

# The ECHO



Newsletter of the  
Grand Canyon State Chapter  
Studebaker Drivers Club

Volume 44 Issue 4

April 2016

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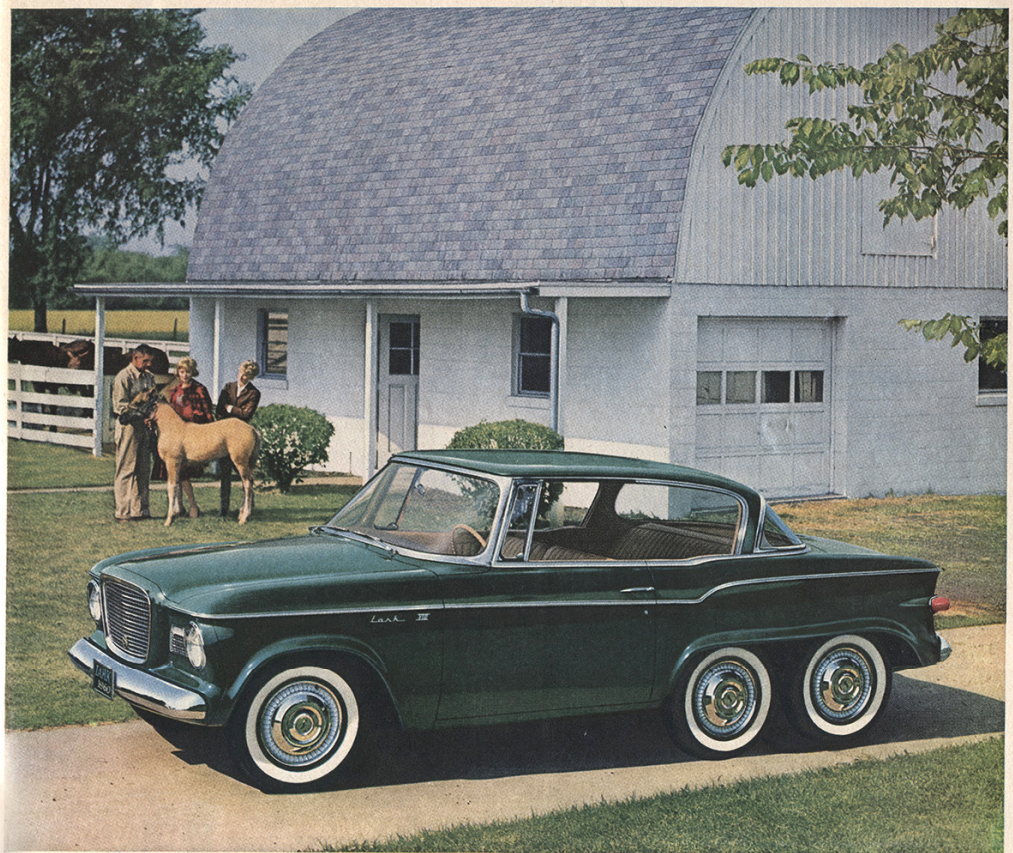
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HAS V-8 WINGS, TRAVELS IN STYLE  
COSTS CLOSE TO A SIX...IN PRICE & PER MILE

LOVE THAT **LARK** BY STUDEBAKER

- Now, all the power, verve and vivacious performance only an eight can give with the satisfactual savings you'd expect only from a six! ➤ The Lark V-8 topped all other eights in the most recent Mobilgas Economy Run (22.28 m.p.g.), yet costs little more than a Lark six engine
- Marvelous maneuverability, plus sensible size, six passenger seating, smart styling; glowing, new fashion-fresh colors, new trim-tailored interiors, new luxury—highest quality detail throughout.
- **PROVEN BY 750 MILLION MILES OF OWNER USE.** See it today. You'll love that Lark for '60.

The LARK for '60—world's first and only full line of new dimension cars—available in 2 and 4-door sedans; 2 and 4-door station wagons; sporty hardtop and exclusive convertible. Choice of Six or V-8.

[phil-are-go.blogspot.com](http://phil-are-go.blogspot.com)



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## From the Editor's Pen.....

Collecting Studebaker and South Bend watches is one of many facets of our Studebaker hobby and Ernie Loga is a specialist in this area. He has written a book, "South Bend & Studebaker Watches - Another Studebaker Family Legacy" and the article on page 9 is just one of many the book includes. If you have an interest in this aspect of the hobby, Ernie's book is a great resource. You can purchase one from Ernie by contacting him at 715-832-7302 or logaent1@clearwire.net

Another area of the hobby many enjoy is collecting Studebaker models. On page 8 is an article about a unique toy you might want to add to your collection and information about the Toy Studebaker Collectors Club.

In addition to thanking Ernie for his article, I wish to thank our other contributors this month: Linda Smith, Lowell Follendorf, Ken West, Steve Fein, Malcolm Berry, Joe Parsons and Ed Smith. Thanks also to Scott Benson for renewing his ECHO ad.

We hope to see many of you at Barry Goldwater High School for their show on Friday night, the 8th. What a great way to introduce Studebaker to our youth.

Chris

## About the Cover.....

**April Fool!** The "new" Lark is the creation of Phil Are GO at phil-are-go.blogspot.com Below is the description of how the original ad was photoshopped to make this unique Lark.

Wheel... COPY!  
Old wheel... NUDGE!  
New wheel... GROW 2%!  
Fender... STRETCH!  
Shadow... ALTER!  
Windows... CLEARED!  
Studebaker Lark 4x6... COMPLETE! PKSHOWW!!!

**Thank you to all members who have renewed their Chapter membership for 2016.** If you are one of the few who are late in paying your dues, please do so soon. For your convenience you can now pay them online from the Chapter website. As one member said, "I decided to try the PayPal method and it was a breeze!"

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 newsletter editors are welcome to use any material with proper credit given.

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## From the President ...



April is a time for finding out just what kind of fool some people are. A good example is when a husband teased his wife about being afraid of the center post in their garage so on April 1 she proceeded to park the car sideways in the garage with the sign saying "April Fool".

The Mini is a small car and should not have too much trouble finding a parking spot but because it is getting more and more difficult to get that spot close to the entrance, they now have a Parking Distance Control (PDC), a sonar device which allows the driver to know how far they are from other objects when parking. This works well with the all new Vertical Parking Locator (VPL). Their newest models containing VPL are great because it will allow the driver to locate buildings with special gripping surfaces that now allow vertical parking. Save your feet and get closer to the entrance. You must hurry as this is a limited time offer and only available on April 1, don't be a fool and miss out.

*Motive* magazine ran an article about a new program from Lamborghini allowing owners to pick specific cows with which to outfit their cars' leather interior. April fool's joke?

As we get older we have a tendency to forget things. They say this is normal but I think it is really to our advantage. This bad memory is helping us because now we can enjoy the same good things for the first time several times. In reality we do forget things that impact things like our driving. Some of us require glasses to drive and we always forget where we left them. A UK company has created new prescription windshields. These windshields not only enable you to drive without your glasses causing less eye strain and enabling the better use of sunglasses but also prevent you car from being stolen as the thief will not be able to clearly see out the windshield. They start at under \$300 and rear glass prescription is also available for backing. A bonus package is included with a special cleaner and oversized cleaning cloth. What a deal.

Have you ever been upset with the way other people drive? They have developed a new paint for the car so that people will know the mood of the driver and thus give a warning as to their driving condition. The car changes colors according to how the driver is feeling at the time so others can tell if there is possible alcohol or drugs or spousal problems present. It is like a mood ring for the car.

Peugeot announced a new personalization option for its cars on April 1<sup>st</sup> - the Audio Sonic Personalization Program for car horns. Now customers can record their own sounds for their car's horn that would "reflect their taste and character" so that "everyone can enjoy a truly individual horn". How exciting for other drivers to be able to hear you say "Move Over" or "You Blasted Idiot".

Fed up paying for a gym membership you never use? Nissan has a solution. The manufacturer has announced a new 'GYM' function that should help drivers to



## WELCOME NEW MEMBERS

Lowell Follendorf  
12810 W. Pontiac Dr.  
Sun City West Az. 85375 |  
608-345-5509  
follendorf@hotmail.com  
1951 Champion Starlight Coupe

Joe Udvaré  
88 Biltmore Estates  
Phoenix, AZ 85016  
602-955-4309  
judvare@cox.net  
1956 Golden Hawk  
Referred by Neil Bell

## Thank you!

I wish to express my sincere thanks and appreciation for all of the cards and notes sent to me in the passing of my husband, Guy. I miss him so much.

Thanks to the Chapter for sending a contribution to the Studebaker National Museum in Guy's name.

*Rosalie Torske*

*The Studebaker National Museum sent a note thanking the Chapter for its donation in honor of Guy Hammer.*

get fitter while behind the wheel. When enabled, the option turns off all driving assistance systems like the power steering, electric wipers and power brake boosters. It increases the resistance of the pedals and stiffens up the gearbox gate for manual shift equipped cars. According to Nissan, you could burn an extra 1,415 calories a week.

All these are pretty cool things but they are just the brainchild of some practical joker for April Fools. We could all put our own brains to use and come up with practical ways to drive our Studebaker to events and tell others about the real things that the car does for us. Tell them about the real things that Studebaker was first at. While you are thinking of those fantastic Studebaker stories to tell the world about, think about what you want to say about your other hobby so you can share with fellow members over breakfast at our June event.

Always remember just how great it is to own and drive Studebakers. Be sure to tell others that Studebaker people are the greatest.

**Ed**

# ALL-MAKES CAR SHOW AND VALVE COVER RACING

## March 19th, South Mountain Park

By Linda Smith

We didn't have a great turnout but we had a great time and some awesome cars and trucks. We started the day early - arriving at the park around 7:30am but we weren't the first to arrive, Alan Tudor was in his green 1950 2R5 custom truck. We started putting up the canopies, valve cover race track, registration tables and marking off the parking lot with our decade signs. Posting our big posters of Studebaker Firsts was a big hit. Our food truck arrived - they setup and around 11:15 we were all ready for some grub!!

We had a total of 19 cars and trucks. Mike Borens from Tucson drove up to race his valve cover. Didn't have much competition but he won after racing against 4 other valve covers. We had fun anyway - didn't we Mike?

People Choice awards were handed out in order by decade.

Pre-war class:

Malcolm Stinson, 1928 Studebaker Roadster

1940's class:

Gary & Sandie Keating in their 1941 Studebaker Commander 4-door.

1950's class:

John & Marilyn Klatt in their 1954 Ford F100 Pickup

Joseph & Karen Guthrie in their 1956 Studebaker Transtar 1/2 ton Pickup

Jerry Volk in his 1955 Studebaker Commander Regal Coupe

Lowell Follendorf in his 1951 Studebaker Starlight Coupe

Jerry Volk in his 1957 Chevrolet Belair 2-door Hardtop driven to the show by his brother Mark Volk.

1960's class:

Neil Bell in his 1960 Studebaker Hawk;

Rick Melms in his 1962 Chevrolet Corvair Convertible

Paul & Phyllis Setaro in their 1962 Studebaker GT Hawk

Steve & Paulette Fein in their 1966 Studebaker Cruiser

Don Parkey in his 1960 Studebaker Lark VI

A big thank you and congratulations to all our winners.

Other Studebakers and makes that joined us were: Carl Reid in his 1963 GT Hawk; Don McCain in his 1953 Champion Coupe; Alan Tudor in his 1950 2 R5 Pickup; John Rodhouse in his 1950 2R5 Pickup; Rich & Carol Romer in their 1956 Chevrolet 210; George Gezelius in his 1957 Mercury Monterey; Dale Sexton in his 1988 Avanti LSC and Ed & Linda Smith in their 1951 Stakebed Truck.

Others attending without vehicles were Ken & Arlene West with Rascal; Ted & Jan Widhalm; Richard Fein; Sherry Watson, Tim Watson and Ken Michael.

We did have one Vendor, Matthew from American National Collector Cars Insurance Company. He had a drawing and Phyllis Setaro won a mini collector car of a 1957 Studebaker Hawk. Congrats, Phyllis.

I want to give a huge thank you to Richard Fein, Steve Fein, Sherry Watson, Tim Watson, Neil Bell, Carl Reid, Alan Tudor, Don Parkey, Ken & Arlene West, John Rodhouse, Gary & Sandie Keating and Joseph Guthrie, chapter members who helped with parking, setup and tear down of canopies and the race track, with registration and selling of lunch vouchers. Thanks to Steve Fein for the wonderful pictures and his efforts in contacting Rock Auto for items in the goody envelopes. Ed and I really appreciated all your help.



Busy workers getting set up for the day.



Studebaker Firsts Posters

For photos of this and other Chapter events visit <http://www.grandcanyonscd.com> or <https://www.facebook.com/Studebakers-Grand-Canyon-State-Chapter-189897701040009/>

## GRAND CANYON STATE CHAPTER UPCOMING EVENTS

- APRIL 8**                    **CHAPTER EVENT. THE BARRY GOLDWATER HIGH SCHOOL CAR SHOW WILL BE HELD ON FRIDAY NIGHT ON THE FOOTBALL FIELD UNDER THE LIGHTS, 6PM-9PM. THERE IS NO ENTRY FEE AND THE SCHOOL'S AWARD WINNING CULINARY DEPARTMENT WILL PROVIDE DINNER FREE FOR YOU. EACH ENTRANT WILL ALSO RECEIVE A T-SHIRT. GO TO [WWW.GBHSCARSHOW.WEBLY.COM](http://WWW.GBHSCARSHOW.WEBLY.COM) FOR MORE DETAILS AND TO REGISTER ASAP. INFO: LINDA AT [LINDAGSMITH@COX.NET](mailto:LINDAGSMITH@COX.NET) / 602-618-7691**
- APRIL 9, 10, 16, 17**      **CHRIST CHURCH OF THE VALLEY CAR SHOWS AT ITS 6 LOCATION WITH TWO SHOWS AT EACH LOCATION ON CONSECUTIVE DAYS. FREE REGISTRATION AND FOOD FOR EXHIBITORS. REGISTER AT <http://ccv.church/carshow> MORE INFO ON PAGE 6.**
- APRIL 10**                    **GCSC BOARD AND OFFICERS MEET AT 4:00 PM, DEER VALLEY AIRPORT RESTAURANT, 7TH AVE & DEER VALLEY RD. MEMBERS ARE WELCOME. INFO: ED AT [EDCOLLECTS@COX.NET](mailto:EDCOLLECTS@COX.NET) / 602-290-1045**
- APRIL 23**                    **ROUTE 66 LICENSE PLATE CAR SHOW EVENT CANCELLED.**
- APRIL 23**                    **CRUISE-IN FOR THE VETERANS FROM 9AM - 3PM AT YAVAPAI COLLEGE IN PRESCOTT. VETERANS SELECT THE WINNERS OF SHOW. SEE PAGE 6 FOR MORE INFORMATION OR CONTACT STEVE PIPER AT [svpiper@cableone.net](mailto:svpiper@cableone.net)**
- APRIL 29-30**                **BEE LINE CRUISE-IN CAR SHOW AND SWAP MEET AT GREEN VALLEY PARK, PAYSON. VISIT <http://www.paysonrimcountry.com/#!beeline-cruise-in-car-show/tuzbl> FOR INFORMATION AND REGISTRATION FORM.**
- APRIL 29-MAY 1**            **ROUTE 66 FUN RUN. VISIT <http://azrt66.com/annual-fun-run/> FOR INFORMATION.**
- MAY 19-21**                 **PACIFIC SOUTHWEST ZONE MEET HOSTED BY THE SAGEBRUSH CHAPTER WILL BE HELD AT THE ATLANTIS HOTEL IN RENO, NEV. CALL 775-825-4700 OR 800-723-6500 TO MAKE RESERVATIONS. MENTION SDC FOR BEST RATE. AGENDA INCLUDES CONOURS, SWAP MEET AND DRIVING TOUR(S). INFO: JOE AT 775-882-1178. SEE PAGE 13 FOR REGISTRATION FORM OR VISIT <http://sagebrushstudebaker.com/>**
- MAY 29**                    **42nd ANNUAL LA PALMA CAR SHOW & PARTS EXCHANGE AT LA PALMA PARK, ANAHEIM, CALIF. 8AM-3PM. INFO: JIM AT 949-280-4952 SEE PAGE 21 OF *MARCH TURNING WHEELS* OR PAGE 15 FOR REGISTRATION FORM.**
- JUNE 4**                     **CHAPTER MOTHERS AND FATHERS WILL BE HONORED AT EVENT AT DEER VALLEY AIRPORT RESTAURANT, 7TH AVE & DEER VALLEY RD. MEET FOR BREAKFAST AT 9:00 AM FOLLOWED BY SHARING HOBBIES, GUEST SPEAKER AND MORE. THE BREAKFAST BUFFET IS \$10.99 PP. COME EARLY FOR TIRE KICKING AND VISITING. DRIVE YOUR STUDEBAKER IF YOU CAN FOR A DISPLAY IN PARKING LOT. MORE INFO: [lindagsmith@cox.net](mailto:lindagsmith@cox.net) or 602-618-7691**
- JUNE 26 - JULY 2**        **52ND INTERNATIONAL SDC MEET HOSTED BY OCEAN BAY CHAPTER IN WARWICK, RI HOST HOTEL: CROWNE PLAZA, [WWW.CROWNEHOTELWARWICK.COM](http://WWW.CROWNEHOTELWARWICK.COM) / 401-732-6000 MEET INFO: JANE AT 508-512-7991. SEE *TURNING WHEELS* FOR REGISTRATION FORM.**
- JULY 8**                     **7TH ANNUAL COLLECTOR CAR DAY, A NATIONAL EVENT TO CELEBRATE THE HOBBY.**
- AUGUST 27**                **SAN DIEGO CHAPTER'S 8TH ANNUAL COOL CLASSIC CAR SHOW AT SPANISH LANDING EAST. CAR SHOW, PEOPLE'S CHOICE JUDGING, RAFFLES, SWAP MEET, DAYTONA DINER FOR LUNCH. BOB AT [bobhalgren@hotmail.com](mailto:bobhalgren@hotmail.com) / 619-851-1126.**
- SEPTEMBER 10**            **INTERNATIONAL DRIVE YOUR STUDEBAKER DAY. SUGGESTIONS ARE WELCOME.**

# UPCOMING EVENTS

## APRIL 8 BGHS CAR SHOW

The Barry Goldwater High School Car Show will be held on Friday, April 8th under the lights on the football field from 6pm - 9 pm. There is **NO entry fee** and their award winning culinary department will provide a complimentary dinner to everyone who registers and you'll also receive a t-shirt. If you can't drive and show your Studebaker please feel free to join the chapter exhibitors. There's plenty of other parking and food and refreshments will be available to purchase. Just bring your lawn chairs and look for the Studebakers.

Visit <http://bghsocarshow.weebly.com/> for more details and to register ASAP. There are photos from last year's show which includes chapter members cars. This will be a Chapter event so make plans to attend. The school is located at 2829 W. Rose Garden Lane, Phoenix, AZ 85027.

## APRIL CCV CAR SHOWS FOR 2016



Christ's Church of the Valley is presenting its annual free car shows at its 6 locations with 2 shows at each location on consecutive days. The show dates

are April 9th and 10th and April 16th and 17th. Free food & registration for exhibitors. To register your vehicle, visit <http://ccv.church/carshow> and choose the location of your choice and date and time for the shows near you. These shows bring out some very cool cars, trucks, bikes, hot rods and exotic vehicles. Custom trophies are given in several classes.

For information contact Dirk Haupt at 623-298-2934 / [carshow@ccv.church](mailto:carshow@ccv.church)

## APRIL 23 CRUISE-IN FOR THE VETERANS



The fifth annual Cruise-In for the Veterans will be held on Saturday April 23rd from 9 am - 3 pm at Yavapai College in Prescott (rain or shine). Veterans select the winners of the car show and profits go to Veterans Administration (unfunded) Volunteer Services. Entry is a \$30.00 donation before April 15th and \$35.00 after.

This would be a great show for Chapter members in the Prescott area. See page 14 for a entry form and visit [www.cruise4vets.org](http://www.cruise4vets.org) or email Chapter member Steve Piper at [svpiper@cableone.net](mailto:svpiper@cableone.net)

## APRIL 29-MAY 1 ROUTE 66 FUN RUN

Several Chapter members plan to attend and can caravan up the mountain on Friday with a stop for lunch in Chino Valley. If interested in joining the caravan please let Linda know at [lindagsmith@cox.net](mailto:lindagsmith@cox.net) or 602-618-7691 so plans can be made on where to meet.

# April 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	Questions? Call Chris at 602-995-5311					2
3	4	5	6	7	8 BGHS Car Show	9 1963-Super Larks & Hawks introduced
10 Board Meeting	11	12	13	14	15	16
17	18	19	20	21	22	23 Cruise-In Prescott
24	25 1962-Avanti sets speed record	26 1962-Avanti intro- duced to public	27 1974-Frost & French, LA dealers, closes	28	29	30 April 29-30 Bee Line Cruise-In Car Show April 29-May 1 Route 66 Fun Run



## PAST EVENT REPORTS

### ALL ARIZONA STUDEBAKER GATHERING

March 12th, Foothills Mall, Tucson

Saturday, March 12th Studebaker drivers from around the state celebrated "March Madness" at the Foothills Mall in Tucson. The annual gathering was hosted this year by the Southern Arizona Chapter whose members put together a well-organized event everyone could enjoy. The location had plenty of parking with the Studebakers in plain view of shoppers who took the opportunity to stroll the aisles oohing and aahing. Our hosts had People's Choice and fun judging prizes to give out and a can raffle with great prizes. Valve cover races were run and prizes awarded. In the 50/50 drawing, Tim Watson took home \$95.00.

GCSC members attending were Jerry Volk (1955 Commander), Richie Fein, Steve Fein, Mike & Sue King (1957 Silver Hawk), Jon Carter, Frank Williams, Brice Willis, John Kroulik, Mike Lynch, Kolton Kroulik, Tim Watson, Sherry Watson, Neil & Ruth Bell (1960 Hawk), Keith Graham, John Verrill (1955 C Cab), Ken & Arlene West (1963 Daytona), Ed & Linda Smith (1951 Stakebed 2R), Dale & Norma Sexton (1988 Avanti), Richard & Joan Hahn, Chuck & Chris Collins, in addition to several members of the host chapter who are also GCSC members.

Thank you to the Southern Arizona Chapter for another fabulous March Madness. The weather was very nice, the Studebakers beautiful and the people great.

Don't miss March Madness in 2017 when the Grand Canyon Chapter will host the event.

~~~~~

### SHANGRI-LA RANCH ANNUAL CAR SHOW

March 13th

Submitted by Ken West

Three Studebakers participated in this annual charity event benefiting the Arizona Humane Society.

Malcolm Stinson, accompanied by two friends and his dog, Missy, drove his 1928 President Roadster. The Roadster won a Top 5 Award.

Linda and Ed Smith drove their 1951 Stake Bed 2R truck and had their dog Iris with them. The truck won the top prize, The President's Award.

Arlene and Ken West drove their 1963 Daytona 2 door hardtop with their dog, Rascal, and got a "Thanks for coming." handshake.

It was a fun day for a good cause and the Studebakers were a hit. Seems like everyone owned one or had a relative who had one. It is always fun to hear the stories and, of course, we love to show off our Studebakers.

Editors Note: For those of you who are new or unaware, Shangri-La Ranch is a clothing optional resort and is also known as a community of empty closets. It has been a haven for nudists for 55 years.

## CELEBRATE!



### April Birthdays

|    |                 |    |                   |
|----|-----------------|----|-------------------|
| 2  | Ruth Cushing    | 16 | Tim Painter       |
| 5  | Lorilee Kroulik | 19 | Jerry Kaiser      |
| 5  | Karen Mensing   | 20 | Carol Aden        |
| 5  | Louise Stanford | 24 | Dolores Fein      |
| 10 | Lynda Caviar    | 25 | Chris Eastburn    |
| 11 | Dale Sexton     | 27 | Chester Bradfield |
| 13 | Don Aden        |    |                   |

### April Anniversaries

|    |                         |
|----|-------------------------|
| 8  | Steve & Paulette Fein   |
| 10 | Carl & Esther Reid      |
| 12 | Bill & Peggy Eastburn   |
| 16 | Pete & Betty Bell       |
| 16 | Jim & Sharon Carlin     |
| 19 | Kevin & Anita MacFadden |
| 25 | Pete & Karen Mensing    |
| 25 | Sam & Francene Hurt     |
| 30 | David & Terry Ker       |

### CHAPTER NAME BADGE

Order your Chapter name badge with a pin back by contacting Chris Collins at ccollinsaz@cox.net or 602-995-5311. The price is \$5.00 each.

If you wish to have a magnet back on your badge, the price is \$6.00 each.

**Visit the Chapter web site to read about members Studebakers in the Member Cars Gallery. Print and fill out the form available in the gallery and then submit your story.**

### NEW MEMBER CHALLENGE

The Chapter board has introduced a program to reward members who recruit new members to the Studebaker Drivers Club and the Grand Canyon Sate Chapter.

Any Chapter member who brings in a new member in 2016 will have his/her chapter dues paid for 2017. Ask the new member to mention your name on the membership application where it asks "Referred by".

Membership materials - past issues of newsletters and SDC brochures - are available by contacting your editor or a chapter officer.

## STUDEBAKER AVANTI CHRONOLOGICAL TIMELINE

- 1961 - 1962 Sherwood Egbert's Inspiration and Raymond Loewy's Masterpiece**
- 1961 Egbert envisions a sports/luxury vehicle to boost Studebaker's image
  - 1961 Loewy assembles Avanti design team in Palm Springs, California in March
  - 1961 Full-size clay mock-up presented to Studebaker board in April 1961
  - 1962 Avanti debuts at the New York International Auto Show in April 1962
  - 1962 R-3 driven by Andy Granatelli at Bonneville shatters 29 U.S. records
  - 1962 Avantis arrive in Studebaker showrooms summer of 1962
- 1963 - 1964 Studebaker Avanti**
- 1963 Studebaker manufactures 4647 Avantis from June 1962 to December 1963
  - 1963 1964 model is built from August to December 1963, but there is some overlap
  - 1963 The glory ends prematurely as engineers struggle to fix bugs
  - 1964 Nathan Altman purchases all rights, equipment, and parts

### What's New: The Studebaker Toy Chest Mahafaly Can Cars

1957/1958 Golden Hawk, Mahafaly Can Cars, Germany 1/18th scale made from old tin cans in various colors. Product No. 10048 on website [www.mahafaly.de](http://www.mahafaly.de) Change language to English, put cursor on Recycling Steel Cans, click on Steel Can Brand, click on Studebaker. Each car is different as different can material is used.



Reprinted from Vol.18, Issue 1 of *The Toy Collectors Club Newsletter*, Joe Parsons, editor.

To join the Toy Studebaker Collector Club, send a check for \$10.00 annual dues to Gary Sanders, 216 N. 36th St., Nix, MO 65714

## This N That .....

From **Steve Fein**: On March 5, three GCSC members participated in the annual Chester's Car Show held at the M/7 Street Fair in Phoenix. **Neil Bell** in his 1960 Hawk, **George Gezelius** in his brand-X and **Steve Fein** in his 1966 Cruiser proudly represented our club.

New member **Lowell Follendorf** displayed his 1951 Champion Starlight Coupe for the first time in Arizona at the March 19th All Makes Show. He wrote the car "is from the Estate of Senator Howard H. Baker of Tennessee. He was also the 26th United States Ambassador to Japan, 12th White House Chief of Staff, Senate Majority Leader and Senate Minority Leader-R. We have his restoration documents showing he has over \$40,000.00 invested in the car. We had the car shipped from Tennessee six days before the March show. Thank you for the nice show and we are looking forward to other club news and events." We hope to have more about Lowell and his car in an upcoming issue.

## TECHNICAL INFORMATION

### Cleaning Drain Holes

By Malcolm Berry, Tri-State Chapter

**A** critical maintenance that is usually overlooked is periodic cleaning of drain holes in various panels on all vehicles. How do you determine where the drain holes are?

Look on the bottom of your doors, rocker and quarter panels. On the bottom of doors and quarter panels, there are very thin drain holes. You can use a thin knife blade or a thin wire to unplug them. Drain holes release water that accumulates in these panels. Failure to do this will allow water to accumulate in the panels causing rust.

My 1963 Studebaker Wagonaire has drain holes going from each end of the channels in the sliding roof to the bottom part of the car through a rubber hose. These tubes can be cleaned out with a thin wire or with air pressure. If they are not cleaned out periodically, they will cause the roof channels to leak.

This is relatively simple procedure--but a very important one to preserve the life of your vehicle.

## AVANTI REGISTRY

**M**ore than one thousand Avantis are now registered on the 14 distinct registries at [www.theavanti.net/](http://www.theavanti.net/) registry. Registration is done by submitting a simple online form and takes only a few minutes. Register your Avanti at [www.theavanti.net](http://www.theavanti.net)



## Marketing South Bend and Studebaker Watches

By Ernie Loga

Using a marketing name or slogan to sell a product is one of the strongest sales tools available. Product identification used to sell an item to a consumer is as important as putting apples in apple pie. Every successful company has used them. The South Bend Watch Company was no stranger to product identification. As early as 1902 The South Bend Watch Company was spending money to establish itself as a new company with a new factory and a new building. It was important for them to notify and instruct the consumer that they were making major changes. They wanted to disassociate themselves from the failing Columbus Watch Company they had just purchased.



Most companies spent advertising money to promote their best product. In the 1908 South Bend Watch Catalog, the company used a special name other than just a grade number to describe their best watch movements. The earliest examples we find were the "Polaris" and "The Studebaker".

In 1908, the Polaris was described as a high grade size-16, 21-jewel watch with a life-time guarantee against defects forever. "The Studebaker" name was used to identify a variety of South Bend Watches in size 18 that were Railroad approved. In 1909 "The Studebaker" movement was available in a size 16. In each of these instances the name was engraved on the movement.

We also find the "The Purple Ribbon Watch" slogan being used to identify some size 12 and size 16 movement grades. In the 1914 catalog the company expanded their marketing names from identifying movements to identifying a style of watchcase by name. The Chesterfield name was used to identify a special series of

watchcases.

In their catalogs the company also used some names to identify a special package such as a watch, watch chain, knife fob, and gift box. When they started to import Swiss wrist or strap watches they added another nomenclature of names such as the "Lady Marie".

The following list (not conclusive) identifies some of the marketing names the company used for marketing various movements and watch cases:

**Wellington:** A grade 429 (19 jewel) or 411 (17 jewel) in a 25-year Green Gold Filled case with your choice of plain, brushed finish or straight-line engraved backs.

**Denmore:** A grade 429 (19 jewel) or 411 (17 jewel) in a 25-year 14K White Gold Filled case. Your choice of plain brushed finish back or fancy patterns. The dial was platinumized.

**Carlton:** A grade 429 (19 jewel) or 411 (17 jewel) in a 20-year Green Gold Filled square case with carved edges.

**Savoy:** A grade 429 (19 jewel) in a 14K Solid Green Gold Case that was hand-made. Bezel and edges ornamented with artistic engraving.

**Fairfax:** A grade 429 (19 jewel) or 411 (17 jewel) in a 20-year gold-filled case with engraved edges and a green striped dial.

**Bassine:** A grade 429 (19 jewel) or 411 (17 jewel) in a 20-year gold-filled of standard bassine.

**Tremont:** A grade 429 (19 jewel) in a 14K solid gold hand-made case with plain polish finish.

**Biltmore:** A grade 429 (19 jewel) or 411 (17 jewel) in a 20-year gold-filled case with unique shaped pendant and a distinctive knurled edge.

**President:** This was a size 12 Studebaker movement with 21 jewels adjusted to 8 positions. It was cased in a rigid bow case of Double-Duro white gold. It had a dial with straight vertical lines.

**Dictator:** This was a size 12 Studebaker movement with 21 jewels and adjusted to 8 positions. It was cased in a white gold case with a luxurious Arabian style pendant and engraved sides. The dial could be fancy or plain.

**Rough Rider:** This was a size 16 Studebaker movement with 21 jewels and adjusted to 8 positions. The case was made especially strong and durable. It had an extra thick glass crystal to protect the easy to read dial. For an extra 25 cents you could get a marginal minute railroad dial. It was equipped with a special dust cap to protect the movement against dust and moisture. A number of engraved styles were also available. It was insured for the lifetime of the user.

**Aviation:** This was a size 12 Studebaker movement with 21 jewels adjusted to 8 positions. It was cased in a rigid bow case of Double-Duro in 14K white gold filled. It had a dial with straight vertical lines. (In 1928 this was referred to as the President)

**Director:** A special watch made at the direction of President Clement Studebaker that he could present to board members and special friends. It was a high-grade size 12 South Bend watch with 21 jewels. It is estimated that 100 or less of these watches were made. Most were fitted into solid gold cases.

**On-Time:** A size 16 Studebaker watch with 21 jewels and 8 adjustments in a special white gold finished case with an inlay of yellow gold. Designs included a locomotive with smoke coming out the stack, an elk stag standing in a field against a mountain background, and a simple line pattern.

### WEB SITES OF INTEREST

<http://tinyurl.com/jxhhwj5> Hemmings article about raiding the kitchen and bathroom cabinets for no-buck, low-buck garage helpers.

<http://tinyurl.com/hgry9nx> Mark Salem's recommendation about rebuilding your carburetor.

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Don Becker  
480.220.3657

www.becker-restoration.com

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## Junkyard Jonny LLC

11/16

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Proprietor  
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Car and Parts Sales

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joncarter@cox.net

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Fax: 623-337-5301

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## Studebaker Parts

Parts for your restoration project or daily driver.

Chuck Collins  
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E-mail: Chuck@studebakerparts.com

Visit the store at <http://www.studebakerparts.com>



Scan the code with your smart phone.

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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 ccollinsaz@cox.net 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 4 issues will be dropped.

**STUDEBAKERS FOR SALE**

**1962 Lark Deluxe, 259 w/AT**, new ac, electronic ignition and more. Very sharp 4dr sedan, metallic green (teal) No. 2 condition. NADA book \$19,975. \$20,000 invested. Asking \$10,500. Pics available upon request. Rosalie Torske torskerosalie@yahoo.com / 928-846-6436 (3)

**1950 Bullet Nose** 6 cylinder Starlight Coupe, southwest car, solid and straight but the sun has taken its toll on the outside paint. The engine is apart & in the trunk, however it is all there. Glass is good and tires hold air. Asking \$2,900.00. Malcolm at swstudebaker@live.com or 928-368-7442 (3)

**1959 3/4T 4x4 Pick up, 5spd.** \$17,500. Bruce 520-586-0403 (1)

**1963 Lark Daytona convertible.** Regal red w/red & ivory bench seat int, black top. 259 V8, Flightomatic, PS. Frame up older restoration by owner, driven only several hundred miles since. No flaws. Multiple national Best of Division winner at 397 pts. Runs and drives as good as it looks. Needs nothing. In Omaha. \$25,000 firm. No Trades. For pics and add'l info: Frank van Doorn at frankvandoorn@cox.net /402-657-5318 (1)

**STUDEBAKER PARTS FOR SALE**

**1941 President hood**, Arizona patina top and under. Has top stainless molding and pot metal nose badge only. Includes support rod and side panels. **'40 radio**, rebuildable AC-912 Touch Tone, vacuum antenna AC946, automatic windshield washer AC-870. Many used suspension and other parts for '40

President and Commander. Make offer. 623-979-5566 Carl Thompson. Leave message. Pictures on Phx Craigslist under Studebaker parts.

**1963 & 1964 Wagonaire** V/8 auto, complete. Not running, need total restoration, \$1,000 ea, OBO. **'63-'64 1/2T V/8 P.U. frame and engine**, axles, etc. make offer. **1962 P.U. V/8 w/Hawk dash**, needs restoring. \$500. Lots of other sheet metal, parts, etc. Pete Mensing 928-776-7979 (2)

**Truck T-98 4spd floor shift**, \$350. '51-'59 V8 4 bolt **chrome valve cover set**, \$150/pr. Dana 44 differential w/posi, \$300. Many more parts. Call Bill Eastburn 623-936-6116 (2)

**Rebuilt Trans 1963.** 3spd auto and rebuilt torque converter (by Ernie at Sav-On Trans). Never been installed. \$575. **Open 3:31 Dana 44 \$100; R-1 Carb \$300.** Call cell 602-885-2216 / wjazwin@hotmail.com Will email pics upon request. (1)

**1949-64 half ton truck brake drums** \$50 ea. 2-'54 Conestoga Station Wagons (can make Into one) along with many extra parts. \$700. T-85 3 speed overdrive trans. from Champ truck, good condition \$200. '37 President 8, intake & exhaust manifolds \$75. '37 President 8 Cyl head \$50. '53 C-Cab truck cab \$100. 2R5 truck Champ 6 bellhousing \$40. '51 Commander left front door \$45. '51 Commander right rear door \$45. '53 Rear Coupe bumper \$50. '57-61 Hawk fiberglass dash \$30. '57-'64 1T front truck bumper, painted, exc. condition, \$100. V8 Heads and Cranks 259 & 289. '59-'60 Lark or 60-64 Champ truck hood \$50. '59-'60 Lark trunk lid, \$35, good condition. '60-'64 Champ Truck Doors \$50. ea. '62 Lark Station Wagon upper tailgate \$50. '62 Lark rear quarters \$100. for both or \$60. each no rust.

'63 Lark 4 door front doors \$50. Ea. '63 Lark rear doors fits Wagonaire or 4dr sedan \$35. ea. '63 Lark right door for 2 door sedan \$50. All Large Items for pick up only. Don't see what you need? Contact Jerry Kaiser 520-979-0065 or studeblu@gmail.com (2)

**I am selling out my bone yard of cars & trucks.** Every one has a clear Arizona title and will be sold as is where is. Some have engines, some do not. These are mostly just parts cars. \$500.00 OBO and you can have your pick, what's left will be sold for junk. Malcolm at 928-368-7442 or swstudebaker@live.com

- 1963 V-8 4 door
- 1957 4 door
- 1955 1 ton, has an over head 6 cyl. engine dully
- 1962 T cab P U, no engine or transmission
- 1956 4 door President, no engine or transmission
- 1961 4 door
- 1964 hard top, body, frame, rear axle
- 1963 T cab, no engine or transmission
- 1962 4 door, no engine or trans (1)

**Used wheel cover sets for sale:** AC2314 1953 Tri Star, AC2738 1956 Hawk, AC2425 1953-5 Speedster wire type, no center caps, AC3332 Avanti, AC3071 1961 cars, AC3155 1964-5 cars, AC2841 1957-8 cars, **NOS set of 532324WP** 1953-55 10 ". I do have others as well, inquire. Contact Chuck Collins at 602-995-5311 / cstude1@cox.net (2)

**STUDEBAKER PARTS WANTED**

**1947-8 M5 PU right door window inside metal trim.** Tom at 480-364-4434 or tdstamm@cox.net

**MEMBER RECOMMENDED SERVICE**

Frank Williams recommends Charlie's Auto Electric in Eloy for starter and generator service. Frank had two day service on a starter. charliesautelec@gmail.com or 520-466-7933

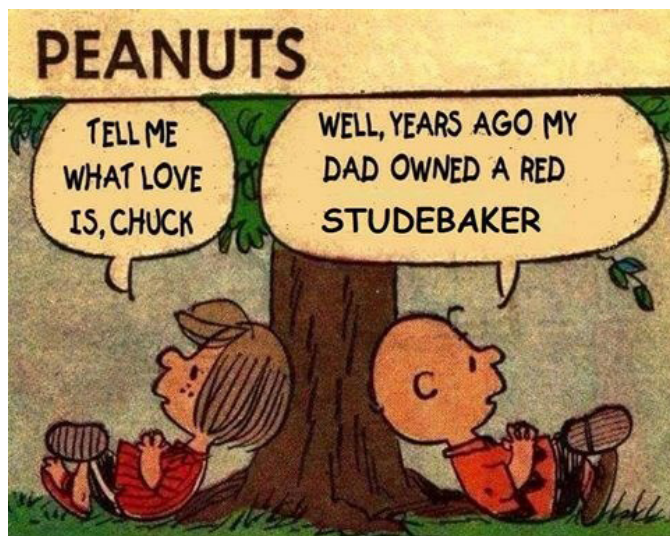
PRESIDENTIAL CHAMPION CONESTOGA STARLIGHT HAWK DAYTONA ERSKINE SILVERHAWK

CRUISER AVANTI COMMANDER ROCKNE EMBIFHAE TON STARLIGHT SKYWAY WAGONAIRE



# The *ECHO*

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



## APRIL REMINDERS

- 8 BGHS Car Show, 6-9 pm
- 10 GCSC Board Meets at DV Airport, 4pm
- 9, 10 CCV Car Shows
- 16,17 CCV Car Shows

See pages 5 & 6 for details.



Visit the Chapter web site at  
<http://www.grandcanyonsdc.com>  
for the newsletter and photo galleries.



Visit the chapter on Facebook at  
Studebakers Grand Canyon State Chapter

## GRAND CANYON STATE CHAPTER STUDEBAKER DRIVERS CLUB MEMBERSHIP APPLICATION

All memberships are for one year beginning on January 1.

**Chapter dues are** (check one)

- \_\_\_\_\_ \$18.00 yr to receive the newsletter by mail or
  - \_\_\_\_\_ \$15.00 yr to receive the newsletter electronically
- If joining during the year, dues are prorated at \$1.50 per month.

Your dues include eleven 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, Inc. is compulsory to be a member of the Grand Canyon State Chapter of SDC, Inc. **If you are not a member of SDC, add the following to your chapter dues** which the treasurer will remit for you - \$31.00 yr, includes *Turning Wheels* magazine or \$24.00 for new members, first year only, includes *Turning Wheels* magazine or \$10.00 for membership without the magazine.

Any questions can be directed to the address below or to Chris Collins at 602-995-5311 or [ccollinsaz@cox.net](mailto:ccollinsaz@cox.net)  
Please make check payable to the Grand Canyon State Chapter, SDC and send with this form to: GCSC, P. O. Box 37464 Phoenix, AZ 85069-7464.

Name \_\_\_\_\_ Spouse \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone # \_\_\_\_\_

Cell # \_\_\_\_\_

E-mail address \_\_\_\_\_

SDC Membership # (Required) \_\_\_\_\_

Expiration date \_\_\_\_\_

(May be found on your SDC membership card.)

# of Children under 18 years of age \_\_\_\_\_

(List name(s) and birthday(s) on back.)

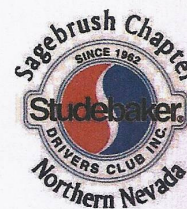
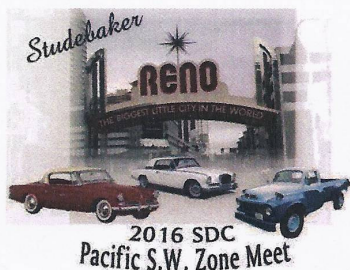
Birthday (Month & Day) Self \_\_\_\_\_

Spouse \_\_\_\_\_ Anniversary \_\_\_\_\_

Studebakers You Own: \_\_\_\_\_

New Member? \_\_\_\_\_ Referred by \_\_\_\_\_

## 2016 SDC Pacific Southwest Zone Meet May 19-20-21, 2016



Host Hotel: Atlantis Casino Resort  
3800 S. Virginia St.  
Reno, NV 89502

Nightly Room Rates: \$129 + tax & fees for 5/20 and 5/21/2015  
Prices good thru \$79 + tax & fees for 5/19  
4/25/2016  
Phone: (800) 723-6500  
Mention SDC to get these rates

### Car Show Classes

Div. 1: 1902-1946 - all models  
Div. 2: 1947-58 Sedans & Wagons  
Div. 3: Lark Types 1959-66  
Div. 4: 1953-61 C & K Body Coupes,  
Hardtops and Finned Hawks  
Div. 5: 1962-64 GT Hawks

Div. 6: 1963-85 Avanti  
Div. 6A: 1987-2007 Avanti  
Div. 7: 1902-64 Trucks  
Div. 8: All Years, Custom,  
Stude Powered Cars & Trucks

Div. 9: All Years, Modified  
Non-Stude Powered Cars & Trucks  
Div. 10: Special Interest, to include Non-  
motorized wagons, carts, goat wagons, weasels,  
pedal cars, B-17 Bombers, etc.

Judging will be done by meet participants who will be instructed to judge based on the car's overall condition. There will be First and Second place awards for each class.

### General Registration

Your Name (First) \_\_\_\_\_ (Last) \_\_\_\_\_

Guest/Spouse Names \_\_\_\_\_

Mailing address \_\_\_\_\_

Contact Phone# \_\_\_\_\_ Email Address \_\_\_\_\_

General Registration per family: \$35.00

Late fee for registration after 5/1/2016 \$ 5.00

Thursday driving tour to Military Vehicle  
Museum or shopping at Sparks Outlet Stores Free

Friday "Surprise" driving tour Free

Friday evening ice cream social at National Auto  
Museum, includes admission fees  
No. \_\_\_\_\_ X \$20 \$ \_\_\_\_\_

Event Long Sleeve T-shirts (Men's Sizes)

M \_\_\_\_\_ L \_\_\_\_\_ XL \_\_\_\_\_ X\$20 \$ \_\_\_\_\_

2XL \_\_\_\_\_ 3XL \_\_\_\_\_ X\$25 \$ \_\_\_\_\_

Award Sponsorships No. \_\_\_\_\_ X \$20 \$ \_\_\_\_\_

Car Show Entries (Judged): No. \_\_\_\_\_ X \$10 \$ \_\_\_\_\_

Div. \_\_\_\_\_ Year \_\_\_\_\_ Model \_\_\_\_\_

Div. \_\_\_\_\_ Year \_\_\_\_\_ Model \_\_\_\_\_

Car Show Entries (Display Only) No. \_\_\_\_\_ Free

Div. \_\_\_\_\_ Year \_\_\_\_\_ Model \_\_\_\_\_

Div. \_\_\_\_\_ Year \_\_\_\_\_ Model \_\_\_\_\_

Outside Swap Meet spaces  
(Bring your own table & chairs) Security will NOT be  
provided by SDC No. \_\_\_\_\_ X \$5 \$ \_\_\_\_\_

Saturday Awards Banquet, includes an hour of  
entertainment by Mark Twain impressionist McAvoy Layne.  
Taxes and Gratuity included in price below.

Chicken Chasseur No. \_\_\_\_\_ X \$39 \$ \_\_\_\_\_

Roast Pork Loin No. \_\_\_\_\_ X \$39 \$ \_\_\_\_\_

Vegetarian Strudel No. \_\_\_\_\_ X \$39 \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

Make checks payable to SDC Sagebrush Chapter, mail to Gary Crabtree 24 Shirley Ln., Yerington, NV 89447

For more information contact: Joe Modarelli (775) 882-1178 or Website: [www.sagebrushstudebaker.com/](http://www.sagebrushstudebaker.com/)

Entrants and guests thereof expressly agree to indemnify SDC, the Sagebrush Chapter of SDC, the Atlantis Resort, their representatives and anyone else connected with the Pacific Southwest Zone Meet, from any known or unknown damages, injuries or claims that may occur on the way to, during the event or leaving the meet.

Entrant's signature: \_\_\_\_\_ Date: \_\_\_\_\_



## Car Show Entry Form

### 5th Annual Cruise-In for the Veterans

Trophies-Raffle Prizes-Silent Auction-Vendors-Car Corral-Swap Meet-Live Music-Food

**April 23rd, 2016 9:00 am – 3:00 pm**

Rain or shine Show Car roll in 6:30 to 8:30 am

**Yavapai College (New Location)**

1100 E. Sheldon Street, Prescott, Arizona 86301

## \$30 Donation before April 15th, 2016

All Vehicles Welcome

**ENJOY COOL PRESCOTT AND SEE THE SIGHTS**

For more info [www.cruise4vets.org](http://www.cruise4vets.org)

By signing this form I release the Veterans Administration, Yavapai College, Car Show Sponsors, Car Show Volunteers and any other parties involved of any liability for loss, damage or injury to me or my vehicle. I also agree to all stated conditions of the event. See below.

**Donation includes: T-Shirt-Registration-Dash Plaque**

Club Affiliation \_\_\_\_\_ Year \_\_\_\_\_ Make \_\_\_\_\_

Model \_\_\_\_\_ Engine \_\_\_\_\_ Owners Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ T-Shirt Size \_\_\_\_\_

Car Corral (For Sale) \$15 \_\_\_\_\_ Swap Meet \$20 \_\_\_\_\_ Entry \_\_\_\_\_ Total \_\_\_\_\_

Please note: All judging is done by Veterans who attend the show

If you're a Veteran pick up a ballot at the T-shirt table

Will you allow a national automotive vendor to send you email about their products? Circle YES or NO

Signature of responsible party: \_\_\_\_\_

**Car Show pre-registration is \$30 per vehicle and ends April 15th, 2016. Day of show is \$35.**

**Car Show Conditions:** No Pop-Ups in the Car Show area!!! No transportation, motorized or pedaled, **except for handicap transport** in the car show area. Please use provided trash containers. Pets must be on a leash. **No alcoholic beverages on the premises.**

All profits go to Veterans Administration (unfunded) Volunteer Services.

**Bring a nonperishable food item for the local food bank.**

**Mail Completed form and check or money order to:**

Cruise-in for the Veterans P.O. Box 996, Chino Valley, Az. 86323

Info: Steve 928-713-0978 or email: [fobie@cablone.net](mailto:fobie@cablone.net)

**Entry forms: [www.Arizonacarshows.com](http://www.Arizonacarshows.com) or [www.cruise4vets.org](http://www.cruise4vets.org)**

Duplicates of this form are acceptable.

This event is not sponsored or endorsed by Yavapai College



BEACH CITIES, ORANGE & INLAND EMPIRE CHAPTER SDC  
**42<sup>ND</sup> ANNUAL**

# La Palma

**CAR SHOW & PARTS EXCHANGE**



**ALL STUDEBAKER CAR SHOW**

**SUNDAY, MAY 29, 2016 - 8:00AM - 3:00PM**

**LA PALMA PARK - ANAHEIM, CA**  
 HARBOR BL @ LA PALMA, SOUTH OF 91 FWY

A portion of proceeds is donated to Veteran's Organizations - Judging based on National rules  
 Food Court with fries & sodas - Parts exchange Registration 7:00 am - 9:00 am  
**SHOW INFO. CALL JAMES GILLEN: 949-280-4952**  
 Donations & Opportunity drawing donated items must be received by May 4 to be included in Meet Handbook.

| PRICES                                                                               | FEE  | CAR #1      | YEAR  | MOD | DIV        | CAR#2 | YEAR        | MOD | DIV |                             |  |
|--------------------------------------------------------------------------------------|------|-------------|-------|-----|------------|-------|-------------|-----|-----|-----------------------------|--|
| CAR JUDGED                                                                           | \$30 |             |       |     |            |       |             |     |     | CHECK TO<br>BCO-I<br>EMPIRE |  |
| CAR DISPLAY                                                                          | \$25 |             |       |     |            |       |             |     |     |                             |  |
| PARTS EXCHANGE                                                                       | \$25 |             |       |     |            |       |             |     |     |                             |  |
| LATE CHARGE (After May 9th)                                                          | \$5  |             |       |     |            |       |             |     |     | TOTAL FEE<br>DUE            |  |
| TOTALS                                                                               |      | ADD RIGHT → |       |     |            |       | ADD RIGHT → |     |     |                             |  |
| LAST NAME                                                                            |      |             |       |     | FIRST NAME |       |             |     |     |                             |  |
| ADDRESS                                                                              |      |             |       |     |            |       | PHONE       |     |     |                             |  |
| CITY                                                                                 |      |             | STATE |     | ZIP        |       | E-MAIL      |     |     |                             |  |
| MAIL FEES AND FORM TO: <b>JAMES GILLEN 2271 VIA PUERIA #Q LAGUNA WOODS, CA 92637</b> |      |             |       |     |            |       |             |     |     |                             |  |