

October 2017

Volume 17, Issue 10

Hawk Talks

A Publication of the Karel Staple
Chapter of the Studebaker Drivers Club



OUR VERY OWN MISS LINDA HAS RETURNED!



So, this is not the cover of the Rolling Stones; however, I assure you that this celebrity is the most wanted super star of our entire club.
Nobody gives better hugs...



Some original...
Some modified...
All BEAUTIFUL!!!

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President's Message
for Steve Rainville

Secretary's Report
by Linda Barnard



Hello Everybody

A great big thank you to all of you that donated to our auction. The generosity of those that brought and bought items was very generous indeed. My thanks and the club's thanks.

When I arrived it looked like attendance would be light but as the morning turned to afternoon more and more people came in to Rick and Johna's back yard bringing there donations. Rick and Johna have held the auction for some time now and are very generous to open there home and yard to our club another big thanks.

As in the past few years Pat and Frank have jumped in to help with selling the items before the audience. We have fun with it but does make for a long afternoon and I know I'm spent afterwards.

Again thanks all hope to see you at our next meeting.

Yours Truly Stephen Rainville



Secretary Report
9-17-2017

President Steve Rainville called the meeting to order. With 32 members and 5 Studebaker's.

First order of business, we talked about the Zone Meet in Clovis. Some are going to meet up and drive together.

Tim will post the information in the Hawk Talks. 50/50 was won by Jon. He took home 45.00 bucks. Way to go Jon. Lou took home the car show cert.

It was a short meeting as we had our annual auction. Thank you to everyone that donated to it. It was a big success.. Thank you to Rick and Johna for hosting the meeting and auction.

I want to add a big thank you to everyone that had me in your thoughts and prayers. Thank you for the gift card, the visits, and the concern. I am 100 % cancer free.

See you at next months meeting...safe travels
Linda Barnard Secretary

Editor's Corner
By Tim Bates



Hi to All my Wonderful Studebaker Family Members, Not much has changed. Life is full bore and barely in control at the moment Within 10 days of closing on my house—the sellers backed out.

Back to looking... Urgh... At least my niece Heather is stable at the moment. The Sept. meeting at the Pierce's was a lot of fun and generated some great profits for our scholarships. Hope you all are doing well. Tim

International Meet

August 29—September 1, 2018

Tacoma, Washington U.S.A.



54th Annual Studebaker Drivers Club International Meet

August 29—September 1, 2018

Tacoma, Washington U.S.A.

Host Hotel Information

All hotels are within 5 minutes drive to LeMay ACM Museum show field

LaQuinta Hotel - 1425 East 27th Street, Tacoma, WA 98421 - (253) 383-0146

<http://www.laquintatacoma.com>

\$115/night SDC Rate, Primary hotel with hospitality and meeting rooms.
Free Bright Side Breakfast, free high-speed wi-fi, outdoor swimming pool, **pets welcome.**
Ask for the Studebaker Drivers Club rate.

Best Western Hotel - 2611 East E Street, Tacoma, WA 98421 - (253) 272-7737

<http://www.bestwesterntacomadome.com>

\$129/night SDC Rate. Located less than 2 blocks from the LeMay ACM museum and show field.
Complimentary deluxe hot breakfast, free underground parking, free high-speed wi-fi, microwave, refrigerator, MP3 clock radio, **pets welcome, complimentary shuttle.**
Ask for the Studebaker Drivers Club rate.

Holiday Inn Express & Suites Tacoma - 2102 South C Street, Tacoma, WA 98402 - (253) 272-2434

<https://www.ihg.com/holidayinnexpress/hotels/us/en/tacoma>

\$129/night SDC Rate.
Free full Breakfast Buffet, free covered parking (fees waived for SDC), free high-speed wi-fi, heated indoor pool, fitness center, **pets welcome.** Ask for the Studebaker Drivers Club rate.



Sponsored by the Tacoma and Greater Seattle chapters of
the Studebaker Drivers Club

Questions? Contact Laurel Berry at (253) 631-5076 or

francie1965@yahoo.com for more information



Vintage Tire Ads

By Betty and Perry Knopf

When traveling to various locations, I particularly enjoy read local newspapers. City and community news, views, ads, and various meetings are so interesting. In August, Perry and I went to Ohio, and I found a copy of the Akron Beacon Journal dated August 19, 2017, in a restaurant. On the front page was an article titled "Vintage tire ads preyed on concerns of motorists." This article got my attention and I would like to share some highlights of it with you.

Research examples cited below were documented by Katherine Parkin, a history professor at Monmouth University in New Jersey. Parkin teaches classes in consumerism and advertising. Her research soon will be published in her upcoming book *Women at the Wheel: A Century of Buying, Driving, and Fixing Cars*.

"A Goodyear ad in Life magazine from August 1937 shows a young boy in a wheelchair, with his sister and mother nearby and the family dog looking forlorn on the floor. In large letters a quote says 'Gee, I wish I could play again!' The advertising text says the 'pitiful accident' could have been avoided if the car had been equipped with Goodyear's LifeGuard tires."

"Another Goodyear ad in Life magazine from June 1937, selling the same tires, shows a father watching a child getting wheeled away on a hospital gurney. 'And I'm to blame!' with 'you never know when a blowout may catapult your car and your loved ones in a ghastly smashup.' Tomorrow, it may become your lifelong regret that you did not have LifeGuard Tubes - Goodyear's revolutionary new invention that makes the worst blowout as harmless as a slow leak"

"A Goodrich ad from Saturday Evening Post from September 1937 has a photo of a woman with the quote, 'I'd rather be your wife than your widow, please put this blow-out protection on your car.'"

"A General Tire ad in Fortune in 1935 shows a picture of a young boy with 'It would take 17 years to replace him.'"

"Even decades later, in Goodyear ads in Life magazine in 1964 and 1965, the ads showed stranded women who could possibly be sexually assaulted, Parkin said."

"When there's no men around...Goodyear should be."

"It's part of a very negative and pervasive attitude toward the risk of women leaving home,' Parkin said. 'The notion that she needs a man and that if her husband or father...doesn't buy the right tire, not only is she going to break down, but she's going to get raped.'"

Various tire company representatives and advertising firm representatives currently involved with tire advertising reflected on old ads in comparison to today's standards because our current beliefs are different. There appears agreement in that current emotion in tire ads have changed from fear to more about happiness.

Drive A DeLorean for A Day?

By Betty and Perry Knopf

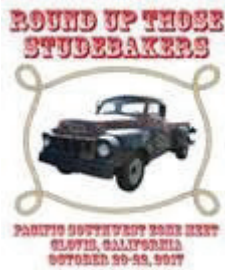
"Drive A DeLorean for A Day? Car-Sharing Comes to Classics" from USA TODAY, August 24, 2017

Would you like to drive a 1981 DeLorean for \$880 a day or a 1967 Pontiac for \$215?

The car-sharing revolution and trying build interest in historic cars among a modern generation is the new business model by the auto insurance company Hagerty.

Hagerty specializes in classic car insurance and recently purchased Classics & Exotics which it renamed DriveShare. Several hundred cars from a Ford Model A to a new Lamborghini Aventador are going to be available in dozens of U.S. cities. Hagerty claims each car will be vetted by its experts to ensure a trouble-free experience.

To rent a car the driver must a at least 30 "and they need to be aware they're driving someone's baby." Apparently the premise is that a vehicle owner is a person who would like to make some extra money and share the vehicle with a "thoughtful driver who is careful and curious about what these amazing machines are all about."



General Announcements

2017 Pacific Southwest Zone Meet

20-22 October 2017

In Old Town Clovis is less than two months away! Round up those Studebakers and join us for a great gathering of Studebaker enthusiasts.

Below is updated and additional information which wasn't included in earlier versions of the Registration form.

- 1) The Registration early/late cutoff date is October 1st.
 - 2) Fire extinguishers are now required for all SDC sanctioned Meets
 - 3) Please let us know if you are bringing a trailer. Space is very limited.
 - 4) Previously, we didn't have complete information on the Sunday morning tour to Forestiere Gardens; hand sculpted interconnected caverns, gardens and grottos which were the underground home of Sicilian immigrant, Baldasare Forestiere. \$14/person (Reservation & funds are needed no later than October 8th). Please contact us if you'd like to go and already sent in your registration.
 - 5) We're sorry but we've had to cancel the Scrabble Run scheduled for Friday afternoon. But, you can check out the boutiques, antique stores, museum and Veteran's Memorial - all within walking distance of the hotel.
 - 6) Blackstone RV Park is located approximately 6 miles from the Cole BW in Clovis.
6494 North Blackstone Avenue, Fresno, CA 93710
(559) 785-9020, (530) 356-5238
Email Address: blackstone@ccmproperties.com
Website: blackstonenorthrvpark.com
- The Karel Staple Chapter will meet at the Flying J truck stop at HWY 5 and 12 on Friday morning at 9am October 20th. The point of contact will be Steve Rainville.

October Meeting in Roseville

The October Meeting is at Leon Cohen's house, 1443 Dorchester Dr. Roseville 95678. To get to Leon's house—take I-80 from either direction to Exit 102 and go North on Riverside. Turn Left on to Cirby way. Cirby Way dead ends into Foothills Blvd; Turn Right. Take Foothills Blvd to Junction Blvd and turn Right. Turn Left at Kingswood Dr. Turn right at Dorchester Dr.

It will be a Potluck Style event.

A to I - bring a Main Dish Entrée.

J to R - bring a Dessert.

S to Z - bring Salad or an Appetizer

Everyone should bring a chair and their own plate/utensils to all potluck meetings.

ADVERTISEMENTS CARS, PARTS, SERVICES

To place a for sale ad for cars, parts, or services, contact Dean Sumpter at carvin9755@gmail.com or 9167536003.

Parts for Sale

1953 - 1964 C&K parts. Doors, quarter panels, 56-61 hood, starters, generators, trim, 63-64 NOS GT Hawk side grilles, lots of misc.parts. 57-58 supercharger no carb or air cleaner. 64 259 V8 engine, 64 auto trans for V8, Some small NOS Weasel parts. Can send photos of most items. Dean Sumpter Elk Grove Ca. carvin7712@yahoo.com or [916-753-6003](tel:916-753-6003).

A 4 speed transmission with bell housing for \$250.00

A completely rebuilt overhead 6 cyl. engine for \$3,000.00, if you want the bell housing, new clutch and over drive transmission with it, then the price is \$3,500.00

A real good 259, does NOT use any oil for \$1,500.00. I took it out of a good running car that my customer wanted a super-charged engine that I built and installed.

Also have a 259 engine that came out of a pick up and was told it was a very good running engine. Only \$400.00.

Rebuilding a champ engine at this time and will sell for \$3,000.00. These engines are as good if not better than a new one.

Malcolm Stinson

928-368-7442

swstudebaker@live.com

PARTS WANTED

Art is also looking for a set of 4 hubcaps for a 1960-64 Champ pickup. Chrome or painted is fine.

Contact Art 530-743-2942 lucky7@succeed.net.

Anybody have a flywheel inspection plate for a 289 automatic. I'd like to buy it from you since my 64 Hawk's missing it." Thank You.. Roger @ [916-372-2808](tel:916-372-2808)

Cars for Sale

For Sale: 1948 M-16 Flatbed, 152" wb. Comm6 4 spd trans/2 spd re. 7.50x20, 11'-6" x 7'-2" bed. 42"l x68"w x20"h storage box on bed.,\$6,000 obo. [707-738-9433](tel:707-738-9433), Don Clerici

1951 Stude Business Coupe. Q-2 model. One of only 300 plus units made in the last year of Business Cps. This one was made in LA. New motor, all brakes and lines redone. Driveline and gas tank, 2 radiators done. Boxes of spare parts. Spare set of rear windows. Floor done. Front seat and door panels done. Rebuilt radio. Asking \$6,000.00 **OBO**. Also 1951 Starlight coupe and all of my 6 cyl parts to with the deal. **Art Smith, 530-743 2942. lucky7@succeed.net**.

Also 1953 and 1954 4 door parts cars. Contact Art Smith 530-743-2942, lucky7@succeed.net

For Sale: 1957 Silver Hawk Studebaker, flat six motor with hill brake. The car runs good, driven, and has been stored in a garage. Purchased in 2001 from Medford, OR and drove to Omaha, NE. It was then moved to CA in 2015 and is now located in Roseville, CA. Current mileage is 47121. \$15,000 Phone: 402.709.7504 Email: mcmillan.gin@gmail.com

For Sale: 1964 long bed Champ with overdrive and rebuilt 259 engine (50miles), new tires and brakes. Couldn't complete restoration due to health issues. \$5,000 or best offer. Russ Knauer 916-359-6338, knauer@surewest.net.

For Sale. Attention "Brass" Studebaker. 1909 EMF touring. Almost complete vehicle. Few missing parts. Engine, transaxle, frame, wheels, upholstery, radiator, tires done. Body, fenders, and frame painted. 3 extra engines and boxes of extra parts. Gary Gunderson, Yuba City. 530-674-2840. Asking \$13,500 OBO. If not sold locally in a very short time he is going to advertise it in AACA and it will be gone. Art.

Karel Staple Chapter 2017 Event CALENDER

Oct 15 **Leon Cohen's Home**, 1443 Dorchester Dr., Roseville, CA 916-784-8424

Oct 20-22 **PSW Zone Meet, Clovis, CA** www.sdcsanjoaquinvalleychapter.com

Nov 12 **Back 40 Texas BBQ**, 1201 Orlando Ave, Roseville, CA 818-577-0587

Host: Lisa Hale

Dec 3 **Placerville Christmas Parade**, Downtown Placerville, CA

Time and location to be in next news letter. Host Tim Bates 707-980-1957

Dec 10 **Christmas Party**, Justin's Kitchen, 628 Plumas St, Yuba City, Mel France Host
530-674-0327

- **Saturday meetings**

All of the above underlined dates are Club events. - editor



The Yuba County Charter School's 8th Annual Car Show Sat Sept 30th 2017. We had a good turn out of chapter members, Doug Hadley, Pat Dilling, Mel Franz (Sorry we couldn't find you for the picture), Rick

& Johna Pierce. They have a new teacher for the auto shop class. James Warnock, he was so grateful for our donation of \$200.00 (that buys a lot of sandpaper). They are doing the bodywork on the Studebaker our club donated to the class.

Ken Hamel and James Warnock said Thank you from the kids! Thanks to Rick and Pat for your help at the raffle table. This was a great car show and I hope we get more Studebakers next year!

National SDC Application

Karel Staple Chapter Application

**For SDC National membership:
Please mail check or money order**

to:

**Studebaker Drivers Club, Inc.
P.O. Box 1715
Maple Grove, MN 55311-7615**

**Includes monthly publication of
Turning Wheels Magazine**

- ___ First year membership w/periodicals class mail \$24.00
- ___ Regular membership w/periodicals class mail \$31.00
- ___ Regular membership w/ first class mail \$60.00
- ___ Student/young adult (up to 22 years old) \$24.00
- ___ SDC membership without Turning Wheels \$10.00

To use Visa or MasterCard call:
(763)420-7829 fax (763) 420-7849
or email: sdc@cornerstonereg.com for more information.

Name: _____
Spouse: _____
Address: _____
City: _____ St: _____ Zip: _____
Phone: _____
Email: _____

If new member, source of referral:

Please list Studebakers, including Year, make, body style on separate page.

All members of local chapters must be members of the National Studebaker Drivers Club
SDC #: _____

Membership dues are \$20 Annually

Name: _____
Address: _____
City: _____ St: _____ Zip: _____
Phone: (____) _____
Email: _____
Referred by: _____
Birthday (Mo) _____ Spouse: _____

___ YES, I would like my newsletter emailed to me each month.
___ NO, I would not like my information to be published on our roster.

Please list Studebaker (s) owned:

1. _____
2. _____
3. _____
Year Model Body type

Name Badge Application:

Name: _____
(may be a nickname)
Spouse: _____
Name badges are \$8.00 each \$ _____
Membership fee: \$ 20.00
Total enclosed: \$ _____

Make check payable to:

Karel Staple Chapter SDC

Mail to: Johanna Smith
2140 Coronado Ave.
Napa CA 94559
or call: (707) 255-5108

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For insurance purposes and also to comply with SDC Bylaws governing chapters, all members of a local chapter must also be a member of the National Club. Don't forget to renew your National membership.

Visit us at:
For a look at the pictures in color
www.Hawktalks.com

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