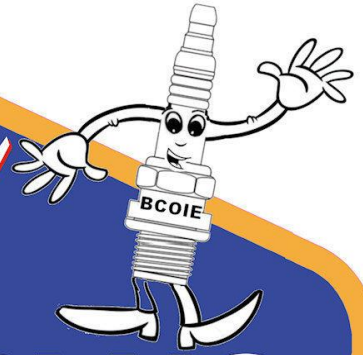


January 2025

# Studebaker

## SPARKPLUG

*The Official Newsletter of*



Established 1967



# 2025

• HAPPY NEW YEAR •



# BCOIE Chapter

Beach Cities • Orange • Inland Empire

## Chapter Information

BCOIE Chapter Meetings are on the 2nd Saturday of each month at:  
 Polly's Pies 18132 Imperial Highway, Yorba Linda, CA 714-572-9679 ~ at 4:30 pm

\*\*\* Please bring cash for purchases to pay the chapter, so the chapter can pay the bill with one check. \*\*\*

BCOIE Chapter membership is **\$20.00** per year, due January 1<sup>st</sup>. You **must** be a member of the National Studebaker Drivers Club prior to joining any Chapter. 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. **Note:** If you know anyone who is not receiving their newsletter, please contact me ASAP and we'll work it out.

## BCOIE Chapter Officers

<b>Elected</b>	President	Rosiland Metzker	714-315-8292	roldstudes@earthlink.net
	Vice President	Jonni Elmore	951-545-2664	elmorejonni@gmail.com
	Secretary / Sunshine	Dee Gruver	562-946-2249	cwgruverconst@aol.com
	Treasure /Membership	Debbie Stockey	714-524-7965	debizoo@aol.com
<b>Appointed</b>	Webmaster / Newsletter Editor	Dan Scott	818-558-1791	dansct@sbcglobal.net
	Facebook Editor	Jim Studebaker	949-235-4707	jstudebaker5@gmail.com

## Pacific Southwest Zone Officers

<b>Elected</b>	Zone Director	Ed Smith	602-290-1045	edcollects@gmail.com
	Zone Coordinator	Dan Scott	818-558-1791	dansct@sbcglobal.net
<b>Appointed</b>	Regional Manager - Calif. South	Catherine Chen	310-431-8179	CatherineLchen@gmail.com

SDC Website: [www.studebakerdriversclub.com](http://www.studebakerdriversclub.com)

BCOIE Website: [www.studebakersocal.com](http://www.studebakersocal.com)

BCOIE Facebook: [fb.me/BCOIESOCAL](https://fb.me/BCOIESOCAL)





## President's Message Rosiland Metzker



HAPPY NEW YEAR! I hope everyone had a wonderful and safe holiday season with your family and friends. Our Christmas party was fun and festive. What a great way to enjoy our Studebaker family and thank you to all who coordinated the wonderful event. We had a short meeting and welcomed our 2025 board that was voted in and here are the results:

- President – Rosiland Metzker
- Vice President – Jonni Elmore
- Treasurer/Membership – Debbie Stockey
- Secretary – Dee Gruver

Our club had a great year celebrating our 50th La Palma car show and getting our cars out to other car events to be seen and enjoyed by all. We are looking forward to an active 2025. Hope to see everyone at our meetings and looking forward to serving as your President for 2025.

Respectively,

Rosiland



Christmas Party - Meeting minutes for BCOIE Chapter - December 15, 2024. President Sam Wheeler called the meeting to order at 4:45 p.m. and welcomed all members. President called for quick reports from the Treasurer and Secretary. Motion to approve all reports as given was made and approved.

The outgoing board was thanked for their year of service and were given gifts. President Sam Wheeler introduced the new board for 2025 as follows:

- President - Rosiland Metzker,
- Vice President - Jonni Elmore
- Treasurer. - Debbie Stockey
- Secretary - Dee Gruver

Treasurer Debbie Stockey reported receiving information from the City of Anaheim that La Palma Park will be completed and available for our 51<sup>st</sup> La Palma Meet on September 28, 2025. More information will be forthcoming.

Short meeting, fun evening! Dinner and gift exchange were enjoyed by all.

Respectfully submitted,  
Dee Gruver, Secretary

 *From the desk of the editor...*  
Dan Scott

Happy New Years and congratulations to our newly elected chapter officers. While many chapters struggle to get volunteers, we seem to be doing pretty well. More good news came recently when Debbie Stockey reported that she booked La Palma Park for the 51<sup>st</sup> Annual Studebaker Meet on Sunday, September 28, 2025. Things could change based on park construction, but it appears solid for now.

Our neighbors to the north, the Los Angeles Chapter, have announced the date for their 2025 Classic Studebaker Car Show. The date will be Sunday April 6<sup>th</sup> at Bob's Big Boy in Northridge, details to follow soon.



## *Pacific Southwest Zone News*

A warm welcome to the Pacific Southwest Zone's new Regional Manager – California South, Catherine Chen. Catherine is a familiar face at the La Palma Meet where she regularly shows off her beautiful white 1959 Lark. Catherine agreed to take over the duties when Gene Nagle of Escondido announced his resignation. Gene had done an outstanding job for several years. Thanks Gene, we appreciate your hard work. Catherine, a realtor from the South Bay area said, "I've owned my '59 Lark since 2017 and reside in Rancho Palos Verdes, California. I've enjoyed attending Studebaker car shows and meeting fellow Studebaker owners."

Regional Managers have one of the busiest jobs in the Zones, welcoming all new members and tracking down or enquiring why members who allowed their membership to lapse have not renewed. So, if you're a member in good standing, you probably won't hear from Catherine, but when you see her at La Palma or another Studebaker meet, say hello and thank her for her service to the club. After all, our club is only as strong as its volunteers. Welcome Catherine and thanks.



### **Regional Manager – California South**



*The United States and Canada are partitioned into nine (9) Zones. A single International Zone will represent SDC members in all other countries. Each Zone elects one Zone Director and one Zone Coordinator. A zone for administrative purposes may be further divided into Regions, each of which may elect a Regional Manager. Each SDC Zone will have a Zone Coordinator (ZC), reporting directly to the Zone Director. Zone Coordinators' primary focus are the chapters within their zone. The ZC is responsible for the administration and coordination of Zone Meets. A Regional Manager's primary focus is membership, welcoming new SDC members, and retention of existing members.*



## New Club Officers ~ 2025

Elections were held during the last (December) Meeting for Chapter officers. Congratulations on newly elected President Rosiland Metzker and Vice President Jonni Elmore. Dee Grover and Debbie Stockey were reelected to their current positions, Secretary and Treasure respectfully. With new chapter members on board I asked the two officers, in new positions, to write a short bio so we can get to know them better.

### Rosiland Metzker, President

#### “MY LOVE AND HISTORY WITH STUDEBAKERS”

Until I met my husband John, I did not know what a Studebaker was. Our second date was at a car club meeting at a mortuary in Garden Grove. John borrowed Jim Holsonbake’s 63 turquoise Avanti for the evening. That is where it all started. Fifty years later, 50 car club Christmas parties attended and worked every La Palma Meet. On the planning committee for both Queen Mary International car shows in 1979 and 1996 and on the planning committee for many Zone meets. I am very passionate about Studebakers and have met so many people along the way with the same passion. Over the years I have held many officer positions including President, Vice President and Secretary. For several years John and I co-edited the newsletter. Looking forward to being your President in “2025”.



In case you missed this blast from the past...2009 (click here) <https://www.youtube.com/watch?v=aYzofS9CM>



### Jonni Elmore, Vice President

Hello to all I am Jonni Elmore newly elected Vice President for the BCOIE Chapter.

My husband Dennis and I have been members since 2000. We own a “63” Avanti which is a work in progress.

I look forward to fulfilling my duties as Vice President for our wonderful chapter.

Jonni



## Studebaker



[www.StudebakerSoCal.com](http://www.StudebakerSoCal.com)

## *Your website... Did you know?*

The current BCOIE website ([www.studebakersocal.com](http://www.studebakersocal.com)) was created in 2019 after the original website had laid dormant for several years. Without any documentation of the old site's layout or graphics, a completely new website would have to be designed. Our late past president, Bill Lowe, had the idea to start a new one. Bill received approval from the Board and set out to recruit a web designer. Bill spoke to Howard Brown (Los Angeles Chapter President) at the 2018 SDC Zone Meet in Palm Springs. Howard mentioned that I was an amateur designer and had built a website in honor of my late father's racing career. With the help of Don and Jeri Cox, the four of us met at Tom's Farm in Temescal Valley and agreed on a plan. Since web design is only a hobby, it took a few months, but eventually a new website was born. It's not fancy, but it meets our needs and stays within the KISS theory – **Keep It Simple Stupid.**

I thought this would be a good time to provide an overview of what's on the website and how many people visit the site monthly and over the past year. There are eleven pages, including the Home Page. While most are self-explanatory, a few could use some details.

The **“Photos Page”** contains photos and video's from past La Palma Meets and other Chapter events dating back to the Old Car World Village Car Show in **2001** and the La Palma Meet in **2008**. *If you have pics from other shows and would like to share with the club, let me know.* There are also close to 100 articles and videos for you to read/view.

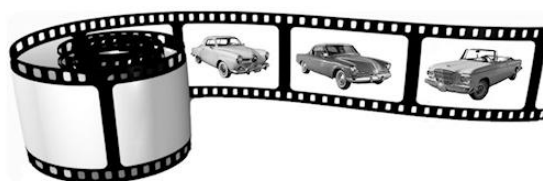
The **“Tech Page”** has over a dozen links to interesting articles and a link to the **“Ray-Lin Restorations: Studebaker Technical Pages”** that he donated to our chapter after closing his business. There is also a link to Studebaker Technical and Troubleshooting Information Page, by Bob Johnston. Both of these links contain a wealth of information.

**“Parts & Service Page”** has over 40 links to Parts and Service vendors. Most of the service vendors are located in southern California and were recommended by chapter members. If you're aware of others, again, let me know.

**“Members Cars”** – We have photos of members' cars featured on this page. To date, we have 26 cars, which is just over half of our membership total. I know for a fact that there are more members cars out there, as several of you own multiple cars and you know who I'm referring to...D.C. and J.C., for example. Come on, get involved and send a photo of your beloved Studebaker(s).

**How many people view our website?** That's a good question. In **2024** we have had **15,394** unique visitors with **29,562** total visits (the total visits includes when someone visits multiple times). That's a big jump from 2023 when we had **8,625** unique visitors with **12,852** total visits. Totals for 2023 were consistent with the previous years.

Almost 30,000 visitors should translate into more members, but we have to remember, our visitors are worldwide. The good news is, we're getting great exposure. Our busiest month is always May, due to the La Palma Meet.





# Why Studebaker?

*Whats your story...*

I'd like to try a new column, but for it to work, I need your help. I've heard this question dozens of times, "Why Studebaker?" How did you get into Studebakers, was it a family connection, a relative worked there, the unique style of the cars (if so, what year)? You read earlier how Rosiland discovered Studebakers, here's mine...

I've been into Studebakers for as long as I can remember though family ownership. My dad also drove Studes until they pulled out of the car production business. My first memory was of his red 1960 Lark Wagon, followed by a '60 Lark Sedan. I was driven home from the hospital after birth, in my dad's '53 Lowey Coupe. He also drove a midget racer, powered by a Studebaker Champion engine on dirt tracks throughout Wisconsin and the mid-west for many years. I rescued that car and showed it at car shows around southern California, including La Palma, before loaning it



to the Studebaker National Museum where it remained until last year. The car is now on loan to the Wisconsin Automotive Museum in Hartford, Wisconsin.

[www.landyscott.com](http://www.landyscott.com) My older brothers both owned several Studebakers each and I learned how to drive in a '65 Commander.

With that beginning how could I be anything but a Studebaker lover. My first car was a green 1965 Daytona Wagonaire. I've owned a total of six Studes including a '55 Champion Sedan, '62 Lark Sedan, '64 GT Hawk, '78 Avanti II and my current car being the "Pink Panther" (1962 Lark Daytona convertible) that you've seen at La Palma.

My first full time job was as an auto mechanic trainee at Daum Motor Cars, Fiat & Mercedes Benz dealership in Milwaukee (West Allis), WI, where I bought my '65 Wagonaire for \$300. The dealership started out as Burnham Motors Studebaker until the fall of Studebaker. That same dealer sponsored my dad's race car for several years.

*Now it's your turn, email me your story, or call and tell me your story and I'll write it up for you.*

## Studebaker

My Collection

		
1965 Daytona Wagonaire 1973 - 1975	1955 Champion 1976 - 1977	1962 Lark Regal 1990 - 2002
		
1964 Gran Turismo Hawk 2014 - 2018	1978 Avanti II 2018 - 2021	1962 Lark Daytona 2021 - Present



## *New Year's Folklore and Fascinating Beliefs*

### **1) Midnight Smooch**

Believe it or not, a romantic kiss at the stroke of midnight could guarantee a year overflowing with love. On the flip side, neglecting this tradition might just spell trouble in paradise.

### **2) Clear Those Debts**

Stepping into the New Year burdened with unpaid debts? Not the best idea if you want to court Lady Luck.

### **3) Fill your Pantry**

Ring in the New Year with a well-stocked pantry or risk a year of hardship.

### **4) First Footing**

The first guest to step into your home after the clock strikes twelve can dictate the luck you'll have for the entire year. A tall, dashing male bearing gifts supposedly brings the best fortune. According to this belief, no one should exit the house until a visitor has first stepped in, and nothing should be taken out of the house on New Year's Day.

### **5) Let the Old Year Fly Away!**

Opening all doors and windows at the stroke of midnight is a symbolic act of letting the old year escape.

### **6) New Year's Babies**

Babies who make their grand entrance into the world on New Year's Day are believed to lead charmed lives.

### **7) Early Bird Gets the Luck!**

A Polish tradition suggests that rising early on New Year's Day sets the tone for the rest of the year. Plus, if you touch the floor with your right foot upon waking, you're paving the way for a year filled with good luck. (You're quite literally starting the year on the "right" foot.)



\*\*\*\*\*

**2025 Registration is now due. Please renew ASAP. The link below will take you to a printable registration form or use the attached form on the last page of the newsletter.**

[https://www.studebakeroscal.com/BCOIE%20Membership%20Form\\_Updated%202023.pdf](https://www.studebakeroscal.com/BCOIE%20Membership%20Form_Updated%202023.pdf)



## What's in a Name: 1962-66 Studebaker Daytona

For 1962, Studebaker decided to jazz up the Lark's plain-vanilla image with a sporty new model with an exciting name: Daytona.

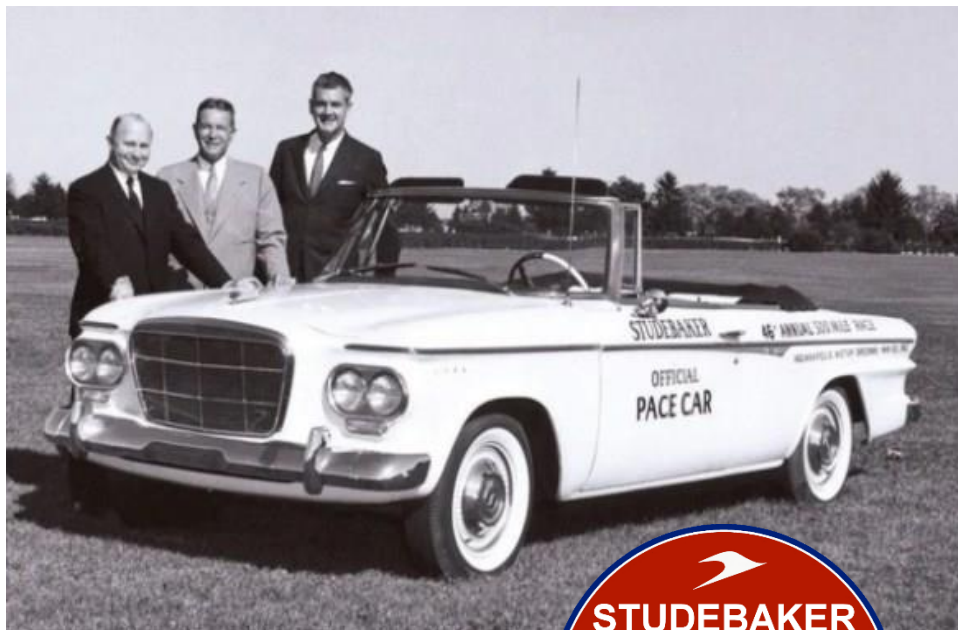


When Sherwood Egbert (below), the dynamic CEO of McCulloch Products, took over the top spot at Studebaker in early 1961, he launched a dramatic makeover of the automaker's image. From famed designer Raymond Loewy he commissioned the Avanti sports car, and from Brooks Stevens he ordered a transformation of the aged Hawk into the Grand Turismo Hawk and updates to the Lark.

Meanwhile: For the newly redesigned Lark, a sporty new model name emerged: Daytona, in

honor of America's birthplace of speed. As part of the promotion, the Daytona served as pace car for the 1962 Indy 500. Shown below with Egbert are speedway owner Tony Hulman (center) and Indianapolis Studebaker dealer Charles Stuart.

**Footnote:** While "Studebaker Lark" and "Daytona" may seem like mutually incompatible terms, a Lark did compete in the inaugural Daytona 500 in 1959. Competing against far faster cars and hobbled, no doubt, by its boxy styling and 259 cubic-inch V8, a Lark driven by Harold Smith started 50th in a field of 59 cars and finished 31st, completing 159 of 200 laps on the high-banked 2.5-mile oval.



## A Pony Before the Mustang?

Talk to Avanti owners today, and they believe their car makes a pretty good case for itself. The model hit the streets in the fall of 1962—nearly two years before the Mustang—with the now-familiar formula: V8 power, long-hood, short-deck styling, and front bucket seats.

The Avanti offered three engine choices, either manual or automatic transmission, and a host of performance options and advanced safety features. The Mustang and Avanti were similar performers, although the Avanti had a slight edge: Road & Track timed an R-2 from zero to 60 in 7.3 seconds versus 7.6 for a Hi-Po Mustang, and both cars topped out at around 120 mph. On paper, the 335-horsepower R-3 Avanti matched well against the Shelby GT350—at least in a straight line—and, don't forget, held 29 speed records.

Even if the Avanti had been able to stick around, however, it couldn't compete on price. A well-equipped Avanti cost around \$5000, while a loaded V8 Mustang could be bought for \$1000 less. Just about the time the Mustang roared out of the gates to storm the market with more than a million first-generation examples, Studebaker sank from sight, taking the Avanti with it.

It's one of those coulda, woulda stories for the ages.

The Avanti may not be known as a pony car, but it rumbles like one. In fact, back in the day, its throaty, free-flow mufflers were deemed too loud for California.

The wide door makes for easy entry, the bucket seats give good support, and there's plenty of headroom. The instruments, encased in their pod, are readable at a glance through the elegant steering wheel. The pedals sit high off the floor and a bit close together, but the clutch is light, and the T-10 shifts easily.



The 289 pulls strongly in every gear, with enough low-end torque to loaf around in third. Punch it, and when the tach hits 3500 rpm, the Paxton kicks in with a wicked whine, providing a substantial boost. "I tend to baby it," says owner Michael Chernago, "but" I've had it to 90 mph and there was plenty left."

We don't hit 90, but assuredly can. As advertised, the boosted brakes are swift and sure, a remarkable improvement over the Avanti's period competitors. The steering is light, though we're told an Avanti without power steering offers a good upper-body workout. The car wanders a bit by today's standards—no surprise as it rides on skinny bias-ply tires. We hear no creaks or groans over the bumps, commendable for a glass-bodied car.

We end up driving nearly 40 miles during our photo session, starting and stopping maybe 20 times. The Avanti springs to life each time, runs cool, and is thoroughly pleasant to drive. It also turns heads: At each stop, folks want to talk about it, including several who have no idea what it is. It's been more than 55 years since the radical and innovative Avanti was introduced, and its cool factor remains high today. For more Avanti information, visit [theavanti.com](http://theavanti.com), [aoai.org](http://aoai.org) and [studebakermuseum.org](http://studebakermuseum.org).



## From “Cougar” to “Mustang”

Development of the Mustang began in earnest in early 1962, and six mockups were presented to division management in August of that same year. Of these different iterations, Bordinat indicated that the best of this batch of prototypes was a car they’d dubbed the “Cougar.” Created by David Ash under the direction of Joseph Oros (another of Ford’s automotive styling executives), the Cougar’s design continued forward with few major changes from concept to full realized prototype to the eventual production model design.

While the design was a monumental success, the “Cougar” name was not.

When Iacocca and his team began development of his “youth car,” Ford cataloged everything related to its development under the in-house project code “T-5.” Throughout the car’s three-year evolution, it took on a number of different names including the aforementioned “Cougar” as well as Henry Ford II’s personal preference, the “T-Bird II.” In the end, the Mustang moniker best described the look and feel of the car – and so it became the name embraced by all involved.

On September 10, 1962, Lee Iacocca took the final variant of the Oros/Ash Mustang to Henry Ford II’s office for final approval. He received the approval he hoped for but has also gone on record as saying that getting Henry Ford II’s sign-off was one of the “toughest selling jobs of (his) career.” Still he received a thumbs-up to move forward with production but received a meager \$40 million dollar budget to develop and tool-up the Mustang. He was also given a very tight deadline: “Job One” (the name given to the very-first production Mustang ever), was slated to leave the assembly line on March 9, 1964.

### Mustang 2+2 Clay with Avanti in the Background

A picture from 1963 of a Mustang 2+2(it was Cougar yet) styling clay and there's an Avanti and a Jaguar XKE in the background.



**Check out the two cars in the background...**



## Think you know everything about Studebaker?

[Greg Swiercz](#), South Bend Tribune

SOUTH BEND — Studebaker Corp. is woven into the fabric of South Bend and its long and storied history is well known to many. From its start in 1852 when Henry and Clement Studebaker opened a blacksmith shop downtown, to the 26,000 employees who worked for the company at its peak producing a total of 4.2 million vehicles, the company endures as a legacy.

Studebaker shuttered its South Bend plant in December 1963, ending the production of its cars and trucks in America. But a facility in Hamilton, Ontario, remained in operation until March 1966.

Some facts are not so apparent when it comes to Studebaker. We asked Kyle Sater, curator of the [Studebaker National Museum](#), about some of the lesser-known points about all that is called Studebaker:

### **Avanti: Need for Speed**

The Studebaker Avanti was the first production car to reach 170 mph. With its supercharged 289-cubic-inch engine, the Avanti broke 29 world speed records at the Bonneville Salt Flats in the early 1960s.

### **Early electric vehicles**

Studebaker built a full line of electric vehicles in the early 20th century.

The company first started making bodies for the New York Electric Vehicle Co. in 1897 and then manufactured its own battery-powered passenger cars and commercial vehicles until fully switching to gas-powered automobiles in 1911.

Very few survive today, but the Studebaker National Museum has three early electrics in its collection.

### **Horse-drawn vehicles**

Studebaker continued to produce horse-drawn vehicles, like farm wagons and buggies, until 1920. That year, the company sold its entire horse-drawn business to the Kentucky Wagon Manufacturing Co. of Louisville, to focus on automobile production.

### **Surviving after cars**

Even though Studebaker ceased automobile production in 1966, the company continued through its other businesses. In 1967, Studebaker merged with Wagner Electric and then the Worthington Corp. to form Studebaker-Worthington. The name Studebaker disappeared in 1979 when McGraw-Edison bought the company.

### **Dabbling with Mercedes**

In the late 1950s, Studebaker-Packard distributed Mercedes-Benz cars in select American dealerships. Studebaker had a global network of sales outlets and dealerships dating back to its wagon-building days, and Curtiss-Wright—who owned a controlling interest in Studebaker and worked with Daimler-Benz's aircraft engine division—believed that network would help drive sales of Mercedes-Benz cars in the US.



### Truck production

Studebaker was a major manufacturer of trucks. Starting in 1929, Studebaker built pickups trucks, commercial transport trucks, diesel trucks, and military trucks. During World War II, Studebaker made almost 200,000 US6 trucks for the Allies — most of which went to the Soviet Union.

Studebaker ranked 28th among U.S. corporations in the value of its wartime defense contracts.

### Weinermobile designer

Industrial designer Brooks Stevens, who restyled the 1962 Studebaker Gran Turismo Hawk, also designed the Oscar Mayer Weinermobile in the 1950s.

Stevens also went on to design several concept cars for Studebaker in the 1960s, including the Sceptre, Skyview Wagon, and Lark-inspired sedan.



### Opening the roof

Studebaker was the first American carmaker to introduce a sliding roof station wagon. Also designed by Brooks Stevens, the retractable roof on the Studebaker Wagonaire allowed large items like refrigerators to be transported standing up. This innovative design was used on other makes and models years later.

### Bullet-nosed decision

Studebaker’s famous “bullet-nose” design was first used on 1950 models, but the idea was on designer Robert Bourke’s drawing board back in 1940-41. World War II aircraft like the P-38 Lightning provided inspiration for the sleek, bold styling that was, in Raymond Loewy’s words, meant to evoke “a feeling of motion and speed.”



### Building outside South Bend

The main plant was in South Bend, but Studebaker also had facilities in Detroit, Vernon, California, and Ontario, Canada. The plant in Hamilton, Ontario manufactured the last Studebaker — a 1966 Cruiser — that rolled off the line on March 16, 1966.

*Until next month,  
Happy  
Studebakering*



## BCOIE Chapter Membership Form

Name: \_\_\_\_\_

Spouse: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email Address(s): \_\_\_\_\_

Birthdays (All family members): \_\_\_\_\_

Anniversary Date: \_\_\_\_\_

Studebaker(s) Owned: (If additional space is needed, used back of application)

Year: \_\_\_\_\_ Model: \_\_\_\_\_ Year: \_\_\_\_\_ Model: \_\_\_\_\_

Year: \_\_\_\_\_ Model: \_\_\_\_\_ Year: \_\_\_\_\_ Model: \_\_\_\_\_

**DUES NOTE:** You must be a member of the **Studebaker Drivers Club**.

**Member #** \_\_\_\_\_ (Studebaker Drivers Club application form is available on this website)

Referred to BCOIE Chapter by: \_\_\_\_\_

BCOIE dues: **\$20 per Family Annually** ~ Make Check payable: **BCOIE Membership**

**Print and Mail to:**

**Debbie Stockey**  
c/o BCOIE Membership  
17410 Golden Maple Lane  
Yorba Linda, CA 92886-5196

[www.StudebakerSoCal.com](http://www.StudebakerSoCal.com)