



# Commanding Leader

## Calendar of Events

### \* Designates CVC Event

#### October 7th, 2023

Saturday @ 10am-3pm

The MuscleCAR Club of Richmond Annual Show  
In the Around the Table parking lot by the Roses store

155 Junction Dr

Ashland, VA 23005

Registration: \$20

INFO: James Hooker (804) 833-1608

EMAIL: [hookermax@comcast.net](mailto:hookermax@comcast.net)

WEBSITE: [www.richmondmusclecar.com](http://www.richmondmusclecar.com)

#### October 14th, 2023

Saturday @ 8am-3pm

Annual Fall Classic Show at Keystone Tractor Museum

880 West Roslyn Rd

Colonial Heights, VA 23834

Registration: 8:00am-12:00pm, \$25.00

Awards for Top 25 and Best of Show

INFO: WEBSITE: [OBGCC.com](http://OBGCC.com)

#### October 28th, 2023

Saturday @ 8am-12pm

LEGENDS at THE LEGION CLASSIC CAR, TRUCK and BIKE  
SHOW

AMERICAN LEGION POST 175

8700 Bell Creek Rd

Mechanicsville, VA 23116

Registration: accepted until 9:30am DAY OF SHOW, \$20,  
(Includes 1 of our famous "COUNTRY BUFFET  
BREAKFASTS")

INFO: Ray Lewter (804) 357-2800

Myrtle Starling (540) 809-2861

Pre-Registration form: [WWW.POST175.ORG](http://WWW.POST175.ORG)

#### November 4th, 2023

Saturday @ 9am-3pm

First Annual Amelia Presbyterian Church Auto Show

16401 Dunn St

Amelia, VA 23002

Registration: \$20 pre-register, \$25 day of show

INFO: Nathaniel Pate (804) 382-9050

EMAIL: [apcautoshow@gmail.com](mailto:apcautoshow@gmail.com)

Facebook: [facebook.com/AmeliaPCUSA](https://facebook.com/AmeliaPCUSA)

#### November 4th, 2023

Saturday @ 9am-5pm

9th annual Rebellion car, truck and bike show at

Pocahontas State Park

11301 State Park Rd

Chesterfield, VA 23832

INFO: Beejay Anderson (804) 318-0545

EMAIL: [varebellion@yahoo.com](mailto:varebellion@yahoo.com)

CAR CLUB COUNCIL OF CENTRAL VIRGINIA



Serving Car Hobbyists Since 1995

For more events in Central Virginia,  
go to the Car Club Council of Central Virginia  
website:

<http://carclubcouncil.com/>

## CVC/SDC Meet ~ July 16th, 2023 and September 23rd, 2023

Sometimes things just seem to go south. That is the case with the CVC July and September meets.

The July meet was to be hosted by Jeanette Smith and Jim Jett. Unfortunately, Jim Jett had an unexpected health crisis that resulted in them being unable to host the meet. But there is always the next one, right?

Well, tropical storm Ophelia decided to pay a visit to Virginia on the day of our September meet. The weather was wet, windy and cool; not ideal conditions for a pleasant Studebaker drive. This put quite a "damper" on the event, so, the prudent thing was to cancel.

See you in November!

## Betty and Linwood Crawford's "new" Studebaker

Betty and Linwood Crawford have a new Studebaker; 1956 Golden Hawk. Linwood is already hard at work on it!

The car is very solid with only minor rust. All the glass is in good shape as is the dash. It has the original Packard 352 V8 and the Twin Ultramatic transmission. The seats have been reupholstered and new interior panels are ready for installation. Should be a real beauty when complete.

More pictures of the Golden Hawk are included later in the newsletter.



## Next Meet

November 11th, 2023  
Saturday @ 2:00pm



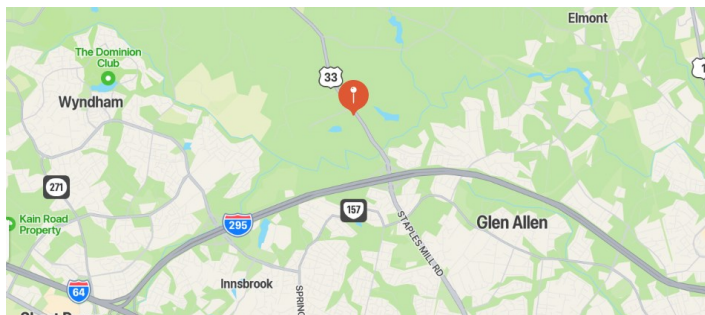
13155 Mountain Rd  
Glen Allen, VA 23059  
(804) 368-8556

CVC will be trying a new place for our November meet, Kitchen 33 in Glen Allen, Virginia.

See you there.



For personal driving directions using MapQuest, click [HERE](#).



## Rassawek Autumn Festival Antique Car Show

October 21st-22nd, 2023

Saturday @ 10:00am-6:00pm

Sunday @ 11:00am-5:00pm

6276 River Road West

Columbia, Virginia 23038

INFO: (804) 389-1164

EMAIL: [info@rassawek.com](mailto:info@rassawek.com)



During the Autumn Festival, we are proud to showcase the old and the new. Come see a variety of antique cars and trucks at our event!

Adult General Admission Tickets: \$20 online (\$25 at the gate and online after 10/20/23)

Child General Admission Tickets (ages 3-12): \$10 online (\$15 at the gate and online after 10/20/23)

Children 2 and under are FREE

Buy Tickets on line: Click [HERE](#)

Your online ticket purchase is good for ONE day, but can be used for either Saturday or Sunday regardless of what day you choose when purchasing your ticket.

TICKET SALES WILL STILL BE AVAILABLE AT THE GATE AT THE EVENT ON SATURDAY AND SUNDAY!

For personal driving directions using MapQuest, click [HERE](#)



## Ten Cars That Prove Studebaker Going Defunct Was A Tragedy

By Randy Gardner

Published May 25, 2021

Source: <https://www.hotcars.com/ten-cars-that-prove-studebaker-going-defunct-was-a-tragedy/#1902-studebaker-electric>



The American automotive industry has faced unique adversities that have shaped it into what it is today. At the beginning of the 20th century, approximately 3,000 registered automakers in the United States had an automobile in limited production or full production. Two World Wars, the Great Depression, economic recessions have led us to 2021. The United States has just 11 brands based in the country, with one or two startups like Rivian and Lucid bringing that number into the low teens when they begin volume production later this year.

One iconic American brand casualty is Studebaker. Founded in 1852 as a carriage builder, the brand endured a tumultuous history of success, innovation, mismanagement, and eventually its dissolution in 1966. Throughout its history, the small automaker from South Bend pioneered many firsts and lives on through its cult-like fanbase.

### 10: 1902 Studebaker Electric



Studebaker's first volume horseless carriage entered production in 1902 with an idea that would not have its renaissance until over a century later. The Studebaker Electric looked much like the horsedrawn carriages that Studebaker already had in production, but hiding below its upright bench was something far more advanced than storage

space. A Westinghouse electric motor and 970 lbs of batteries were housed in the base of the vehicle.



Advertised as a civilized alternative to gas-powered cars, the Studebaker Electric quickly became popular among upper-class citizens of major cities. The car featured a range of 70-80 miles and could be started by a simple switch, rather than going through the trouble of cranking over a contemporary gas-powered vehicle. Later iterations featured enclosed cabins to protect from the elements. Studebaker produced its electric car until 1912 and sold about 1,700 examples.

### 9: 1937 Studebaker Coupe-Express



Just over two decades before the Chevrolet El Camino and Ford Ranchero, Studebaker introduced a passenger car-based pickup. Released for the 1937 model year, the Coupe-Express was built on the Dictator passenger car chassis. Buyers were able to enjoy the comforts of a passenger car with the utility of a pickup truck. Deco lines made the Coupe-Express the most stylish truck on the road. Large sweeping rear fenders mimicked those appearing up front, further enhancing the presence of the truck.

## Ten Cars That Prove Studebaker Going Defunct Was A Tragedy ~ continued



Just 3,125 examples found homes before the project was quickly discontinued after a product restructuring at Studebaker.

### 8: 1950 Studebaker Commander Starlight



Following the Second World War, Studebaker introduced a completely new series of vehicles featuring smooth aircraft-inspired styling. The Commander Starlight resided at the top of the lineup. Raymond Loewy is responsible for the aircraft-like nose and soft side panels. In contrast, Virgil Exner designed the car's striking roofline and wraparound rear window before moving on to the Chrysler Corporation. Four curved pieces of glass created a panoramic view for passengers to watch the road roll away from the car's rear.

Upfront, the unique nose of the car highlighted its roots in aviation. The center-bullet was designed to mimic the nose of an aircraft, while chrome wings jetted out from the side of it, trimming air intakes. The radical styling proved to be successful in the age of excess, and the car represents one of Studebaker's most successful endeavors.



### 7: 1955 Studebaker President



1955 brought a new flagship to the Studebaker lineup in the form of a touring coupe. Initially available solely in a "Speedster" body style, most Presidents commanded the eye, especially when painted in the model's signature lemon-lime paint scheme. Featuring Studebaker's own 259 C.I. V-8, the President sent 185 H.P. to the rear wheels. A decent number for a low-slung compact coupe.



At the rear, the car featured a tapered tail and a large wraparound rear window. Though not quite as dramatic as the Starlight, the one-piece glass has dramatic curves to remain



## Ten Cars That Prove Studebaker Going Defunct Was A Tragedy ~ continued

parallel to the car's 'C' pillar. In total, 2,215 of the distinct cars found homes.

### 6: 1957 Studebaker Golden Hawk



The Studebaker Golden Hawk was an evolution of the Speedster that came before it. A dramatic upright nose led to an airy greenhouse while dramatic golden wings brought up the car's rear. A luxurious leather interior comforted buyers of Studebakers latest flagship. Under the hood was a supercharged 289 C.I. V-8 that sent 275 H.P. to the rear wheels. A 0-60 of 7.5 seconds and a top speed of 125 MPH put it in the competition range of the Chrysler 300 it was aimed at, the only other six-passenger performance coupe on the American market.



Its unique lines designed by Loewy and unusual powerplant propelled the Hawk into the hearts of 1950s American car collectors. Values of the 1957 Golden Hawk have risen substantially over the years, leading it to be one of the most sought-after examples of the Studebaker Corporation.

### 5: 1959 Studebaker Lark



By the late 1950s, the disaster of the companies Packard merger had significantly put the company underwater, Studebaker had taken out sizeable short-term loans to keep the company afloat, and fiscal deadlines for fast approaching. The financial turbulence led to the rapid development of the Lark. The Lark resulted from a straightforward idea, build a small and stylish car at a low price. While large American manufacturers were attempting to outdo each other by building larger and larger automobiles, Studebaker evaluated the market and determined a small compact car for young Americans could be financially viable.



#### **Commanding Leader**

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Central Virginia Chapter  
Studebaker Drivers Club  
Richmond, Virginia  
Jim Jett, Editor  
[jsjett@centralvirginiachapter.org](mailto:jsjett@centralvirginiachapter.org)

#### **Officers:**

Jim Jett, President  
Lee Harrison, Vice President  
George Marshall, Treasurer



## Ten Cars That Prove Studebaker Going Defunct Was A Tragedy ~ continued

After a short 18 months in development, the Studebaker Lark arrived in showrooms for the 1959 model year and was met with great success. With the optional V-8 returning an astounding 25 mpg, buyers flocked to what was called the first full-sized compact. While the car was feet shorter than the average American car, the car's cabin offered the same space as a full-size car. In 1959 Studebaker sold 131,075 Larks, resulting in one of the best sales years in the company's history.

### 4: 1960 Studebaker Champ



Following the success of the Lark, Studebaker quickly began reinvesting in their line of heavy-duty trucks. Despite their trucks having strong, consistent annual sales, Studebaker allowed the lineup to stagnate while focusing on restructuring their passenger car lineup. Comfortable general-use trucks for regular Americans were becoming extremely lucrative, but Studebaker lacked the time and funds for a ground-up project. So to give consumers passenger car appointments and truck versatility, they took an obvious short-term approach.



They cut apart the existing two-door Lark body and mated it to the current 1/2 ton commercial truck platform. While intended as a placeholder until Studebaker could design a new truck from the ground up, the Champ became an accidental success. The passenger car interior quickly became the best equipped on the pickup scene, with factory a/c even being an option. The Champ also retained its commercial underpinnings. A rugged solid front axle hung below a torquey V-8 designed with towing in mind. Thanks to the saved development cost, the Champ was offered a lower base price than its Ford, Dodge, and Chevrolet equivalents, creating an economical and instant hit.

### 3: 1963 Studebaker Avanti



After evaluating the profits from the Lark and cutting costs elsewhere in the company, Studebaker went forward, creating their crown vehicle, one that would essentially become the first American supercar. In late 1962, deliveries of the new 1963 Avanti began. The fiberglass coupe was the fastest production vehicle someone could purchase. A stock Avanti fresh from the dealership could reach 178 MPH. Disc brakes and supercharged V-8 were standard equipment, as was seating for four adults.



The radically advanced car was designed to allow Studebaker to carve a new name for itself. With high development costs, Studebaker needed to sell 20,000 units in its first year to avoid coming in at a loss, sadly due to a high price and what turned out to be a smaller than intended market, just 1,200 examples sold. The car lived to see 1964, with a few thousand more



## Ten Cars That Prove Studebaker Going Defunct Was A Tragedy ~ continued

being produced before Studebaker could no longer afford to keep the vehicle in production. Studebaker would immortalize their name with the Avanti but never would financially recover from the car.

### 2: 1962 Studebaker Wagonaire



1963 saw the quieter introduction of another revolutionary product from Studebaker, this one intended for families. The versatile Lark-based station wagon featured a roll-roof over the cargo compartment for the transportation of large goods. The manually sliding steel panel gracefully unlatched and slid into the cabin. A flush folding step ladder mounted to enhance tailgate versatility.



The Wagonaire enjoyed marginally good sales numbers following its introduction, but they were no higher than the standard station wagon. Other unusual features like a passenger-mounted dash beauty vanity and optional disc brakes further set the car apart but to no avail. GM revisited the idea with its XUV's in the early 2000s, however.

### 1: 1966 Studebaker Daytona



By 1966 Studebaker had shut down 90% of its plant operations and laid off most employees. Studebaker's smallest factory, the Hamilton plant, was now operating a single-assembly line to produce the 1966 cars. The Lark Daytona and Lark Cruiser models became the sole offerings, with drivetrains directly supplied by GM, as Studebaker no longer could build their own. Disc brakes and elaborate interior fabrics were now standard on the stately coupe and sedan.



Despite several unique standard features, sales were abysmal. Buyers were aware of Studebaker's financial situation and were afraid of buying a car with no aftermarket support. In March of 1966, Studebaker's remaining executives concluded that there was no way out, and the company was broken up and dissolved. Despite their abrupt ending, Studebaker continues to live on among a loyal fanbase who spread the word about the innovative little company from South Bend, Indiana.



## Studebaker Tech Tip

Below is another solution to protect your C or K hood from a hood latch failure. This is from the Studebaker Drivers Club Forum posted October 3rd, 2009, by junior.



Here's an idea I'd like to share with other c/k owners...two things prompted this. First of all, I was snooping about the Forum, and came across a post about securing c/k hoods. I really didn't think too much about this because my hood latch had never given me a problem. Secondly, my Stude found a new set of legs this summer as I swapped out the 4:56 rear end for a 3:42 rear end.

From this point, Karma kinda took over...wouldn't you know it, ripping down the highway at about 80mph the hood latch decides to let go not once, not twice, but three times! Thankfully the safety catch worked...not wanting to tempt Karma any further I decided to re-visit the hood latch post.

The idea that caught my attention was the one using a lynch-pin through the latch post. Out to the garage I go to install said lynch-pin, but how does one install this pin with the hood closed? The only way I could do this was by getting on my back...something I have no interest in doing every time I need to open the hood. FWIW, this is a simple solution I came up with.

This really works for me because

1. it's CASO style, requiring only a Ford F-150 tailgate cable, a bolt, a lynch-pin and a coupling nut
2. I can lift the hood about 1 foot and remove/install the lynch-pin without having to get on my back or knees
3. no cutting-up the car

This system can be removed in minutes to return the car back to stock. Perhaps one day I will actually take the time to figure out why the latch is not staying closed, but for now my agenda is full, and I'd rather put my time and energy into other things like installing the T5 tranny.





## CVC Members Out~N~About

Jeanette Smith and Jim Jett attended The Chesterfield Saturday Night "CRUISING CRUZ-IN" Orphan Car Night at the River City Diner in Midlothian, Virginia, on August 12th, 2023.



*Jeanette Smith & Jim Jett's  
1962 GT Hawk*



The only automobile that met the strict definition of orphan was the Studebaker, but, there were a large selection of "abandoned" brands on display. Above is a nice example of a 1960 AMC Metropolitan.



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## Studebaker Sightings

Sighted at the Stray Cats Littleton Car Show 2023 September 2nd, 2023, in Littleton, North Carolina: a beautiful 1961 Studebaker Hawk.

The Stray Cats Rod and Custom Show is always a big part of the Littleton Lake Gaston Festival.



*1961 Studebaker Hawk*

Sighted at the J and R's 7th Annual Car, Truck & Motorcycle Show Saturday August 19th, 2023 at Madison High School Madison Virginia: 1938 Packard (not a Studebaker but related by merger)



*1938 Packard*

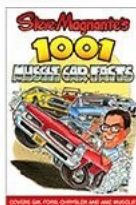


## Betty and Linwood Crawford's "new" Studebaker

Here are some additional pictures of Betty and Linwood's 1956 Golden Hawk.



## Interesting Studebaker Muscle Car Facts



by **Muscle Car DiY**

**Fact 955:** What was the rationale for continuing to build Studebakers in Canada? To put it bluntly, had Studebaker simply slammed the doors shut in Indiana, the remaining 2,025 dealers (1,700 in the United States and 325 in Canada) would have flooded the company with lawsuits. The plan also avoided further payment into UAW pension funds. Remember, Studebaker wasn't out of business; it simply quit building cars. There were huge assets to be protected. The Canadian scheme was a means of winding down automotive production in a graceful fashion. Legal, yes. Ethical? You decide. Despite the fact the Hamilton, Ontario, Canada, plant was profitable (its 7,000 annual unit break-even point was met by a factor of three), the truth was Studebaker management didn't want to continue making cars (see Fact #953). Approximately 19,000 Canadian-made Studebakers were imported to the United States in 1965–1966 as corporate automotive activity ground slowly to a halt.



## Classified Ads

Approved Classified Ads are free to all CVC/SDC members and available to non-members for \$5 per ad. Ads will be on the website for 90 days and in one newsletter unless renewed.

### For Sale:

ONE (1) New air filter for 289 R-2 V8, \$17.25.



TWO (2) Rebuilt 12-volt generators, \$125.00 each.



ONE (1) Rebuilt Stromberg Model WW 2 barrel carburetor, \$300.00



Contact Jim Jett, (804) 920-2129

EMAIL: [jsjett@va.freei.net](mailto:jsjett@va.freei.net)

## Membership

You don't have to own a Studebaker to be a member of the Club. If you do, or are just interested in Studebaker automobiles, we would love to have you as a member. You can join and pay membership dues online or print and mail the membership application. Membership in the Studebaker Drivers Club is required to join the Central Virginia Chapter.

Link to join CVC/SDC:

<http://centralvirginiachapter.org/JoinCVC.html>

Link to join the Studebaker Drivers Club:

<http://www.studebakerdriversclub.com/join.asp>

### AMERICA'S LOWEST PRICED PICKUP—BAR NONE!



### BRAND NEW **Champ** BY STUDEBAKER

handy, husky-built beauty—  
yours for thrift and rugged duty

The newest American truck on the road today is also the lowest priced! And not only will the new Champ by Studebaker save you money when you buy it, but you can expect to save one dollar out of every ten you've usually spent on gas and maintenance!

Coming from Studebaker-Packard, these handy ½ ton and ¾ ton pickups (5,000, 5,200 and 7,000 lbs. G.V.W.) are built to sturdy "big truck" specifications. They're severe service work vehicles from power plant to payload.

Yet the trim and fresh new Champ is as handsome looking as it is husky. Inside that smart new cab it's as roomy and comfortable as a passenger car, with the same kind of visibility all around. And it handles as sweetly as a passenger car!

You'll be mighty proud to take the wheel of this husky, handsome Champ. See your Studebaker dealer and get the keys for a trial ride. Feel the deep comfort—look underneath at the solid construction—check the Champ's many money-saving features!

Studebaker-Packard Corp., South Bend 27, Indiana.

#### FEATURES OF THE NEW "CHAMP"

Body Styles: Pickup box, Platform or Stake body.

Engines: 90 hp Six, 118 hp Six, 180 hp V-8, or 210 hp V-8. All have high torque at low rpm, all use regular-grade gas only, and all have earned an honest reputation for high gas mileage, dependable service, and long life.

Transmissions: 3-speed, Overdrive or 4-speed, with stick shift; or Automatic. Wide choice of rear axle ratios.

Cabs: Standard or deluxe, with deluxe trim. Full-width sliding rear window can be opened for maximum ventilation... provides full visibility. Bonus-value features are window vents, insulated roof, long-wearing vinyl upholstery over foam rubber, safety steering wheel, and more. Wonderful roominess and comfort!

the new **Champ**  
by Studebaker

"it's tougher than the job"

## Photos and articles for Newsletter and Website

Do you have any photos of events you attended? Is there an upcoming event you would like to promote? Do you have any interesting information you would like to share?

If so, send them to the editor at

[jsjett@centralvirginiachapter.org](mailto:jsjett@centralvirginiachapter.org)



## CVC/SDC apparel available

Items displaying the Club logo are available to club members. The Polo Shirts are available in white, navy or black in men's and women's styles. T-shirts are available in white or black in men's and women's styles.

CVC/SDC apparel and other items can be ordered and paid for on the Club website, go to:

<http://centralvirginiachapter.org/MemberStore.html>





# Central Virginia Chapter Studebaker Driver Club, Inc.



## MEMBERSHIP APPLICATION

NAME: \_\_\_\_\_

SPOUSE/PARTNER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: ( ) - EMAIL: \_\_\_\_\_

Membership number in Studebaker Driver's Club, Inc. \_\_\_\_\_. (Found on your membership card).  
This is a requirement for local membership.

Annual dues are \$15.00 per person/couple (Both husband and wife are voting members)  
Checks should be made payable to **"Central Virginia Chapter SDC"**

*Please list the model, year and series name of any Studebaker vehicles you own. (Ownership of a Studebaker is not a requirement for membership)*

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

Please mail with dues to:

George Marshall  
Treasurer CVC/SDC  
12302 Bailey Oak Pl  
Midlothian, VA 23112-6895