

What is a 1963 - 64 Studebaker Avanti Build Sheet ?

By Dan Booth
Nostalgic Motor Cars

I have been asked for over 35 years, “How can I acquire the original copies of the Studebaker Avanti 1963-1964 Build Sheets, Inspection Tickets, Dealer Cost Invoices and Avanti Motors original copies of their build sheets from 1965-1985?” They also ask for explanations how these papers were used by Studebaker and Avanti Motors.

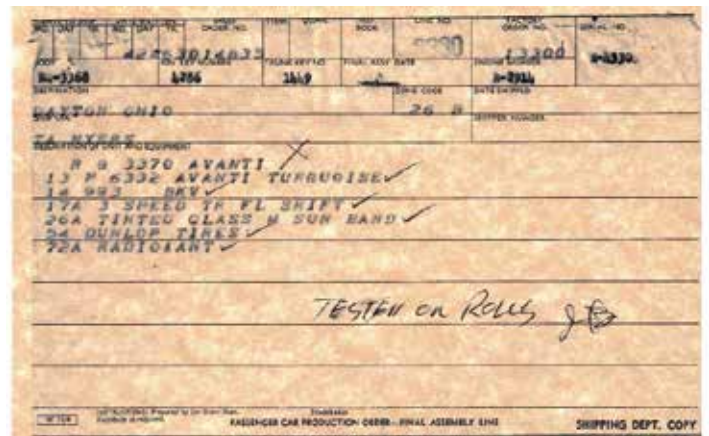
In October of 1984, from the Steve Blake era of Avanti Motors, I purchased all the original copies of the passenger car production orders (build sheets), Inspection Tickets and Dealer Cost Invoices for the 1963-64 Avanti and all the Original Build Sheet copies for 1965-1985 Avantis, and the exclusive rights to all other copies that may show up at any later dates, for all the above mentioned documents.

I knew of their existence, as I was purchasing copies, in the late 1960s through 1984, from Avanti Motors, under the Altman ownership, for my customers and my used Avanti inventory.

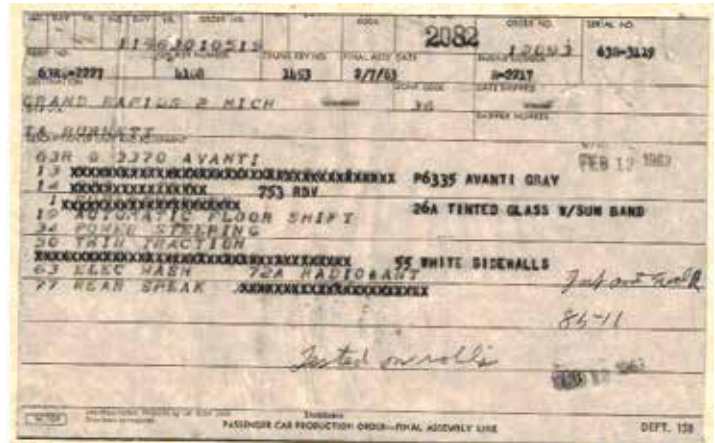
The build sheet contains all the vital information to assemble the vehicle as per the original new car order. My original build sheets quite often have somebody’s name, initial, check and or marks, statements like “tested on rolls” and etc.

The rolls are very large steel drums that are located in the floor. A driver would pull up on these rolls and the rear wheel would rest on these very large drums. The driver would punch a button and wheel chocks would come up in front and back of the front wheels. A large speedometer was visible to the driver and he/she would accelerate up to a predetermined speed, checking for a correct operation of that vehicle. All 1963-64 Avantis were tested on the rolls and road tested, per section IV of the Chassis Inspection Tickets. If something was noted, like tested on rolls, on the build sheet that meant it was retested to make sure that all the noted repairs were completed. These copies of the original build sheets and inspection tickets were probably the last pieces of paper handled by a Studebaker employee, before they were driven out the door for shipping.

All Nostalgic Motor Cars copies of the original build sheets are exactly reproduced on parchment toned paper, as this is more forgiving of 57-year-old fold



This is a copy of Nostalgic’s Original Build Sheet, for 63R-4330, part of The Nostalgic’s Born Reports.



marks, wrinkles and smear marks. It also makes it a little more difficult to change the information on the build sheets, for obvious reasons.

I have included copies of two different 1963 Avantis 63R-3119 and 63R-4330 One showing check and “x” marks with “tested on rolls.” The other shows how the information was changed, for some reason, with “x’s” typed over the original words and the new information typed in. Note the different notations, rubber stamp dates and sizes. These have become known as “The Nostalgic Born Reports.”



What is a Dealer Cost Invoice and What Information is on the Invoice ?

By Dan Booth
Nostalgic Motor Cars

The 1963-1964 Studebaker Avanti Original Dealer Invoice is a 8 1/2" x 11" paper which has the original ordering dealer's name and address, dealer number, order number and date. It also has the name of the bank or finance company listed. The original serial number and engine number are also listed with the dealers' wholesale cost on the base car with a list of all the extra cost options with their wholesale prices, color of exterior, color of interior, TV advertising, sales promotion and distribution and delivery are added up with the dealer cost base price for a total of what the dealer was paying for that Avanti. *This is not* the window sticker that was on the Avanti when it was delivered. The average mark up that Studebaker put on the window sticker was about 25% on the base car, the average mark up by Studebaker on accessories was about 30 percent. If you look in the bottom left corner, it states, "make check payable to the order of Studebaker Corporation." The Original Dealer Cost Invoices are on white paper. I copy them on parchment tone paper as it is more forgiving to a 57 year old document, with fold marks and etc. and just looks better.

I picked this Dealer Cost Invoice for 63R-4330 as a sample to show. The difference from the dealer cost to the window sticker cost.

- It is also a very low option car (rare)
- It's a very rare factory 3-speed standard shift, about 78 were built.
- It was a factory or dealer demo and was marked down by \$100.00 (see hand written notation)
- I also own this very rare factory 3-speed
- I also have a copy of the original window sticker, which makes it easier for you to understand how Studebaker's suggested mark up worked.
- I also thought it was very odd indeed that a 3 speed standard shift was used as a demo, probably the only one out of about 78.

I find it fascinating to Google the original ordering dealerships' address, listed on the dealer invoices to see if the building is still standing, and if so what it is being used for today. The address listed on this Original Dealer Cost Invoice is 1605 N. Main Street, Dayton, Ohio. Google shows it as a marketing group and it's a building of about 6000 Sq. Ft. It appears to be the original building that has been remodeled with lots of extra parking that would have been needed for new and used vehicle parking.

How cool is that? To find the original Studebaker Building still being used today. If I wanted to carry it further. I would call the marketing company to get more information about the building or to inform them it might be a original building of an old Stude-

See DEALER, Page 22

Option	Wholesale	Engine	Amount
N 6 3370 AVANTI	R 4330 P 2914		3474.00
13 F 6330 AVANTI TURQUOISE			
14 993 SKV			
17A 3 SPEED TR. FL SHIF			1165
20A TINTED GLASS W SUN BAND			
54 DUNLOP TIRES			6450
72A RADIOANT			2000
83 TV ADVERTISING		886200	750
96 SALES PROMOTION			4278
97 DISTRIBUTION & DELIVERY			

A copy of Original Dealer Cost Invoice for 63R4330.

MAKE	MODEL	YEAR	TYPE	COLOUR	FINISH	PRICE	DATE	BY	REMARKS
STUDEBAKER	AVANTI	1963	3 SPEED	TURQUOISE	SKV	3400	8-30-68	V.J. PIZZINI	340 5-29-63

A copy of Build Sheet from SASCO, 8-30-1968, 63R4330

Dealer, from page 21

baker dealership. What today's technology and extremely rare, old original paperwork can do for you from your computer is fascinating and cool beyond words. Copies of the original Studebaker Avanti and Avanti Paper work has become known as "The Nostalgic Born Reports."

STUDEBAKER	
ENDURANCE BUILT... Ask the man who owns one!	
1968 Studebaker Parts Book No. 100000	Vehicle Number 13300
J. V. MOTORS 1805 N. MAIN STREET DAYTON OHIO	Serial Number 63 R 4330
NAME	63 R 4330
ONE YEAR OF WARRANTY ONLY	REGISTERED WITH TITLE \$4445.00 DOLLAR CHARGE
R G 3370 AVANTI	
SAFETY PADDED INSTRUMENT PANEL	NO CHARGE
ELECTRIC WINDSHIELD WIPERS	NO CHARGE
15 INCH WHEELS	NO CHARGE
13 P 633P AVANTI TURQUOISE	
12 993 BKV	
17A 3 SPEED TR FL SHIFT	
26A TINTED GLASS W SUN BAND	1500
54 DUNLOP TIRES	
72A RADIO & ANT	8500
57 DISTRIBUTION & DELIVERY	4278

MANUFACTURER'S FULL BUSINESS DEALER PIV 458778

SASCO, Inc.

August 30, 1968

Mr.
Apt. 22 Colonial Knolls
Stewart Avenue
Newberg, New York 12550

Dear Sir:

The attached copy of the production ticket will answer most of the questions raised in your August 24 letter. You will note that the transmission is a 3-speed floor shift; rear axle is a Type 44 and is standard; does not have twin traction feature. There was no heavy duty equipment installed. The date of sale and the owner's name are listed on the copy of the production ticket.

Chassis components of the Studebaker Lark will not fit on the Avanti. However, we have practically any part for the Avanti you might require. We did not make custom exhaust headers for the Avanti. These were made by the Paxton Products in Santa Monica and were used only on those engines of the R3 and R4 type. You might want to write to Paxton Products at 929 Olympic Blvd., Santa Monica to see if they are available. At the same time you should inquire if the R4 will fit on the R1 without alteration.

We have a parts catalog for the Avanti which is priced at \$1.50. We also have a complete workshop manual which is priced at \$15.00. Should you decide to order either of these publications, it would be to your advantage to include your check or money order so that C.O.D. charges might be waived. The requested owner's guide is enclosed herewith.

In the event you have any difficulty in securing parts for your Avanti, we will be glad to assist you. Please let us know what you want and we will quote you availability and prices of the parts. If we can be of any further assistance, please let us know.

Very truly yours,

WJ Moeller

Manager
Field Parts and Service.

WJMoeller-hb

SASCO Inc.
633 SOUTH MAIN STREET • SOUTH BEND, INDIANA 46708 • AREA 210 280-7111
A Subsidiary of Studebaker Corporation

This is a copy of a letter, and build sheet from SASCO, dated August, 30, 1968. It was a response letter from the 2nd owner of 63R-4330, I am the third owner. They supplied the original owners name, address and date of sale. This information most likely came from Studebaker sales records. I have blanked out the second owners name.

What is an Avanti Build Sheet for 1965-1985 Avantis?

By Dan Booth
Nostalgic Motor Cars

Avanti Motors Original Build Sheets have the vin assigned to this vehicle, with all the information typed to build the Avanti per the original order. It also might have special notes for additional accessories or changes made. The special notes were normally high lighted with a marker pen as per sample RQB-3419.

When the car was being assembled it got the engine number, date of purchase, date of shipping, key numbers etc., written in. Sometimes it has the name of the original person, and/or dealer, that had ordered the Avanti.

This particular Avanti RQB-3419 was a car that I had ordered for my customer. She was leasing it from a lease company in my Detroit, Michigan area, as stated. Sometimes the person or dealer listed that ordered the car may have not taken delivery.

Example: It would take about 12 weeks for Avanti Motors in 1982 to build a car of special order. This particular Avanti was canceled by my customer in about the 8th or 9th week of the build. She had just graduated law school and ordered her dream car from me. She saw my wife, Betty's, 1978 and ordered almost the identical Avanti. I never required a deposit to order an Avanti for a customer, as Avanti Motors never required a deposit from me.

It was canceled because her father thought she should purchase a Ford product, like a Lincoln, because he worked at the Lincoln plant, which was one mile west of me, at that time, in Wixom, Michigan.

I called Avanti sales manager Chuck Soliday to cancel the order. Chuck's comment was "Dan, that Avanti has great colors and accessories and it won't be hard to sell, if I don't want it when it was finished." About two to three weeks later, Brenda, my original ordering customer, called and asked if I could still get the Avanti for her, that her father understood how important it was to her to have her dream car. I called Chuck Soliday and asked if the car would still be available. He stated, it was still my car as I did not cancel my order, only who was going to take delivery, but I would not have to take it if I didn't want it

He also stated that cancellation of an order, by a customer or a dealer, has happened before and it was not big deal.

Why I told this story is that on my original build sheet

copies, if it has a name or dealership listed, they may have not taken delivery of said vehicle. So that information may be incorrect.

I'm very pleased to tell you that Brenda still owns RQB-3419 that I delivered to her in May of 1982. It's 99 percent original and showing minimal wear and she will never sell it. It will be passed down in the family. I am also happy to report that she showed RQB-3419 at the Eyes on Design Show, June 17, 2018 along with me and about 10 or 12 other customers. This fabulous invitation only show is held on the grounds of The Edsel Ford Mansion, on Lake Sinclair in Grosse Pointe Shores, Michigan.

The Avanti was the feature vehicle for their tribute to Raymond Loewy's design on that June Father's Day, 2018.

Editor's note: Brenda Maxwell's Avanti was featured in Avanti Magazine Issue 183, Summer/Fall 2018, on page 19.



DATE OF SHIP	MO.	DAY	YR.	TEL.	SALES ORDER NO.	ITEM	QUAN.	LINE NO.	FACTORY ORDER NO.
					2198			3419	
REP. NO.	10243		TRUCK KEY NO.	EP-1760		TRUCK KEY NO.	EP-2463		TRUCK ASSY. DATE
DESTINATION	NOSTALGIC MOTORCARS (ATLAS AUTO LEASING)		REGION CODE	304		ENGINE NUMBER	V1009204		
SHIP VIA	WIXOM, MI		DATE SHIPPED	5/12/82		SHIPPER NUMBER	A13342		
DESCRIPTION OF UNIT AND EQUIPMENT									
305 CU. IN. ENGINE - 1982					PAINT - BRITISH RACING GREEN SW J4 4131G				
AUTOMATIC TRANSMISSION					TRIM - EAGLE OTTAWA SPECIAL DYED SADDLE LEATHER				
POWER STEERING					SEAT TRIM - EAGLE OTTAWA SADDLE LEATHER FULL SEATS				
TILT STEERING WHEEL					DASH-VISORS-HEADBOARD - EAGLE OTTAWA SADDLE LEATHER PAINT				
A/C CONDITIONING					ROLL BAR - EAGLE OTTAWA SADDLE LEATHER				
SUNBAND IN WINDSHIELD					DOOR PANELS - EAGLE OTTAWA SADDLE LEATHER TRIM & INSERTS				
TINTED SIDE WINDOWS					HEADLINER - EAGLE OTTAWA SADDLE LEATHER				
REAR ELEC. AM/FM/CB ANTENNA					DASH & CONSOLE PANELS - ITALIAN ASH WOOD VENEER				
INTERNAL CONTROL MIRROR					CARPET - TREND BAL HARBOUR REDWOOD				
DOOR & FENDER PROTECTORS					INTERNAL CONTROL MIRROR				
REAR WINDOW DEICER					REAR SEAT & UNDER DASH SPEAKERS				
INTERMITTENT WIPER CONTROL					RIGHT SIDE FIXED MIRROR				
MOONROOF					REAR ELECTRIC AM/FM/CB ANTENNA				
ELECTRIC WINDOWS					REAR WINDOW DEICER				
DIGITAL AM/FM w/ CASSETTE					NOTE: INSTALL WOOD WHEEL				
TRUNK MOUNT CB					UNDERCOAT CAR				
RIGHT SIDE FIXED MIRROR					INSTALL SAME CARPET IN TRUNK AS ON INTERIOR				
WIRE WHEELS (4)					INSTALL LUGGAGE HACK ON TRUNK LID				
MICHELIN TIRES (BLACKWALLS OUT)					INSTALL HEADLIGHT LENS COVERS				
ELECTRIC TRUNK RELEASE					INSTALL LONG SEAT TRACKS				
CRUISE CONTROL					INSTALL RECLINING SEAT - PASSENGER & DRIVER				
ELECTRIC DOOR LOCKS									
HELLA DRIVING LIGHTS									
<small>INSTRUCTIONS: Prepared by Ed Order Dept. Distributors as required.</small> <small>WTR</small>									
<small>PASSENGER CAR PRODUCTION ORDER - FINAL ASSEMBLY LINE</small>									
<small>LINE SETTING FILE COPY</small>									

Copy of Original 1982 Avanti Motors Build Sheet, RQB-3419, The Nostalgic's Born Report

What are the 1963-64 Avanti Inspection Tickets?

By Dan Booth

Nostalgic Motor Cars

The Avanti inspection tickets are pre printed forms on 8 1/2"x11", double sided yellow card stock. One form is titled "The Avanti Vehicle Inspection Check off inspection report Chassis." The other preprinted form is titled "Avanti Vehicle Inspection Check Off Inspection Report Body"

W732 Studebaker		Date
CAR AND TRUCK ASSEMBLY INSPECTION RECORD		Serial No.
INSTRUCTIONS: Made in original by inspector. After necessary repairs, inspector and repairman will enter clock numbers in proper space. Filed for future reference.		Model
Section One	Check all parts and rivets assembled to frame. Check springs, axles, brake and hub assemblies. Check special equipment.	CLOCK NO. Inspector
Section Two	Check brake lines. Check propeller shaft and universal joints. Check motor mounting in frame and all connections. Check special equipment.	Repairman
Section Three	Check all units, brackets and assemblies to frame. Check body mounting. Check body record ticket. Check Car Order and Inspection Record for special equipment.	
Section Four	Check all connections of cab to motor. Check fender and radiator installations. Check electric assembly. Check special equipment. Check all instruments, controls, pedals, etc.	

These double sided forms are photo copied on yellow card stock, but will be single sided. You might also get some half sheets with written information on the back side of a "Studebaker Car and Truck Assembly Inspection Record" (see copy of the front side of this pre printed form, above).

Each double sided form will have five to six categories. These categories have items listed that must be inspected, as the vehicle is being built. If something was found wrong, the inspector used "X" marks, check marks, circles and etc. to identify the problems for correction, that would be made later. They also wrote up items that may not be listed in these pre printed categories. You will also see a number written after the items listed by the inspectors. These numbers are the badge or employee numbers of the repair person that did the repairs.

These copies of the original inspection tickets show just how problematic the Avanti was to build, as most have a lot of extra written in problems, that were outside of the pre printed check off selections space and criteria.

At right, in the next column, is a sample of the early style Inspection Ticket Forms, used up to about 63R-1452, with a total different look than the forms used after about 63R-1452.

I have included all the original copies of 63R-4330, which I own, 63R-4330 was inspected in May of 1963 It's a very low option car, but is an extremely rare 3-speed, standard shift, to the best of my knowledge only 78, 3 speed standard shifts were built behind the R-1 engine for 1963-1964.

A copy of the early style inspection ticket form used up to about Avanti 63R-1452, with a totally different look from later forms.

A copy of the front side of the later style Chassis Inspection ticket form for Avanti 63R-4330.

It doesn't make any difference whether it was an early 1963 or a late 1964 they just all had a lot of extra repairs written up. The penmanship is sometimes very difficult to read. They may have paint over spray, grease smears, wrinkle marks and smudges on them. After all they are almost 60 years old.

The original inspection tickets are a very rare item to find for any vehicle from any manufacturer, actually the original Avanti inspection tickets are the only ones that I know of that still exist from any vehicle ever manufactured.

The inspection documents for most, if not all the manufacturers, were typically destroyed when the vehicle was ready for shipment. They had served their purpose and were now no longer any value.

On these original documents up in the top right corner it will show a date that the particular car had its final inspection, a serial number, line number and body number, but this space was not always filled out completely. It's also quite interesting to note on the top of the second page of "The Avanti Vehicle Inspection Check Off Inspection Reports Chassis." It is noted on most copies that 8 gallons of gasoline were put in the gas tank.

These very rare copies of the original inspection tickets will help document the way an Avanti was born and are available exclusively from Nostalgic Motor Cars.

The original inspection tickets and the original build sheets that I have were probably the very last pieces of paper to be handled by that last Studebaker employee, before the Avanti was driven outside for its trip to the waiting Studebaker dealerships through out the world.

A copy of the front side of the later style Body Inspection ticket form for Avanti 63R-4330.

A copy of the back side of the later style Body Inspection ticket form for Avanti 63R-4330.

A copy of the back side of the later style of Chassis Inspection ticket form for Avanti 63R-4330.