

NOSTALGIC MOTOR CARS UNLOCKS THE HISTORY & MYSTERIES OF THE 1963-1985 AVANTIS

Nostalgic's Born Reports Discovers a 1963 Avanti Won In A Contest, But Not By The Original Titled Owner

By Dan Booth
Nostalgic Motorcars

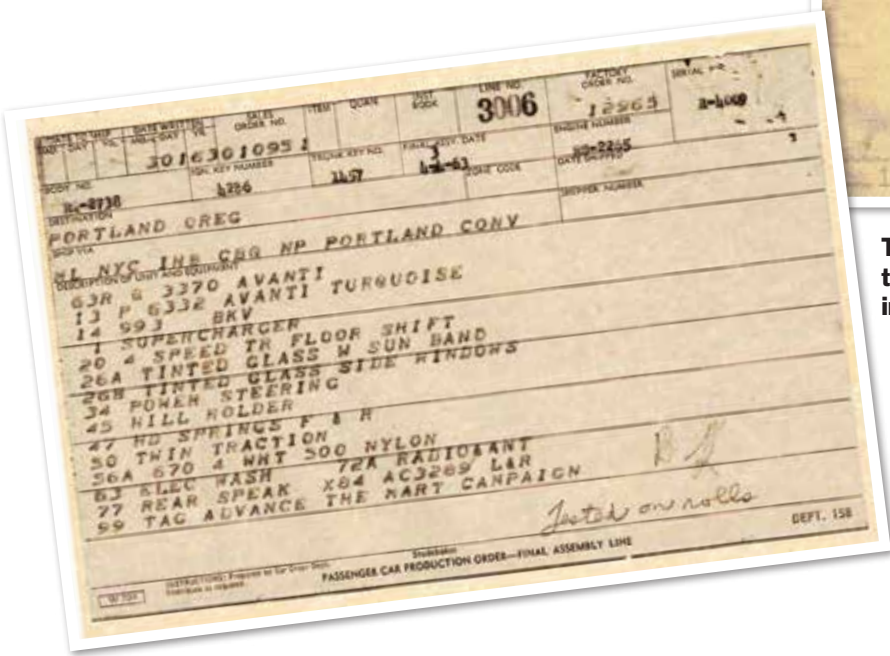
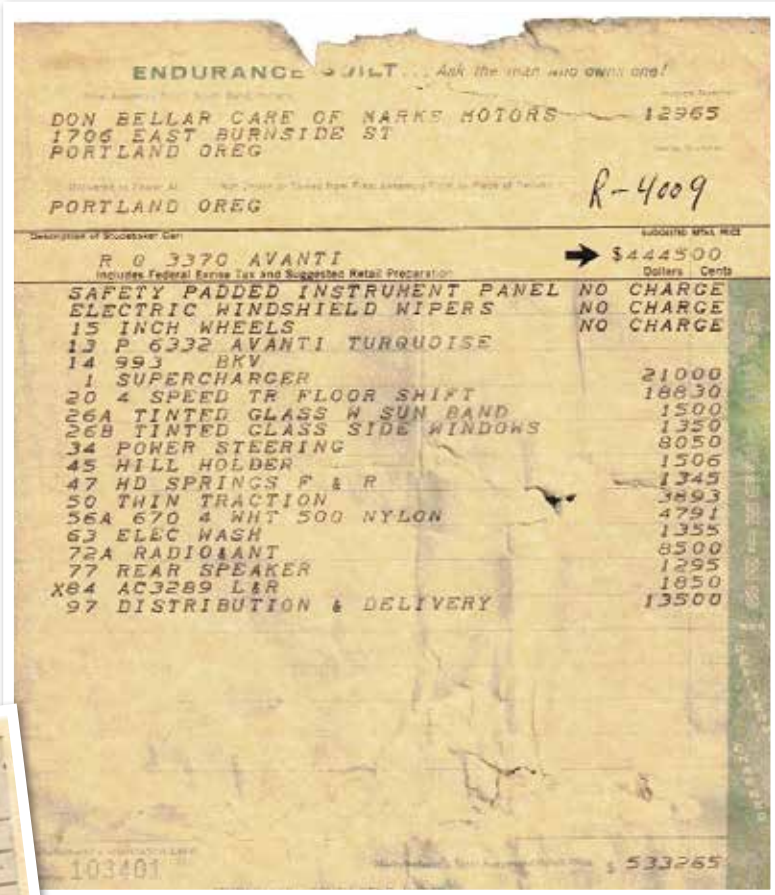
Dan Booth has over 46 years of exclusive, hands on Avanti sales, service, collision and parts, not Studebaker cars or trucks, just 1963-1985 Avantis.

It is totally amazing, how the Nostalgic's Born Reports will provide unknown information to the owners of an Avanti. When they supply unknown information, to a person that purchased the 1963 Avanti new in May of 1963 and still owns it today, 58 years later, it's absolutely astonishing!

In August of 2021, I received a phone call from Darrell Brink, a new customer that saw my advertisement in the *Avanti Magazine*, for Nostalgic's Born Reports. He asked what copies of the Nostalgic Born Reports were available for 1963 R-4009 He purchased it new in 1963 from Marks Motors, in Portland, Oregon and he still owns the Turquoise Supercharged 4-Speed, that only has 64,000 miles on the odometer.

I called him back to give him the good news. I had the Build Sheet, Inspection Tickets and the Dealer Cost Invoice, which is very rare to have all three, Nostalgic's Born Reports.

As we were talking he stated he had the original window sticker with a list price of \$5,332.65. As he recalls, he paid \$4,800 for the new Avanti.



The original window sticker has no Code 99 Tag Advance the Market Campaign, like the build sheet and dealer cost invoice.

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Nostalgic's original build sheet show R4009 was ordered on March 1, 1963 with the final assembly date of April 3, 1963 and code #99 shows it was originally ordered for the "Advance the Market Campaign"

Nostalgic's born reports dealer cost invoice for 63R-4009 had two attachments stapled to it. Dealer cost invoice #12965 63R-4009 is \$4,158.40. That's what the dealer would have normally paid for the Avanti, but code #99 on the dealer invoice shows #99 tag "Advance The Market Campaign." It also has #98 warranty and service at \$50, that means the factory did the service instead of the dealer, so the Avanti was delivered to the dealer with factory prep for immediate delivery.

The second form #12965 dated April 15, 1963 also shows the Avanti was delivered to Marks Motors in Portland Oregon for the total sum of "Gratis."

The third form #12965-A dated April 15, 1963 shows the dealer Marks Motors owes Studebaker \$581.24 to cover additional charge for specification changes made by the contest winner on 63RQ Avanti serial number R4009 for "Advance the Market Campaign."

I had never heard of the "Advance The Market Campaign" until I read it on the born reports for R4009. I called Lew Schucart, editor of the *Avanti Magazine*. He recalled a contest by Studebaker, from *Reader's Digest* magazine. Studebaker had two different contests. One for the United States, where 25 new Avantis were given away. The second contest was for Canada, where three

new Avantis were given away.

Avanti R4009 must have been one of the 28 new Avantis given away.

I assume the contest Avantis were all somewhat base cars, with very few options. This allowed the winner to have the Avanti built to their preference. This would explain the additional "Dealer Cost," invoice of \$581.24 where the winner or dealer changed the options. Apparently the winner never took delivery and must have sold or traded it to the dealer. Maybe it was the long wait, as the American contest ended on December 15, 1962 and the Canadian contest ended on February 15, 1963.

The date was March 1, 1963 when the build sheet was written with a finally assembly date of April 3, 1963. I would like to thank Lew Schucart for sending me copies of pages from *Readers Digest*. Which solved the mystery of the "Advance The Market Campaign." I'd also like to thank the only owner of R4009, Darrell Brink.

He sent me copies of his original window sticker and owners service policy. We both learned some very interesting, unknown facts about Avantis built by Studebaker, and those facts are backed up by original Studebaker paperwork. We both wanted to share this unusual information with other Avanti enthusiasts. I also want to thank the readers of my articles. Your e-mails and phone calls are very flattering, and I thoroughly enjoy sharing my knowledge, and findings with all of you .

This is a Studebaker invoice form #12965. The header includes the Studebaker logo and "STUDEBAKER AUTOMOTIVE SALES CORPORATION". The form is filled out with the following information:

- Order No: 75 003 070531 047512
- Dealer Name and Address: JON BELLAR CARE OF MARKS MOTORS, 1700 EAST GORNSIDE ST., PORTLAND OREG.
- Shipped To: PORTLAND OREG, APPROPRIATION 3 3408
- Model: 63R-4009
- Serial No: 070531
- Invoice No: 12965

Description	Quantity	Unit Price	Total
13 3370 AVANTI	1	3474.00	3474.00
14 3332 AVANTI TURBOIZE	1	14.00	14.00
1 SUPERCHARGES	1	12.00	12.00
24 TINTED TO FLOOR SHIFT	1	1.00	1.00
26 TINTED CLASS V SUN LAMP	1	1.00	1.00
34 POWER STEERING	1	1.00	1.00
43 HILL HOLDER	1	1.00	1.00
50 HD SPRINGS P 4 H	1	1.00	1.00
56A STD 4 SH 300 NYLON	1	1.00	1.00
57 RADIANT	1	1.00	1.00
58 REAR BREAKER	1	1.00	1.00
62 ACORN L&R	1	1.00	1.00
64 DISTRIBUTION & DELIVERY	1	1.00	1.00
66 WARRANTY AND SERVICE	1	1.00	1.00
68 PER CENT HOLDBACK	1	1.00	1.00
25 TAC ADVANCE THE MARKET CAMPA	1	581.24	581.24

This is a Studebaker invoice form #12965-A. The header includes "STUDEBAKER AUTOMOTIVE SALES CORPORATION". The form is filled out with the following information:

- Order No: 75 003 070531 047512
- Dealer Name and Address: MARKS MOTORS, 1700 EAST GORNSIDE ST., PORTLAND, OREGON
- Shipped To: PORTLAND OREG, APPROPRIATION 3 3408
- Model: 63RQ
- Serial No: 070531
- Invoice No: 12965-A

Description	Quantity	Unit Price	Total
CHARGING YOUR ACCOUNT WITH			
TO COVER ADDITIONAL CHARGE FOR			
SPECIFICATION CHANGES MADE BY			
THE CONTEST WINNER ON 63R Q AVANTI			
SERIAL NO. 070531			
INVOICE NO. 12965 4/15/63			
FOR ADVANCE THE MARKET CAMPAIGN			
BILLED TO: JON BELLAR CARE OF			
MARKS MOTORS			

STUDEBAKER AUTOMOTIVE SALES CORPORATION
 SOUTH BEND 27, INDIANA
 TERRITORY

Sold To: DON BELLAR CARE OF MARKS MOTORS
 1766 EAST SUNNYSIDE STREET
 PORTLAND, OREGON

Date: 4/15/63 JC Invoice No: 12961

Order No.	Car No.	Description	Classification	Rate
HS-2265	R-4009	R Q 3370 AVANTI 13 P6332 AVANTI TURQUOISE 14 993 BKV 1 SUPERCHARGER 20 4 SPEED TR FL SHIFT 26A TINTED GLASS W/SUN BAND 26B TINTED GLASS SIDE WINDOWS 34 POWER STEERING 45 HILL HOLDER 47 HD SPRINGS F & R 50 TWIN TRACTION 56A 6704 WHT 500 NYLON 63 ELEC WASHER 72A RADIO AND ANTENNA 77 REAR SPEAKER 84 AC 3209 L&R 97 DISTRIBUTION & DELIVERY 98 WARRANTY AND SERVICE		GRATIS

Make All Checks Payable to the Order of ST
 Check or Cash shall remain the responsibility of the dealer.

Dealer invoices with attachments, both pages, show charges to Marks Motors in Portland, Oregon, and gratis charge to Marks Motors. Dealer warranty folder, at right, to first owner Darrell Brink, AOAI member who still owns this Avanti.

WARRANTY

"Dealer warrants (except as hereinafter provided) each part of each new Studebaker motor vehicle sold by Dealer (including each part of any accessory or equipment thereon manufactured or supplied by Studebaker Automotive Sales Corporation) to be free from defects in material and workmanship under normal use and service until such motor vehicle has been operated for a distance of 24,000 miles or for a period of 24 months from the date of delivery, whichever event shall first occur.

Dealer's obligation under this Warranty is limited to the replacement or repair at Dealer's option, without charge for installation at Dealer's place of business, of such parts as shall be returned to and acknowledged by Dealer to be defective.

This Warranty shall not apply to: (1) tires or tubes, which are covered by a separate warranty which has been subject to misuse, negligence, or accident; (2) any motor vehicle in which parts not made or supplied by Studebaker Automotive Sales Corporation are used, if, in the judgment of Dealer, such use adversely affects its performance or reliability; (3) any motor vehicle altered or repaired in a manner which affects its performance or reliability; (4) normal maintenance services, including but not limited to, engine tune-up, wheel balancing and alignment, and carburetor, brake and linkage adjustment; (5) parts replaced as part of a normal maintenance service, including but not limited to air and oil filters, spark plugs, distributor points, condensers, wiper blades, brake or clutch linings; (6) batteries, which are covered by a separate warranty arrangement; or (7) normal deterioration of soft trim and appearance items.


The above Warranty shall be fully applicable as the motor vehicle covered by the Warranty is owned by the original purchaser.

This Warranty is expressly in lieu of all other warranties, express or implied, and of all other obligations or liabilities on the part of Dealer and Dealer neither assumes nor authorizes any other person to assume for it any other liability in connection with such motor vehicle."

Studebaker Automotive Sales Corporation has reserved the right to make any changes in design or to make alterations in detail the same on motor vehicles previously built.

1-10 20-62

AUTHORIZED STUDEBAKER AVANTI DEALER



OWNER SERVICE POLICY

CAR IDENTIFICATION

VEHICLE NO. R-4009

DELIVERED TO _____

5/20/63 DELIVERY DATE

Darrell W Brink OWNER'S NAME

9407 SE Pardee STREET ADDRESS

Portland CITY Oregon STATE

POLICY ISSUED BY _____

AUTOMOTIVE ENGINEER'S DEALER

STREET ADDRESS _____

CITY _____ STATE _____

Darrell W Brink DEALER'S SIGNATURE

OWNER'S SIGNATURE _____

This policy is valid only when it is presented by an authorized Studebaker Dealer to the purchaser of a new Avanti and is voided by both dealer and owner.