



The HILLHOLDER

The official newsletter of the North Georgia Chapter SDC

North Georgia SDC June Meeting Recap

Pictures here, more on page 5



Next meeting will be in Oxford on Sunday, July 10

Details on page 7



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A Guide for Women Studebaker Owners

By Guadalupe Taylor

Investigating the role of women in the Studebaker Company, I came across a 1964 women's car guide called *Going Steady with Studie*. Although 1964 wasn't too long ago, today the contents of this Guide would make us laugh. The author of the guide was Bernice Bowles Fitz-Gibbon (1894-1982). She was an executive and a pioneer in advertising who worked for Fields, Macy's, Gimbles, and Wannamaker's. Many women today would agree with Fitz-Gibbon who declared that "An automobile is good for what ails you. It unjangles your nerves, tamposes your neurons, gives you a more useful, exuberant, adventurous life." (Pg. 1) She believed that a woman without a car was a prisoner in her own home all dressed up and with no way to go. And of course she states that a woman needs the most care-free, dependable, smart, and economical of all cars, The Studebaker!

The Guide states that it is a rare woman who understands the "nuts and bolts" and technicalities of a car: "Many of us, bless our hearts, think a 'distributor' is a door-to-door brush salesman, a 'condenser' has



something to do with contented cows, and a 'transmission' is something we go through in psychoanalysis" (Pg. 2). Thus, Fitz-Gibbon advises women to learn the basics under the hood. Her guide was intended to give women helpful hints on how to enjoy their new Studebaker and how to keep it running and looking new. In accordance with the socio-cultural context of the sixties, her advice reflects the stereotypes prevalent about women. For example she declares: "Some of the little details of running the household smoothly, keeping yourself looking beautiful, and

little mysteries only you know. Your Studebaker, like a woman, has a few of these girl-type secrets" (Pg.12). In her examples, she establishes a parallel between a woman's role as a wife, mother, and housekeeper and how she takes care of her Studebaker. Mainly Fitz-Gibbon reinforces the looks of the female driver with the Studie's. She adds: "Every woman knows that if there was ever a time when plain unvarnished feminine charm and good old-fashioned 'girl appeal' comes in handy, it's that unhappy moment when a tire problem develops on the road" (Pg. 15). I wonder what kind of trouble this behavior could cause to a woman nowadays. For her, women consider a car "a beautiful, functional way to accomplish all kinds of pleasant things –gracefully, stylishly and safely!" (Pg. 17). As a good advertiser, Fitz-Gibbon affirms: "With your car you're on your own, free as a bird. You've suddenly discovered that parking is a pleasure, traffic is a breeze, turning's no trick at all, and happiness is a thing called Studebaker!" (Pg. 22). Sounds like great 1960s marketing, right? If you are interested in this guide you can find it here: <http://www.raylinrestoration.com/Stuff/GSWS/GSWS.htm>.



**ATTENDEES
NORTH GEORGIA CHAPTER SDC
JUNE MEETING**

Wayne & Ann Lee	
Jerry and Deby Forrester	2 '55s in the garage
Edward Burris	
Dan & Barbara Miller	
Wayne & Terry Ziemer	
Alan & Rochelle Ziglin	1951 Starlight coupe
Rich Knoblock	
Ben Alspach	
Phil Kimbell	1956 GT Packard
Ron Martinez	
Bill & Charlotte Delli	



**JULY
CELEBRATIONS**

JULY BIRTHDAYS

Jim Fisher	7/01
Ray Garner	7/01
Henry Malin	7/02
Janet Alspach	7/05
Guadalupe Taylor	7/13
Richard Hickok	7/19
Carol Nichols	7/19
Mary Molinelli	7/21
Connie Bergeron	7/22
Doris Cope	7/28

JULY ANNIVERSARIES

Jim & Dotty Carto	7/24
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TREASURER'S REPORT
Submitted by Barbara Miller, Treasurer

Beginning Balance May 1, 2016	\$5318.66
Deposits 50-50 \$40.00	\$40.00
Withdrawals Myers Studebaker gift certificate \$200.00 Flowers \$65.40	\$265.40
Ending Balance May 31, 2016	\$5093.66



North Georgia Chapter SDC Minutes
Sunday, June 5, 2016
Private home of Jerry and Debi Forrester, Douglasville, GA

Standard Items:

- ☒ President Wayne Ziemer called the meeting to order at 2:53 p.m. He thanked Jerry and Debi Forrester for arranging the meeting at their home. The sign-in sheet was passed around to all attendees.
- ☒ Barbara Miller moved, Ron Martinez seconded, to approve the March minutes as published in the Hillholder. Motion carried.
- ☒ Charlotte Delli moved, Rochelle Ziglin seconded, to approve the March treasurer's report as published in the Hillholder. Motion carried.
- ☒ Wayne Ziemer congratulated club members with birthdays or anniversaries in the month of June.

Those to keep in our thoughts and prayers:

- Billy Carey - Undergoing cataract surgery



Announcements:

- Club president Wayne Ziemer presented Ed Burris with an appreciation award along with a gift certificate for Myers Studebaker.
- Representing the North GA Chapter at the Southeast Zone Meet in Townsend, TN. on May 21, 2016, were Ed Burris, Buddy and Dot Hunt, Wayne and Ann Lee. Ed received a plaque of appreciation from the Smoky Mountain Chapter for his years of service as the SE Zone Director..

New Business:

- Ron Martinez suggested that we advertise ourselves better at our meeting venues. Perhaps display signs that say "Studebaker Drivers Club meets here today" or some such thing. This would perhaps invoke curiosity from people passing by and could even lead to new memberships. Windshield placards for our cars, Studebaker as well as Brand X, was another idea. Charlotte Delli volunteered to come up with some samples for the club members to review at a future meeting.



Reports:

- ☒ Barbara Miller, Treasurer, reported a balance on 5/01/2015 of \$5318.66. Balance on 5/31/201 was \$5093.66. Full report appears on page 3 of this Hillholder.
- ☒ Standing in for Jim Carto, Membership Secretary, Barbara Miller reported that we have not acquired any new members yet, even though we had some prospects.

- ☒ Tim Taylor, Hillholder Editor, reviewed the identities of the people in the photos on the Young Whippersnappers page of the June issue.

Adjournment: Motion to adjourn was made by Terry Ziemer, seconded by Janet Alspach at 3:24 p.m. Motion carried.

Next Meeting: The July meeting will be held at Pizza Wings-N-Things, 1004 Karlee Blvd., Loganville. Details are provided on page 7 of this Hillholder.

Photos from the June Meeting

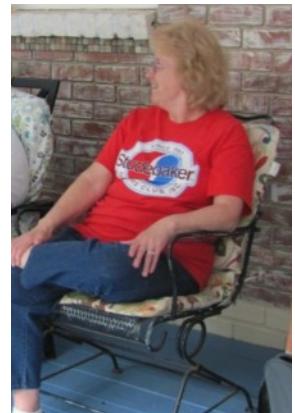
Photos by Guadalupe Taylor



Wayne Ziemer presented Ed Burris with an appreciation award and a Myers Studebaker gift certificate. Thanks for all you do, Ed!



Thanks to Wayne Lee for submitting last month's article about *Old Yellar*, his Studebaker truck. Do you have a story you'd like to share? If so, please send information to Hillholder editor Tim Taylor, or just give him a call to discuss possibilities. (404-512-7431)



STUDEBAKER CALENDAR

NORTH GEORGIA CHAPTER MEETINGS

July 10, 2016: Pizza Wings-N-Things, Loganville, GA. Hosts Charlie & Helen Attaway 770-490-7500. See full details on page 7 of this Hillholder.

August 7, 2016: Annual Picnic at Fort Yargo State Park, Winder, GA. Hosts Billy and Charleen Carey 770-867-4871

September 10, 2016: Calhoun, GA. Hosts Bill & Charlotte Delli 770-547-4871

October 2, 2016: Cumming, GA. Hosts Loren & Helen Nelson 678-637-6910

November 6, 2016 New Location: Winder, GA. Hosts Dan & Barbara Miller (770-932-1615) and Richard & Helen Forgay (770-775-2064)

December 4, 2016: Loganville, GA. Annual Christmas Party and Election of Officers. Hosts Mike & Marsha Byrd. 770-466-4295

OTHER STUDEBAKER EVENTS

September 10, 2016: International Drive Your Studebaker Day

November 4-6, 2016: Florida State Studebaker Meet. See details on page 8 of this Hillholder.

2017: South Bend, IN. International SDC Meet



From: Edward Burris

To: North Georgia SDC

I appreciated the Chapter recognition of my time as the Director of the Southeast region of SDC.

I did not expect any of the things the chapter did. The plaque is beautiful and looks expensive. Someone did a lot of work to get so many names and comments on the big card. And finally the \$200.00 gift certificate with the Myers. I have been a member of North Georgia since 1968 and I don't remember the chapter ever doing such a thing before.

Each of you has done so many things to make my life better. At the meeting I thanked you but I did not know what to say as the recognition was so unexpected.

I plan to attend SDC meetings as I have in the past even though I am a "has been".

*Thanks to each.
Edward Burris*

Thanks to Ann Lee for organizing the slate of meetings for 2016. And thanks as well to everyone who volunteered to host a meeting.

In Memoriam



Sadly, we have lost another Studebaker friend. Long-time member Edward Lane of Hartwell died at 89 years of age on April 29 of this year. We will all miss Ed a great deal.

Congratulations, Buddy and Dot Hunt

At the June meeting, Alan Ziglin shared information about an event of the Georgia Cool Cruisers Club put on at the Hayes Dealerships in Baldwin, GA.

The Mopar club was the featured club, and the Georgia Cool Cruisers gave the Mopar club an award that they could present to any vehicle at the event. The Mopar Club gave the trophy to Buddy and Dot for their Studebaker truck. Congratulations, Buddy and Dot!

North Georgia Chapter SDC July Meeting

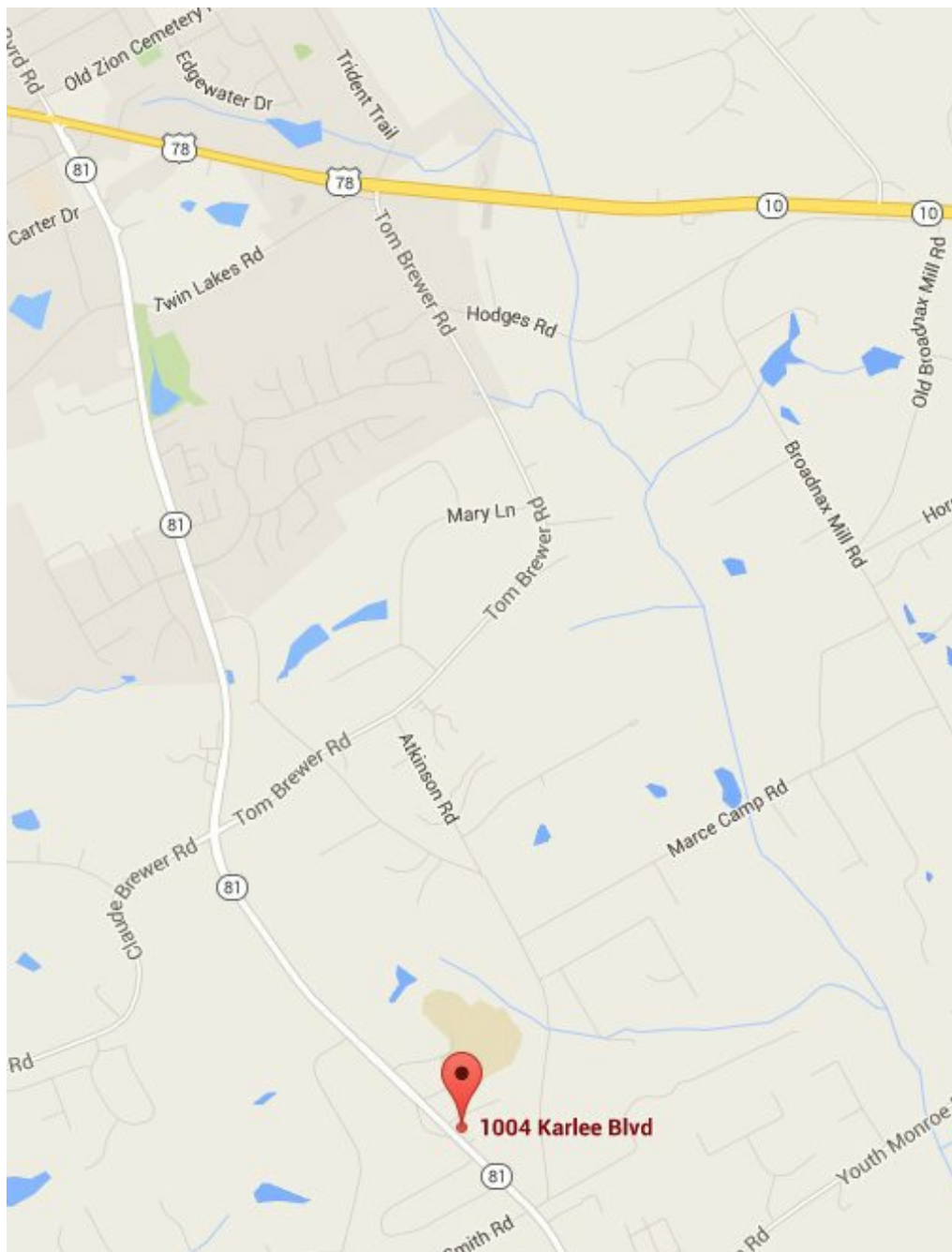
The July, 2016 meeting of the North Georgia SDC will be held at **Pizza Wings-N-Things** in Loganville. The club has met at this location before. The restaurant is located between Loganville and Walnut Grove, on the corner of Karlee Blvd. and Highway 81. The restaurant faces Highway 81.

Date: Sunday, July 10, 2016 Time: 2:00 PM

Address: 1004 Karlee Blvd., Loganville, 30052 Phone: 678-615-2116

Hosts: Charlie and Hellen Attaway Phone: 770-490-7500

Directions: **From Atlanta**, pick up US route 78 in Decatur and head eastward toward Stone Mountain. Pass Snellville and Loganville. Take GA 81 south. Look for the restaurant just past the Loganville Christian Academy, at the corner of Karlee Blvd. **Coming from Athens**, take US 78 to Monroe. Just after Monroe, take a left turn onto Youth Monroe Road, and follow it to US 81. Turn left onto US 81 and look for the restaurant on the right, at the corner of Karlee Blvd.



39th Annual Florida State Studebaker Meet

Hosted by the Big Bend Chapter, Studebaker Drivers Club



November 4 through 6, 2016

Magnuson Hotel at Wildwood Golf Resort, 3896 Coastal Highway, Crawfordville, FL 32327
Studebaker rate \$69 per night. Call the hotel at 850-926-4455 for room reservations.

Name _____

Phone _____

Address _____

Email _____

SDC Chapter _____

Each family must register to participate in the meet. General registration is \$20 prior to October 15, 2016. Late registration is \$25. Judged vehicle is \$10 and \$5 for each additional judged vehicle. No charge for display (indicate 'display' below by \$ sign). No charge for vending. Send additional vending info with completed registration form.

General Meet Registration \$20 (\$25 after October 15, 2016) \$ _____

Vehicle 1 Year _____ **Model** _____ \$ _____

Vehicle 2 Year _____ **Model** _____ \$ _____

FREE Hospitality Food Friday & Lunch Saturday. Awards Ceremony & Banquet Saturday evening will feature seafood (grilled and fried grouper, shrimp, oysters & scallops) and baked & fried chicken. Price is \$32 per adult, \$16 child under 12.

Banquet: # Adults _____ **# Children under 12** _____ \$ _____

TOTAL \$ _____

Make check payable to Big Bend Studebaker Club and mail to:
George Klutkowski, 62 Autumn Woods Way, Crawfordville, FL 32327
Please direct questions to George Klutkowski at 850-309-0602
or email gstudebaker@juno.com

DISCLAIMER: I agree to abide by all the rules of the meet and release the Big Bend Chapter, SDC from all liability for any damage, injury or loss of property or person that may occur at this event.

Signature (required)

Date

Old Car Trivia Quiz

Answers to last month's trivia questions:

1. At the Chicago Auto Show of 1960, what company introduced a model called the Superba?
Checker. The company later came out with the Marathon, which lasted longer than the Superba.
2. What is the only model year that General Motors did not offer a production Corvette?
1983. The company took a break to resolve quality issues as well as create a new design.
3. Which company was the manufacturer of Kelvinator appliances as well as automobiles?
Nash, prior to the merger with Hudson.
4. In what year did federal law mandate the use of dual master cylinders in new automobiles?
1967
5. What pickup truck is credited with being the first in the USA to offer a sliding rear window as a standard feature?
1960 Studebaker Champ

This month's trivia quiz questions:

1. In 1957, distribution of Mercedes-Benz cars in the United States was taken over by what car company?
2. In 1959, distribution rights to the Auto Union-DKW line of vehicles was acquired by what car company?
3. What was the first American car to offer a single-unit heater and air conditioner?
(1954 Nash, 1955 Ford, 1953 Chevrolet, or 1948 Buick)
4. Following World War II, in what year did automobile production resume in the United States?
5. This one goes way back: What was the last model year for the Jeffrey automobile?

Answers to these questions will appear in the June issue of the Hillholder. If you just can't wait, give Tim Taylor (your newsletter editor) a call. He'll be glad to share the answers with you. More next month.



Studebaker Corral



These advertisements are provided as a service.. Ads will be posted on a "first come, first served" basis with preference given to Studebaker-related ads. North Georgia Chapter members will be given priority when space does not permit all ads..

Each ad will be posted for 3 months. If space permits, ads can be posted for additional 3-month periods. To extend or delete an ad, contact the Newsletter Editor at e-mail studebiker@hotmail.com. One photo may be included for each ad. All ads and photos should be sent to e-mail studebiker@hotmail.com. The Newsletter Editor and members of the North Georgia Chapter SDC shall not be responsible for the accuracy and authenticity of the contents of the ad. The advertising party shall be solely responsible for the ad contents, although the newsletter editor reserves the right to reorganize ad contents, without changing facts, to best fit the space available.

CARS AND PARTS FOR SALE

Manuals for sale - originals (not reproductions) obtained from a former Studebaker dealer in Griffin, GA. Contact David Hicks, 770-584-8200, PO Box 83, Experiment, GA 30212, or see page 13 of the April Hillholder for a complete list and pricing.

1928½ Studebaker 8-cyl rust-free, needs restored. \$7500.00. For more details, contact Carolyn Sikes, 770-729-8210.

Bunch of used Studebaker parts for sale. Call Harold Bellamy, 770-503-7280 (Gainesville, GA) for details.

For sale: 1956 Golden Hawk, Chevy engine, good stainless and glass, needs new left rocker panel, otherwise great restoration project. Has later model trunk lid and hood. Asking \$2200. Call Harold Bellamy, 770-503-7280, for more details Located in Gainesville, GA.



SOME THOUGHTS ON RESTORING A STUDEBAKER

Written by Chuck Lampman, this 99-page book is based on articles written by Chuck Lampman, North Georgia Chapter SDC member, that appeared in *Turning Wheels* in the early 1990's and won the SDC Churchill Award for Best Article, Non-paid. Some material edited out of *Turning Wheels* is included in the book as well as updates and several new items written after the *Turning Wheels* series was published. "Some Thoughts" is aimed at the first time restorer but will be of value to the more experienced. It is not intended to be a "how to restore" book but gives a look at the decision-making processes, tools, spaces, and basic skills needed to do a restoration. It also provides a framework to help structure a project and contains several chapters of Studebaker-specific advice.

Cost for the book shipped to continental US addresses is \$22.50 plus \$4.00 for handling and postage. Payment can be

made through PayPal sent to chuck@lampman.com or by mailing a check or money order to Chuck Lampman, 4141 Lynette Court, Kennesaw GA 30144-2293.

Contact Chuck Lampman directly for purchases outside the continental U.S.

1955 "E" series pickup street rod. The truck has a 1978 Oldsmobile front clip on it, a 305 GM V8 coupled to a turbo 350 Trans. It has a Dana 44 rear end that is really a good match for the turbo 350 (good highway cruising). It has power disc brakes on the front and power steering (both GM); we have repainted it, re-upholstered it and put all new radials and Cragar rally wheels on it. Call Allan Dias at 407-585-3200 or email to <mailto:atd@wiginton.net> for details. (Cosby TN)

MEMBERSHIP APPLICATION NORTH GEORGIA CHAPTER, SDC

To join this chapter, complete this application and mail with \$10 dues (\$5 if joining after July 1st) check or money order in US funds to the following:

North Georgia Chapter SDC
c/o Jim Carto
1109 Ivey Brook Dr.
Bethlehem, GA. 30620

Note: You must be a member of the National Studebaker Drivers Club to join this chapter.

National SDC Member Number _____

Date joined National SDC _____

Today's date _____

Name: _____

Birthday (month/day) _____

Spouse/Companion _____

His/Her birthday (month/day) _____

Street address _____

City _____ State _____ Zip _____

Telephone _____

Cell phone _____

Email _____

Studebakers owned (Year/Series/Model)

NOTICE

To be a member of the North Georgia SDC, you must be a member of the National Studebaker Drivers Club.

To join the National SDC, go to www.studebakerdriversclub.com, click "About," and then click "Membership."

NORTH GEORGIA CHAPTER OFFICERS for 2016

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770-932-1615
Email: alexmil@comcast.net

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Email: mtaylor8@uga.edu

Treasurer: Barbara Miller
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Email: alexmil@comcast.net

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Email: 1970amc@att.net

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