

President

GREATER SEATTLE CHAPTER SDC FOUNDED 1969

VOLUME 42 NUMBER 5

Steering Column



The April meeting was well attended and mostly a success, except that my '37 was not willing to start. When the button was pushed, the starter turned the engine about one revolution and then gave up. After that the solenoid would click but the starter wouldn't even try. Maybe another time. It was a very nice day and we always enjoy Studebaker Club visits. You can come to the Garaj Mahal anytime.

I know it was difficult for VP Mary to find vehicles to work on for our Tech Day. I would, and I am certain Mary would, like ideas of what we might do on a Tech Day. One idea is to make it a tune-up day. Older vehicles need tuning-ups fairly often so perhaps we could do timing and other adjustments on several cars on that day. If owners brought the parts, we could replace spark plugs,

An Idea Worth Talking About

It's obvious to me in order to maintain interest in club activities we have to put aside the arbitrary geographic and car age boundaries which we have created. We after all are Studebaker people and our car's all still carry the Studebaker name. No matter where we live or what cars we personally prefer these two things will never change. Our strength is

points, etc. I think replacement of a water pump went well during the April meeting and there must be other Studebakers out there that need water pumps, fan belts, radiator hoses, etc. By next Spring I should have my '37 so it will actually start.

We are now getting into the show and touring season and May is a busy month for our club. We have the HCCA brunch and tour on the 6th, the Buckley Fly-In and car show on the 12th and the Northwest Overdrive in Boise, ID, on the 19th and 20th. Plenty of things to do in a Studebaker.

I often think about our Club and where it might be in say 10 years. Our Secretary Bill has proposed a joining of all the northwest chapters in such a way that we could share information more easily and we could know about and participate more easily in other chapters' events. That sounds like an excellent idea that we should pursue at every opportunity. New members are hard to find, so we may have to join together in some fashion to have enough participants to make driving tours and other activities worthwhile.

My thoughts then turn to why it is so difficult to interest young people in old cars. I almost always come to the same conclusion: it is the cars! Young people today have little interest in cars because

the cars don't require any attention and you don't need to know anything about cars to drive them. Cars from "The Day" required your involvement or at least someone's involvement. They needed tune-ups, brake adjustments, oil changes more often, tires more often, etc. You also needed to know the limits of your car in speed, cornering and stopping because those limits could be exceeded more quickly and in some cases could lead to injury or even death.

People can still exceed the limits of their cars abilities, but it is much harder. Most young people today don't have any idea what the limits of their car might be and if they don't exceed the speed limits by too much will probably never find the cars limitations.

Put that together with the fact that working on todays cars is almost impossible such that any car of any brand and any country of origin will do just fine. Because there is no need to know anything about cars, appearance/color becomes the determining factor in most purchases. And, most cars look alike so that brings the choice down to color. This will not produce a car club member unless the club is for people with red cars or blue cars or yellow cars.

God Bless .. Don Andersen

in our unity. I wonder how many people would attend other club events if given a feeling of belonging and a regular update of activities. This may sound crazy but what about trying to establish a super regional club in which one membership would allow us membership in multiple Studebaker clubs around the NW. For a reduced rate we could have full membership in all participating

chapters and be able to communicate through the online newsletters. The additional revenue, if any, could be divided equally between the participating chapters. I believe unity is the thing that will sustain vibrancy in the coming years, what do you think? **Bill Hallett**

Reprinted from last month's issue, — repeated here. Please read and comment.



MAY MEETING

Sunday May 6: HCCA Breakfast Tour from Puyallup

Meet at Puyallup Elks for Breakfast Buffet,
314 27th NE, Puyallup, WA.

Cost is \$12 Adults, \$7 children .

Not Hungry? Show up for just the tour!

Tour departs approx 10:45 AM

This year the tour ends at the Hydroplane Museum in Kent for refreshments. There is a \$5 donation for the Museum, which will be collected at the Museum

SDC INTERNATIONALS

July 29-August 4 2012

July 1-6 2013

June 28-July 5

48th SDC International, South Bend (Indiana) Michiana Chapter Hosts

49th SDC International, Colorado Springs, Co. Pikes Peak Chapter Hosts

50th SDC International, Dover, Delaware, DelMarVa Chapter Hosts



The April TECH Session was a success, with the exception of the '37 Startup. The starter did not want to turn the engine over, and the carburetor overflowed gas onto the floor of the garage.

After the excitement died down, the attention turned to Bill Hallett who installed a water pump into his '62 Lark, with he help of Don Albrecht and Roy Barker. Thanks so much to the Andersons who opened up their lovely home, garage and toolbox for the group. The weather was fabulous, and one can only hope Spring has finally sprung!

We dined on CAN-AM Pizza (new name to the public, but not to Studebaker people!). tea and pop. Joan baked her famously delicious cookies,

and we all got to take the leftovers home. What a nice surprise!

The meeting was called to order by Don Anderson. Don Albrecht took a head count of those wanting to go on a two-day tour in June. Because of conflicts with other clubs, it was decided we can only do a one-day tour. The discussion continued with the idea of a one-membership fee to join all the clubs, and get all the newsletters. The advantage would be that one could then pick and choose what events to attend. Everyone thinks it's a good idea, and the idea will be passed to others for their opinions.

After the meeting, we went to the front yard to discover there was a Studebaker Car Show! Hope someone took some pictures...

Those in attendance were as follows: Don and Joan Anderson, Kin Lebert in his yellow '53 Low-boy, Tom and Janell

Noller in their cute Lark, Laurel and Rick Berry in their '54 Low-boy, Roy Barker in his new-arrival, a '63 Avanti, Bill Hallett and Mary West in the '62 Lark, Odd and Greta Justad in their stylish '40 Coupe, Dave Keister in his stately '37 President, Elbert Field (Nice to see you!) Don and Helen Albrecht, Clayton and Evelyn Hoebelheinrich, Mark Kaifer in his PT Cruiser (claiming it looks like a Stude), Walt Thompson and Dorothy Abbott (in Walt's Toyota, which he has determined to have all the same measurements as a Lark :-). Notably absent were Vic and Jan Anderson

*Mary West for
Bill Hallett - Up Hmb! Sec'y*

. How 'Bout Them Champs?

Last issue I announced that I intended to do a series on the Pre-War Champion Coupes. As if I needed any encouragement, I received an immediate reply from Richard Quinn, the owner of what is probably the worlds nicest collection of Champ Coupes., along with his offer of articles he has written about those cars. With six Champ Coupe's in this club, I'm thinking it's a sign,. Like the Blues Brothers, maybe, just maybe, like them I'm on a mission from God!

Regular readers are aware that Yr Hmbl Ed likes writing historical Studebaker stuff. I think of it as my particular resource; all those early years spent in the shadow of Garst & Sample Streets in South Bend.

I remember my father's pride at being chosen to be a lead man on the "new" Champion engine line. Maybe I inherited my love of the "Champ 6" from him. Whatever it is, I'm guilty of it.

The series, as I see it shaping up, is a June installment featuring an overview, mostly from copy supplied by Richard Quinn. Then I want to start with Justad's '40,. Then the two '41's of Ray Keehner and Walt Thompson. Third, the '46's of Keehner, Tom Joy. and the one I forgot, Mary West's 46. After that will be some of the data I have on mechanicals, such as Odd's transmission rebuild and Mark Kaifer's 5-speed conversion in his '50 Starlight.

I'd also like to cover modification of the engine, but my data in that area is limited, and probably outdated, so maybe not. As I said, ambitious and plenty to take me through the rest of the year, if I so wish.

I did not ask any of the owners for help, so I will need lots of cooperation (hint), to do this.



How 'Bout 1,000 Words Worth

While visiting Notre Dame, a friend of mine not only spotted this car with the "Bail Out Studebaker" sticker, but followed it for some blocks to take this picture, just so he could send it to me! Not to brag –but friends like that are why mentioning "Studebaker" as often as possible, in as many conversations as possible, is worthwhile. Those who are going to be in South Bend in July-August for the International will probably see this car, for I'm betting that, in addition to being a Cubby fan, a member of the local Potawatomi Zoo Society, he also belongs to SDC! This last just a guess, the rest is on the car.

How 'Bout That Roster

As most of you know by now, I've taken some pains to re-do the Club Roster. To do that I revisited the cars owned, figuring they get bought and sold and needed to be brought up to date. I revisited the e-mail listing with the idea that they do sometimes change and that it could be used as an information tree for the club. To that end I thank everybody for helping out with correcting stuff, and a big help was final editing by Linda Larson.

We now have a workable "Info tree" with the title, **Seattle SDC Info**. I think anyone on the list can then forward stuff to all the rest. At least that what I've been told how it will work.

There are only three club members

who do not have an e-mail address, Dorothy Abbott, Bill Hallett and Elbert Field. I'm figuring Walt to get word to Dorothy, Mary to inform Bill. That leaves just Elbert –anyone wish to volunteer to call him?

How 'Bout Bill's Idea?

I've been reading and re-reading Bill Hallett's idea about the value of combining the four I-5 Studebaker Chapters. I would urge everyone to weigh in on the idea, and let's fully explore it.

This last month, while re-doing our Club Roster, I got to thinking about our shrinking membership numbers. In 1999 we had 71 members, in 2002 we had 62, and in 2012 we have 48.

Some things jumped out at me. All those folks had Studebakers, aggregately, lots of 'em. Wonder what happens to all those Studebakers?

Added to Bill's point about a regional Studebaker alliance would be our shrinking membership numbers. We could spend a lot of time figuring where they all went, but it's a fact we have to live with. I believe we not only should adjust to those facts, it makes a whole lot of sense to do so as well.

President Don's point about why younger folks don't join fits my own concept of modern cars as "Road Appliances", no personality at all, and not a collector in a carload.

To the question of what happened to all those Studebakers, we can add, "and their owners", for it is my belief that those cars are mostly still with us, that they haven't been given that final, sad ride to the wrecking yard. So we can add to all the reasons Bill's idea makes sense, that we owe it to all those survivor Studebakers to have a place to call home.

Yr Hmbl Ed

Studebaker and Pierce-Arrow - An all-too-Brief Affair

The Automobile Manufacturing business has plenty of mergers and acquisition's in it's history. The idea was to cover the car market from top to bottom, in the mold of GM. Albert Erskine had just such dreams for Studebaker. During the 1920s, he built the company into a good market position, but, one that lacked both a top line and a bottom line car, and one that needed a truck line. Viewed from that vantage, the failed Erskine and Rockne, the attempt to merge with White Motors (trucks), and the Pierce Arrow deal make a mountain of sense.

At the time of the merger in 1928, Pierce Arrow had suffered some serious losses over just three years. In 1925 they had a profit of \$1.6 M on a volume of just 5,231 cars. 1926 was only slightly lower at \$1.3 M on a few more sales of 5,682. 1927 saw a loss of \$783 Thousand on a few more sales, 5,836.

Then, in the first 6 months of 1928, that trend continued with a loss of \$634 Thousand at 2,868 cars sold.

That June, they sat down to talk to Studebaker, having failed at one other merger talk with Jordan Motors of Cleveland.

Pierce Arrows troubles were two-fold; stagnant sales and basically, a hand-built automobile. A beautifully crafted but expensive to build car that was losing status and badly needed a way to lower manufacturing costs. P-A had no foundry, no Forge Shop, no Body Plant, and Studebaker had all three of those, plus a surplus of \$52 M in hand.

The merger was approved in August in Buffalo N.Y. A.R Erskine was voted chairman, and Myron Forbes kept on as P-A President. Studebaker paid \$2 M for a share of company stock. Plans were also adopted to design and tool-up for a new car for the 1929 model year.

Pierce Arrow was still an independent company and had control of it's func-

tion. The new models were designed in Buffalo with help from South Bend. Manufacturing was a mixed bag. Body panels were stamped in South Bend, were initially assembled there, then shipped to Buffalo. Engine blocks were cast in South Bend and shipped to Buffalo for machining and assembly. The new P-A engine was an in-line, side-valve eight and despite some similarities, was not a Studebaker, even though it borrowed heavily from that engine. It was larger in displacement, had more horsepower, and had nine main bearings where the President had five. Even though there are cases of cylinder head interchanges, only a few parts were interchangeable. In 1930, the Studebaker engine also went to nine main bearings, so that the foundry was then pouring just one block and not two.

Modernization meant that the new Pierce Arrow would have a steel body as opposed to the aluminum and steel panels over wood of past practice. With no assembly facilities in Buffalo, some body assembly was done in South Bend in buildings kept completely separate from Studebaker. Both the 1929 and 1930 bodies were stamped by Studebaker, and assembled in those buildings. After the 1930, a building in Buffalo took over that task. Pierce Arrow's 1929 sales of 9,700 units were made up of 8,422 steel bodied eight's of South Bend origin, and 1,278 traditional six's, the last year for this engine. It was Pierce Arrow's best sales year ever, so Erskine's strategy was working well.

As much as possible and practicable, Pierce Arrow continued to build cars in Buffalo as it had in the past. The parts

they made in-house, drive train items; engine, transmission and rear axle, were from castings and forgings by suppliers, one of them now being Studebaker.

Regular models continued to be pressed steel panels from South Bend. Special bodies were still being offered by Brunn, Willoughby, Durham and others.

The 1930 Pierce Arrow's line was entirely made up of three sizes of the straight eight engine in three wheelbases. Model C at 132 WB, had a 340 ci, @ 115 HP. Model B at 134 WB, had 366 ci, @125 HP. Model A used a 144 WB & 385 ci, @132 HP.

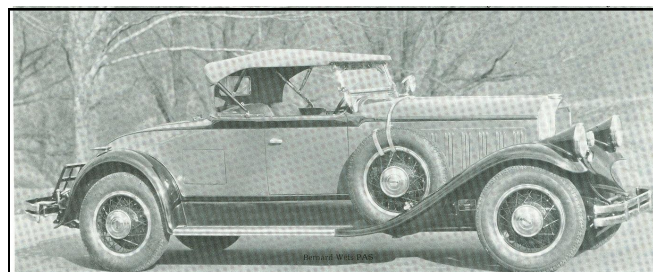
The catalogue for 1930 listed many familiar body styles for Models A and B, such as Touring, Salon, Victoria, Berlin, and Limousine. Prices ranged from \$2,700 for a Model C Club Brougham, to over \$5,000 for a 7- passenger Salon Town Car.

Only the Model C reflected the Studebaker stamped and assembled bodies throughout. That model also accounted for 1,082 of the years total production of 6,795, which was second only to 1929. So the plan was still good.

The 1931 was still an all eight cylinder line-up, but model names 41, 42, 43, replaced A, B, and C, with longer wheelbases of 134, 142, and 147-inch for the top of the line Model 41. Engines reflect 1930, with Model 41 had the 132 HP, 385-inch 8. The two lesser models making do with the 340 ci for the 43 and 366 ci for the Model 42.

No less than 12 body styles were offered for Model 41, 9 for Model 42. and just 8 for Model 43. Names such as LeBaron, Landau, etc. still being listed throughout the catalog.

One automotive writer noted that Pierce Arrow management viewed a steadily worsening market with an attitude of "Arrogance and naïveté".



1929 Pierce Arrow Club Brougham

More change was to come that took the company further away from the profit making 1929 and '30 Models.

The 1932 Models took a further step toward regaining it's former glory and regretfully, closer to peril. The engine choices were just one eight, the 366 ci, and two new V12's, a 398 ci and a 429 ci. Model numbers changed yet again, to show progression, to 51, 52, 53 & 54, built on just two wheelbases of 137 and 142-inches and offering five body types.

This failed to gain the attention of a shrinking luxury car market and sales fell to just 2,234 , with 1,550 of those were the eight cylinder model. Pierce Arrow posted a \$3 million dollar loss.

In order to revive its stylish reputation, Pierce Arrow introduced the amazing Silver Arrow at the New York Auto Show in 1933. Five hand-built models were done in aluminum at Studebaker experimental engineering shops in South Bend. They were proposed for 1933 production in steel, which did follow as planned.

In September of 1932, at the introduc-



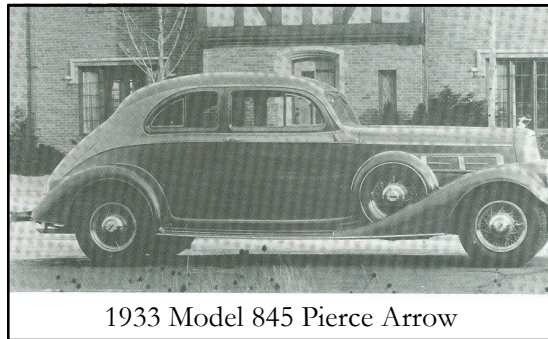
The Silver Arrow Show Car

tion of the 1933, there was an Ab Jenkins record run at the Bonneville Salt Flats in Utah that reflected other such runs he drove for Studebaker in the past. In this case, Ab took a fully equipped roadster with a 452 ci V12 that had 33,000 miles on it and proceeded to drive it 2,710 miles in 24 hours at an average of 112 MPH. He re-installed the fenders, etc. removed for the run, and drove the car back to Buffalo.

For 1933, P-A expanded yet again, choices now offered in 136, 137, 139,

142, and 147-inch wheelbases, in four model lines, anchored at the low end by the Model 836., followed upward by V12 models 1236, 1242, and 1247 long wheelbase models. Total production came to just 2,152, with 1,527 of those being the Model 836 with the sturdy 366 CI eight from South Bend.

Pierce Arrow had attracted some attention with more Ab Jenkins Bonneville speed runs with a Silver Arrow. Using a modified V12 of 207 HP, he set 79 world records in 25 hours. Orders were



1933 Model 845 Pierce Arrow

up for the V12, but various strikes and the continued sluggish economy plagued any attempt at full recovery.

When Studebaker went into receivership, P-A were sold to a group of Buffalo investors for \$1M, but they could not survive as an independent.

A marriage that promised so much, but did not last nearly long enough to produce what A.R. Erskine had in mind.

One other aspect of the merger worth noting, is the creation of the Studebaker Pierce Arrow Truck Corporation (S.P.A. Truck Corporation).

Frankly, I know little about this subsidiary, but have to wonder, what made them think that a line of trucks from a luxury car builder could find a market in the midst of a depression?

It should be noted that A.R. Erskine was still listed as Chairman and President and either instigated or approved of all Pierce Arrow decisions. His optimistic view of a short-lived depression

and his drive to establish an automotive giant is evident in many of the decisions made at both Studebaker and Pierce Arrow.

The Pierce Arrow Truck line may be used as an example of Erskine's corporate ambition.

While obviously pushing the expansions going on at P-A, including the trucks, he was actively wooing White Motors, and had pledged all of Studebaker's working capital toward that merger/buy-out.

One has to wonder why give up on a Studebaker Truck line, while actively pushing a premier line of Pierce Arrow trucks, and trying to buy White Motors, for their truck line!

Even a casual look into A.R. Erskine will bring out the drive and large ego of the man. There is plenty of evidence, by a host of

auto writers and historians, that Studebaker, although skillfully guided out of the receivership of 1933, never fully financially recovered from the 1933 debacle.

One of the things Erskine did in the 20s was to reverse the reserve to dividend ratio of the Studebaker Brothers Company, and paid out large dividends to stockholders, from the reserve, in order to please stockholders, many of whom sat on the board of course.

That gambit was repeated in the 1940s by corporate executives who should have known better.

To ease up a bit on Erskine, he did much that was good and charitable in his adopted city. Among his charities was his gift of large acreage on the south side as a fully developed municipal golf course, forever to be named Erskine, which allowed many generations to play an otherwise out-of-reach sport, this writer being one of them.

Yr Humbl Ed

TECH TIP

BRAKES

We tend to take them for granted. You push on the pedal and stop. Or, you might step on the pedal and it feels like you stepped on a ripe plum. Or the worst case is a panic stop and a line breaks. You grab the emergency brake, pull, the cable is frozen from lack of use. Now the Toyota wagon in front of you has the imprint of your bullet nose in his tailgate! How old are the rubber brake lines? Federal guidelines say don't use a tire that is older than 10 years. The steel lines can rust and break especially where

it is clamped to the frame. Check the line at the front where it hooks to the rubber line, on the rear above the differential where the steel line hooks to the rubber hose and across the differential where they are clamped and at the backing plate. Every two years, remove the fluid from the master cylinder. (If you use a turkey baster, be careful not to pull the fluid into the squeeze bulb as it will melt.) Use a lint free cleaning towel to clean the bottom of the master cylinder. Fill with the new DOT 3 brake fluid. Bleed the brakes to flush the crud out of the wheel cylinders.

Inspect and repair the emergency brake as needed.

While under the hood, check the rubber hose for the oil pressure gauge at the rear of the right cylinder head. Wiggle that hose around and if you hear it cracking, replace it. It can break while driving and pump the oil out burning up your engine.

Reprinted from Stude U publication and from The Echo, all very good information ~ by Jim Maxey

STUDE STUFF FOR SALE/TRADE/WANTED

CARS FOR SALE

1958 Silver Hawk

Restoration started, front clip completed, rest of the body needs work. Missing Studebaker engine, but Chevy 283, or another engine available as part of the deal. Has Oregon title. Asking \$2,500 firm, as that is what was invested in front clip. Car is located in Gresham, . Tom & Rita Patterson. 503-618-9298

1964 Daytona HT

289, AT, PS, disc Brakes, clock, Push-button AM, Moonlight Silver w/Green interior bench seat. 90K on odometer. Needs Mechanical and body work. Prices below condition #5 at \$1, 200.

1963 Avanti R1

In need of restoration. White car needs paint. Engine has been started but radiator belts and shroud are out of car. Radiator has been re-cored. Interior is out and front seats have been reupholstered black as per original. Have pretty much all parts including wheel covers and service manual. Car is located in Snohomish/Clearview Wa area. Asking \$5,000 Jim Stinnette 206-714-1452

TRUCKS

1962 EW Space side Pickup

259, 3-speed/OD, Good body with only minor rust around tail gate hinges. No rust on or around cab floors. Has radio, heater, sliding window and Pacific Wonderland special interest plates. \$2, 900. Chuck Bartholet, Bay City Or. 503-377-2003

LITERATURE

Turning Wheels -294 issues, 1976-2002. Excellent condition. \$120 takes all, will not separate. Will not ship. Dave Carter, 360-256-7994 drcarter@msn.com

Studebaker owners manuals, shop manuals, parts books, sales catalogues, folders. Paint chip books, salesman's data books for 1914 to 1966 cars and trucks. Studebaker history and photo books. Special prices for club members. Over-stock special: 1956 Passenger car shop manuals (also used with '57 or '58 supplements. \$15 each. Turning Wheels back issues \$2 each. Bruce Kerslake, 360-254-1461 brucekerslake@gmail.com

STUDEBAKER AT INDY

1930 TO 1937

THE GOLDEN YEARS OF STOCK BLOCK RACING



Read how these great cars were built in the shops in South Bend. Find out how a Studebaker is the only stock block to ever set on the Pole at Indy. Read how they nearly won the first 500 mile race they entered. Lap by lap action of the greatest stock block team that ever ran in the Indianapolis 500.

Read how they set new records up Pikes Peak and elsewhere. A great read for every Studebaker performance, racing, or history fan. Self Published & shipped on order. \$20 US \$3 S&H bischiffer@frontier.com

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National Studebaker Drivers Club: www.studebakerdriversclub.com
Antique Studebaker Home Page: [//www.dochemp.com/9stude.html](http://www.dochemp.com/9stude.html)
Studebaker Vendors: <http://www.studebakervendors.com>
Studebaker Clubs of the World: <http://studebakerclubs.com/>

NATIONAL MEMBERSHIP

Payment may be made by check or money order (make payable to SDC) or: new members may use Visa or Master card by calling : **763-420-7829**. Complete this application and send with payment to: **SDC C/O K.R.I.S. P.O. BOX 1743, Maple Grove, MN. 55311** Annual dues are \$27.50/ \$40 overseas. Payments must be made in U.S. funds.

LOCAL MEMBERSHIP

Greater Seattle Chapter dues are due January 1st each year and are for a one year period. Dues are \$25/year for club Newsletter in print, or \$13/year for e-mail version. Dues are prorated per month for dues collected throughout the year. Make check payable to: **SDC GSC**, Mail check to : **Eric Larson 8317 189 Ave E Bonney Lake, Wa. 98391** e-mail to : badcow@w-link.net

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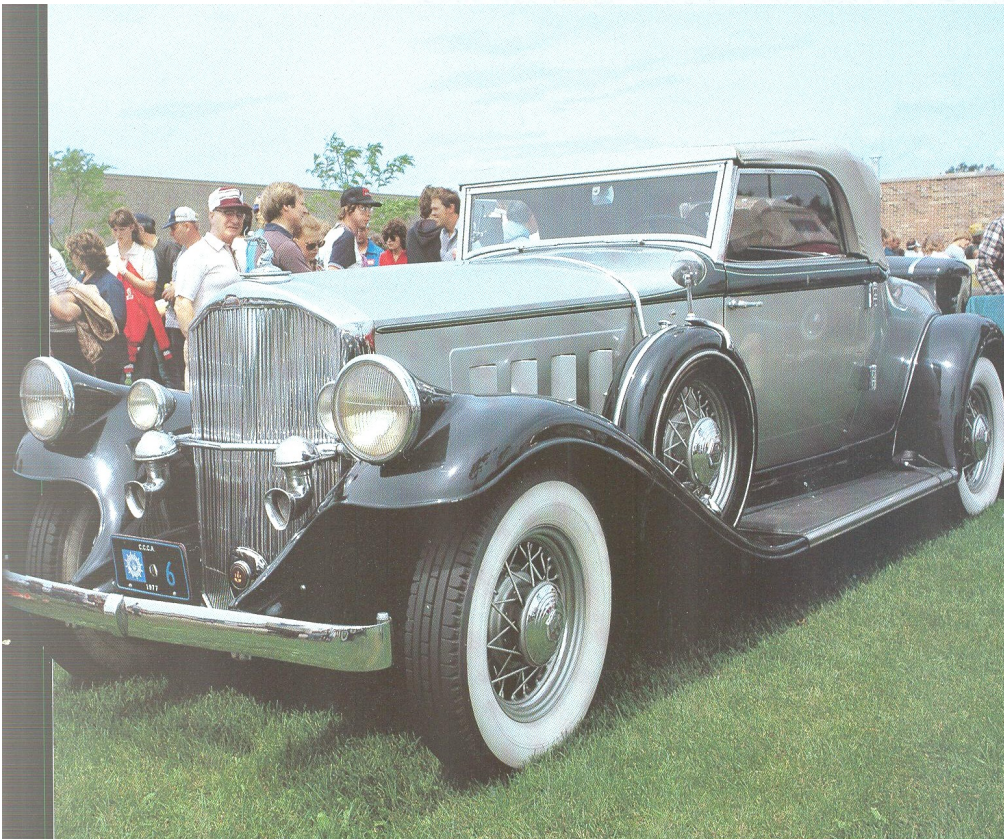
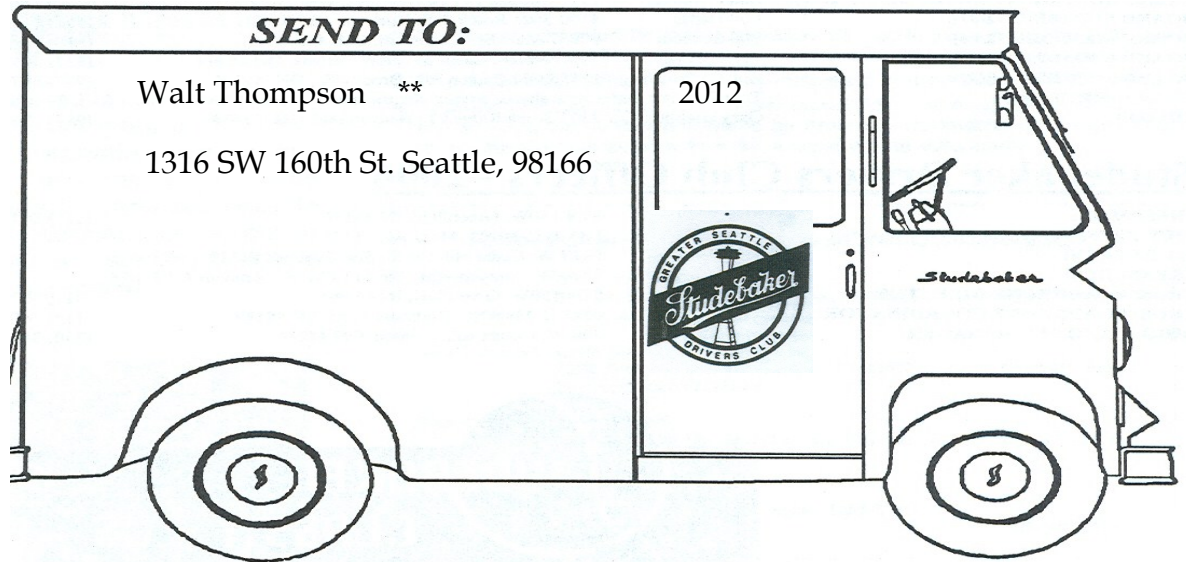
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National Member # _____ **Note:** It is a prerequisite that all local members also belong

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THE WASHINGTON

President



The 1929 Pierce Arrow utilized its merger with Studebaker by having its new straight 8 engine and body panels made in the shops in South Bend.

The all-new 1929 model shown here set new production and sales records, for Pierce Arrow and made the merger look like a good thing.

The new car featured a new side-valve, nine bearing straight eight engine of 344 cubic-inch capacity.

1929 Pierce Arrow Club Brougham