



National Museum
201 South Chapin Street
South Bend, IN 46601



AMERICAN ASSOCIATION OF MUSEUMS



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THE STUDEBAKER NATIONAL MUSEUM

FALL 2011

President's Message

The summer of 2011 is flying by and attendance at the Studebaker National Museum is at near-record numbers, with many more of our visitors coming from surrounding areas than in past years.

One of the Museum's biggest draws over the last few months has been the *Viva Italia: The Italian Sports Car* exhibit that opened in early May. This exhibit showcases some of Italy's finest sports cars from the 50s and 60s, and features manufacturers such as Ferrari, Maserati, Alfa-Romeo, and Fiat. The Museum owes a debt of gratitude to the Tom Mittler family and Najeeb Khan for making this exhibit possible.

Two other exhibits have also opened recently: *Automobile Design in the Golden Age: The Career and Works of Theodore W. Pietsch II*, showcasing works by former Studebaker designer Theodore W. "Ted" Pietsch II, and *Knut Rockne: The Rest*

of the Story, an examination of the relationship between Studebaker, Rockne, and Notre Dame while Rockne was the Studebaker Corporation's national representative.



Mark McDonnell

Our summer calendar has been full and our fall calendar has just as many exciting events on tap as well.

What may have happened if Studebaker would have received a bailout, like Chrysler and GM did? Find out Sunday September 11 at 2 p.m. in the Wiekamp Auditorium, during the Museum's *Bail Out Studebaker? A Look at Studebaker's Postwar Financial Crisis* presentation. Dr. Patrick Furlong and Dr.

Robert Ebert will present a look at Studebaker's troubled financial picture, and what was learned from the company's mistakes.

An event you won't want to miss is the Studebaker National Museum's annual **Wine Dinner** on Sunday, October 16 at 6:00 p.m. at LaSalle Grill. This year's Wine Dinner features Stags' Leap wines from the Napa Valley Stags' Leap Vineyards. Proceeds from this event benefit the Museum's Education and Public Programs Fund.

Lastly, I'd like to remind everyone about the Museum's annual **Car Raffle**. The drawing will be held December 1, 2011 for a chance to win one of four luxury cars. Tickets are \$50 each, or 3 for \$100, and only 2000 will be sold. The car raffle is one of our major fundraising activities, and I hope you will help it be a success!

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The Museum Proudly Welcomes New Members

Please welcome the following new members who have joined the Studebaker National Museum since September 2010:

- | | | | | |
|----------------------------------|--------------------------------|-----------------------------|----------------------------------|--|
| Ms. Gail Anderson | Dr. and Mrs. F. Deogracias | Mr. and Mrs. Robert Hawkins | Mr. William Lillie | Mr. and Mrs. Orville Schmidt |
| Mr. and Mrs. Mark Anderson | Mr. and Mrs. Charles Dettmer | Mr. Edward Head | Mr. Ed Lockman | Ms. Mary T. Short |
| Mr. and Mrs. Victor Antkowiak | Mr. and Mrs. Norman Ditmire | Ms. Jane Hegedus | Mr. and Mrs. Ken McCoy | Mr. and Mrs. James Z. Sieradzki |
| Mr. and Mrs. Paul Becher | Mr. Bernie Dobski | Mr. Ronald Herman | Mr. Robert McMahan | Mr. and Mrs. Joseph V. Simeri |
| Mr. and Mrs. Merlin J. Bellinger | Mr. and Mrs. Darrin Drollinger | Mr. and Mrs. Branson Hiatt | Ms. Courtney Meyers | Mr. and Mrs. Mark Sisti |
| Mr. and Mrs. Robert Bernhard | Ms. Joan G. Dudzinski | Ms. Helen L. Hibbs | Mr. and Mrs. Russell Miller | Ms. Bonnie Slegel |
| Ms. Nona Berta | Ms. Kristi Dunn | Mr. John Hoban | Mr. Joe T. Moor | Mr. and Mrs. Cecil Smith |
| Ms. Marilyn Bolinger | Mr. and Mrs. Walt Eger | Mr. Ted Holeman | Ms. Anita Morse | Mr. and Mrs. William Stanfield |
| Mr. and Mrs. Kent Bontreger | Mr. and Mrs. Howard Emmons | Mr. Kenny Hughes | Mr. J. T. Murphy and Ms. E. Dunn | Ms. Candace L. Stetlu |
| Mr. and Mrs. Norman R. Booth | Ms. Mary Fealy | Ms. Marguerite Ives | Mr. H.K. Neely | Mr. Kevin Studebaker Sr. |
| Mr. and Mrs. John Boyer | Mr. and Mrs. Robert O. Foegley | Mr. Dominique Jackson | Mr. and Mrs. Don Nehring | Mr. James E. Teall |
| Mrs. Helen Bradford | Mr. and Mrs. Robert Fox | Ms. Mary Ann Jacobs | Mr. and Mrs. Richard L. Nelson | Ms. Carol Thie |
| Mrs. Betty Carlson | Mr. and Mrs. Matthew Fulcher | Mr. Craig Jankowski | Ms. Melissa Nemeth | Mr. Jerry Thoma |
| Ms. Evelyn M. Carlson | Mr. and Mrs. Tom Golubski | Mr. Ken Johnstone | Mr. and Mrs. Philip Newbold | Dr. and Mrs. Robert Tomec |
| Mr. Wayne Carroll | Mr. and Mrs. Kent A. Greenlee | Ms. Elizabeth Karle | Mr. and Mrs. Ed Parroquin | Mr. Andrew Ujdak |
| Mr. and Mrs. Jim Cerney | Mrs. Martha Greulich | Mr. and Mrs. Scott Kelley | Mr. Ronald Pasquale | Mr. and Mrs. Wayne Veatch |
| Ms. Sharon C. Chapman | Mr. and Mrs. Bill Grontkowski | Mr. and Mrs. Paul Kil | Mr. and Mrs. Frank Perri | Ms. Barbara Warner |
| Mr. Peter Cristello | Mr. and Mrs. Gordon C. Guntner | Mr. and Mrs. Jim Kobold | Mr. Melvin Pieper | Mr. Richard Whitteberry and Ms. Patricia Micas |
| Mr. and Mrs. Roger Curry | Mr. and Mrs. Steven Haines | Mr. William Kulwicki | Mr. and Mrs. Calvin Ralston | Mr. and Mrs. Bob Williamson |
| Mr. and Mrs. Joseph Dawson | Mr. and Mrs. Robert Harke | Mr. Levi LaGoy | Mr. Thomas Richardson | Ms. Peg Williamson |
| Mr. and Mrs. John DeCelles | Mr. and Mrs. Chris Harris | Mr. and Mrs. LeRoy Lawson | Mr. J. Rooney and Ms. L. Brennan | Mr. and Mrs. Peter Zapf |
| | Harrison Furniture | Ms. Sandra Leitzan | Mr. and Mrs. John Russo | |

A HISTORY WORTH PRESERVING...
A FUTURE WORTH BUILDING.

New Trustees

The Studebaker National Museum Board of Trustees welcomes three new members, Dave Barry, Merlin Bellinger, and Edward Levy. Dave Berry is the former manager of Tippecanoe Place Restaurant, Merlin Bellinger is Vice President of CB Richard Ellis/Bradley, and Edward Levy is the President of Freeman-Spicer Financial Services. Board member Ray Burnett Jr., was elected to Life Trustee status.

The Studebaker National Museum Board of Trustees would also like to thank retiring Trustees Pat Ruszkowski and Chris Taelman for nine years of exceptional service to the Board.



(L-R) Dave Barry, Merlin Bellinger, and Edward Levy



Board of Trustees

- Dave Barry
- Tim Batalis
- Merlin Bellinger
- Walt Botich
- Marci Burdick*
- John G. Farrell*
- Dr. Thomas Felger
- Dave Fischgrund
- Pat Flynn
- Steve Haines
- Dennis Hartman
- Charles S. Hayes
- Mike Kendzicky*
- Edward Levy
- Charles R. Loving
- Tom Lowe
- Michael Marien
- Larry McClelland
- Mark McDonnell*
- Steve Neeser
- Craig Nowicki
- Michael Palmer*
- Dr. William Rozzi
- Robert Shields*
- Dan Smogor
- Nyal Weaver

*Executive Committee

Life Trustees

- Ray Burnett, Jr.
- Stu Chapman
- Ron DeWinter
- Max Gretencord
- Richard Quinn

Happenings at the Museum

View more pictures from the Museum at www.flickr.com/studebakermuseum



President of the Board of Trustees Mark McDonnell (L) presents the trophy to the 9th Annual Studebaker Golf Classic net winning team, led by Dave LeFore (R), pictured. Other team members were Bruce Langle, Frank Zirelle, and Mike Heberling.



This crowd enjoyed the Museum's annual walking tour on July 28th, venturing through the Chapin Park Historic District.



Spectators view cars on display during the Downtown South Bend First Friday Car Show, which took place August 5th.



(L-R) Hall of Champions honoree Richard J. Rice with wife Patty Rice, Board President Mark McDonnell, and Hall of Champions Honorary Chair, Mike Leep, Sr.

New Exhibit Openings

Viva Italia! The Italian Sports Car

This past May the Studebaker National Museum opened "Viva Italia! The Italian Sports Car", featuring some of Italy's finest automobiles from the 1950s and 1960s from legendary manufacturers Alfa Romeo, Ferrari, Maserati, and more!

One of the showcased automobiles in "Viva Italia! The Italian Sports Car" is a 1963 Ferrari 250 GT SWB Berlinetta. Many more vehicles are on display from the collections of the Tom Mittler Estate and Najeeb Khan, including a 1966 Ferrari 275 GTB/6C and a 1967 Bizzarini GT Strada. "Viva Italia! The Italian Sports Car" will be on display through October 3, 2011.

Automobile Design in the Golden Age: The Career and Works of Theodore W. Pietsch II

On July 15th, the Studebaker National Museum debuted "Automobile Design in the Golden Age: The Career and Works of Theodore W. Pietsch II". This exhibit showcases over 50 works by former Studebaker designer Theodore W. "Ted" Pietsch II. Mr. Pietsch's career spanned the 'Golden Age' of automotive design from the 1930s-1970s including tenures with Studebaker under Raymond Loewy and Chrysler with Virgil Exner. Mr. Pietsch contributed to the design of the Studebaker Avanti, and his resume also includes stops at Ford, Hudson, Packard, and finally American Motors where he worked on the Jeep Grand Cherokee.

This exhibit is on display through the end of the year and is made possible by Mr. Theodore W. Pietsch III, Charlie Hayes, Chuck Loving, Monte Gillespie, George D. Krem, and Mr. Frederic Sharf. "

Knute Rockne: The Rest of the Story

From 1928 until his untimely death in 1931, Knute Kenneth Rockne was employed by the Studebaker Corporation as Assistant Sales Manager. As one of the first 'Celebrity Spokesmen', Rockne put his fame and talents to work as the Studebaker Corporation's national representative, travelling the country energizing its sales force.

"Knute Rockne: The Rest of the Story" examines the relationship between Studebaker, Rockne, and Notre Dame during this time period, and Rockne's role and influence as a Studebaker employee. This exhibit also tells the story behind the Rockne automobile produced by Studebaker in 1932 and 1933.

See Rockne as he's never been seen before! "Knute Rockne: The Rest of the Story" is on display through December 4, 2011.

Fall Events

Public Program: "Bail Out Studebaker? A Look at Studebaker's Postwar Financial Crises"

On **Sunday, September 11** Studebaker historians, Dr. Patrick Furlong and Dr. Robert Ebert will present a look at Studebaker's decline in the 1950s and 1960s, with special focus on the Eisenhower administration's efforts to prevent the company's failure in the mid 1950s.

After record-setting years following World War II, the company struggled to compete as the '50s progressed. Furlong and Ebert will analyze the contributing factors of Studebaker's demise and what could be learned from the company's missteps.

TRIVIA NIGHT AT THE MUSEUM

On **Saturday, October 15** the Studebaker National Museum will host Trivia Night in the Museum's AM General Atrium. Doors open at 5:30 p.m., with all galleries open for touring prior to the first question at 7:00 p.m. Test your knowledge on 10 questions of general trivia in ten categories. Grand prize is \$300 to the winning team. A cash bar is provided and feel free to bring your own snacks and munchies. The entry fee is \$150 per team for up to ten players. To register your team call the Museum at (574) 235-9714 ext. 226.

DESIGN A NEW STUDEBAKER!

Do you want to design cars? Then enter your concept of a "new" Studebaker in the Studebaker National Museum's 2011 Design Contest! Entry forms will be available at the Museum Store or via the web at www.studebakermuseum.org. Deadline for entries is October 21, 2011, and the winners will be announced

on November 10, 2011. Winning entries will be on display in the Museum.

2011 Studebaker National Museum Car Raffle

The Studebaker National Museum Car Raffle drawing will take place on Thursday, December 1, 2011 at 5 p.m. It's not too late to purchase a ticket to win one of four new cars in the 2011 Car Raffle. One ticket costs \$50 and now three tickets may be purchased for \$100.

All proceeds benefit the Studebaker National Museum's Special Exhibitions and Public Program fund.

The cars offered this year include the popular 2011 Chevy Camaro, 2011 Ford Fusion, 2011 Lexus CT-200 Hybrid, and 2011 Buick Regal Hybrid. The winner may choose to take up to \$30,000 cash in lieu of a car.

To purchase your ticket, please call 1-888-391-5600 or visit the Museum's website: www.studebakermuseum.org

Volunteer Spotlight

Margaret Hindle began volunteering at the Museum a few weeks before the 2007 Studebaker Drivers Club International Meet. Margaret worked for 36 1/2 years for Indiana Bell. Margaret helps with many different events and mailings, but most of her volunteering is devoted to the Information Desk at the entrance of the Studebaker National Museum.

Margaret enjoys meeting people and working with others. She stated she "...has learned much about the collection and enjoys seeing all the lovely cars."

The Museum would like to thank Margaret and all of its volunteers who give their time to assist the Museum in a variety of ways.



Margaret Hindle (L) enjoying the Member's Only Reception with friend Mary Ann (C) and Trustee Dennis Hartman (R).

In order to communicate more often and more efficiently with our members, the Studebaker National Museum will send ALL future newsletters by email. If you wish to continue to receive the Museum newsletter, please provide us with your email address, which can be done online. **If you do not have email, please call and let us know so we can send your newsletter in hard copy.**

Please visit our website at www.studebakermuseum.org and click on *Join our Free Email List* on the bottom of the homepage or visit our Facebook page and click on the *Join My List* tab.

Your information will be kept strictly confidential. For more information, please contact Courtney at 574-235-9714 ext. 223 or cmeyers@studebakermuseum.org

Special Exhibitions

Through October 3, 2011
Viva Italia! The Italian Sports Car

October 1, 2011–October 31, 2011
Thrills, Chills, and Grilles

November 28, 2011–January 2, 2012
A Studebaker Christmas

Through December 4, 2011
Knute Rockne: The Rest of the Story

Through December 31, 2011
Automobile Design in the Golden Age: The Career and Works of Theodore W. Pietsch II

Special Events

September 10, 10 a.m.
"Second Silly Saturday" event for children

September 11, 2 p.m.
Public Lecture: Bail Out Studebaker? A Look at Studebaker's Postwar Financial Crises

October 16, 6 p.m.
Wine Dinner at Lasalle Grill



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Members: To receive your 10% discount on Museum Store online orders, enter *studemember* in the promo code area at check out