Brooks Stevens also came up with an 11th-hour Studebaker design that would have used interchangeable front and rear doors and transverse-mounted engine. All of these plans were too late.

So the Studebaker died. In the end, the company that had been the ultimate American success story, became an American failure with its largely ignored Canadian car.

The Free Press of Nanaimo, B.C. lamented the

fact Studebakers would slowly fade from the highways, but boldly predicted the Studebaker name would live on.

"Years from now, the 'Studie' will be found among the collector's items. It will be polished and gleaming and it will bring back memories to many young people of today. Like a popular ship lost at sea, the memory of Studebaker will go on and on."

Reprinted from the March/April, 2006 issue of the *Wonderland Cruiser*, the bi-monthly newsletter of the West Michigan Chapter, Terry Judd, editor.

News for the Toy Collector

Johnny Lightning 1963 Avanti models in several colors are available at your local discount store and ebay. The models are part of the "Muscle Cars" series.

Shrock Brothers has released a 1964 1/72 scale Avanti. You can see a complete listing of their offerings at www.shrockbrothers.com or check out their ad in the September *Turning Wheels*.

INTERESTING WEB SITES

<http://www.salt2salt.com> (Studebakers at Bonneville)

www.mhracing.com.mx (click "Projects" for pictures of La Carrera project)

<http://www.pinkyluv.com/gallr.html> (Hot Pink Studebaker station wagon site)

<http://www.jalopnik.com/cars/studebaker/>
(Recommended by Bill Cervini)

Member Recommended Service

Bob Lorenz recently had his 1956 Power Hawk repainted and reupholstered and recommends the following businesses.

Paint Greg's Custom Auto 602-943-0502
9015 N 5th St, Phoenix

Upholstery Aatco 602-870-3592
10037 N Cave Creek Rd, Phoenix

(Editor's Note: Chuck and I have seen the good quality of the work on Bob's car.)

Studebakers Only

Kenneth Michael
1011 North Monarch Drive
Payson, Arizona 85541-3666

Cell 928-970-1562
e-mail kenmike@excite.com

Restore, repair, modify, buy, sell, trade Studebaker vehicles. Upholstery is also done.

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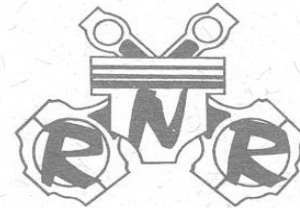


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Performance Machine is recommended by Dan Kuhl. You can call Dan at 602-973-5517 to learn more about the work performed on his Scotsman pickup by this business.

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FOR SALE - STUDEBAKER CARS, TRUCKS AND PARTS - WANTED

TO PLACE OR CANCEL AN AD: Please contact Chuck Collins by phone at 602-995-5311 or e-mail Chuckstude@juno.com or write 2410 W. Freeway Lane, Phoenix, AZ 85021-4135.

Ads for members are free. Business card ads are \$25 per year. Ads not updated every 3 issues will be dropped.

STUDEBAKERS FOR SALE

1930 President. Is mostly finished but needs to be completed. Lloyd Watts Sierra Vista 520-378-0726 (3)

1957 Silver Hawk. V-8. The engine and trans have been gone through. New paint and interior. Car is south of Tucson. \$13,000. Nancy 520-456-1111 (3)

1970 Avanti. 117,000 miles. Repainted in dark blue with a light blue reupholstered interior. 4 nearly new Michilen tires. Needs a little TLC. Jayne Deyoe 623-687-0873 Sun City (3)

1964 Wagonaire (sliding roof). Very nice condition. \$6,000. Willard Pike 480-895-8908 (3)

1954 Packard Clipper Super Sedan. Pristine condition. \$18,000 OBO Willard Pike 480-895-8908 (3)

1961 Lark. California car. Great project. \$1750. Tucson 520-510-9196/466-4262 (3)

1955 Commander 2dr coupe w/289. Pretty salmon and white exterior. American racing wheels. Much work done. \$14,500. Will consider all offers. Denis Tatreault 602-697-3551 Can be seen at 426 S. Dobson, Mesa (3)

STUDEBAKER PARTS FOR SALE

289 Long block & transmission out of '64 Cruiser \$500.00. **3.31 Rear end** out of '63 Lark \$50.00 OBO Dan Kuhl 602-973-5517 (3)



Jet Thrust Long Block Engine. Just overhauled. NOS pistons, crank & cam. Includes oil pan. New Stainless valves. \$3,500. John Kemper 623-546-8434 (3)

Early C-Cab Cab w/small rear window, \$600. **2 C-Cab doors**, \$200. **2 1/2T chassis**, make offer. Ask about extra parts. Will 602-448-2093 (3)

259 Rebuilt V-8 engine complete from a 1955 car, \$1,200. **259 engine & auto trans** from a 1956 Hawk, good running condition, \$750.00.

1956-57 automatic transmission, rebuilt w/new torque converter, \$750.00. **289 1962 engine**, not full flow, turns over, condition unknown. Good for rebuilding, \$500. **T86 used three speed w/od transmission** from 1962 GT Hawk, \$250.00. **4 spd transmission** from a 1962 car w/bell housing. Has original Stude shifter, weak second gear. All parts included to repair it, \$500. Chuck Collins 602-995-5311 or cstude1@cox.net 3

1953 Studebaker engine w/3spd & od. Runs. Al 928-445-8234 (3)

MISC. FOR SALE

"Trucks....The Early Years" by Lloyd Van Horn. 360 pages...1000 pre 1930 pictures of Studebakers and other marques..... \$24.95 plus \$4 shipping to Lloyd Van Horn, 15272 North Street, Mason City, Iowa 50401 (3)

120 Issues of Turning Wheels from 1995 and up. \$120.00 + Shipping Willard Pike 480-895-8908 (3)

*Help Keep America Beautiful,
Drive a Studebaker!*

CLOSE OUT SALE EVERYTHING MUST GO

2004 PSW ZONE MEET SHIRTS

T-Shirts \$5.00 each
Polo Shirts \$10.00 each
Plus shipping if mailed.

To purchase your shirt contact Scott Grainger at 480-924-0826 or scott@graingerconsulting.com

Studebaker Toy Treasures, Jim Geary's Studebaker toys and models book. \$39.95 of which \$5.00 goes to the Chapter. To get a copy contact Chris Collins at 602-995-5311 or chuckstude@juno.com

STUDEBAKER CARS WANTED

Gary Keating is looking for a **1934 Land Cruiser**. If you know of one contact him at 480-835-7545 or at gary@draftingequipment.com

Cooking on the Road

Here's a great recipe for cooking on the engine of your Studebaker as you motor to Omaha this month for the International SDC Meet. This was Dwight Eisenhower's favorite food.

Ike's Pepper Steak

Distance: Approximately 55 miles
4 tablespoons whole peppercorns
1 small strip steak, 1/2 - 3/4lb

At home or on the road, crush the peppercorns with a mallet, rolling pin, tire iron or jack handle, then spread them over both sides of the steak, pressing them in with your fingers to make them stick. Wrap in double thickness foil and place on manifold. Cook about 1/2 hour per side while driving through Kansas - longer, if not directly in engine hot spot or shorter if you like 'em rare.

Recipe from *Manifold Destiny, Guide to Cooking on Your Car Engine.*

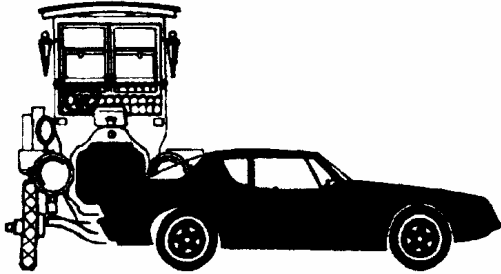
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The *ECHO*

Newsletter of the Grand Canyon State Chapter, SDC
P.O. Box 37464
Phoenix, AZ 85069-7464

To:



Reminder

September 16 Chapter Meeting at Prickly Pair Deli,
23rd Ave & Northern. 1:00 PM
Drive Your Studebaker!

GRAND CANYON STATE CHAPTER STUDEBAKER DRIVERS CLUB MEMBERSHIP APPLICATION

All memberships are for one year beginning on January 1. Chapter dues are \$18.00 per year, prorated at \$1.50 per month if joining during the year. Your dues include 11 issues of the award winning ECHO, a Chapter roster, membership in the Arizona Automobile Hobbyist Council and the best club activities throughout the year.

Membership in the Studebaker Drivers Club is compulsory in order to be a member of the Grand Canyon State Chapter of SDC, Inc. If you are not a member of SDC, add \$27.50 (\$19.95 for new members 1st year only) to your Chapter dues, which the treasurer will remit for you. Any questions can be directed to the address below or to Chris Collins at 602-995-5311. Please make check payable to the Grand Canyon State Chapter, SDC and send with this form to: GCSC Treasurer, P. O. Box 37464 Phoenix, AZ 85069-7464

Name _____ Spouse _____

Address _____

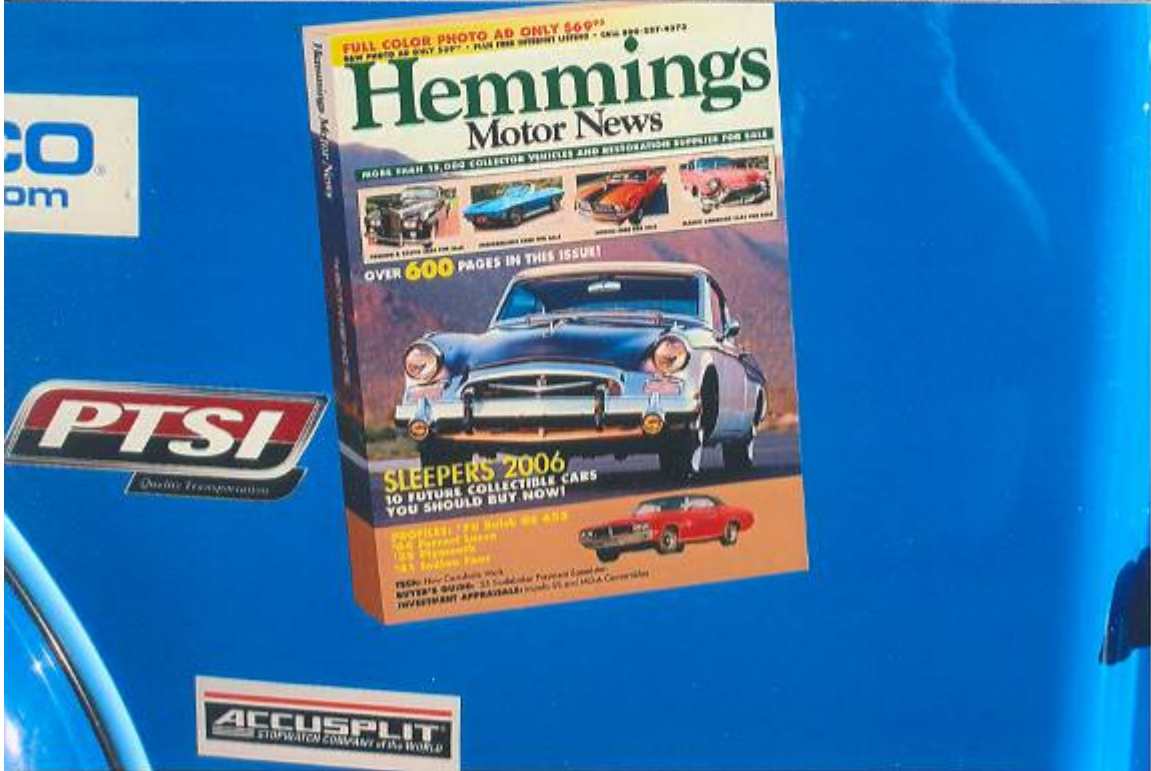
City _____ State _____ Zip _____

Telephone # _____ E-mail address _____ # of Children _____
(Under 18 years of age)

SDC Membership # _____ Expiration date _____
(May be found on address label of *Turning Wheels*.)

Birthday (Month & Day) Self _____ Spouse _____ Anniversary _____

Studebakers You Own: _____



The Manleys traveled to Durango, Colorado to see cars in the Great Race arrive on July 2nd for a scheduled stop in the 15 day race from Philadelphia, PA to San Rafael, CA. *Hemmings Motor News* sponsored a car in the event, a 1937 Dodge panel truck, and imagine Harold and Deanna's surprise to see the cover of the issue the Manley's Studebaker had front and center billing featured on the side of the Dodge. It seems a car can be in the Great Race without its owners.



Another view of Lawrence Lord and Son
Well Drilling Company Studebaker.

Photo here and on page 9 are courtesy of Dan Kuhl.



1924 Studebaker Paddy Wagon in San Diego 4th of July parade.
Owned by Ed Cox of San Diego.
Picture courtesy of Ed Cox.



Ab & Marvin

Jenkins



The Studebaker Connection and the Mormon Meteors

Gordon Eliot White

PICKLES

by BRAUN CRANE

