

October 2024

Studebaker

SPARKPLUG

The Official Newsletter of



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Chapter Information

**The BCOIE Chapter Meetings are on the 2nd Saturday of each month at Coco's Restaurant,
1250 E. Imperial Highway, Brea, CA ~ Time is 4:30pm**

For additional information please contact any chapter officer or check the calendar of events in each newsletter or on our website.

Dues: Chapter dues are \$20.00 annually. Dues are payable January 1st of each year.

Please mail your dues promptly to: **Debbie Stockey – Membership**
17410 Golden Maple Lane
Yorba Linda, CA 92886

Newsletter Information

The Studebaker Sparkplug is the official publication of the BCOIE Chapter of the Studebaker Drivers Club, Inc. For ads or classifieds contact the editor listed below.

BCOIE Chapter Officers

Elected	President	Sam Wheeler	909-957-3175	wheelersam@verizon.net
	Vice President	Rosiland Metzker	714-315-8292	roldstudes@earthlink.net
	Secretary	Dee Gruver	562-458-9992	cwgruverconst@aol.com
	Treasure/Membership	Debbie Stockey	714-524-7965	debizoo@aol.com
Appointed	Sunshine Coordinator	Dee Gruver	562-458-9992	cwgruverconst@aol.com
	Webmaster / Newsletter Editor	Dan Scott	818-558-1791	dansct@sbcglobal.net

Pacific Southwest Zone Officers

Elected	Zone Director	Ed Smith	602-290-1045	edcollects@gmail.com
	Zone Coordinator	Dan Scott	818-558-1791	dansct@sbcglobal.net
Appointed	Regional Mgr. So. Cal.	Gene Nagle	858-335-3183	studieV8@gmail.com

SDC Website: www.studebakerdriversclub.com

BCOIE Website: www.studebakersocal.com

BCOIE Facebook: fb.me/BCOIESOCAL



President's Message Sam Wheeler



Greeting everyone, I hope all is well. "Drive Your Studebaker Day" was fun. It was the first time I was able to participate with our club. Our chapter had four participants, an Avanti, a President, a Daytona and a 2R5 pickup. Several members from the LA Chapter joined us. One bringing another beautiful Daytona. It was a very enjoyable event only wished a few more could have made it.

Meeting Minutes BCOIE Chapter



Minutes of the September 14, 2024 Meeting BCOIE Chapter SDC. The meeting was called to order by President, Sam Wheeler, after a successful Drive Your Studebaker Day Car Show.

Opening ritual included: the Pledge of Allegiance to the Flag of the United States of America, and a prayer. As there were several guests present, all the members introduced themselves. Those in attendance were: Joni Elmore, Cheryl and Sam Wheeler, Jim and Julie Studebaker, Don and Sandy Eades, John and Rosiland Metzker, Gary Gross, Jack and Debbie Stockey, Juan & Rebecca Lopez, Frank Wenzel and Chris Spry, Jeanne Ertel and from the Los Angeles Chapter – Howard Brown, Andrea Enthal, Steve, Janet and Allison Hedke. The secretary's report was accepted as printed in the newsletter.

The treasurer's report was given by Treasurer, Debbie Stockey, who also reported having received Thank You letters for the clubs donations from: Patriots And Paws, Tunnels to Towers and Semper Fi America.

There were no changes in membership.

Upcoming Events: The annual Christmas party is being planned at Coco's again this year.

There was no old business

New Business: The members were reminded that a new Board of Officers is to be elected this year. Nominations will be accepted at the October meeting with voting in

November. Anyone interested in serving should contact a current board member.

The results of the Drive Your Studebaker Car Show were announced. Don Eades won the People's Choice Award and Jim and Julie Studebaker won the Manager's Choice Award. Their prizes were their choice of pies!

Dinners were provided by the club. The meeting was adjourned.

Submitted by: Jeanne Ertel - Secretary Pro Tem



From the desk of the editor... Dan Scott

We recently learned that La Palma Park will be closed until mid-summer of 2025. The City of Anaheim broke ground on Tuesday, September 17, 2024 on the transformation of two roadways into a gateway promenade to La Palma Park. Our planning committee is in close contact with the City of Anaheim for the latest information.

It remains the Chapters goal to hold the 51st Annual La Palma Studebaker Meet in La Palma Park in 2025.

Due to the current construction, the Meet will have to be **postponed** until the fall of 2025. We'll keep you updated on all future developments through the Newsletter and on the website.

On more current affairs, I'm beginning to get some feedback in what's going on in your Studebaker Worlds. A few photos from Don and Jeri's travels can be found later in the newsletter.

Member John Studebaker wrote, "My wife and I have had the Daytona out to multiple events since we acquired the car in June. I drove it around Laguna Hills yesterday afternoon and love getting the looks and comments from folks who have no idea about Studebaker's or have stories about the ones they grew up with."

Marc Rohrich advises he had a nice visit with Jason Thomas who is improving daily after suffering a stroke 4 weeks ago. Our best wishes to Jason for a fast recovery.

La Palma Park Way Promenade Groundbreaking

As mentioned earlier, the City of Anaheim has started a renovation of La Palma Park which will include a pedestrian promenade, soccer fields, a basketball court and more trees. While we only know what's been in the media, our planning committee is on top of things and monitoring developments. Early reports indicate that the redevelopment, when completed, won't interfere with our future meets. Below is a rendering of the future La Palma Park. Stay tuned for updates. *Read more using the link below rendering.*





Members Monthly Adventures



Branson, Missouri Orphan Car Show

Don & Jeri Cox





Members Monthly Adventures

Central Oklahoma Chapter Meeting

Don & Jeri Cox



Cornerstone's 1st Annual Wildomar Car Show



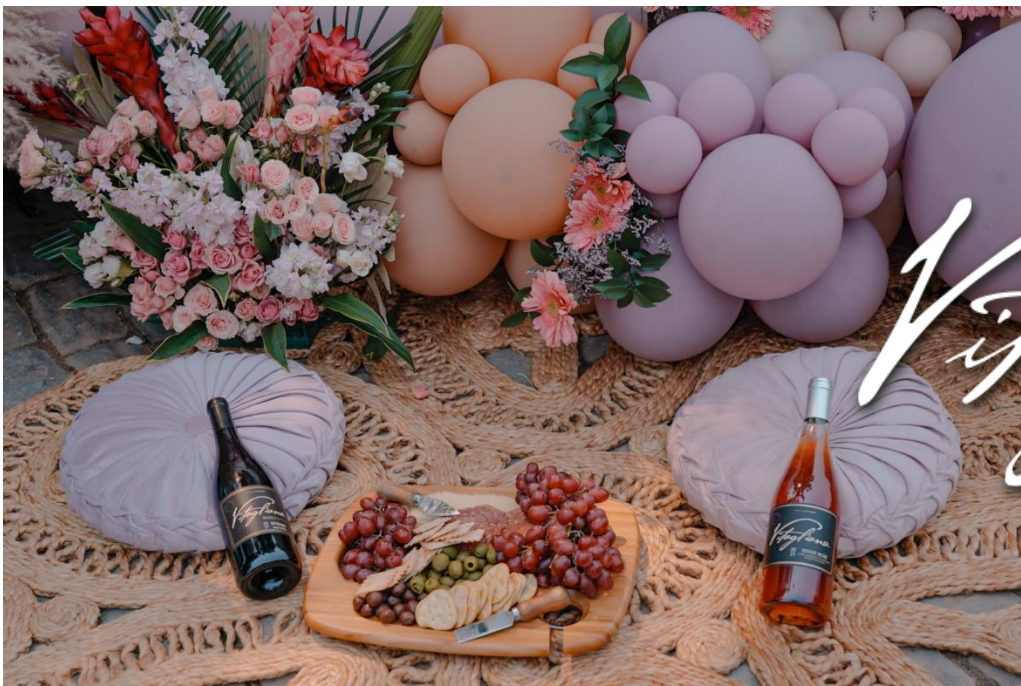
Dan Scott and his '62 Lark Daytona, aka: The Pink Panther took **Best of Show, Kids' Choice**.

This show was amazing as there were hundreds of spectators, mostly families. The kids participated in a Scavenger Hunt, finding cars of a particular color or feature, then voting on their favorite car. While some may scoff at kids picking the winner, I was very proud to have the Kids' Choice Award to display.

I'd highly recommend this show for next year, it was loads of fun!



The Pink Panther was also used in a photo-shoot for a Inland Empire Balloon Artist and Photographer (Balloon Artist/Decor [@airpopballoons](#) and Photographer [@my.soulfuladventures](#)) joint venture. The photos are for their portfolios. The photo-shoot took place at the beautiful Vitagliano Vineyards Winery in Temecula.



Vitagliano
VINEYARDS & WINERY

1956 Studebaker Champion Wagon



Featured is a great looking restored **1956 Studebaker Champion Two Door Station Wagon**. Studebaker's 1956 wagons are very nice to look at and the color combinations offered were terrific. Studebaker advertised its 1956 station wagons as the car for everyone. What they meant with this description was that their wagons were great vehicles for both work and fun. The perfect vehicle for driving to and from work or for a day at the beach.

1956 Studebaker Pelham Station Wagon (Left)

One of America's Earliest Automakers

The first Studebaker horse drawn wagon was built in South Bend, Indiana in 1852. The first Studebaker automobile (electric) was produced in 1902. The first Studebaker gas powered automobile was produced in 1904. The last American Studebaker automobile was built on Dec. 20, 1963. For another three years until 1966, Studebaker's factory in Canada however did continue producing automobiles.

Studebaker Wagon Models

For 1956 Studebaker Wagon models included the **Pelham, Parkview and Pinehurst**. Our featured station wagon is a Pelham which was the lower priced model that was powered with a **Sweepstakes inline six-cylinder engine**.

Styling for 1956 had a squarer look with a large mesh filled grille.

Although there are some who may disagree with this statement, Studebaker gained a reputation for many as a builder of reliable automobiles with rugged engines and transmissions. They also were a innovative automaker introducing many firsts. One such example was called a Hill Holder, meaning when the car is stopped on a hill it will not roll until the clutch is released.

Sales Decline During the 1950's



Studebaker struggled through most of the 1950's. Competing against the Big Three was expensive. Studebaker was also hurt financially when Ford and Chevrolet would get into a price cutting war to take market share away from the other. When this occurred, it had the effect of making Studebaker's prices look expensive. While the Big Three were in a position to absorb lower prices, Studebaker was not.

Studebaker was known to have acquired some of the best design talent available. They made many changes year to year with their models in an attempt to boost sales. Most automakers during the 1950's restyled on



almost on a yearly basis. It's a fact that Studebaker stayed afloat by producing some of the best-looking automobiles on the market during the 50's. The bullet nose Commander, the Hawk models and the President Speedster models are just three good examples of creative and unique Studebaker styling of the 1950's.

1956 Studebaker Champion Wagon Specifications

1956 Studebaker engine choices, **all called Sweepstakes**, were the 210 HP, 289 cubic inch V-8..The 170hp, 259 cubic inch V-8; and the 101hp, 185 cubic inch straight six. There was a 352 cubic inch V-8 delivering 275 HP which was designated only for the Golden Hawk model. This engine was produced by then partner Packard. There were four versions of Studebaker Hawk models for 1956 with the Golden Hawk as the top tier model. These were referred to by Studebaker as "family sports cars".

Engine for the 56 Studebaker Champion Pelham Wagon was a **Sweepstakes 185 cubic inch straight six** producing 101 HP.

Transmissions were **three speed manuals** and **Borg-Warner Flight-O-Matic** automatics.

Brakes were **four wheel hydraulic drums**.

Front suspension were **coiled springs** with rear suspension of **semi elliptical leaf springs**.

Dimensions for the 1956 Studebaker Champion Pelham Wagon included a **116.5 inch** wheelbase, **196.7 inch** overall outside length, **71.3 inch** width and **61.9 inch** height.



Total 1956 Studebaker production came in at only **85,460** vehicles. The Hawk four models totaled just over **19,000** units. Over the next two years, 57 and 58, total Studebaker production averaged about only **80,000** vehicles.

New car price of the 1956 Studebaker Pelham Wagon model stood at about **\$2,250**.

*Reference material for this article includes...**Studebaker: The Complete History** by author Patrick R. Foster...**More Than They Promised: The Studebaker Story** by Thomas E. Bonsall.*

The Studebaker Wagons Collector Cars

Studebaker's name is among those that represented the first pioneers of the automobile industry. A Studebaker vehicle was produced from 1902 to 1966 and many of their models had unique styling. Depending on the model (many popular examples such as the Golden Hawk's and Speedsters are quite rare) , Studebaker's are popular with many collectors.

The 1956 Studebaker station wagons are also rare vehicles. A fully restored 1956 Studebaker Champion Pelham Wagon sold at auction for **\$35,000**. Similar restored condition 1956 Studebaker Wagons such as the higher up Parkview and Pinehurst models, if you can find one, are estimated in a value range of about **\$45,000 to \$65,000**.

(Article and photos copyright Auto Museum Online)

Studebaker



1956 Studebaker Pelham

Owned by our very own,
Don & Jeri Cox

The Presidential Election of 1956



Dwight Eisenhower

VS.



Adlai Stevenson

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SINCE
1956

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Whatever you do...



PINEHURST V8... 210 hp., the most powerful, most luxurious and comfortable station wagon in its class. It's the fine car for the man who does big things in a big way.

One of these wagons is "right" for you!

Whether you're off to work or play... whatever hat it calls for... the great big way to go to it is in one of these big new Studebaker station wagons! Blue jeans and Sunday best, graduation gowns and bathing suits are all equally at home in these comfortable, easy-riding, solidly-built beauties. And when you need space, mister, you've got it—BIG space for kids, for baggage, for cargo!

These new Studebakers bring you the only really new look in their field. You ride in lavish, color-harmonized

interiors, upholstered in rich, practically indestructible vinyls. And underneath it all, built to take years of hardest service, is the enduring strength of a reinforced full box-section frame with five double-flanged cross-members.

Yes sir, one of these big new wagons is "right" for you! And Studebaker's *craftsmanship with a flair* makes them standouts among all station wagons in looks, performance, and value. See and drive one at your Studebaker Dealer's soon!

Tune in "TV Reader's Digest" every week.



PARKVIEW V8... Dazzling performance with distinctive beauty. Special double-teamed springs give you sedan comfort, even with heaviest loads.

PELHAM... Big wagon ruggedness, room, and luxury at a low, low price. Plenty of power and zip from Studebaker's proven Sweepstakes 185 Six Engine.

Studebaker

Craftsmanship with a flair!

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Grateful Dead's Decaying 1949 Studebaker M5 The Dread Is Selling in Its Original Livery

Published: 21 Aug 2024, 06:08 UTC • By: [Daniel Patrascu](#)

This 1949 Studebaker M5 Pickup was used by *The Grateful Dead* as their primary equipment truck, they nicknamed it “The Dred” and it was given a new paint job in-keeping with the group’s aesthetic.

They say music never dies, and one only needs to look at the tunes created by a band called Grateful Dead to know that is true. Active between 1965 and 1995, the California rock crew is behind so many hits spreading over so many genres that its name will probably live forever. That's probably what an unknown guy or gal is now betting on as they are trying to sell something that belonged to the band. I'm not talking here about some piece of musical equipment or memorabilia, and not even about some bit of the infamous Wall of Sound, but about a truck that served the Grateful Dead in their early years.

It's a truck that was used back in the 1960s to haul the crew's equipment before the gargantuan Wall of Sound came about, one that was once owned by audio engineer Owsley Stanley. A 1949 Studebaker M5 pickup, to be more precise.

The truck was referred to as The Dread by the band's members, and over the years it has been featured in several magazines, including Rolling Stone. People most often saw decades ago parked next to the band's studio in Novato, California, or next to their party house at Olympia.

This is the truck that transported the equipment needed for the recording of The Grateful Dead album, and for many gigs after that. It was eventually replaced by more capable haulers, so the world kind of lost track of the Studebaker.

The pickup resurfaced this August on the lot of cars that will be sent under the hammer at the end of the month by Worldwide Auctioneers in Auburn, Indiana. There is no word as to how much the truck is expected to fetch, but given its history hopes are probably pretty high, despite the vehicle's current state.

The *"piece of rock and roll history"* is not in perfect condition, as there is enough degradation to make it something you could easily ignore, if it weren't for the Grateful Dead connection. But it is still a cool object to look at, given the fact it still wears the original livery from the 1960s, but also a decent amount of patina to make it look special.

The truck is powered by the original straight six-cylinder engine and a manual transmission. It's unclear whether the powertrain is still in running condition, but it looks horrible, just like the interior does, despite claims that the bench seat is in good condition, after being preserved under a clear cover.

The Studebaker comes with various California registrations attached to its rear end, all of them from the 1980s, and placed there in a bid to document *"where The Dred most likely spent most of its time after retiring from being the band's equipment hauler."*





For Sale - 1953-54 Wheel Covers (4) "Dusty but perfect condition, no scratches or dents noted" \$100 for set.
In Mission Valley, Call or Text Angela at (619) 508-4985



A few beauties from the “Ontario Route 66 Car Show” last weekend.

Thanks to Sam Wheeler for the pics.





Drive Your Studebaker Day at Coco's Restaurant

Photos Courtesy of James Studebaker



Until next month... Happy Studebakering