

The ECHO



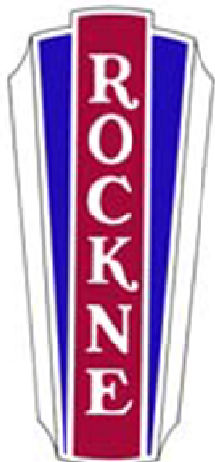
Newsletter of the
Grand Canyon State Chapter
Studebaker Drivers Club

Volume 49 Issue 5

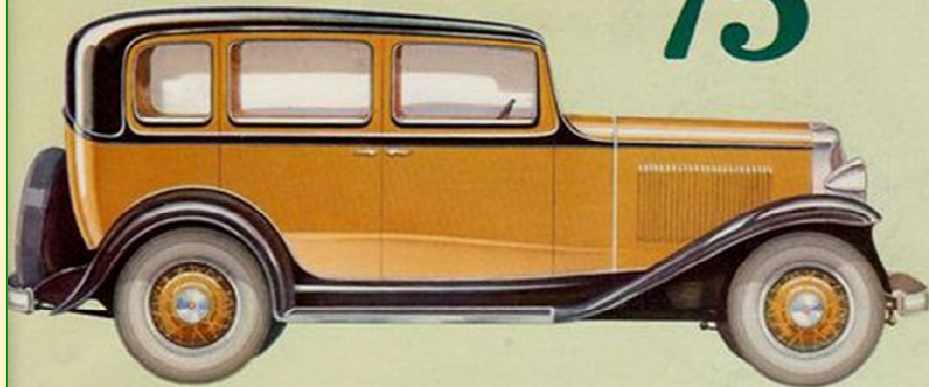
May 2021

Inside This Issue

- Officers and Board2
- State of the Chapter3
- Welcome New Members ...3
- ADOT News3
- Rhodium 45 Report4
- Upcoming Events5
- La Palma/Zone Meet6
- Tech Tip7
- Birthdays, Anniversaries ...7
- Raymond Loewy Recipe ...7
- Rockne9
- ECHO Advertisers10
- Classifieds8/11



ROCKNE "75"



World's largest low-priced Six



The Rockne "75" has a 114 inch wheel-base, the longest ever offered in a Six at this price. Its seats have the same spacious width you find in the "65".

These dimensions mean a great deal. People do not want their low-priced cars to look small.

\$685

and up, f. o. b. Detroit

4-point Cushioned Motor Gives Ultra Smoothness

The Rockne Six is of Studebaker sponsorship and therefore has exceptionally smooth engines.

Both the "65" and the "75" engines easily develop a driving speed of 70 miles an hour.

No Four in the low-priced field, no matter how treated to reduce vibration, can possibly compare with either of the Rockne Sixes in volume and evenness of power flow.

But the Rockne engineers have taken a long step further to make doubly sure protection against even slight vibration. They have cushioned both these superb power plants in live rubber at all *four* points of suspension—introducing the 4-point Cushioned Motor into the field of the low-priced car.

Unusual Body Styles and New Clear-Way Front Compartment

The same Studebaker resources of men and money that make these two Rockne Six cars so superior mechanically contribute also to their magnetic eye appeal.

The aerodynamic influence of the day is expressed in their long, low, sweeping lines.

The new Clear-Way Front Compartment of the Rockne Six brings to the field of low-priced cars new standards of roominess and comfort. The wide front seat is adjustable to the most comfortable driving position. The unusual positioning of hand brake and gear shift levers permits easy entrance or exit by either door.

THE STUDEBAKER CORPORATION

From the Editor's Pen.....

The advertisement on the cover is related to Dan Kuhl's article on page 9 about Knute Rockne, who Studebaker honored by naming an automobile for him. The March ECHO had an item about Rockne's death when the airplane in which he was traveling crashed and it told of the cause of the crash and the ensuing improvements in aviation. Dan's article focuses on Rockne's biography and his role with Studebaker. The article references are at the bottom of page 8.

It is well worth a trip to Anaheim for the La Palma/PSW Zone Meet to view all the Studebakers and to visit the vendors with their varied wares. See page 6 for the host chapter's web site where you find links to maps, motel list and a preview video of past La Palma meets. The meet is in a park and the weather is almost always perfect.

Thank you to this month's contributors - Michell Eastburn, Dan Kuhl, Richie Fein, Steve Fein, Sharon Ware, Russ Ware, Richard Dormois and Pete Yuen.

Drive your Studebaker.

Chris



"Never put off until tomorrow what you can do the day after tomorrow." – Mark Twain

Well Wishes to Denny Lockmon who is recuperating from triple bypass surgery.

CHAPTER NAME BADGE

Order your Chapter name badge with a pin back by contacting Chris Collins at ccollinsaz@cox.net or 602-995-2146. The price is \$5.00 each.

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

The name badges are available in the traditional brass and black with the SDC logo or a blue plastic with the Chapter logo.

NEW MEMBER CHALLENGE

When a Chapter member recruits a new member to join SDC and/or the Grand Canyon State Chapter he/she will have Chapter dues paid for 2022.

Just ask the new member to mention your name on the application where it asks "Referred By".

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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STATE OF THE CHAPTER

By Michell Eastburn, President

Thank you to all those Studebaker lovers for showing and representing Studebaker throughout the Valley and other states at the various spring car shows. Things are warming up and frankly it's time for us to start winding down. The board has planned a few more simple events to get us through the summer. Plan to come out this month to Danzeisen Dairy Creamery and have a stacked shake with us and then join us for pizza and music in July at Organ Stop.



Don't forget that the La Palma PSW Zone Meet is at the end of this month and it is just a quick drive to California. The show is short and sweet and only has light Saturday evening plans and the car show on Sunday that ends in afternoon. If you are planning on going please make sure to get your registration done soon. (See pg 15.)

A huge thank you to the Chapter and particularly Steve Fein for assisting in the awarding of a heartfelt letter from the Studebaker Brothers welcoming me to the Studebaker owners family. What an awesome letter to receive.



Photo courtesy of Sharon Ware.

The text of the letter from the Studebaker Brothers reads:

Dear Michell Eastburn,
In looking over the listings of Studebaker Clubs, my brothers (Henry, Jacob, and Peter) along with John Mohler, and I, found that you are the President of the Grand Canyon State Chapter of The Studebaker Drivers Club.

We have learned that you are doing an excellent job & would like

to take this opportunity to welcome you to our Studebaker owners family.

If you require any assistance with your club, please contact our company or us personally.

Thank you, *Clement Studebaker*



WELCOME NEW MEMBERS!

Bill & Bonnie Dutting
8137 E. Nancy Rd.
Prescott Valley, AZ 86314
951-234-2340
cimprove@gmail.com
1955 Commander

Update from ADOT:

Submitted by Michell Eastburn

Arizonans can now renew driver licenses online (<https://azdot.gov/adot-news/arizonans-can-now-renew-driver-licenses-online>)

"Most Arizonans with a standard driver license must renew their license when they turn 65 years of age and every five years thereafter," ADOT Director John Halikowski said. "During the pandemic, ADOT wants to continue Governor Ducey's efforts to help protect our most vulnerable and we're pleased to be able to offer a contactless renewal option so people can continue making healthy choices."

When renewing online, an individual's official driver record will be updated with the new expiration date in the MVD system when the application and payment are submitted electronically. When it comes time to renew a driver license, individuals can follow the below steps to renew online.

- * Go to AZMVDNow.gov (link is external) and sign-in to your account. If you need to activate your account – everyone with an Arizona driver license has an account – follow those steps.

- * After logging in, select "Renew Now" in the "My Credential" section and follow the instructions.

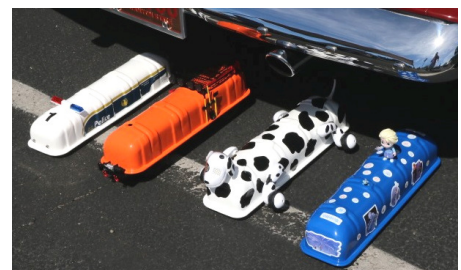
- * Allow about 15 days for processing and mail delivery of your new driver license.

VALVE COVER RACES AT 2021 PSW ZONE MEET

You still have time to make a valve cover racer for the Pacific Southwest Zone Meet at the end of May. Here are a few rules to follow.

1. Must be a Studebaker valve cover.
2. Total weight cannot exceed 10 pounds. There will be an official scale.
3. Total length must not exceed 10% over stock length of original valve cover.
4. Dimensions may be no longer than 12" high or 12" wide.
5. No sharp edges or sharp protrusions on the racer.

Now, decorate as creatively as you wish.



COFFEE & CARS AT RHODIUM 45

By Michell Eastburn

Cars and Coffee at the Rhodium 45 collection attracted nearly 40 members and friends on April 10th. Fifteen classics including 11 Studebakers assembled in the front parking lot to enjoy a car show and then members were welcomed inside the Rhodium 45 Museum and the Vehicle Storage Salon for a tour of the venue.

Members enjoyed coffee and breakfast snacks in the lounge area where a membership meeting was held. Drivers awards were won by Garry Klinger and Paul Miller & Camille Miles. George Gezilius took home \$65.00 in the 50/50 raffle. During the meeting Steve Fein awarded me, Michell, with a letter from the Studebaker Brothers welcoming me to the Studebaker owners family.

Thank you to all those who came our for our April event. A special thank you to Larry Read and his team for hosting our event. Also, thank you to Gwenyth Eastburn and Jan Widhalm for assisting with the event.



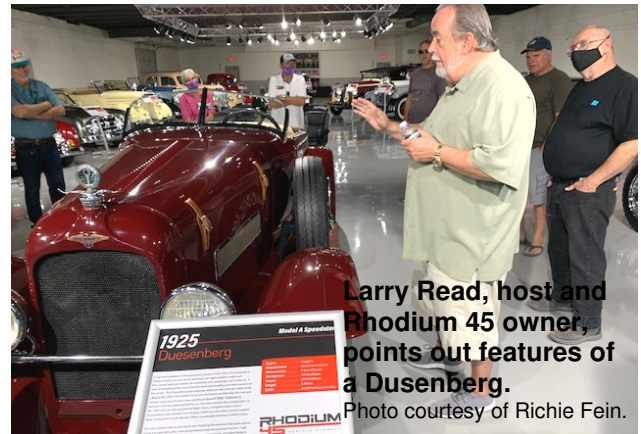
The morning line-up.

Photo courtesy of Richard Dormois.



The Meeting.

Photo courtesy of Richie Fein.



Larry Read, host and Rhodium 45 owner, points out features of a Duesenberg.

Photo courtesy of Richie Fein.

Participants included: Steve Fein, John, Kim, Callan & Ainsley Rodhouse, Dana Tietz and guests John Briggs (1967 Chevella), Rick Lyons (1970 Mustang) and Bill Walker (1935 Ford), Will & Gwenyth Eastburn (1963 GT Hawk), Scott Grainger and dog pals Curly & Shorty (Indy, 1928 Erskine), Russ & Sharon Ware with guests Bill & Pat Ware (LC, 1951 Commander Land Cruiser), George Gezilius (1951 Champion), Ted & Jan Widhalm, Garry Klinger with Truman, his dog (1952 Commander SLC), Dennis Lynde & Linda Saar (1963 GT Hawk), Claudia Robinette, Richard Dormois, Dolores & Richie Fein, Adam DeRosa (1972 Avanti), Dennis Reynolds and guest (1963 GT Hawk), Larry & Ruth Cushing, Mike King (1957 Silver Hawk), Jim Pruitt and 2 guests (1962 GT Hawk), Kent Musgrave and Jerry Day (1931 Chevrolet Coach), Paul Miller & Camille Miles (1990 Oldsmobaker), Michell Eastburn, Peggy Eastburn, Larry Pohill, Greg Avery, Lenny & Barb Olsen and Rhodium 45 owner and host Larry Read (1931 President Four Seasons Roadster).



Russ and Sharon Ware with Russ' parents, Bill and Pat, on the way to Coffee and Cars in their "new" car, a 1951 Commander Land Cruiser.

They sure look like they are enjoying the luxurious ride in Studebaker's top-of-the-line model!

Photo courtesy of Russ.

*Keep America Beautiful,
Drive a Studebaker!*

GRAND CANYON STATE CHAPTER CALENDAR OF EVENTS

- MAY 8** **CRUISE-IN - CAR SHOW SATURDAY, MAY 8, 2021** TIME: 09:30 AM
LOCATION: DANZEISEN DAIRY; 6024 WEST SOUTHERN AVE, LAVEEN 85339
JOIN US IN LAVEEN FOR A CRUISE-IN WITH CUSTOM WAFFLES AND STACK SHAKES AT DANZEISEN DAIRY CREAMERY STORE (WWW.DANZEISENDAIRY.COM). WE WILL GATHER FOR A CAR SHOW TO DISPLAY OUR COLLECTION ALONG SOUTHERN AVENUE AND WILL BE ABLE TO PURCHASE BREAKFAST FROM THE WAFFLE LOVE AZ FOOD TRUCK (WAFFLUV.COM). BRING YOUR CHAIRS, WATER WILL BE PROVIDED. BE SURE TO TRY A DANZEISEN STACK SHAKE OR ICE CREAM, CHUG A PINT SIZE STRAWBERRY MILK AND/OR GIVE THE NEW COTTON CANDY MILK A TRY! IF YOU WOULD LIKE MILK OR OTHER DELECTABLE SNACKS TO-GO, MAKE SURE TO BRING YOUR ICE CHEST/PACKS. INFO: PEGGY - 623-936-6116 / peggyeastburn@hotmail.com
- DANZEISEN IS LOCATED OFF THE NEW LOOP 202 SOUTH MOUNTAIN FREEWAY AND SOUTHERN AVENUE, LOCATED ON THE EAST SIDE OF THE FREEWAY...LOOK FOR THE BIG BLUE BUILDING LOCATED ON THE NORTH SIDE OF THE ROAD. THE CREAMERY CAN ALSO BE EASILY ACCESSED FROM 51ST AND 67TH AVENUES AS WELL.**
- MAY 16** **GCSC BOARD AND OFFICERS WILL MEET AT 1:00 PM VIA ZOOM CALL OR VIDEO. MEMBERS ARE WELCOME TO ATTEND. TO JOIN IN THE MEETING CONTACT PEGGY AT 623-936-6116 or peggyeastburn@hotmail.com TO BE INCLUDED IN NOTIFICATION LIST FOR MEETING DETAILS.**
- MAY 29-30** **LA PALMA CAR SHOW & PACIFIC SOUTHWEST ZONE MEET HOSTED BY BEACH CITIES ORANGE INLAND EMPIRE CHAPTER (BCOIE) AT LA PALMA PARK (HARBOR BLVD & LA PALMA PKWY, SOUTH OF 91 FWY), ANAHEIM, CALIF. INFO: <http://studebakersocal.com/> SEE PAGE 6 FOR INFORMATION AND PAGES 14 & 15 FOR MORE DETAILS AND REGISTRATION FORM. QUESTIONS? DAN SCOTT AT 818-558-1791**
- JUNE 4-5** **CRUZ'N THE RIM CAR SHOW AT FRONTIER FIELDS, 600 N. 9TH PL., SHOW LOW. CONTACT JOE BAILEY AT 602-550-6837 IF YOU PLAN TO ATTEND. WITH 5 OR MORE STUDEBAKERS HE CAN RESERVE SPACES FOR THEM. FOR EVENT INFORMATION AND REGISTRATION VISIT: <https://drive.google.com/file/d/1cvPZ3afZu-twuzixnqngc7gTQ2j5vmoe/view> THIS IS AN ACTIVITY OF THE ARIZONA CHAPTER OF ANTIQUE STUDEBAKER CLUB.**
- JULY 18 SUNDAY** **CHAPTER OUTING TO ORGAN STOP PIZZA, 1149 E. SOUTHERN AVE., MESA. 4:00PM. COME FOR THE SOUNDS OF THE MIGHTY WURLITZER PIPE ORGAN. PLEASE FEEL FREE TO BRING THE WHOLE FAMILY AND/OR INVITE YOUR FRIENDS TO JOIN US. INFO: PEGGY AT 623-936-6116 or peggyeastburn@hotmail.com**
- SEPTEMBER 8-11** **57TH INTERNATIONAL SDC MEET HOSTED BY INDY CHAPTER IN INDIANAPOLIS, IND. AT MARION COUNTY FAIRGROUNDS. SEE HOTEL LISTING, MEET SCHEDULE AND TOUR LIST IN *TURNING WHEELS*.**
- SEPTEMBER 11** **INTERNATIONAL DRIVE YOUR STUDEBAKER DAY. SUGGESTIONS FOR AN ACTIVITY WELCOME. CONTACT A BOARD MEMBER WITH YOUR IDEAS.**
- OCTOBER 17 SUNDAY** **COOL CLASSIC CAR SHOW HOSTED BY THE SAN DIEGO COUNTY CHAPTER AT SPANISH LANDING WEST (OFF HARBOR DR., SAN DIEGO) FROM 8AM TO 2:30PM AWARDS, 50/50, RAFFLE, FOOD. VISIT www.studebakersandiego.com OR CONTACT BOB AT bobhalgren@hotmail.com / 619-251-5638**

If any event plans change we will let you know with an e-mail or phone call and through the Chapter website or Facebook page.

Visit <https://sites.google.com/view/cruisinaz> for more car events in your area.



Printable information and registration forms for the Pacific Southwest Zone / La Palma Meet are available on page 14 and 15 of this newsletter or at <http://studebakersocal.com/> along with the following printable PFDs.

- ~ La Palma Park and Surrounding Area Map
- ~ Directions to NHRA Museum / La Verne Brewing Co.
- ~ La Palma Zone Meet Weekend Schedule/Agenda
- ~ Suggested Hotel List, Anaheim

Preview Youtube Video of the 2021 La Palma / PSW Zone Studebaker Meet! <https://tinyurl.com/2hn6hfh6>

A reminder if you attend the meet and bring your Studebaker:

“A fire extinguisher is required for each car, judged or displayed, at any SDC sanctioned Meet. The fire extinguisher must be placed beside the front tire on the driver’s side. For Drive through Judging, the fire extinguisher must be visible on the front seat on the passenger side.”



Different by Design

2021 La Palma / Pacific Southwest Zone Meet Agenda

Saturday, May 29, 2021

- 3:00 pm NHRA Motorsports Museum Tour – 1101 W. McKinley Ave., Pomona
- 5:00 pm La Verne Brewing Co. Food, Drinks and Conversation 2125 Wright Ave., La Verne, CA

Sunday, May 30, 2021

- 7:00 am Registration/ Parking/ Vendor set-up/ Meet set-up
- 8:00 am Meet Starts / Selling of Raffle Tickets / Selling of 50/50 tickets
- 9:00 am Judging Begins / Café Opens
- 10:00 am Raffle Drawing Begins
- 12:00 pm Valve Cover Races (see page 3 to make a racer)
- 2:00 pm Announcements
- 2:15 pm Awards /50/50 Drawing /Grand Prize Drawing
- 3:00 pm End of La Palma and 2021 Pacific Southwest Zone Meet

May 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Questions? Call Chris at 602-995-2146		***** <i>Happy Mother's Day</i> <i>to all Chapter Moms!</i> *****				I
2	3	4	5 Cinco de Mayo	6	7	8 Danzeisen Cruise-In
9 Mother's Day	10	11	12 1959 -100,000th Lark built	13	14	15
16 GCSC Board Meeting	17	18	19	20	21 1937-Studebaker becomes a union shop. UAW #5	22
23 La Palma 30	24 Memorial Day 31	25	26	27	28	29 Zone Meet Anaheim, Cal.

TECHNICAL INFORMATION

**Too much oil can cause windage -
(In a car, that is)**

Windage is defined as: 1. The disturbance of air around a moving object. 2. Deflection of a projectile caused by wind. 3. The part of a ship exposed to wind. These definitions are in the Webster's Dictionary. What is not in the dictionary is when the word is used pertaining to a car.

Windage is a term used when excess amount of oil in the motor crankcase is whipped into a froth even though anti-foaming agents have been put into the oil at the time of refining and blending. The spinning crankshaft whips the oil into a froth and the lubricating effectiveness is severely reduced to a point that it would have a similar effect as in not having oil in the system. Due to improper lubrication, the motor will be damaged, albeit that will happen over time. You do not want this to happen. The amount of oil that you put into the motor is specified by the car manufacturer. Do not exceed the amount that is specified or you motor could seize up as a result. If your car is taken to a garage or a lube shop, be sure to check the oil level on the dipstick before leaving the shop. If the dipstick show excess, do not let the mechanic tell you that it does not matter. To him, it does not matter as it is not his car. Have the shop remove the excess oil and protect your investment.

Reprinted from *Odds 'N' Ends*, Peter Yuen, editor.



You are only young once, but you can stay immature indefinitely. ~ Ogden Nash (1902 – 1971)

Courtesy of the North Star Wheel, newsletter of the North Star Chapter, Bob Stude, Editor.

CELEBRATE!

May Birthdays



- | | | | |
|----|-----------------|----|------------------|
| 1 | Peggy Akin | 13 | Judy Haverstick |
| 1 | Jim Carr | 14 | Aleta Millette |
| 4 | Carl Reid | 16 | Sheri Engstrom |
| 4 | Esther Reid | 20 | Virginia Quigley |
| 4 | Buddy Wright | 20 | John Verrill |
| 10 | Richard Riley | 23 | Sue King |
| 11 | Bruce Sandburg | 27 | Richie Fein |
| 12 | Jerry Sanderson | 30 | Lisa Lynch |

May Anniversaries

- | | |
|---|-----------------------|
| 3 | Don & Shari Engstrom |
| 4 | Paul & Lola Horvath |
| 4 | Bill & Cheryl Simmons |



LOEWY'S SAUSAGE STIR-FRY

Raymond Loewy famously enjoyed French cuisine but also enjoyed American food and liked to mix it with staples from around the world. Here is a recipe that combines smoked sausage with Asian-style ingredients for a quick and delicious supper, perhaps served with some good, cold beer.

- 1 pound lite smoked sausage, sliced
- 2 tsp canola oil
- 1 clove garlic, minced
- 16 oz package frozen stir-fry vegetables, thawed
- 8 oz package frozen sugar snap peas, thawed
- 2 tbsp soy sauce
- 1/2 tsp salt
- 1/2 c cashews
- Hot cooked rice
- Can also add 8 oz of pineapple chunks, drained and diced tomatoes



Heat wok at medium-high for 2 minutes. Add sausage and stir until browned, about 8 minutes. Remove from wok. Heat oil in wok. Add garlic and stir-fry for 1 minute. Add mixed vegetables, peas, soy sauce and salt; stir-fry 5 min. Add sausage and pineapple chunks and tomatoes, if using; stir-fry 2-3 minutes or until thoroughly heated. Sprinkle with cashews and serve over rice. Serves 4-5

Recipe reprinted from *Avanti Magazine*, Issue 193, Lew Schucart, editor

THE
Studebaker
DRIVERS CLUB INC.

FOR SALE: 1955 President 2 door hardtop. Running and driving, but needs TLC. Pretty solid with very little rust and very complete. Original California built car, originally pink and white 2 tone with grey and pink interior. Original engine, auto and power steering. \$5900.00 Ken West, 602-819-9826.

Parted out a 1964 Daytona 4 door sedan. Lots of nice, mostly rust free body parts for sale. Doors, hood, fenders, quarter panels, rear panel, splash pans, door posts, bumpers, and a bunch of other misc. small body parts. Nothing mechanical. Also 2 transmissions. 3 speed OD from a '63 Lark 6 cylinder and a T85C-148, non OD from a truck. An oil pan from ? engine.

Downsizing my accumulation of unneeded parts. Very reasonably priced. More you buy, the cheaper they get. Big discount for taking it all. Ken West, 602-819-9826 (2)

SALES LITERATURE FOR SALE

- ◆ 1939 "The New Champion A Manual for the Studebaker Salesman" App. 80 pages, \$60
- ◆ 1950 "Inside Facts 1950 Engineering Manual for Studebaker Salesmen" 96 pages, \$100
- ◆ 1902 "Studebaker Catalogue No. 209 Electric Vehicles" 12 pages, (REPRINT) \$10
- ◆ 1935 Champion fold out – 17" x 22" 2 sheets, fair condition, \$10
- ◆ 1942 Champion color dealer brochure, 24 pages, \$15;
- ◆ 1947 "New 1947 Studebakers" color single page tri-fold, \$5
- ◆ 1948 "New 1948 Studebaker" color 17" x 26" fold out brochure, \$12 1
- ◆ 1956 "The Big New Studebaker" color brochure, 16 pages \$12
- ◆ 1957 "Studebaker" 22" x 28" color fold-out brochure, \$12

- ◆ 1957 "Studebaker Sedans" color brochure, 16 pages, \$12
- ◆ 1959 "The Lark by Studebaker" color brochure, 12 pages, \$10
- ◆ 1960 "Lark" 18" x 25" color fold-out brochure, \$8
- ◆ 1961 "the Lark with Performability" 18" x 25" color foldout brochure, \$6
- ◆ 1962 "Lark" color brochure, 16 pages, (2 available) \$8, \$6
- ◆ 1963 "Avanti, Lark, Cruiser, Hawk" 18" x 25" color foldout brochure, (2 available), \$7
- ◆ 1965 "Studebaker The Common Sense Car" color brochure, 12 pages, (2 available), \$7
- ◆ 1966 "The Smart New Look" 4" x 9" color brochure, 16 pages, (3 available), \$6

As the Pickers say "bundle and save". Kevin MacFadden, 480-215-6810, k.macfadden@yahoo.com (0)

~ ~ STUDEBAKER CARS AND PARTS FOR SALE ~ ~

CARS/TRUCK: 1962 Cruiser, Auto, P.S., P.B., radio, heater, A/C. Seat & door panels and carpet excellent. 259 engine, full flow, shot. No rust, good glass. \$2500. 1951 Champion Starlight Coupe. Rust free. Good front & back glass. No drive train. Roof pushed in, needs body work & interior. No title. \$1500. OBO. 1955 Pickup. 232 V-8, O.D. Cab has no rust. Doors & gate not so good. Fenders, hood & bed good. Kit buildable. \$2000. **PARTS:** 1964 Lark left front fender solid except battery area. \$125. 1962-63 Right front fender, solid. \$175. Pickup right rear fender with aftermarket spare tire mount, Excellent. \$300. Hawk left rear fender. Excellent. \$300. Hawk dash. Excellent aluminum cover with some gauges. \$300. 1950 Bullet nose sheet metal, N.O.S. \$200. 1950-'51 gas tank, good. \$75. Other gas tanks available. R Series grill, okay. \$5. Transtar cab with doors, some rust. Solid, no glass. \$1200. 8 foot narrow bed. Very good with gate, no fender. \$850. **OTHER:** Early 30's Packard trunk, \$250. Studebaker hydraulic press, not working. Make offer. 220 volt A/C with heat, 1 1/4 T for your shop, \$150. 1985 Plymouth Grand Fury, Excellent. \$3500. Contact Pete Mensing, Prescott 928-776-7979 Leave message if no answer. (0)

Rockne: A Failure of The Times Article References:

- ~ Fox, Fred. "Studebaker's 1932-33 Rockne, A Bold Effort in Depression Times." *Turning Wheels* Vol 36, No 12 (Feb 2004): pp. 6-15.
- ~ Quinn, Richard. "Studebaker Almanac, Rockne Tribute." *Turning Wheels* Vol 38, No 9 (Sept 2006): pp. 24-26.
- ~ Forever Irish, Celebrating the History of Notre Dame Football: Explaining the Rockne Crash, Truth vs Fiction; on the web.
- ~ Kish, Ph.D., Bernie, Rockne: The Coach and the Car, Nov 11, 2005 on the web.
- ~ Knute Rockne, Wikipedia; on the web.
- ~ *The Spirit of Notre Dame*, 1931; This is the movie Rock was flying to in California to assist in its production; available on Prime.
- ~ *Knute Rockne, All-American*, 1940; Starring Ronald Reagan as the Gipper; available on Prime for a fee.

ROCKNE: A FAILURE OF THE TIMES

By Dan Kuhl

This article is to celebrate the anniversary of Knute Rockne joining the Studebaker Corporation in May, 1928.

His sports career and his attempt at movie stardom

At the age of five, Knute Kenneth Rockne immigrated from Voss, Norway to the United States with his parents and settled in the Logan Square area of northwest Chicago. He completed his education there and moved to South Bend to attend Notre Dame after working four years for the post office to pay for his college education. He made pin money in the boxing ring.

Knute had a very successful track and football career at Notre Dame. In his crowning glory as an end, he received many forward passes from Gus Dorais to beat Army on their home field. Later, the forward pass became a mainstay in modern professional football.

After receiving his degree in pharmacy, he went on to help coach at Notre Dame and play professional football. Following his stint in the professional leagues, he came back to coach at Notre Dame where he recorded 105 victories, 12 losses, and five ties. During his 13 years as a coach, he coached the Gipper (Ronald Reagan in the movie) and the Four Horsemen, All-Americans in their own right. However, Rockne considered his 1929 Fighting Irish team the strongest with Jim Thorpe, Red Grange, George Gipp and George Pfann in the backfield. What makes this season so impressive is that all the games were played away, as a new stadium was being built, and that he directed all practices from a Studebaker President Victoria with a loud speaker because he was suffering so terribly from phlebitis.

Two years later Knute Rockne died in a plane crash on March 31, 1931 on his way to assist in the production of the movie *Spirit of Notre Dame*, later released in October of that year. His funeral was carried live on network radio in the United States and around the world. A memorial dedicated to the victims stands at the site of the crash. Knute Rockne's body was taken back to South Bend for interment at Highland Cemetery.

The crash of the Transcontinental & Western airliner in Kansas brought much negative publicity to the airline industry. The Fokker Trimotor's wing broke in flight due to a failure in the water based glue used in the wing's construction, that was exposed to rain during the flight.

Why was the crash such a failure of the times? First, Fokker who had manufactured planes for Germany during WWI, was known for poor workmanship. Second, the plane was inspected and failed, but was allowed to fly because of a mail contract. Third, weather conditions were such that visual fly rules could not be met. With the crash it was the end of wooden wings and the beginning of all metal aircraft, and of course, more federal oversight.

He joins Studebaker and the car named after him

In May of 1928, Knute Rockne (Rock, to his friends) began a relationship with the Studebaker Corporation. At this time he became very close to Albert Erskine, President of Studebaker, who was also Chairman of Notre Dame's Lay Board of Trustees. Because it was time for a new stadium, Rock convinced the companies of the community to invest in their future by investing in the "House that Rock Built". After signing a contract with Studebaker to be a motivational speaker, he gave a talk in New York City to the National Automobile Chamber of Commerce. When he had finished the crowd got up and gave a cheer as if they were sophomores at their first Fighting Irish football game. It is estimated that Rockne gave over 50 speeches for Studebaker from 1928-1931. On March 19, 1931 Knute Rockne became Manager of Sales Promotion for Studebaker. On the 30th he went to Chicago to celebrate his mother's birthday and make a recording called "Studebaker Champions". On the 31st he was gone forever.

After Rockne's death, Albert Erskine decided to name Studebaker's new car the Rockne. It would compete against the Ford and Chevrolet in the low price field and honor his friend, and hopefully improve sales. The previous new release, the Erskine that came out in 1927, had not been a sales success. The Rockne debuted in February of 1932, with one model manufactured in Detroit at the Rockne Motors Corporation, a subsidiary of Studebaker, while the other was made in South Bend with the other Studebaker models. The Rockne was a huge success with over half of the 45,000 cars manufactured by Studebaker. In 1933 the roof crashed in on Studebaker. With the continuing Depression production of Rocknes dropped to 15,000, the factory in Detroit closed, President Erskine took his own life, and the corporation was forced into receivership. Due to a failure of the times, Rockne the car was gone too.

Author's Notes:

- In a 2005 article, Richard Quinn, Studebaker historian, wrote that most Studebaker car people know very little about Rockne's football background. - The engine in my 1959 pickup is from the Rockne 65. It is one of the longest used engines in American automotive history. - The '33 Rockne has the Studebaker wheel with the Rockne name on the radiator shell.

References: page 8.




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10/20





ROC# 211483

The SDC advises all Studebaker drivers display a fire extinguisher at the front left tire of their car/truck at Chapter hosted car shows.




SCHOLARSHIPS AVAILABLE

The Studebaker National Foundation has \$1,500.00 scholarships available for qualified students. Please visit <http://www.studebakernationalfoundation.org> to download an application.

You can also contact James Bell at 360-738-0103 or studenut@comcast.net if you have questions about the SNF scholarship program.

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FOR SALE - STUDEBAKER CARS, TRUCKS AND PARTS - WANTED

TO PLACE OR CANCEL AN AD: Please contact Chris Collins by phone at 602-995-2146 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

Jim Pruitt has several Studebakers for sale: 1957 Provincial wagon, 1955 Conestoga wagon, 1962 GT Hawk, 1963 Lark 2 dr, 1964 Daytona HT, 1949 1T truck, 1940ish 1T (no title). Contact Jim with your queries at 480-560-0925. (1)

1955 President – Original Arizona Car. Four Door. White Over Yellow. 259 V8. GM Automatic. 12 Volt Conversion. New Starter. New Carburetor. Car Cover and Service Manual Included. \$15,000.00 Contact: Mr. Samuel N. Powell Sampowell1977@gmail.com 928-213-5292 (0)



1958 Golden Hawk. Only 4 "Mountain Blue Metallic and Parchment White" like this one still exists. In 2013 the engine, supercharger and transmission were overhauled as well as the brake system, fuel system, cooling system and exhaust system at a cost of over \$33,000. Serious inquires only. Charley Haverstick arizonacharley2004@yahoo.com (0)



More ads on page 8.

STUDEBAKER WANTED

Pre-war Studebaker wanted. Two door preferred. Price range open. Contact Matt Green 928-636-0356 nashmgr@live.com (0)

STUDEBAKER PARTS FOR SALE

A/C unit, Stude v8, compressor and pulleys \$450. Set of sedan (4) nut cover hubcaps \$50; full covers set of (4) \$80. Rear glass shield 64-66 \$50; windshield 62-63? \$75 both driver quality. 232, 259 & 289 Aluminum (billet) cam gear \$100.-64 brake shoes \$75. R-1 carb and rebuild kit \$350. Avanti front sway bar \$50. Avanti power antenna (rebuilt by Genstar) never used \$150. Lark console and base (console needs to be recovered) \$100. 66-67 Chevy V-8 A/C mounting bracket \$85. 64-66 Lark grille used dual headlights \$75. 64-66 Lark V-8 doghouse \$50. 64-66 Lark used radiator V-8 \$75. Subject to postage, shipping and insurance. Call/text 602-885-2216 or wjazwin@hotmail.com 2

AVANTI parts for sale. Many NOS and used parts for 1963/1964 Avanti. Please email Bill Cervini at avanti5010@gmail.com for list. (1)

259 engine from '61 Hawk needs rebuilt but comes with new pistons and the crank has been turned 10/10 also with 4bbl manifold and AC pump and brackets \$300. '53 Coupe grill bars to be painted \$150 for the pair. '54 sedan grill bars and surrounds \$50. each side. Car cooler that hangs in the window very good condition for \$300. New 245 engine rebuild parts Rings, bearings, timing gear, intake and exhaust valves 245 Commander 6 engine \$100. Overdrive Trans. from '50 Commander \$125. '56 Golden Hawk left

side fiberglass fin \$20. GT Hawk headliner bows, very nice \$50. for full set. '56 1/2 ton C-Cab truck back glass 40., glove box door \$20. Studebaker 1.2 ton brake drums \$40. ea. Studebaker V8 Valley pans \$5. ea. 2R5 truck Champ 6 bellhousing \$40. '51 Commander left front door \$45. '51 Commander right rear door \$45. '56-'61 Hawk grill excellent chrome \$50. '62 Lark grill \$40. very nice. '53 sedan trunk lid \$40. '62-'64 GT Hawk complete set good glass in chrome frames wing windows, side glass. Hawk and coupe center pan for all bucket seats and mounting for console \$30. '59-'60 Lark or '60-'64 Champ truck hood \$40. '59-'60 Lark trunk lid, \$35. good condition. '60-'64 Champ truck left door \$30. ea. '62 Lark Station Wagon upper tailgate \$40. '62 Lark rear quarters \$75. for both or \$40. each no rust. '63 Lark 4 dr front doors \$50 ea. '63 Lark rear doors for Wagonaire or 4-dr sedan \$35. ea. Lots of other parts, if you don't see what you want, call me. I may have it. Large items for pick up, email for pictures at studeblu@gmail.com or contact Jerry at 520-979-0065 (0)

CHAPTER FUNDRAISING PROJECTS

T-shirts in men's sizes M-XXXL. Caps in gray with black mesh, all NOW \$10.00 each. T-shirts featuring the Studebaker script, saguaros and a buzzard, \$15.00 each.

Caps and t-shirts will be available at upcoming Chapter meetings and events.

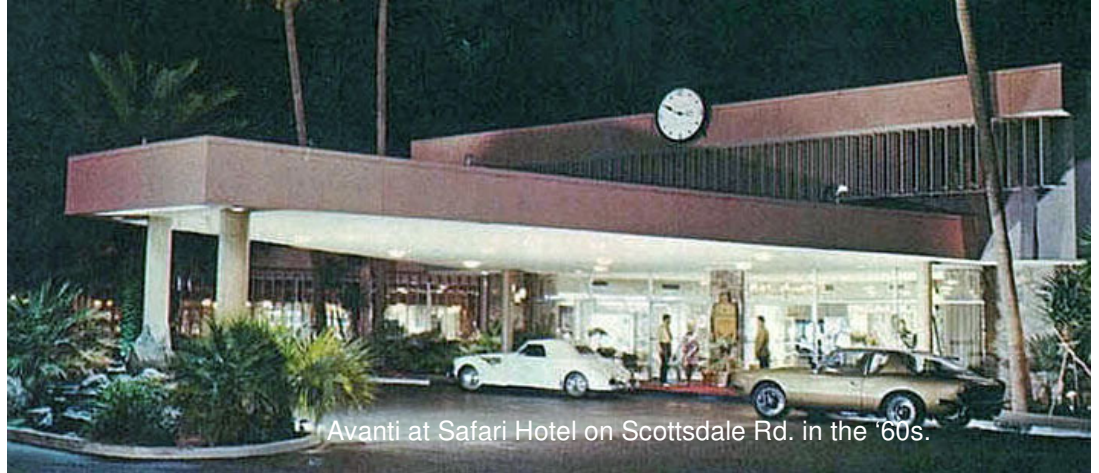


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The *ECHO*

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



REMINDERS FOR MAY

8 Cruise-In at Danzeisen Dairy
16 GCSC Board Meeting
29-30 La Palma & PSW Zone Meet

See page 5 for details.
Watch your email for event updates.



Visit the Chapter web site at
<https://www.grandcanyonsdc.com>

Scan the QR code with your smart phone to visit the chapter web site. Need a scanner? Search for "QR Scanner" in your app store.



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 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 SDC dues to your chapter dues** which the treasurer will remit for you. SDC dues are \$29.00 for new members, first year only. To renew your SDC membership, add \$36.00 for 1 year, \$99.00 for 3 years or \$161.00 for 5 years. Both include *Turning Wheels* magazine. Or \$12.00 for membership without the magazine.

Any questions can be directed to the address below or to Chris Collins at 602-995-2146 or 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.

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After May 1, 2021 or Day of Show, Add \$5.00

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Questions? Please contact: **Don Cox (951) 529-0873** or **Dan Scott (818) 558-1791**

Include completed form & payment and mail to:

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Please Read & Sign Below: In consideration of acceptance to the La Palma Studebaker Car Show, the undersigned hereby fully and unconditionally agrees to release the City of Anaheim and BCOIE-SDC from any liability that may arise from the May 24, 2021 event, to release all officials jointly and separately from any and all liability and that the undersigned has read this statement, maintains valid auto liability insurance and will abide with these conditions. **All entries must have a fire extinguisher for safety purposes.**

I acknowledge that I, the undersigned, am over 18 yrs. of age.

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Cash or Check# _____ Amount _____ Received by: _____ Registration # (s) _____