



Rotating Spokes

Newsletter for the

Historical Studebaker Register of Australasia (1852-1942)

ISSN 2207-6824 (on line)

Mar/April, 2023
Vol 28 No 2 (169)



Roby Vassallo (No 337) pictured with his very attractive 1938 Commander Business Coupe.

Newsletter for the

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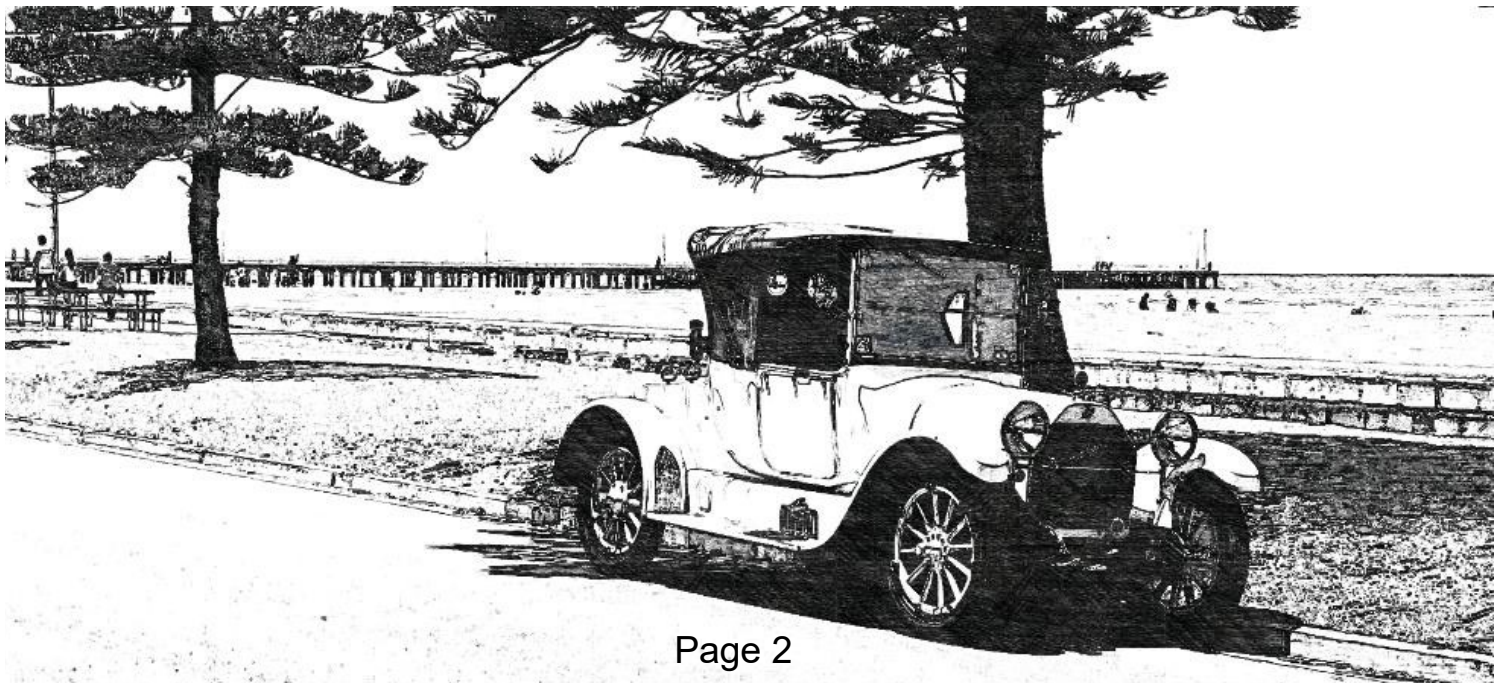
Covering the first 90 years of Studebaker (1852 – 1942)

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Annual Subscription \$18.00
Due 1st Jan. Make Cheques payable to
Historical Studebaker Register
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From Mee to You, as I see it.

Welcome to the Mar/April edition of Rotating Spokes magazine.

I was saddened to hear of the passing of some HSRA members over the past few months. Firstly was Ken Higham (No 058) from Kurri Kurri NSW and Ted Beeston (No 026) from Glenroy Vic. Both were long time members of HSRA and joined very early when the Register was first started by Russell Mee (No 001) They will be missed. We have also lost a few members recently, who have disposed of there Studebakers, and no longer want the newsletter.

The annual subscription fees were due on the first of January, and unfortunately there is still a quite a few outstanding. Please attend to it ASAP to ensure your continued delivery of Rotating Spokes magazine. Thank you to all who have paid, and feel free to contact me to check, if you are not sure. This will be the last newsletter for un financial members.

The 2023 National Studebaker Meet is fast approaching and is being held over the Easter weekend in Lakes Entrance Vic. hosted by the Studebaker Car Club of Australia (Vic). I would urge all members to try to attend this meet if possible. Come for the show or stay the whole weekend. It is sure to be a great meet.

That's all I have to report for now so try to take advantage of our Autumn weather and get your Studebaker out of the garage. Drive safely!

Dave Pink...

Welcome to New Members

No 338. Ian Trembath. Canadian Vic.
1916 SF Roadster.

No 339. Bruce Beattie. Closeburn Qld.
1926 ER Duplex Phaeton.

No 340. Gary Finch. Spokane WA. USA.
1940 Champion 2 door.
1942 Champion 4 door.
1947 Champion 2 door.

1941 Commander Skyway Landcruiser.
1942 Commander Skyway Landcruiser.
1949 Commander 4 door.

Cars and parts for Sale or Wanted

For Sale; 1925 Studebaker Duplex Roadster

NEGOTIABLE PRICE Studebaker 1925 Duplex Roadster!! I do believe that it is the only one in Australia??? But do enlighten me if anyone knows of another 1 please!! Brake options: 2 wheel, timber arterial wheels or 4 wheel, steel wheels. Too many spares to list!!

Rob Kay. 0408 677 888 Dundas Valley, NSW



Wanted; for a 1937 Dictator 6 cyl.

A set of 20 thou oversize pistons. I would also consider a complete engine.

Andrew Judd. (No 331) 0452 155 541 email andrewjudd45@gmail.com

For Sale.

5 only 1935 Hubcaps suit Dictator/Director and Commander. They will also fit the President, but these have the S logo whereas the President has the President script, see pic.

1 only 1935 Studebaker Dictator/Director. road wheel.

1 only right New Old Stock Australian made tie rod end to suit Studebaker Champion 1939-49, Commander1939-40.

Wanted.

pair of 1929-30 FE-FH President front fenders, {with or without wheel wells) see pic.

1929-30 President, steering drag link (reach rod)

1929-30 FH-FE President distributor linkages.

1929 -30 FH-FE President radiator shell.

1928 -30 FH-FE President To Cowl mould.

Regards, John Grant. (143) 0418 558 949 jgr13216@bigpond.net.au



Dave, some notes on my SC Studebaker for Rotating Spokes.

Approximately 2 years ago I purchased a 1914 SC Studebaker. No information is known about the pre-restoration history of the car including how it came into Australia. This car is an "over east" restoration - restored in the late 60's to early 70's by Bob Higginson. It was used in the southern NSW/ACT region for several years under a couple of different ACT registrations - YBX025 and 013.



Early 70's



1979 Canberra



1972 Snowy Mountains



2022 Perth

It was purchased by Maurice Brockwell in the 80's and made the trip west. It changed its rego to Studebaker. Under Maurice's ownership the car took part in numerous events including the 1988 Bicentennial Rally from Perth to Canberra. Currently it retains stickers from several of these runs. I am the third owner after Bob Higginson. *(Continued on page 7)*

The car itself is a bit of a mix of SC and SD e.g. the current motor and rear axle are from an SD. I have the original(?) SC motor in bits, which came with the car. It has a welded crack in the mono block, but the success of the repair is yet to be investigated. There are ring-in bits as well - e.g. the acetylene lights, front wheels and windscreen. The car runs and pulls well with acceptable braking for its 2 wheel rear brakes. The car is now starting to show its age e.g. paint finish, but with no major rust or wood issues there are no plans for any significant body work in the next few years. Currently I am trying to locate any parts to improve its originality e.g. front lights and windscreen.

Several members of the HSRA have been very helpful with advice etc, including Doug Fulford, Kevin Cochrane and Dave Pink, which has been greatly appreciated. Also I have joined the Antique Studebaker Club. Overall a relatively good way to get into antique motoring.

Vaughan Till (324)

Hi Dave,

I was wondering if any members have come up with a method of separating the water pump housing from the alloy generator/oil pump housing on Light Six motors. The trouble is caused by a spigot on the Alloy housing, which grows with age and seizes in the cast water pump housing. I have tried heating, soaking and even using threaded rod to push on the ends of the three studs on the water pump. This only supplies enough force to break the alloy housing. The only method I could come up with is to destroy one unit in order to save the other. This is not an ideal solution due to dwindling parts supply. When the pump is dismantled, a replacement 18mm shaft can be made up, as this is slightly larger than the original and the bushes can be reamed to suit. I used a chrome shaft out of an old car shocker. If your alloy housing is corroded through, it can be salvaged by making a copper plate rolled basically into the shape of a Welsh plug, and after turning the spigot down it can be pressed over the spigot and machined to size. The centre hole can then be silver soldered to the brass bush. Hopefully this will also prevent further expansion problems in the future. When assembling the impellor, it will probably be necessary to space out the back of the impellor to gain a minimum clearance on the impellor blades to water pump housing to ensure correct pump operation.

Graham McCormick (No 174)

1938 Studebaker State Commander Business Coupe (RHD)

By Roby Vassallo (No 337)



Beautiful lines on the 1938 Studebaker State Business Coupe

I am very new to the Studebaker family. I came across this 1938 Studebaker State Commander Business Coupe (RHD) by accident and not looking to buy any cars at all. Anyway I ended up with this car and not knowing anything at all about Studebakers. What attracted me about this Studebaker besides being a great shape looking car is its history.

This Studebaker was built and assembled at the Studebaker Canada plant in 1938 for delivery to Australia, NSW (the chassis plate confirms it was assembled in Canada). Between the years of 1938 and the early 1950s, I am not sure it's whereabouts, or the first owner. In early 1950s this car was traded in on a new car. The owner of the car yard decided to keep this car for himself and not put it into the yards for resale. The previous owner (the Son), told me this Studebaker was driven daily till about in the early 1970s, then he decided the store it in his garage and when he had time he would restore this Studebaker. The Studebaker sat there in his Sydney garage for years before passing it to his son.



*Not sure when this photo was taken
That is the original blue colour of
the car. It is the only old photo of the
car that the previous owner has.*

The Son, who I purchased the car from told me that this Studebaker has been in the family for about 70 years. The previous owner (the Son) told me that his parents told him that they picked him up from the hospital in the Studebaker when he was born. Also he can recall he was driven to school and to the shops in his younger years. When he was in his early teens, he would go to the garage where the Studebaker was stored and started it up and drove it up and down the driveway and sometimes on the road when the parents weren't around.

Around 2010, the son asked his father if he would like to see his Studebaker restored. (The father had kept the car all this time, as he always wanted to restore this Studebaker). The restoration started around 2011-2012. The body was taken off the chassis and the chassis was sand blasted and repainted. The restorer that did the bodywork and the chassis told me it was in very good condition with no rust at all just surface rust only. The car was repainted in Marrakesh Satin finish. (BMW Matt Bronze). The previous owner saw that colour on an old restored classic car in the US and he decided to paint the Coupe the same colour. The motor and all the running gear were all rebuilt. Complete rewiring in 6v, Starter motor, generator, etc. The restoration has taken over six and half years and it is 95-98% finished when I purchased the Studebaker.

I found out the previous owner had trouble with the "Miracle Shift", he told me when he stalled the Studebaker this happened a number of times. The "Miracle Shift" would lock itself in a gear and could not get out of gear and then he had a lot of trouble restarting the car. The "Miracle Shift" is vacuum operated. He decided to wire up two batteries, a 12v wired to the 6v with an on/off switch to make easy starting when he ran into this trouble.

This Studebaker has a "Miracle Shift" transmission, which is assisted by vacuum and has a small gearshift on the dashboard. This was an extra option. The Miracle Shift was only produced in 1938 for twelve months only.



Photo shows the Gearshift on the dash. The Miracle Shift vacuum for manual gearbox was introduced to give a flat floor and comfortable three-across seating. This was a standard option in 1938 only

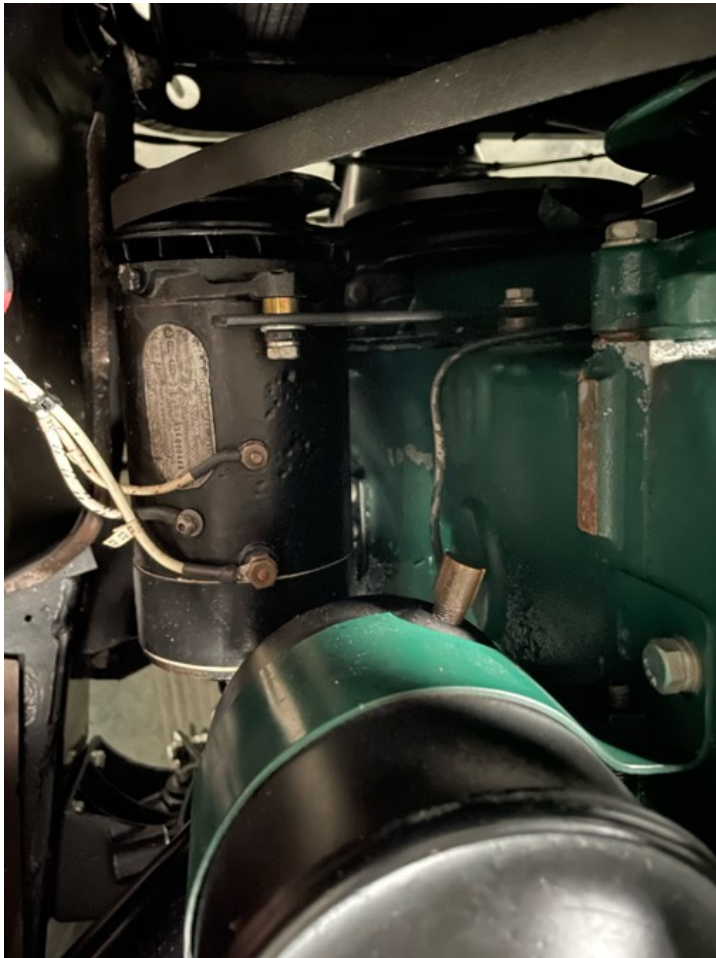


Photo on the right shows the Gearbox, with the vacuum reserve on the left side of the gearbox

The Miracle Shift, often trouble-prone feature was made redundant by a column-shift Studebaker introduced in 1939. In my case, when the car is stationary and the motor is turned off you cannot select any gear, relying on your hand brake only to hold your car from rolling. Also like the previous owner, if you stall the car it locks in whatever gear you are in.

With the problem the previous owner had, wiring up two batteries, a 12v wired to the 6v with an on/off switch. I found this installation very dangerous and if not switched on properly it could damage all the gauges and a potential fire risk. With a lot of checking I decided to convert the Studebaker to 12v and keeping in mind to have the Studebaker looking original. I think I achieved this.

With the 12v Conversion I was very happy with the installation of the blinker system I was able to wire into the existing front parkers and taillights keeping it looking original. I installed the 12v alternator. I found an alternator in a housing of a generator made in the USA, we had to make up brackets to suit and had to mill up a pulley to a size so it could generate power when idling. The Studebaker starts beautifully now.



The original 6v generator.



It was very tight fitting the new 12 volt Alternator in the housing of the generator, which was made in USA.

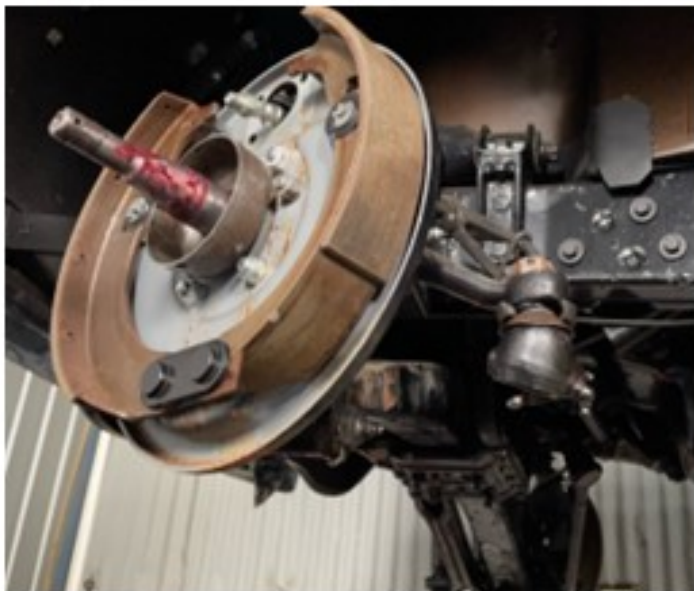
Raymond Loewy designed the unique headlamps echoing the prow-like shape of the grill and was available as a Business or Custom Coupe, Sedan and the Convertible Sedan. This was an extra option.



"Art deco" style headlights and grill. Also know as Cathedral lights.

Not being mechanically minded, I found a good mechanic in Silvan, Victoria. He is helping me in getting my Studebaker right and he is very interested in the car. I had to redo the master cylinder and all the wheel cylinders and brakes and a few other problems as the car stood a while after restation. Some of the members of the Studebaker Club of Victoria were very helpful and they told me where I could source parts, and where to get parts reconditioned and general advise.

The front brakes lining are very good with not much wear at all but the wheel cylinders had to be rebuilt.



The rear brakes were the same as the front but I had one brake drum that had a bad crack right on the axle. With the help of Alan Heyde and his sons, they were able to find 4 brake drums to try all slightly different. We were lucky out of the 4 one was the right one.



The interior restored by the previous owner.

This Studebaker has the “Hill holder” system, a coupling between the clutch and brake system that prevents the car from rolling backwards when the clutch is engaged. It also has free wheeling transmission.

I finally got the Studebaker on the road. The reconditioned 90 horse power flat head six cylinder motor purrs like a kitten, but I’ve been having a few other teething problems and are slowly sorting them out. I still have a long way to go to complete this car.

I have done a lot of research on the 1938 Studebaker State Business Coupe. I emailed to the Studebaker National Museum South Bend, asking them about the production numbers? Their reply was just over 22,000 8A Commanders were built that year, but they do not have official breakdown on production by body style. An article on the web on the 6th January 2018 stated the 1938 Studebaker State Business Coupe is quite a rare car, just 38 are thought to have been built in this configuration. That configuration appears to be the same as my Studebaker Coupe. Maybe someone out there can enlighten me on this?

I am really excited to be part of the Studebaker family and owning this car, even with the troublesome Miracle Shift, and the Art deco head lights making this car more unusual than the rest of the Studebaker family.



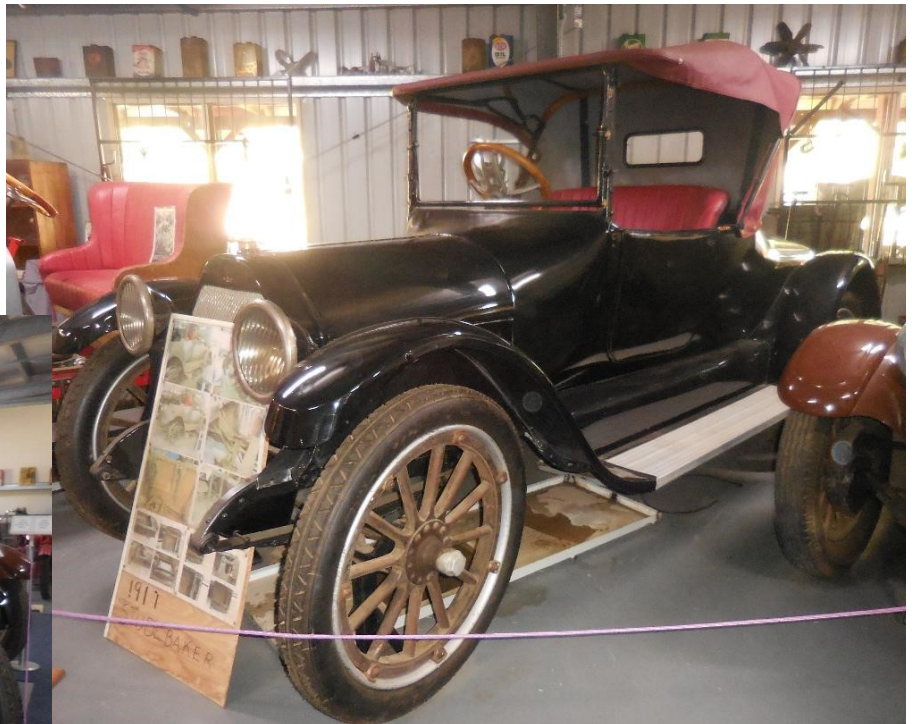
Raymond Loewy designed the unique headlamps and grill as on my Studebaker State Business Coupe.

Hi Dave

Attached are a few photos taken on our trip to Queensland July/August 2022.
The 1938 President Sedan was on display at the Historic Village HERBERTON.



1917 Studebaker Roadster at the
Rockhampton Heritage Village.
Don't know the model, but you
may be able to identify it.
Regards
Phil Henderson (201)



STUDEBAKER CARBURETOR MAKE / MODEL

| YEAR | MODEL | ENGINE | CARB. MAKE | CARB. MODEL |
|--------------|---|--|---|-------------|
| 1904 1905 | C (or 202) 9502 9503 | 2cyl, 216cuin. 2cyl, 216cuin. 4cyl, 212cuin. | | |
| 1906 | E F G | 4cyl, 212cuin. 4cyl, 286cuin. 4cyl, 281cuin. | | |
| 1907 | L H & G | 4cyl, 286cuin. 4cyl, 281cuin. | | |
| 1908 | EMF H & A B TINCHER | 4cyl, 226cuin. 4cyl, 281cuin. 4cyl, 372cuin. 4cyl. | | |
| 1909 | EMF A, C & H B & D | 4cyl, 226cuin. 4cyl, 281cuin. 4cyl, 372cuin. | | |
| 1910-11 | FLANDERS EMF G7 & G8 | 4cyl, 155cuin. 4cyl, 226cuin. 4cyl, 372cuin. | | |
| 1912 | FLANDERS EMF | 4cyl, 155cuin. 4cyl, 226cuin. | | |
| 1913 | FLANDERS EMF SA 25 AA 35 E6 | 4cyl, 155cuin. 4cyl, 226cuin. 4cyl, 192cuin. 4cyl, 267cuin. 6cyl, 289cuin. | HOLLY HOLLY HOLLY | |
| 1914 | SC SD E6, EB & EC | 4cyl, 192cuin. 4cyl, 192cuin. 6cyl, 289cuin. | Studebaker-Schebler Studebaker-Schebler Studebaker-Schebler | |
| 1915 | SD SF EC ED | 4cyl, 192cuin. 4cyl, 236cuin. 6cyl, 289cuin. 6cyl, 354cuin. | Studebaker-Schebler Studebaker-Schebler | |
| 1916 | SF ED | 4cyl, 236cuin. 6cyl, 354cuin. | SCHEBLER SCHEBLER | R |
| 1917 | SF ED | 4cyl, 236cuin. 6cyl, 354cuin. | SCHEBLER SCHEBLER | R R |
| 1918 | SH EH EG | 4cyl, 192cuin. 6cyl, 289cuin. 6cyl, 354cuin. | STROMBERG BALL & BALL BALL & BALL | |
| 1919 | SH EH EG | 4cyl, 192cuin. 6cyl, 289cuin. 6cyl, 354cuin. | STROMBERG BALL & BALL BALL & BALL | |

STUDEBAKER CARBURETOR MAKE / MODEL

| YEAR | MODEL | ENGINE | CARB. MAKE | CARB. MODEL |
|------|---|--|--|---|
| 1920 | EJ EH EG | 6cyl, 207cuin. 6cyl, 289cuin. 6cyl, 354cuin. | <i>BALL & BALL</i> <i>BALL & BALL</i> | |
| 1921 | EJ EH EG | 6cyl, 207cuin. 6cyl, 289cuin. 6cyl, 354cuin. | STROMBERG STROMBERG | |
| 1922 | EJ EL EK | 6cyl, 207cuin. 6cyl, 289cuin. 6cyl, 354cuin. | STROMBERG <i>BALL & BALL</i> | |
| 1923 | EM EL EK | 6cyl, 207cuin. 6cyl, 289cuin. 6cyl, 354cuin. | STROMBERG STROMBERG BALL & BALL | OE-1 |
| 1924 | EM ER EL EQ EK EP | 6cyl, 207cuin. 6cyl, 242cuin. 6cyl, 289cuin. 6cyl, 289cuin. 6cyl, 354cuin. 6cyl, 354cuin. | STROMBERG <i>STROMBERG</i> STROMBERG STROMBERG BALL & BALL BALL & BALL | <i>OE-1</i> <i>OE-1</i> |
| 1925 | ER EQ EP | 6cyl, 242cuin. 6cyl, 289cuin. 6cyl, 354cuin. | STROMBERG STROMBERG BALL & BALL | OE-1 |
| 1926 | ER EU EQ EP ES | 6cyl, 242cuin. 6cyl, 242cuin. 6cyl, 289cuin. 6cyl, 354cuin. 6cyl, 354cuin. | STROMBERG STROMBERG STROMBERG <i>STROMBERG</i> BALL & BALL | OE-1 OE-1 to Eng No EU-29674, then T-1 <i>LS-2</i> |
| 1927 | ERSKINE SIX 50 EU EW | 6cyl, 146cuin. 6cyl, 242cuin. 6cyl, 354cuin. | STROMBERG STROMBERG and BALL & BALL | T-1 OX-2 to Eng No EW-17597, then TX-2 SV-43 on late roadsters. |
| 1928 | ERSKINE SIX 51 GE GB GH early FA FA & FB Pierce Ar. ALL | 6cyl, 160cuin. 6cyl, 242cuin. 6cyl, 354cuin. 6cyl, 354cuin. 8cyl, 313cuin. 8cyl, 337cuin. 6cyl, 288, 414 ci. | STROMBERG STROMBERG and BALL & BALL BALL & BALL SCHEBLER SCHEBLER <i>STROMBERG</i> | TX-2, and later UX-2 TX-2, and later UX-3 SV-43 SV-43A S-3 S-3 |
| 1929 | ERSKINE SIX 52 GL FC GJ FD FE & FH Pierce Ar. ALL | 6cyl, 160cuin. 6cyl, 221cuin. 8cyl, 221cuin. 6cyl, 248cuin. 8cyl, 250cuin. 8cyl, 337cuin. 8cyl, 366, 385ci | STROMBERG STROMBERG STROMBERG STROMBERG STROMBERG <i>STROMBERG.</i> | UX-2 U-2 UX-2 UX-2 UU-2 |

STUDEBAKER CARBURETOR MAKE / MODEL

| YEAR | MODEL | ENGINE | CARB. MAKE | CARB. MODEL |
|------|--|--|---|--|
| 1930 | ERSKINE SIX 52 ERSK/STU SIX 53 GL FC GJ FD FE & FH 80 & 90 Pierce Ar. ALL | 6cyl, 160cuin. 6cyl, 160cuin. 6cyl, 221cuin. 8cyl, 221cuin. 6cyl, 248cuin. 8cyl, 250cuin. 8cyl, 337cuin. 8cyl, 337cuin. 8cyl, 340, 366, 385 ci. | STROMBERG STROMBERG STROMBERG STROMBERG STROMBERG STROMBERG STROMBERG <i>STROMBERG</i> | U-2 UX-2 U-2 UX-2 UX-2 UU-2 UU-2 or UUR-2 |
| 1931 | STUDE SIX 54 61 70 80 & 90 Pierce Ar. ALL | 6cyl, 205cuin. 8cyl, 221cuin. 8cyl, 250cuin. 8cyl, 337cuin. 8cyl, 366, 385 ci. | STROMBERG STROMBERG STROMBERG STROMBERG <i>STROMBERG</i> | U-2 UU-2 UU-2 to Eng No 6671 then UUR-2 UU-2 to Ser No P6255 then UUR-2 RHC vehicles changed at No P5405 |
| 1932 | 41 ROCKNE 65 41 ROCKNE 75 STUDE SIX 55 62 71 91 PA. 54 PA. 53, 52, 51 | 6cyl, 190cuin. 6cyl, 205cuin. 6cyl, 230cuin. 8cyl, 221cuin. 8cyl, 250cuin. 8cyl, 337cuin. 8cyl, 366 cuin. 12cyl, 398, 429ci. | STROMBERG STROMBERG STROMBERG STROMBERG STROMBERG STROMBERG <i>STROMBERG</i> <i>STROMBERG</i> | UUR-2 UUR-2 UUR-2 UUR-2 UUR-2 UUR-2 |
| 1933 | 41 ROCKNE 65 31 ROCKNE 10 41 ROCKNE 75 STUDE SIX 56 73 82 92 PA. 836 PA. 1236, 1242, 1247 | 6cyl, 190cuin. 6cyl, 190cuin. 6cyl, 205cuin. 6cyl, 230cuin. 8cyl, 236cuin. 8cyl, 250cuin. 8cyl, 337cuin. 8cyl, 366 cuin. 12cyl, 429, 462ci. | STROMBERG STROMBERG STROMBERG STROMBERG STROMBERG STROMBERG STROMBERG <i>STROMBERG</i> <i>STROMBERG</i> | UUR-2 UUR-2 UUR-2 EX-22 EE-22 EE-22 EE-22 |
| 1934 | A B C | 6cyl, 205cuin. 8cyl, 221cuin. 8cyl, 250cuin. | STROMBERG STROMBERG STROMBERG | UR-23 (w/o auto choke : UR-2) E-33 EE-22 |
| 1935 | 1A & 2A 1B 1C | 6cyl, 205cuin. 8cyl, 250cuin. 8cyl, 250cuin. | STROMBERG STROMBERG STROMBERG | EX-23 or BXU-25 1bbl. EE-1 2bbl. EE-1 2bbl. |
| 1936 | 3A & 4A 5A & 6A 2C 3C | 6cyl, 218cuin. 6cyl, 218cuin. 8cyl, 250cuin. 8cyl, 250cuin. | STROMBERG STROMBERG STROMBERG STROMBERG | EX-23 or BXO-25 1bbl. EX-23 1bbl. EE-1 or EE-15 2bbl. EE-1 or EE-15 2bbl. |
| 1937 | 5A & 6A 7A & 8A 3C | 6cyl, 218cuin. 6cyl, 226cuin. 8cyl, 250cuin. | STROMBERG or CARTER STROMBERG STROMBERG | EX-23 1bbl. 371S or WA1-414S 1bbl. BXO-26 1 bbl. EE-1 or EE-15 2bbl. |
| 1938 | 7A & 8A 9A 4C | 6cyl, 226cuin. 6cyl, 226cuin. 8cyl, 250cuin. | STROMBERG STROMBERG STROMBERG | BXO-26 1 bbl. BXO-26 1 bbl. AAO-161 2 bbl. |

STUDEBAKER CARBURETOR MAKE / MODEL

| YEAR | MODEL | ENGINE | CARB. MAKE | CARB. MODEL |
|------|--|--|---|--|
| 1939 | G (Champion) 2G 9A 5C | 6cyl, 164cuin. 6cyl, 164cuin. 6cyl, 226cuin. 8cyl, 250cuin. | CARTER CARTER STROMBERG STROMBERG | WO-444S, WO-453S or WO-468S, 1bbl. WO-453S or WO-468S 1bbl. BXO-26 1bbl AAO-161 2 bbl. |
| 1940 | 2G 3G 10A 11A 6C 7C | 6cyl, 164cuin. 6cyl, 170cuin. 6cyl, 226cuin. 6cyl, 226cuin. 8cyl, 250cuin. 8cyl, 250cuin. | CARTER CARTER STROMBERG / CARTER STROMBERG STROMBERG and CARTER STROMBERG | WO- 453S or WO-468S 1bbl. WAI-496S 1bbl. BXO-26 / WAI-410S or 414S 1bbl. BXOV-26 1bbl. AAO-161 Eng Nos B38501-B39450, B39501-B39793 and after B40209 WDO-409S all others AAV-26 2bbl. |
| 1941 | 3G 4G 11A 12A 7C 8C | 6cyl, 170cuin. 6cyl, 170cuin. 6cyl, 226cuin. 6cyl, 226cuin. 8cyl, 250cuin. 8cyl, 250cuin. | CARTER CARTER STROMBERG STROMBERG STROMBERG STROMBERG | WAI-496S 1bbl. WAI-496S 1bbl. BXOV-26 1bbl. BXOV-26 1bbl. AAV-26 2bbl. AAV-26 2bbl. |
| 1942 | 4G 12A 8C | 6cyl, 170cuin. 6cyl, 226cuin. 8cyl, 250cuin. | CARTER STROMBERG STROMBERG | WAI-496S 1bbl. BXOV-26 1bbl. AAV-26 2bbl. |
| 1946 | 5G | 6cyl, 170cuin. | CARTER | WE-532S 1bbl. |
| 1947 | 6G 14A | 6cyl, 170cuin. 6cyl, 226cuin. | CARTER STROMBERG | WE-532S 1bbl BXOV-26 1bbl. |
| 1948 | 7G 15A | 6cyl, 170cuin. 6cyl, 226cuin. | CARTER STROMBERG | WE 1bbl. BXOV-26 1bbl. |
| 1949 | 8G 16A | 6cyl, 170cuin. 6cyl, 246cuin. | CARTER STROMBERG | WE 1bbl BXOV-26 1bbl. |
| 1950 | 9G 17A | 6cyl, 170cuin. 6cyl, 246cuin. | CARTER STROMBERG | WE-715S 1bbl. BXOV-26 1bbl. |
| 1951 | 10G H | 6cyl, 170cuin. V8, 232cuin. | CARTER STROMBERG | WE-715S 1bbl. AAUVB-26 2bbl |
| 1952 | 12G 3H | 6cyl, 170cuin. V8, 232cuin. | CARTER STROMBERG | WE-715S 1bbl. AAUVB-26 2bbl. |
| 1953 | 14G 4H | 6cyl, 170cuin. V8, 232cuin. | CARTER STROMBERG | WE-9895A 1bbl. WWUVL-26 2bbl. |
| 1954 | 15G 5H | 6cyl, 170cuin. V8, 232cuin. | CARTER STROMBERG | WE 1bbl. WW 2bbl. |
| 1955 | 16G 6G 6G & 6H 6H | 6cyl, 186cuin. V8, 224cuin. V8, 259cu, 175hp V8, 259cu, 185hp | CARTER STROMBERG STROMBERG CARTER | WE 1bbl. WW 2bbl. WW 2bbl. WCFB 4bbl. |

STUDEBAKER CARBURETOR MAKE / MODEL

| YEAR | MODEL | ENGINE | CARB. MAKE | CARB. MODEL |
|------|---|--|--|---|
| 1956 | 56G 56B & 56H " " " 56H & 56J 56J | 6cyl,185cu,101hp V8,259cu,170hp V8,259cu,185hp V8,289cu,190hp V8,289cu,210hp V8,289cu,225hp V8,352cu,275hp | CARTER STROMBERG CARTER STROMBERG CARTER CARTER | WE 1bbl. WW 2bbl. WCFB 4bbl. WW 2bbl. WCFB 4bbl. WCFB 4bbl. |
| 1957 | 57G 57B & 57H " " " 57H & 57L | 6cyl,185cu,101hp V8,259cu,180hp V8,259cu,195hp V8,289cu,210hp V8,289cu,225hp V8,289s/c,275hp | CARTER STROMBERG CARTER STROMBERG CARTER STROMBERG | WE BBR1 1bbl. WW 2bbl. WCFB 4bbl. WW 2bbl. WCFB 4bbl. WW 2bbl. Supercharged |
| 1958 | 58G 58B & 58H " " " 58H & 58L | 6cyl,185cu,101hp V8,259cu,180hp V8,259cu,195hp V8,289cu,210hp V8,289cu,225hp V8,289s/c,275hp | CARTER STROMBERG CARTER STROMBERG CARTER STROMBERG | WE-2417S 1bbl. WW6-117A/B 2bbl. WCFB 4bbl. WW6-117A/B 2bbl. WCFB 4bbl. WW6-121A/B 2bbl. Supercharged |
| 1959 | 59S 59V " | 6cyl,170cu,90hp V8,259cu,180hp V8,259cu,195hp | CARTER STROMBERG CARTER | AS 1bbl. WW6 2bbl. WCFB 4bbl. |
| 1960 | 60S 60V " " " | 6cyl,170cu,90hp V8,259cu,180hp V8,259cu,190hp V8,289cu,210hp V8,289cu,225hp | CARTER STROMBERG CARTER STROMBERG CARTER | AS 1bbl. WW6 2bbl. WCFB 4bbl. WW6 2bbl. WCFB 4 bbl. |
| 1961 | 61S 61V " " " | 6cyl,170cu,112hp V8,259cu,180hp V8,259cu,195hp V8,289cu,210hp V8,289cu,225hp | CARTER STROMBERG CARTER STROMBERG CARTER | AS 1bbl. WW6 2bbl. WCFB 4bbl. WW6 2bbl. WCFB 4bbl. |
| 1962 | 62S 62V " " " | 6cyl,170cu,112hp V8,259cu,180hp V8,259cu,195hp V8,289cu,210hp V8,289cu,225hp | CARTER STROMBERG CARTER STROMBERG CARTER | AS 1bbl. WW6 2bbl. WCFB 4bbl. WW6 2bbl. WCFB 4bbl. |
| 1963 | 63S 63V " " " " " | 6cyl,170cu,112hp V8,259cu,180hp V8,259cu,195hp V8,289cu,210hp V8,289cu,225hp V8,289R1,240hp V8,289R2,289hp | CARTER STROMBERG CARTER STROMBERG CARTER CARTER CARTER | RBS or AS 1bbl. WW6 2bbl. AFB 4bbl. WW6 2bbl. AFB 4bbl. AFB 4bbl. AFB 4bbl. Supercharged |

Remembering Studebaker's Bankruptcy: March 18, 1933

Matt Anderson. Curator of Transportation at The Henry Ford.

This year brings a couple of notable – and not particularly pleasant – anniversaries for Studebaker fans. Sixty years ago, in December 1963, the company closed its operations in South Bend, Indiana. – where brothers J.M., Clement, Henry, Peter and Jacob founded the venerable firm more than 100 years before. While Studebaker built cars in Canada for a few more years, many say that the company really ended when it left its long-time home.

We also mark the anniversary of an earlier corporate struggle. Ninety years ago this month, Studebaker filed for bankruptcy. While many car companies went under during the Great Depression – and few recovered – Studebaker's bankruptcy is a particularly sad story of poor management and human tragedy.

Albert Erskine joined Studebaker as treasurer in 1911 and assumed its presidency in 1915. He cut prices and boosted sales, leading to generally good years for Studebaker marked by stylish vehicles and progressive labour relations.

When the Depression hit and sales crashed, Erskine turned to South Bend's closest thing to a superhero: Notre Dame football coach Knute Rockne. The football legend died in a 1931 plane crash, and Erskine named Studebaker's new line of small, affordable automobiles "Rockne" in his honour. The Rockne was well-equipped for an inexpensive car and early sales were promising. But rather than concentrate all production in South Bend, Erskine built most of the Rocknes in

Detroit. The two factories strained Studebaker's shaky finances.

More troubling was Erskine's insistence on paying high dividends to stockholders even in the Depression's worst years.

While other car companies hoarded cash to ride out the storm, Studebaker burned through it. Erskine simply refused to believe that the Great Depression was anything more than an economic hiccup. Inevitably, Studebaker ran out of cash and, on March 18, 1933, entered receivership.

Erskine was pushed out of the presidency in favour of more cost-conscious managers. His successors engineered a brilliant turnaround and led Studebaker out of receivership in two years. Sadly, Erskine's ending was quite different. With his job gone, his Studebaker stock worthless, his personal debts mounting and his health failing, Erskine took his own life on July 1, 1933. While he may not have been wholly responsible – clearly the Board of Directors failed in its oversight –

Albert Erskine paid the ultimate price for Studebaker's ordeal.



Radiator emblem from a Rockne automobile, circa 1930 (86.129.113)

The STUDEBAKERS

and the

SOUTH BEND WATCH CO.

by Paul Berg*

(WATCHES)

The story of the South Bend Watch Co. begins to unfold in 1876 when Detrich Gruen and some other enterprising craftsmen organized the Columbus (Ohio) Watch Manufacturing Co., later to be known as the Columbus Watch Co. This firm was successful for seventeen years but in 1902, for reasons unknown, it was sold. The purchase was promoted by three Studebaker brothers: George, Clement, Jr., and J. M., who were sons of Clement, one of the five famous Studebakers who founded the wagon and car business. The business was moved to South Bend, Indiana, and the name American National Watch Company was first proposed

but logically enough the name South Bend Watch Co. was finally chosen. Personal notes were given by the Studebaker brothers for the acquisition.

The new firm was organized June 1902 and a site chosen on the twenty-fourth of that month. Incorporation under the laws of New Jersey is dated July 24, 1902, with a capital stock of \$132,000. Management consisted of Clement, Jr., President; M. V. Beiger, Vice President; Irving A. Sibley, Treasurer; and E. A. Bazzett, General Manager and Secretary. In addition to these men the following were on the board of directors: H. H. Gross, F. S. Fish, William Reel, Frederick Lazarus, Charles W. Haldy, Albert O. Glock and Charles Clie.

A beautiful factory (Figure 1)

*114 W. Creighton Ave.
Fort Wayne, IN 46807

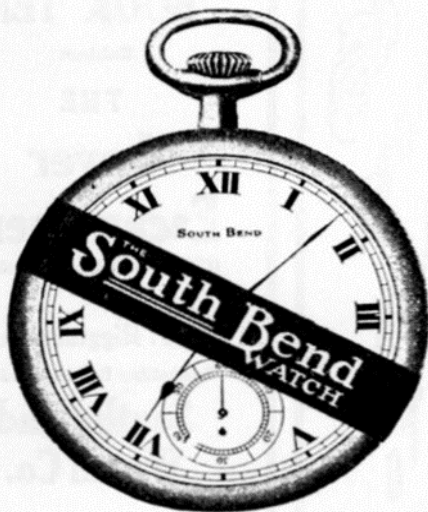


Fig. 1 Early view of factory

was built on a ten-acre tract in the River Park Suburb at 1706 Mishawaka Avenue, about half way between South Bend and Mishawaka. The building to house the new firm was three stories, of fireproof construction and measured 60 feet wide by 450 feet long. Construction started August 1902 and was under the supervision of H. D. Johnson. Large fireproof vaults were installed in each department and the factory was equipped with automatic sprinklers. Separate buildings were constructed for the dial and gilding and the boiler room. The building site was purchased from J. M. Studebaker, Sr.

According to the *South Bend Tribune* issue of March 29, 1903, President Clement Studebaker pushed an ivory-tipped button at 10:00 A.M. the previous day, sending an electric impulse through the new million dollar plant. A group of 145 workers, mostly German watchmakers, had

THE WATCH With The Purple Ribbon



South Bend Watches

offer you a novel, effective way to connect your store directly with the greatest national advertising campaign for watches that is being run this year.

Fig. 2 Catalog depiction of the "Purple Ribbon Watch"

moved from Columbus, Ohio, to help produce the new watch that later was to reach a production of 60,000 watches per year.

Clement Studebaker died sometime before 1910 and his wife shortly after. Their heirs were George and Clement, who later became important members of the firm, and a sister, Mrs. Carlisle. By 1910, J. M. Studebaker had acquired over 50% of the stock and with the death of Clement, total management responsibilities passed to him. J. M. Studebaker died about 1918 and Mr. Witwer, a nephew, was appointed executor of the estate. At this time the interests of Witwer and J. M. Studebaker were sold to George and Clement.

During World War I the company took an active part in the war effort, supplying gun parts to Canada.

In 1920 the Studebaker Mail Order Co., Chicago, Ill., was formed to become a holding company for the South Bend Watch Co., the Studebaker Watch Co. (incorporated in 1923), and the Studebaker Watch Co., of Canada, Ltd. (incorporated in 1924). The Studebaker Mail Order

Satisfy Yourself



WHEN you entered the employ of your road you bought a watch that passed the road's inspection. Now buy a watch that, in addition, fulfills your own requirements.

The old watch is good enough—as a tool of business. It keeps right time and tows the mark of mere railroad efficiency. But as a personal necessity and companion, it lacks that which makes for pride and delight in its possession.

The time-piece that will prove all-satisfying is the great "STUDEBAKER"—the Railroad Model of the South Bend Watch.

The SOUTH BEND Studebaker

Built, primarily, to over-satisfy the exacting requirements of railroad standards, it combines those more refined qualities one mentally attributes to the watch of a gentleman. While it can be depended upon—*absolutely*—to keep right time, what's more important, it keeps time indefinitely. Thus, one comes to put unswerving confidence in his SOUTH BEND "STUDEBAKER." And its masterly mechanism forever gives a pleasurable economy by practically eliminating the need of repair.

Every SOUTH BEND Watch must pass the ICE TEST before it leaves the factory. This means that no conditions of extreme heat or cold can possibly affect it. There is an expected 411 times. They run 700 hours. It spends from six months to one year in the factory before being shipped.

The "STUDEBAKER" is a watch that's worth wearing a full rail journey to get. And, for your own sake, if you cannot indeed buy one fairly. Each day you do without pays for it at a disadvantage.

South Bend Watch Co., 11 Rockford Street, South Bend, Ind.



Fig. 3 South Bend-Studebaker advertisement — stresses the ice test

Co. also held controlling interest in the Studebaker Stores, Inc., established in 1923 and in 1929 a firm known as Colin B. Kennedy, Inc., Highland, Ill., was established to manufacture radios. The holding company was reported to have operated 25 retail stores. Officers in the firm in 1920 were G. M. Studebaker, President; F. M. Wellington, Vice-president and Treasurer; and J. J. Seerley, Secretary. Clement Studebaker, Jr., Clement Studebaker, III, and Scott Brown were listed with the officers as being on the board of directors. Clement Studebaker, III, was the president of the Studebaker Watch Co.

In 1909 when the Studebaker Brothers Mfg. Co., car and wagon manufacturers, was incorporated, Clement and J. M. Studebaker and their

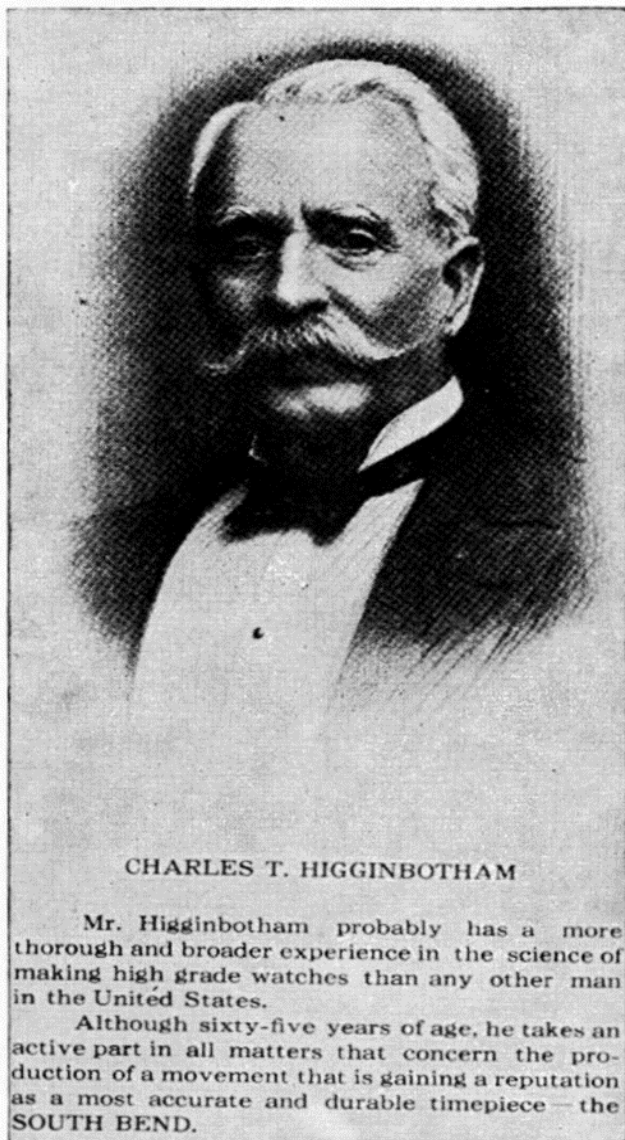


Fig. 4 Charles T. Higginbotham as he appeared in contemporary publications

immediate families acquired large blocks of stock but far from a controlling interest. They did not take part in the management of this company nor did the car firm have any interest in the watch firm.

The South Bend Watch Co. was to establish a fine reputation in watch-making, directing their production to fulfilling the railroad grade requirements that were in demand. Their literature stated they sold only to accredited dealers and before filling an order the buyer was thoroughly investigated. The watch became well known as the purple ribbon watch (Figure 2). The box that contained the watch was supplied with a purple ribbon placed across the watch. Earlier their advertisements (Figure 3) had shown a watch in a cake of ice with a statement, "every South Bend Watch must stand the ice test" and a story circulated through the plant that a dealer had written, complaining

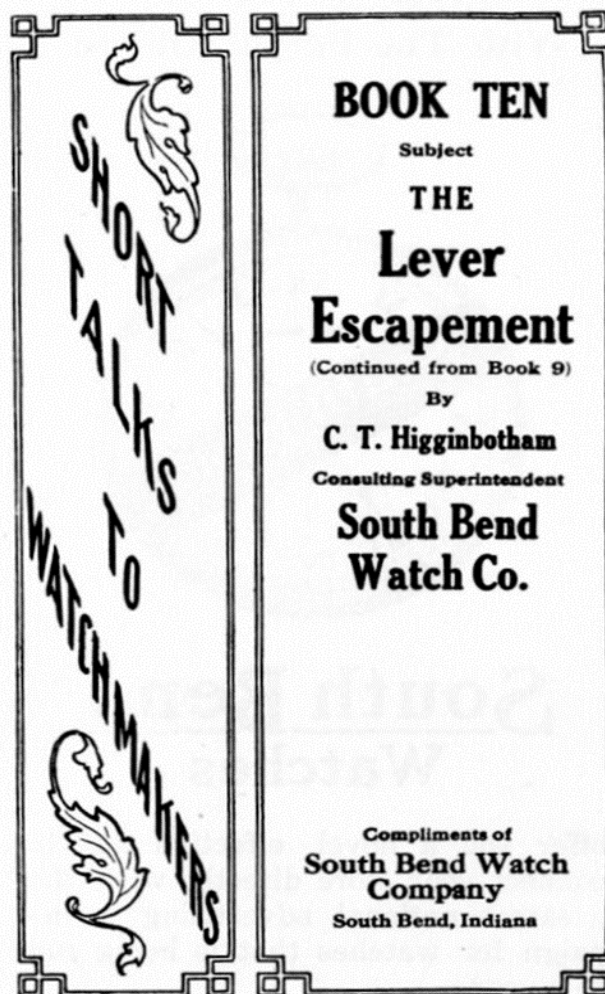


Fig. 4a Cover page of a complimentary booklet by C. T. Higginbotham

that the watches may run in a cake of ice but they would not run in his customer's pants.

An important person in the early design of the South Bend watches was Charles T. Higginbotham (Figure 4), who had to his credit the prize-winning *Maiden Lane* by Seth Thomas. This well known watch designer had been employed by the Columbus Watch Co. and came with South Bend as Consulting Superintendent. He authored ten articles for his new employers, such as "Short Talks to Watchmakers," "Jeweled Bearings for Watches" and "The Making of a Marvelous Mechanism," the last a description of a trip through the factory.

The first models were full-plate and the similarity to the Columbus watch is striking. In Figure 5 is shown the Columbus watch and for comparison Figures 6A and 6B show the first and second models made by South Bend. It is of interest that the South Bend started serial numbering at around 370,000 where the Columbus numbers left off; however, it should be noted that a few Columbus watches have appeared in the 500,000's, so they must have had an erratic numbering system.

One of the early high grade watches, designed for railroad service, was the Studebaker model. The first models were full-plate, 17 and 21 jewels, in 16 and 18 size and were accompanied by a certificate insuring against cost of any changes to meet railroad requirements for five years. A watch named Studebaker is immediately associated with the car but since the company was owned by people named Studebaker it is more logical the name came from the owners. Also the Studebaker model watch had been named before the car had reached any significance. Later in this article another Studebaker model will be discussed.

The highest grade watch made by South Bend was the $\frac{3}{4}$ -plate 16 size Polaris, a 21 jewel movement which was in open face type only. This movement was guaranteed against factory defects forever (?) and a coupon accompanied the watch authorizing any recognized agent to repair without charge to the owner. This watch was listed at \$100.00 in the 1913 catalog but does not appear in later catalogs.

The 227 grade, 16 size, 21 jewel Special Railroad was another high grade movement being made in the

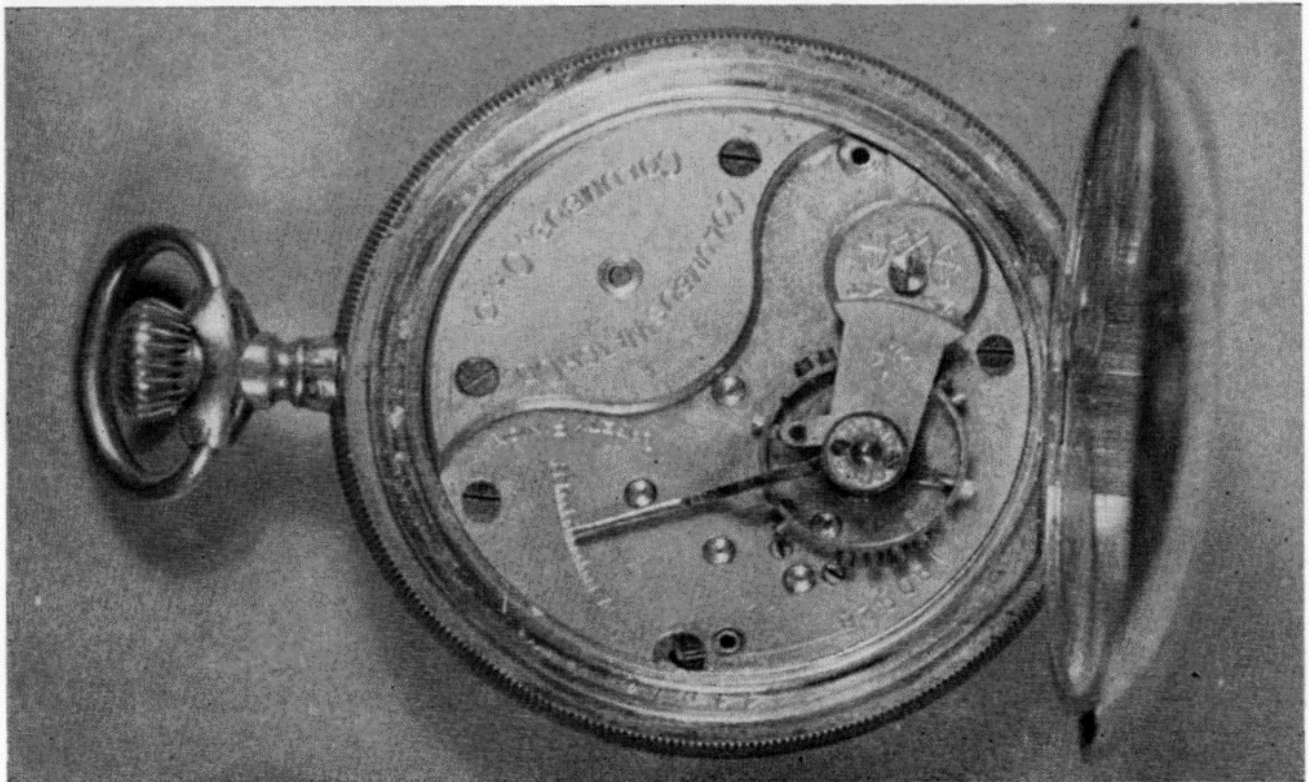


Fig. 5 Columbus Watch Co.



Fig. 6a First Model South Bend watch

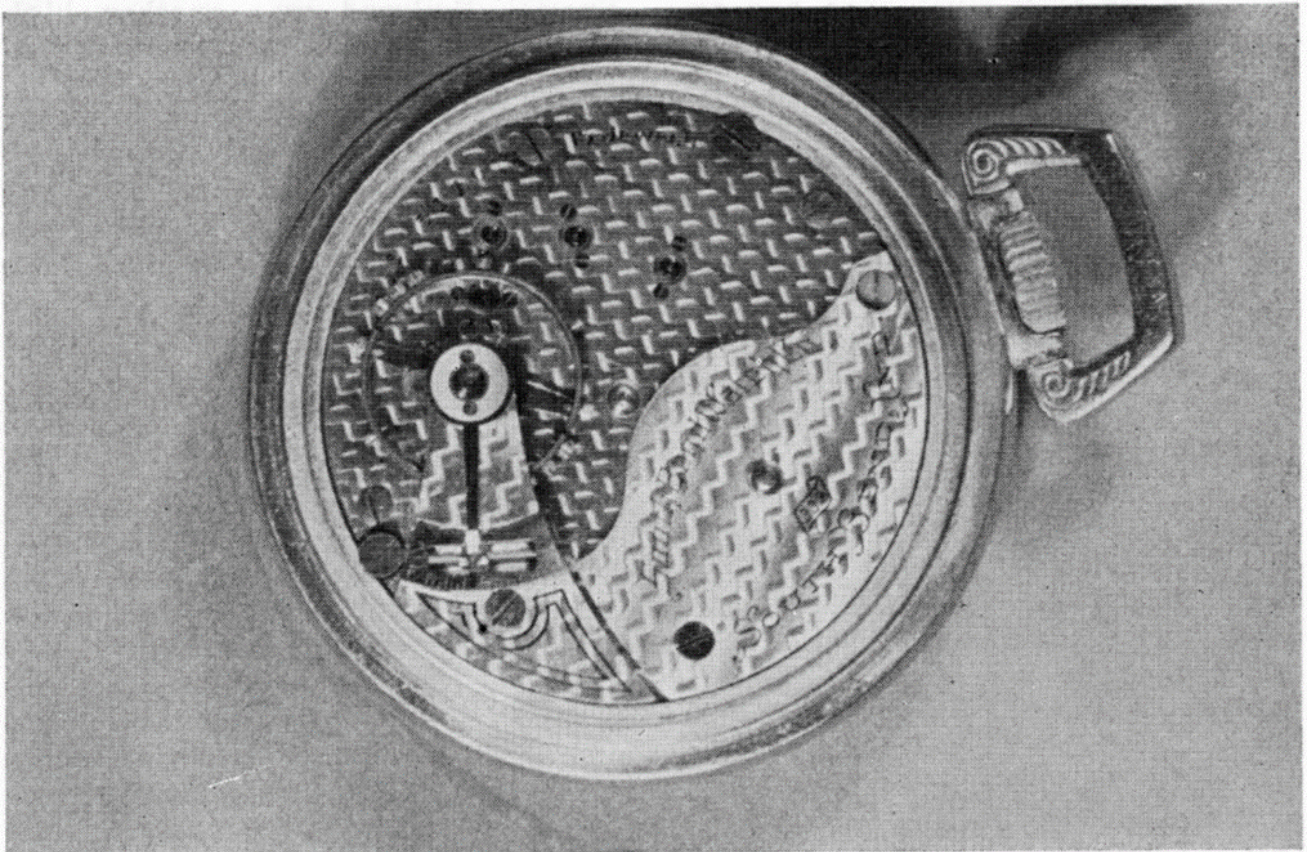


Fig. 6b Second Model South Bend watch

bridge model and was first listed in the 1916 catalog.

Another important model was the 12 size Chesterfield (Figure 7) which came with 15, 17 and 21 jewels. This model, which can be identified by the case marking, was early and continued to be featured up through the 1920's. Late models that deserve mention were: the Adams, Waldorf, Virginian, Georgian, Wellington, Madison and General. Actually, these were complete watches and the name described the type of case as well as the movement. The company called their movements models 1, 2, and 3 and grades from 100 up to 655. The odd numbers were for open face cases and the even for hunting cases. In the early catalogs the movements were listed separately from the cases. The lowest priced watch was a 16 size, 7 jewel priced at \$6.75 and was called 203 grade.



The Aristocrat Of All Watches

The Jeweler who stocks these beautiful Chesterfield watches is safe against competition.

No one can offer a handsomer timepiece, a thinner model or a more accurate 12 size movement. Practically sells itself wherever shown. Priced to make quick, easy sales and allow you a satisfactory profit.

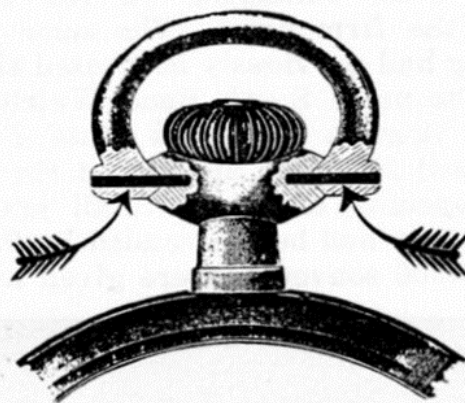
All Chesterfields are sold complete and all are individually boxed in handsome, display boxes.

Include some of them in your next order.

Fig. 7 The South Bend Chesterfield (from the catalog)

The company listed their watch cases by such names as: Pyramid, Pilgrim, Panama and Silvaloy. Cases with French Pendant were equipped with their featured Kant-Kum-Off bows (Figure 8). The company also offered a handsome Handibox (Figure 10) to convert their watch into a desk clock as a sales promotion feature. The extent of the company's sales efforts may be appreciated by the fact they frequently carried a full page advertisement in the Saturday Evening Post.

As previously mentioned, in 1923 the Studebaker Watch Co. was incorporated and now the company was to wear two hats, one the South Bend Watch Co. which continued to make a fine line of watches sold through dealers and the other the Studebaker Watch Co., a mail order enterprise offering a wide variety of merchan-



Kant-Kum-Off Bow

Eliminates all possibility of the watch being dropped or becoming detached from chain.

ALL

South Bend French Pendant Cases are now equipped with this improved Bow.

No extra charge made for this improvement.

Fig. 8 The "kant-kum-off" bow (from the catalog)

dise such as rings, charms, bracelets, necklaces of pearls, fancy pocket knives and jewels. In their catalog was offered imported wrist watches and a Studebaker pocket watch. The new Studebaker (Figure 10) was a 17 or 21 jewel watch and had the features of its predecessor but short cuts were taken in production to lower costs and the watch was not the same grade nor did it bear a grade stamping. How were the watches offered? Direct to the customer with \$5 down and \$3.50 per month until paid for. A booklet for keeping records of the payments was given the customer. The buyer only had to get the signature of three businessmen or banks to establish credit. This was found to be an insecure method of selling and too many accounts were not paid.

The letterhead for the Studebaker Watch Company (Figure 12) shows an artist's rendering of the plant with the firm name. The same rendering had previously been used showing the name South Bend Watch Co.

An item in the *South Bend Times* of April 22, 1928, announced the formal opening of a new retail jewelry store that had been attended by 7,000, and 5,000 souvenirs were given away,

Handsome Handiboxes Will Help You Sell Watches



This handsome, leather covered velvet and silk lined box, will be prized by any watch owner. "Cut-out" in front makes dial visible and converts watch into a convenient desk clock. Keeps watch in best position for most accurate timekeeping when not in actual use. Included with any of the complete watches listed on the opposite page at prices quoted.

Fig. 9 The South Bend "Handibox" (from the catalog)

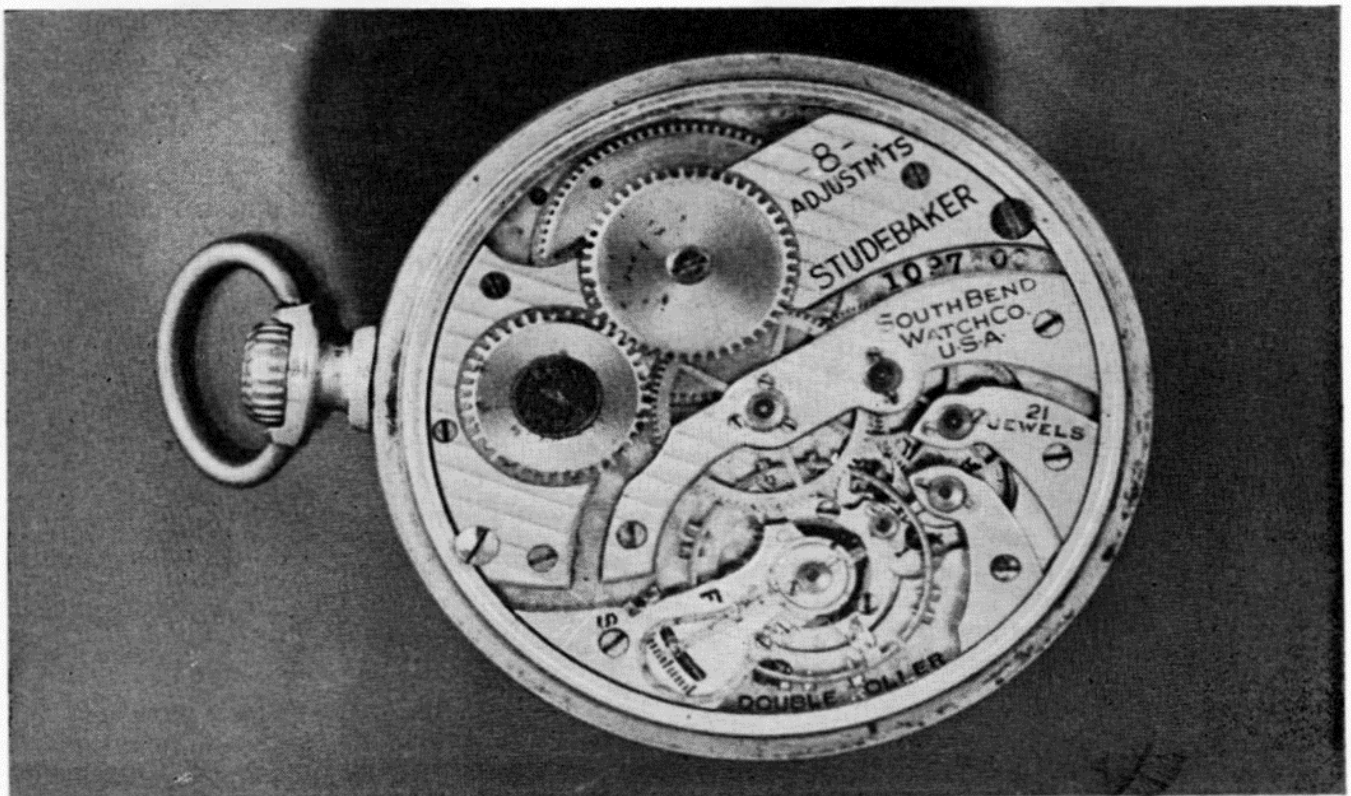
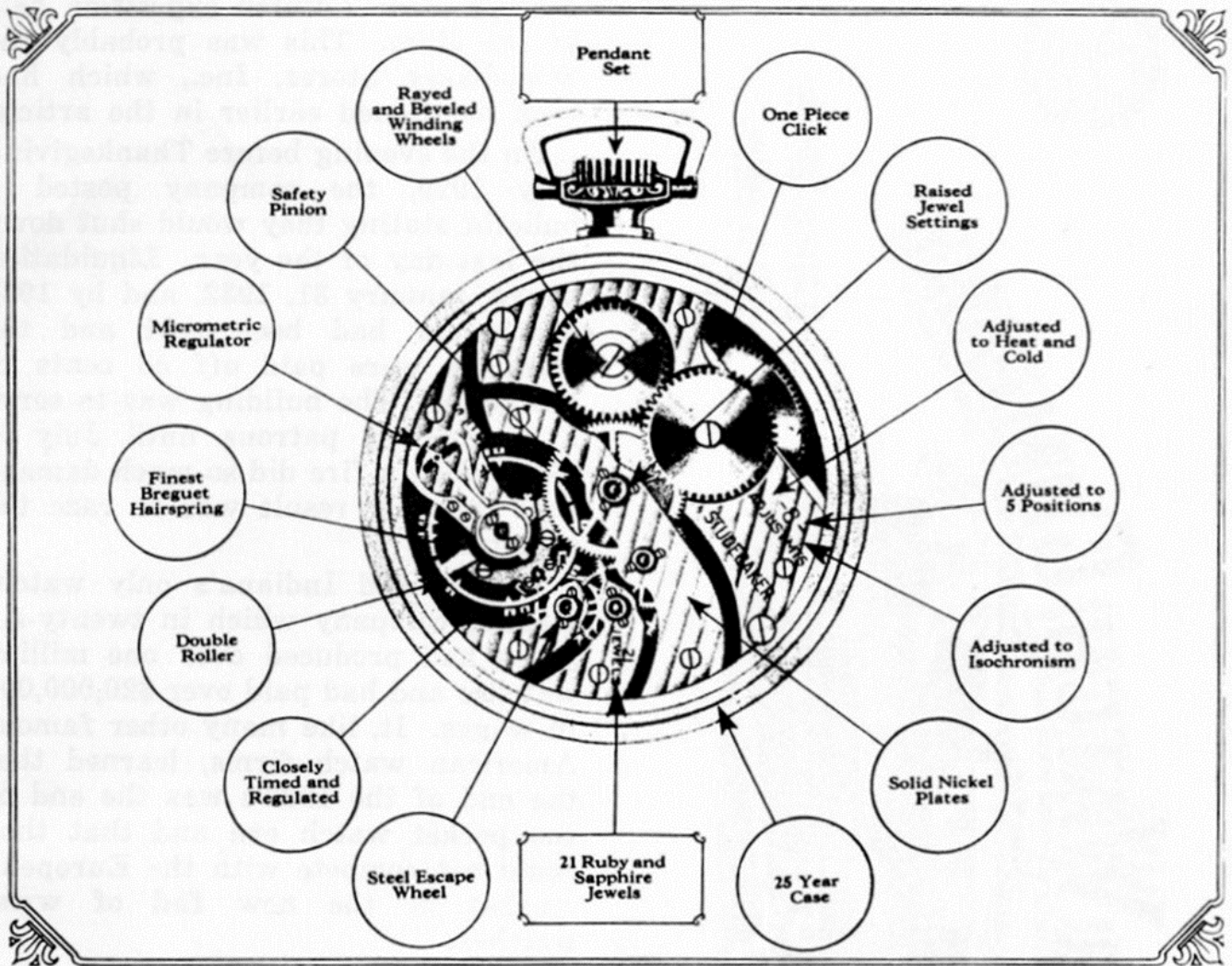


Fig. 10 Studebaker watch by Studebaker Watch Co.



Studebaker—the 16 Feature Watch And the Features Which Make It Superior in Accuracy

STUDY the illustration above. It is an accurate "inside" picture of a Studebaker Watch.

It shows what makes the Studebaker Watch superior in accuracy.

Consider the 21 Jewels. They act the same as bearings in an automobile. They prevent friction and wear and enable power to be transmitted through the train wheels without loss.

We use the finest selected Ruby and Sapphire Jewels for all pivot bearings as they are extremely hard and do not chip or break readily.

No Jewels are applied directly into plates of watch. Expert workmen place the jewels into individual settings by hand, then settings are gauged into the watch plates. This careful procedure assures the highest degree of trueness and accuracy.

Consider the regulator. It is patented and is known as the Micrometric type. The graduations on the adjusting screw are so fine that the slightest movement will change the timing rate.

Thus a Studebaker can be regulated to the greatest possible accuracy.

Then, the main spring. It is the power plant of the watch.

We import this important part, because it is the best money will buy. It is identical with that of a certain model watch that retails for \$300.00.

It is extremely resilient—is uniformly tempered and is made to give the maximum of service.

The hair spring is a genuine Improved-Breguet, the overcoil of which is specially designed to increase safety regulation.

The balance wheel is of laminated construction, the outside rim of which is an alloy very susceptible to expansion and contraction in heat and cold, while the inside of rim is of steel. The alloy upon outside of rim causes the entire rim to bend inward when heated and outward when cooled. This provides a compensating balance, which makes possible an exceptionally close adjustment to heat and cold.

Every pinion is cut with extreme care. The finishing of the pinions in every Studebaker requires special machinery and is considered the very highest achievement in this branch of the art of fine watch making.

The train wheels are specially cut and polished to insure smooth, frictionless running qualities.

Every Studebaker is of the new bridge model type which means every part is easily accessible.

The escape wheel is of high quality Swedish Steel, hardened, tempered and then polished to insure both strength and accuracy.

The Studebaker has a double roller escapement which prevents overbanking. It is of pendant set design so any one can set the watch quickly, easily and accurately without opening the case.

Fig. 11 Advertisement for the Studebaker watch



Fig. 12 The Studebaker Watch Company letterhead

probably such as the watch fob illustrated (Figure 13). Note the number on the coal tender; 329 is the same as the Studebaker grade. In October 18, 1928, the same newspaper carried a story of an autumn exposition held at the store. This was probably the Studebaker Stores, Inc., which had been mentioned earlier in the article.

On the evening before Thanksgiving Day 1929, the company posted a bulletin stating they would shut down the last day of the year. Liquidation began January 31, 1932, and by 1933 all assets had been sold and the creditors were paid off 50 cents to the dollar. The building was to serve a number of patrons until July 8, 1957, when a fire did so much damage that the only result was to raze the structure.

Thus ended Indiana's only watch-making company which in twenty-six years had produced over one million watches and had paid over \$20,000,000 in wages. It, like many other famous American watch firms, learned that the end of the 1920's was the end of the pocket watch era and that they could not compete with the European market in the new fad of wrist watches.

The lapse of forty years since this company went out of business has erased many interesting facets about the company but perhaps this article will bring to light some missing information that should be added to the South Bend watch story.

*

The above article was made possible through help obtained from many sources. Joe Gratzol was formerly an employee and remembered the differences between the Studebaker models. Ralph Warner supplied much information on early models, particularly the Polaris. Art Zimmerla furnished illustrations of watches. J. E. Coleman supplied serial number information. These are all members of our Association. Local facts came from Mrs. Katharine Edsall, Librarian, South Bend Public Library. Information about the Studebaker family came from Mohler S. Witwer, a descendant.

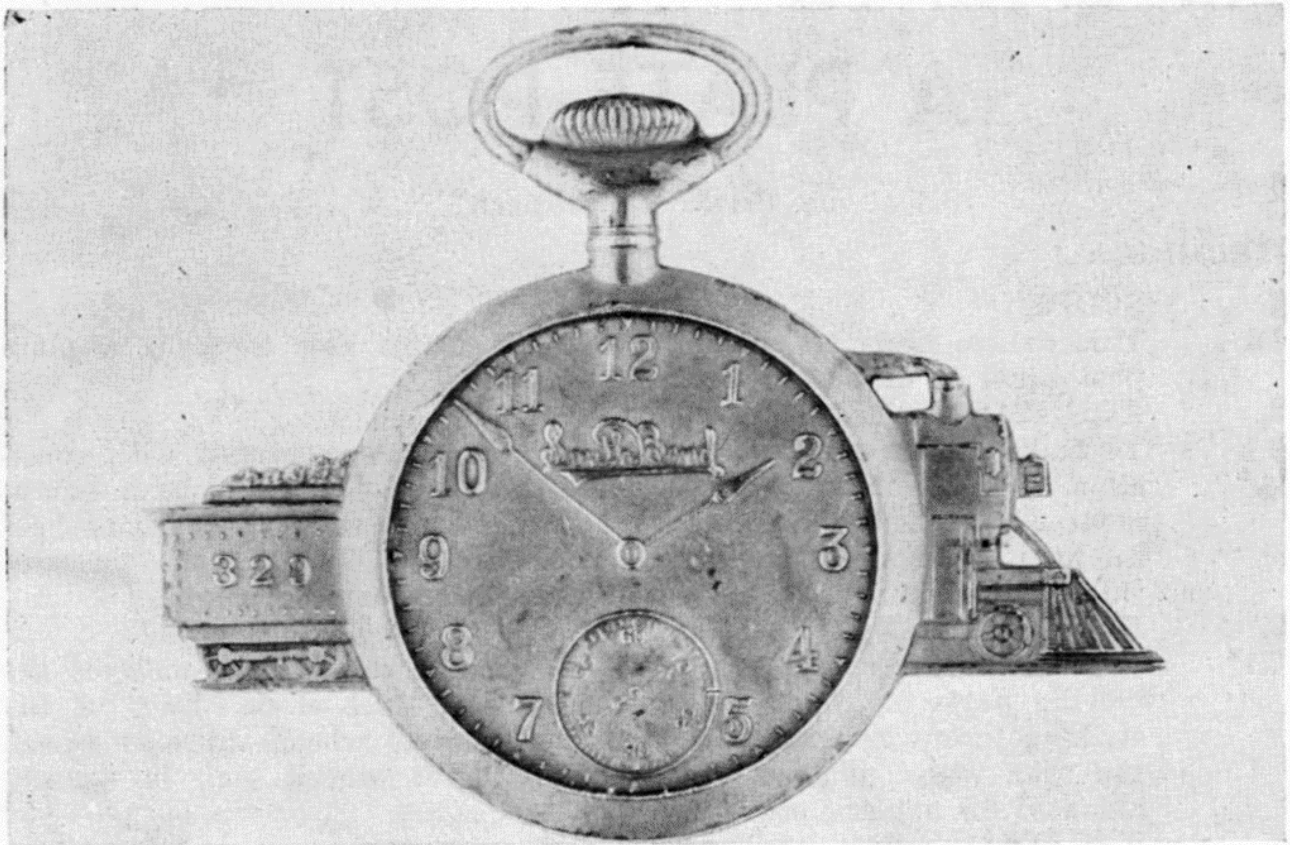


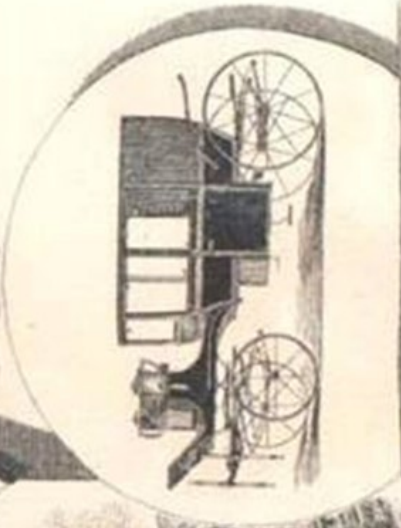
Fig. 13a Obverse of a Studebaker watch fob



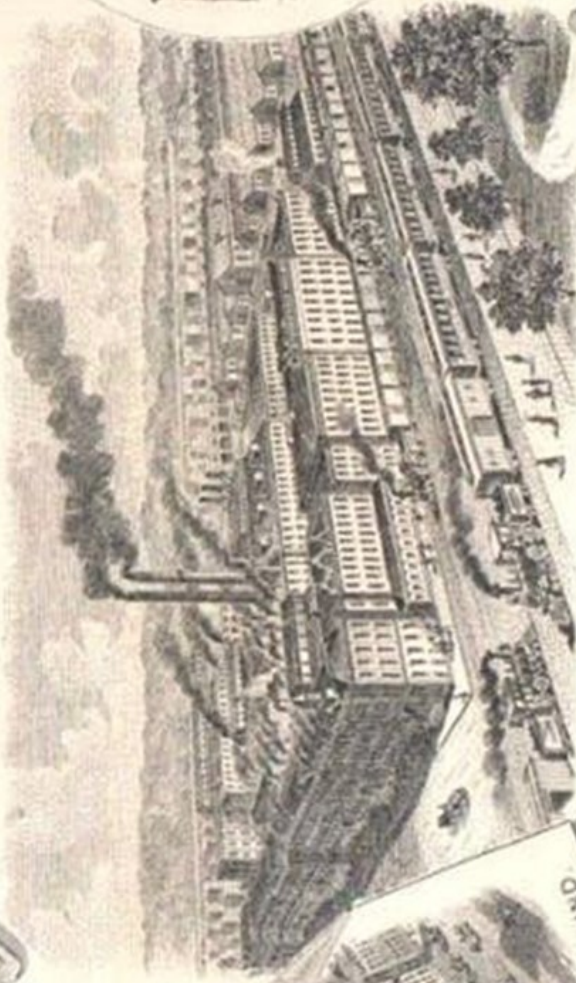
Fig. 13b Reverse of a Studebaker watch fob

CLEM. STUDEBAKER, PRES.
 J. M. STUDEBAKER, VICE PRES.
 P. E. STUDEBAKER, TREASURER.
 GEO. M. STUDEBAKER, SECRETARY.

Studebaker Bros. Mfg. Co.



South Bend, Ind.
 Chicago, Ill.



WAGON WORKS, SOUTH BEND, IND.



CHICAGO REPOSITORY AND FACTORY.



CARRIAGE WORKS, SOUTH BEND, IND.

THE LARGEST IN THE WORLD.
 GENERAL OFFICE, SOUTH BEND, IND. OVER

MADE BY G. W. P. J. PHELPS CO. BOSTON, MASS.