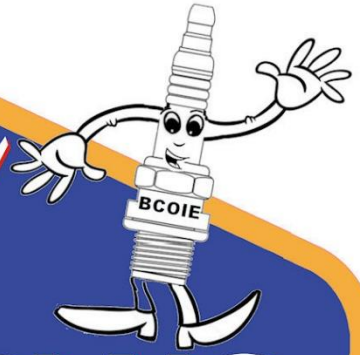


September 2024

Studebaker

SPARKPLUG

The Official Newsletter of



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



Greetings everyone. With heat waves throughout the country, it's safe to say Summer is in full force. Let's set our sights, get our Studebaker's out and washed. It's only a week or two until our "Drive Your Studebaker Day" at this September's meeting. 9/14/24 @ 4:PM - See you soon.

Meeting Minutes BCOIE Chapter



Meeting minutes for BCOIE Chapter - August 10, 2024

Following members were in attendance: Don Eades, Sandy Eades, Rosiland Metzker, Don & Jeri Cox, Jack & Debbie Stockey, Sam & Cheryl Wheeler, Juan & Rebeca Lopez, Bud & Dee Gruver, Dennis & Jonni Elmore with Ava & Aaron Elmore, Jim Studebaker & Dave Weiss.

PRESIDENT: The meeting was called to order by Sam Wheeler at 4:35 p.m. Sam welcomed our new member, Jim Studebaker and all in attendance.

SECRETARY: Reported that the minutes from the July meeting were printed in the last newsletter. Motion to accept as printed was made by Bud Gruver, seconded by Jonnie Elmore. Motion approved.

TREAS/MEMBERSHIP: Debbie Stockey reported finances are current and accounted for. As in the past the club approved and will be donating money from the proceeds from the La Palma Meet to the following 5 recipients: a check for \$750.00 each will go to The Gary Sinise Foundation, Tunnel for Towers, Patriots and Paws, Semper Fi Fund and the Studebaker Foundation.

V-PRESIDENT: Rosiland Metzker reported the following upcoming events:

September 14 – annual "Drive Your Studebaker Day" at Coco's at 4pm. Each driver of a Studebaker and 1 guest will be treated to a free dinner.

NEWSLETTER: Dan Scott, newsletter editor is requesting any and all articles for the Newsletter.

Membership report shows 40 paid memberships. Motion to accept both reports was made and approved.

OLD BUSINESS: none
NEW BUSINESS: None

The meeting was adjourned at 5:15 p.m.

Respectfully submitted,

Dee Gruver, Secretary



From the desk of the editor...
Dan Scott

Happy Labor Day – I haven't heard from any members showing their cars, so I'm assuming your cars have spent the beautiful summer days locked away in a garage, seen only by a mouse or two. **How sad!** If I'm wrong, and I hope I am, let's share your adventures with a photo or two.

I've had the Pink Panther (my '62 Lark) out several times. The So Cal Railway Museum put on an evening "Hot Summer Nights Car Show" in the City of Perris. There were about 50 cars present, including two Studebakers, mine and a '59 Silver Hawk (photos below). Food, a beer garden and music were enjoyed by all. The organizers (Drifters) invited us to next year's event, offering a partially shaded lane for Studebakers only. Our own "**Studebaker Row**". All we have to do is bring 12 – 15 cars. I'll reach out to San Diego and L.A. Chapters as we get closer. **Interested?**

The local Drifters Car Club hosted a "Old Highway 395" Cruise through Temecula and Murrieta. While mine was the only Studebaker in the group, about 30 cars participated (photos below), with a "meet and greet" at the end of the ten-mile trek.

Free Parts

Someone donated a rear window for a 1953 - '54 Studebaker car. You can pick it up in Upland, CA or pay for shipping. Call Sam Wheeler for details. 909-957-3175.



Why do we celebrate Labor Day?

Rooted in the labor movement of the 19th century, the holiday originated during a dismal time for America's workers, who faced long hours, low wages and unsafe conditions.

Labor Day became a national holiday in 1894 when President Grover Cleveland signed a law passed by Congress designating the first Monday in September a holiday for workers.



I thought you'd be interested in a recent find by the Temecula Valley Historical Society, a Studebaker connection right here in Temecula. An old spring wagon was donated to the Vail Ranch Restoration Association several years ago.

A Studebaker in California

Author Rebecca Marshall Farnbach, Valley News

Most people recognize the name Studebaker referring to the iconic bullet-nose car in the late 1940s. It is less known that a member of the Studebaker family factors into California history during the Gold Rush.

In Germany, the Studebakers' name was Staudenbecker and they were known as skilled blacksmiths, metal workers and producers of fine cutlery. A large contingent of the family came to America in 1736 to escape persecution of their Baptist sect called "Dunkers." The group shunned war and shared all material goods in common while living in Germany. In America, along with the change of name came a change to a more independent family unit.

Clement, one of the immigrants, built his first wagon in 1750. Otherwise, little is known about the family until his grandson John Studebaker married Rebecca Mohler and they produced five sons. John Studebaker had a hard time keeping food on his table and paying his rent. First, he tried farming in Maryland, but failed. Then, he bought a mill in Ohio. It also failed. Finally, he opened a blacksmith shop. Ironically, this man who owed money to everyone in town put a sign over his smithy, "Owe no man anything, but love one another."

As soon as his two oldest sons reached their later teenage years, John booted Clement and Henry out into the world to make their own way. They worked as day laborers in South Bend, Indiana with the dream of saving enough money to start a wagon shop. In 1852, they started making wagons and supplemented their income with money from Clement's teaching job.

A few months after they started building wagons, the third eldest son, John Mohler Studebaker, called JM., arrived in South Bend. Since the business wouldn't support even two of them, JM had to find other work. When he heard about a wagon train that needed another wagon to go to the California gold fields, JM formed a plan. The three brothers built the wagon in exchange for JM's passage to California. Soon he was on his way.

The first thing that went wrong happened in Council Bluffs, Iowa. While his wagon trail waited for other families to join them, some men invited JM to play cards. "Why go to California when you can win all the gold you want right here?"

After watching a traveler easily win several games, JM hurried behind the building to slice open his belt to get to the \$65 sewn inside. He wanted to win big before his opponents ran out of cash. Instead, when JM returned the card players took him for all but fifty cents.

It took the train five months to get to California because of skirmishes with Indians in Utah and the wagonmaster dying in Nevada from a scorpion bite.

When JM arrived in Hangman, California, now known as Placerville, his dream of amassing a fortune in gold was quickly dashed. Other opportunists had already staked the most promising claims. With a growling stomach, the young man applied for a carpenter job advertised by a blacksmith named John Hinds.

Hinds told JM if he couldn't mine gold, he could mine the miners. Explaining, Hinds told him there were a number of mining commodities in short supply, which could be sold at a high cost. Hinds asked if JM had ever made a wheelbarrow. JM nodded his head, even though he had never made one before. He later admitted the first one he made in Placerville was wobbly and the second was better, but by the time he completed the third, he was proud of the way it stood on its own. Soon "Wheelbarrow Johnny" could barely keep up with the demand for his wheelbarrows. When a good mine produced only six dollars of gold a day, JM received \$10 for each wheelbarrow he crafted.

JM worked hard producing wheelbarrows and other mining equipment, and he watched his savings grow at Adams & Company Bank. When the bank started to fail, JM suspected the owners would take his savings and run. After working hard every day, JM would watch the bank each night. His premonitions proved true. One evening the proprietors entered the bank and began to fill a wheelbarrow with gold. At gunpoint, JM demanded his share of money; everyone else lost all their money. By 1858, JM had saved \$8,000.

Meanwhile in Indiana, his brothers were offered a contract to make 100 Army wagons. This caused a moral dilemma but weighing their need for money against their anti-war convictions, the Studebakers decided to make the wagons. Then a problem developed. After making a few wagons, the Studebakers ran out of working capital and the government was withholding payment because of a fraud investigation with the contracting official.

JM saved the day when he returned to Indiana with \$8,000 of savings. The pacifist Studebakers eventually made 750,000 wagons for wars between 1861 and 1918.

Jacob Studebaker, the youngest brother, opened a branch plant in St. Joseph, Missouri in the 1870s in the more peaceful enterprise of outfitting settlers traveling westward. A man named Charles Goodnight bought some of the wagons and made them into chuckwagons. The Studebakers made freight wagons, lightweight spring wagons, buggies, sleighs, hand carts, hearses and two-wheeled carts.

The Studebakers were the only horse drawn carriage makers to successfully go on to produce cars. In 1902 they sold their first electric car, and in 1904 they began gasoline car production.

When JM returned to Placerville in 1912 for an official homecoming, he said, "There are so many things that combine to make success in life. I probably would never have made my start had it not been for my various experiences in old Hangtown and on the frontier where lessons are burned into the hearts and minds of men in a way that they cannot forget. I have had but two rules. The first was to work hard, and the second was never to buy anything that I couldn't afford."

JM outlived each of his four brothers, and when he died, the wagons were no longer made.

Every year Hangtown remembers JM with a wheelbarrow race at the county fair. After running through a grueling course of muck, the winner gets a pound of gold.

One of the original wheelbarrows made by JM is on display in the El Dorado County Museum in Placerville, just down the street from the blacksmith shop where it was made.

When the volunteers removed a wheel to grease the axle, they found imprinted on the axle "Studebaker." No doubt it was made in South Bend, Indiana and came across the Great Plains with a family traveling dusty trails westward.

In the style of Charles Goodnight, the volunteers renovated the wagon into a chuckwagon like one that could have been used in the Temecula area. The chuckwagon is outfitted with pots and pans, jerky and beans and can be viewed at the Little Temecula History Center.

Rebecca is a member of the Temecula Valley Historical Society and is an author and coauthor of several history books about the Temecula area. The books are available for purchase at the Little Temecula History Center or online from booksellers and at www.temeculahistoricalsociety.org.

Visit Rebecca's Amazon author page: www.amazon.com/-/e/B01JQZVO5E







A FAMILY OF CRAFTSMEN

By: J.L. Jacobson

Studebaker began doing business in February 1852, when Henry and Clem Studebaker opened a blacksmith shop in a small Indiana town located on the "south bend" of the St. Joseph River, near the Michigan border. On that first day of business, they made 25 cents profit for shoeing one horse, but by the end of that year they had built and sold two wagons. Three more brothers soon joined the business, most notably John M. Studebaker, known as

"Wheelbarrow Johnny." He made a fortune (\$8,000) producing and selling wheelbarrows to miners during the California gold rush and brought much needed capital back to South Bend. John ran the company long after the other brothers passed away and survived until March 1917. He took the company into the auto business, although it continued building wagons until 1920. If you ever saw a Budweiser beer wagon pulled by Clydesdale horses, then you probably saw a Studebaker wagon.

Peter Studebaker took charge of sales by writing an offer in which he agreed to sell "all the wagons my brother Clem can make" and received a promise from Clem who agreed to make "all the wagons my brother Peter can sell." Fortunately, no attorneys were involved in that transaction, and as a result Studebaker soon became the world's largest manufacturer of horse-drawn wagons, buggies, and carriages. By 1878, their 98-acre factory in South Bend had the capacity to build 75,000 vehicles annually with gross sales of over a million dollars a year at a time when the average American worker was paid a few dollars a day. Of more than 6,000 wagon manufacturers operating in the United States at the beginning of the 20th century, only Studebaker made the successful transition to building automobiles and trucks.

The point of the foregoing historical information is that Studebaker began as a family business that grew into a giant corporation but remained operating as a family business in many ways. In its best calendar year of production (1950) Studebaker built 268,099 autos and 52,146 trucks for a total of 320,245 vehicles. To give you some idea of the size of that accomplishment, 50 years later, GM decided to quit developing new models of Oldsmobile because sales could not be sustained at a rate of at least 300,000 vehicles per year.

In 1952, at the beginning of Studebaker's second century, Studebaker was America's fourth largest auto company. It had three automobile assembly plants in North America (South Bend, Los Angeles, and Hamilton, Ontario, Canada) plus a jet engine plant in New Jersey for building B-47 jet engines. There were also distributor-owned assembly plants in Mexico, Brazil, Argentina, Ireland, Denmark, Sweden, Belgium, Ireland, Egypt, South Africa, India, and the Philippine Islands. Studebaker had 2,815 dealers in the United States, which is approximately equal to the number of counties in the 48 states or the number of dealers that Dodge has now. There were approximately 23,000 employees on the payroll, including one descendant of the original Studebaker family who signed all the employees' checks every week. In 1952 the corporation issued a Centennial Report.

Although Studebaker became a huge corporation, it called its workers a "Family of Craftsmen" and treated them as valued members of a big family. It financed thousands of single-family homes on the west side of South Bend, some of which were occupied by my relatives until the 1980's. During the great depression it opened a large grocery store for its South Bend employees. It also made movies about its workers including, "A Family of Craftsmen", "A Partnership of Faith" and "Beyond a Promise." Numerous employees became instant movie stars in these factory-sponsored films, which are available for less than \$10 each. The most complete selection is at [Studebaker International](#) but some are also available from the [Studebaker National Museum](#) and [Studebaker Autoparts Sales Corporation](#). All three organizations are located in Indiana and are operated by descendants of Studebaker Craftsmen. The last two operate out of buildings which were formerly part of the Studebaker factory.

There are examples of Studebaker proudly telling the world about its skilled father and son teams. There is also a copy of a pay envelope in which my grandfather received his weekly salary in March 1926. He received \$27.20 after a \$4.50 deduction was made for "wood." That notation refers to scrap wood which was delivered to workers' homes where it could be burned in place of more expensive coal. The "wood wagons" were discontinued before my time, but I do recall my grandfather shoveling coal into the furnace located in the basement of his house at 313 Johnson Street in South Bend. The pay envelope also contains some sound advice, "Safety First. Do not neglect small injuries. See the company doctor. Blood poisoning is painful and dangerous - often cripples people for life."

Every five years, Studebaker gave its employees a pin, a handshake, and a letter of congratulations for a job well done. They were then invited to have lunch with the biggest "wheels" of the corporation, including Harold S. Vance who led Studebaker out of the great depression of the 1930's and was both the corporation's president and chairman of the board. My grandfather was a foreman at Studebaker, and I have all the pins he was given between 1921 and 1962. I also found the document package he was given in 1951, his 30th year at Studebaker. I wonder if any auto companies honor their workers this way today. Come to think of it, I wonder if any of the others ever did.

Studebaker's thoughtful and considerate treatment of its workers should never be forgotten. That's one of the reasons why until December 1996, the only cars I owned were Studebakers.



As you can see in this photo (above), the So Cal Railway Museum awarded beautiful trophies, while exhibiting great taste in automobiles.



This can be “**Studebaker Row**” next year if there is enough interest. I find it hard to believe that with three Chapters within an hour (+-) drive, that we can’t get 12-15 cars. As they say, the balls in your court.



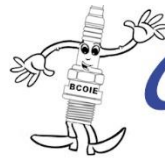
This Hawk is parked on what can be “Studebaker Row”, with the Beer Garden directly in back on the grass area.

Studebaker

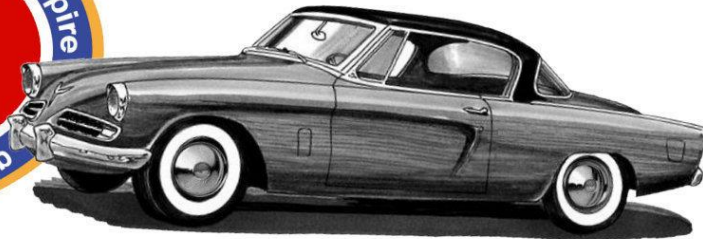
“Cruise 395”, thirty classic cars caravanned through Old Town Temecula to downtown Murrieta for a meet and greet. Sorry, there are so many photos of my car in this issue, but until I receive photos and stories from you, you’re stuck lookin at my ugly mug and beautiful car. And...without any volunteers for editor, it looks like you’re stuck with me.



KEEP AMERICA BEAUTIFUL
★ ★ **DRIVE A** ★ ★
STUDEBAKER

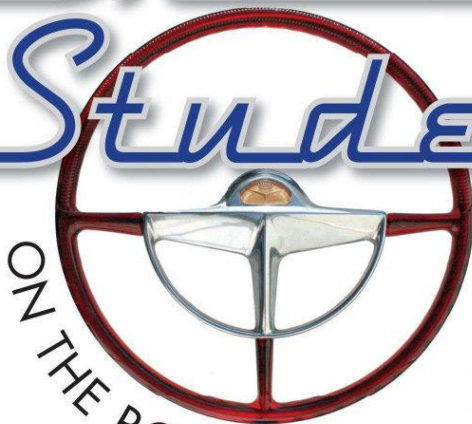


Calendar



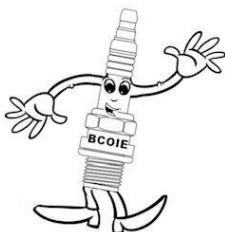
International

Drive Your Studebaker Day



Saturday, September 14, 2024 @ 4:00 p.m.

**Each driver of a Studebaker, plus one guest
will each receive a free dinner!!!**



Coco's Restaurant
1250 E. Imperial Hwy., Brea, CA

