

# Nostalgic's Born Reports, Get an "A"

By Dan Booth,  
Nostalgic Motor Cars

Perhaps the mystery of the letter "A" stamped on the serial number plate and then became part of the serial number on the title has been finally correctly solved with Studebaker Original paperwork.



This all started when a new customer called and asked if I had the Nostalgic's Born Reports, for 63R-4252A. I told him to the best of my knowledge, Avanti never had a letter "A" in the original serial number. He stated his title and serial number plate indeed had an "A"

I called him back and told him he was very, very lucky that I did indeed have the original Build Sheet, Inspection Tickets and Dealer Cost invoice for 63R-4252, but I also had two other very rare documents.

- 1) A Selling Zone invoice, made out to the same dealer as the Dealer Cost Invoice, and,
- 2) A zone car Delivery Report with a second piece of paper stapled on top of it.

Now to become more confused, all three original

documents show the serial number to be R-4252, not 63R-4252A

The only place I could find that mysterious letter "A" is the top right corner of Selling Zone invoice as the invoice number 13231-A which ends with that letter "A" with a date of 10/28/63. The Zone Car Delivery report on top right repeats the invoice number 13231-A and the same date.

These two documents show this Avanti was a public relations car that was put into service for that purpose on 5/23/63 and was wholesaled for \$3,700.00 to the dealer in Alhambra, California, Tom Sherlock Motors with 5,000 miles on it. The original build sheet has code #92 Service for retail del' and code #99 Tag public relations, the original dealer invoice shows code #99 tag public relations.

The original Dealer Cost Invoice down at the bottom has a number stamped 17491, but also has some writing with a date of 10/30/63 with the invoice #13231 without that mysterious letter "A"

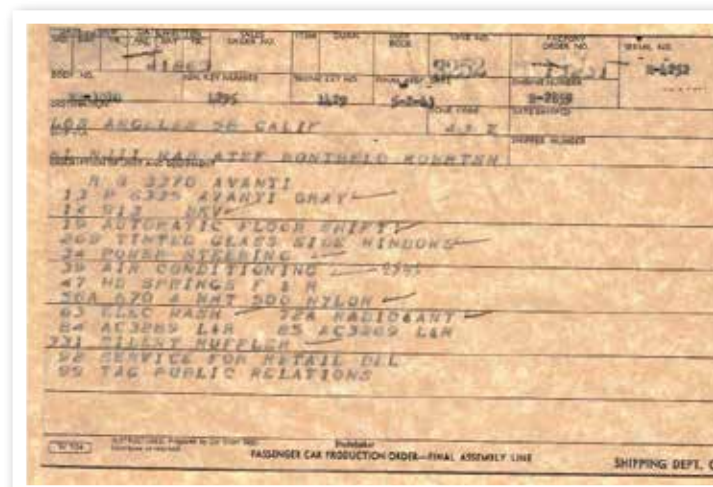
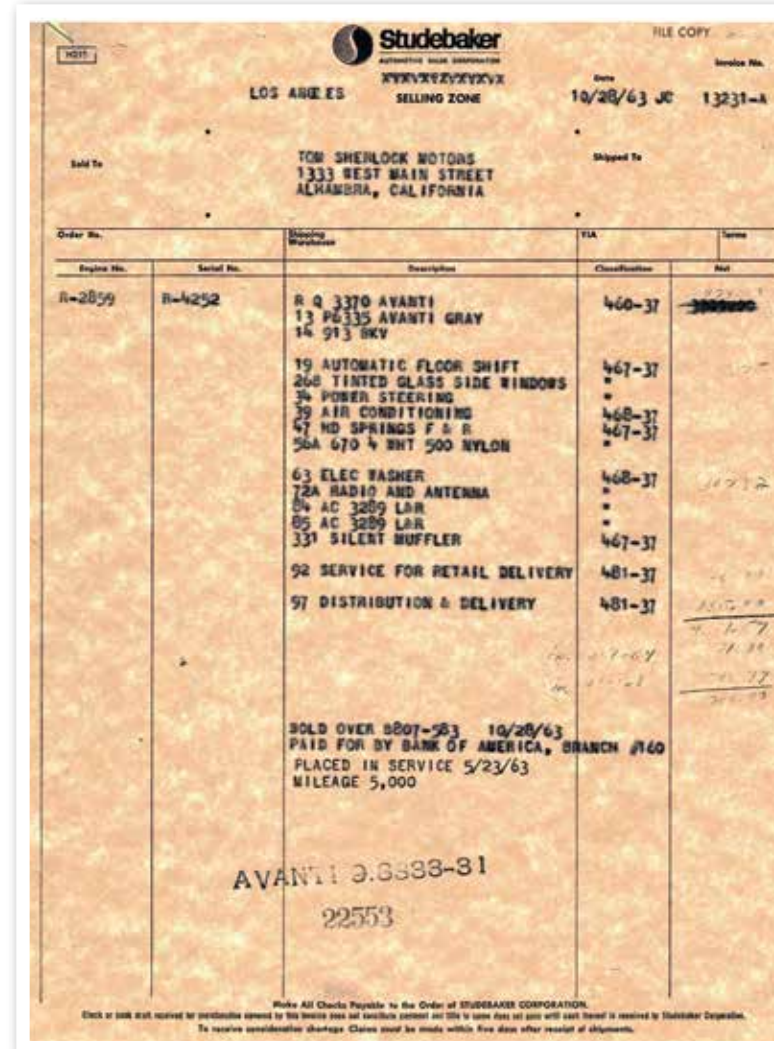
Finally, after hour upon hour, weeks upon weeks, it all started to make sense. The key word was "tag" in code 99 on the Dealer Cost Invoice and the Build Sheet. I finally concluded that the "A" meant Factory mileage car (public relations car).

Now that raises another question, Why did they stamp the letter "A" on the serial number plate and also include it in the title serial number? My conclusion was that Studebaker was knocking off 5,000 miles and about five months off their new car warranty program for this new Avanti.

I have found more invoice numbers with the letter "A" at the end and they all were mileage cars. What I am not sure of is when the "A" was stamped on the serial number plate—was it by the factory or the dealer? The dealer must have added the "A" to the serial number on the title, so I am very confident that the "A" meant factory mileage vehicle.

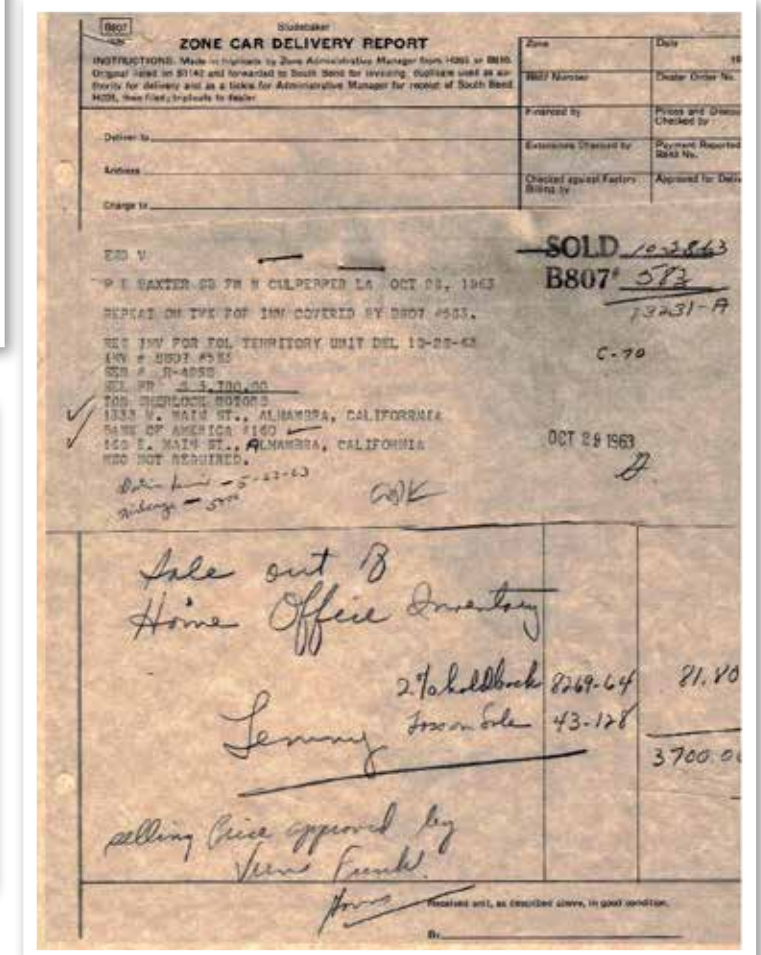
What's still puzzling, about this Avanti is the "63" is still in the serial number 63R-4252 A that was eliminated in the serial numbers back on February 12, 1963 and on the original build sheet and on the original Dealer Sales Invoice on April 4, 1963. but this Avanti's Build Sheet has a date written of April 18, 1963, but it wasn't wholesaled until 10-28-63 for retail delivery. Most new car dealers would have sold this Avanti as a 1964 model. If anybody has an Avanti with the letter "A" stamped on the serial number or on the title, as part of the serial number, please call me. Dan Booth at Nostalgic Motor Cars (248)349-4884.

I would like to thank Neil Thomas, owner of 63R-4252A, for taking the time to send me pictures of the title and stainless serial number plate, so I could share them with all of you.



This is a copy of "Nostalgic Born Reports" Original Build Sheet for 63 R-4252A, Showing Date written 4-18-63, Serial number R-4252, Final Assy date 5-2-63 Code #92 service for retail del, code #99 tag public relations.

This is a copy of "Nostalgic Born Reports" Original Studebaker Selling zone invoice # 13231-A, wholesale date 10/28/63, place in service 5/23/63, invoice dated 10/28/63 with 5000 miles.



This is a copy of "Nostalgic Born Reports" Original Studebaker Zone car Delivery Report for 63R-4252A

Shows serial number R-4252, invoice 13231-A. wholesaled to Tom Sherlock Motors for \$3700.00 on Oct. 29 1963 with 5000 miles on it and was place in service 5-23-1963