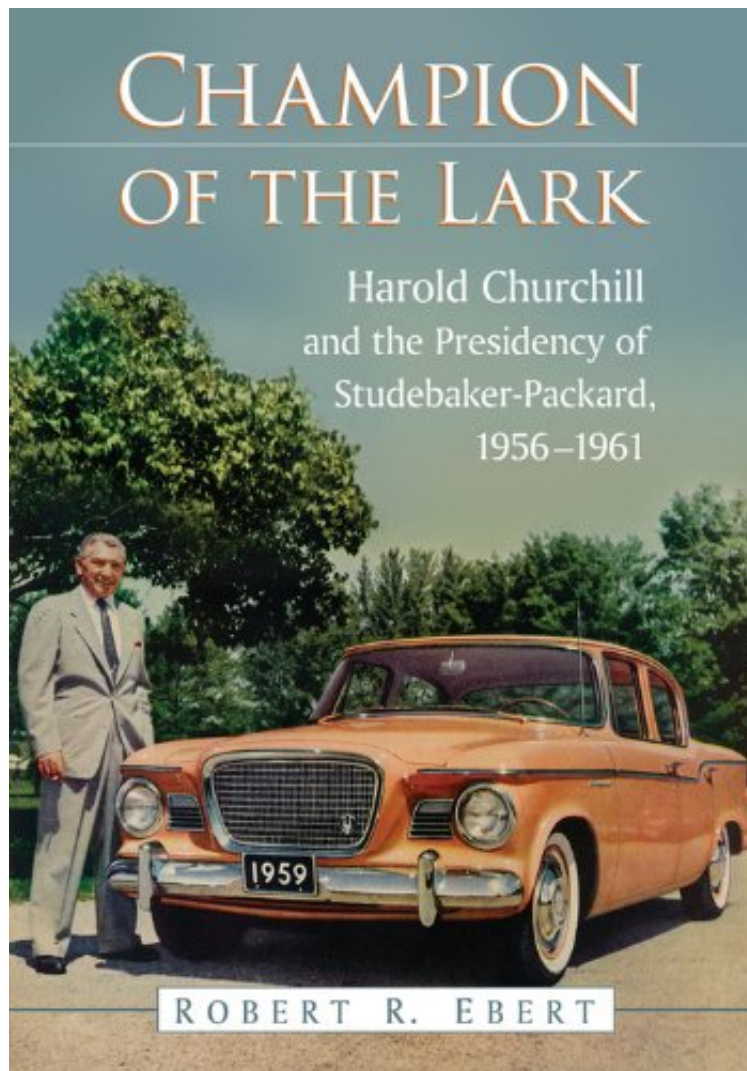


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## Champion of the Lark: Harold Churchill and the Presidency of Studebaker-Packard, 1956ndash;1961

*Robert R. Ebert*

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**Robert R. Ebert : Champion of the Lark: Harold Churchill and the Presidency of Studebaker-Packard, 1956ndash;1961** before purchasing it in order to gage whether or not it would be worth my time, and all praised Champion of the Lark: Harold Churchill and the Presidency of Studebaker-Packard, 1956ndash;1961:

4 of 4 people found the following review helpful. A nice reshash of Stude corporate history, but what of Harold Churchill the man?By JayWThe book featured a good history of the Studebaker Corporation from 1956 through the ending of automobile manufacturing in 1966. Unfortunately, Harold Churchill the man received only glancing mention in the book. I purchased the book looking forward to really getting to know Harold Churchill the man, not to read a

mostly rehashed version of Studebaker corporate history. Harold Churchill was a gentleman farmer who raised a family and undoubtedly had many personality traits that were not examined at all by the author. Where was his farm located? How many acres? What were his other hobbies? What do his children and acquaintances and friends remember best about Harold Churchill? None of this was included in the book, but should have been. Also missing...alternative plans to the Lark that were explored for 1958, including a facelifted "big" Studebaker. Overall the author once again did a good job of re-telling very well known Studebaker corporate history. Gone missing? Harold Churchill the man, and that was a big disappointment.

0 of 0 people found the following review helpful. Limited appeal \* But a must for Studebaker enthusiasts

By mary pStudebaker enthusiasts, particularly those of us fascinated by the companies history, are probably relatively rare. But if you are one...you'll love this book. Does recounting of board room meetings bore you? Or are you on the edge of your seat as history is made? Champion of the Lark is focused primarily on Harold Churchill and the years 1956 to 1960. But the author takes time to lead the reader through Studebaker after WWII, through the Packard merger under James Nance. He covers Churchill's tenure in great detail. Then continues the story with Sherwood Egbert and finishes with Studebaker's exiting automobile manufacturing under Byers Burlingame. Trials, tribulations, successes and failures. What each manager brought to the company, good and bad. Plenty of details on the cars too. With illustrations of all the models from just before, through, and after the Churchill years. After reading this book you will not only have a much better understanding of why Studebaker quit the car business, you will have great admiration for the challenges they overcame (barely) along the way.

2 of 2 people found the following review helpful. Great Book on Studebaker's Last Years

By Peter KurzinaMy father was VP of Manufacturing Engineering of Curtiss-Wright, and he spent several days of each week for two years in South Bend with "Church" and his people improving manufacturing processes. I was young at the time, but fell in love with Studebakers and Packards...partially because of my trips to South Bend (The plants and proving grounds) and trips to Detroit as the old Packard plant was shut down. The book gives a great inside view of what was going on "behind the curtain"...and more particularly, of "Church" who was a fine gentleman and excellent executive, given what he had to work with. I loved the book!

A career engineer at Studebaker, Harold E. Churchill became president of the recently merged Studebaker-Packard Corporation in 1956, at a time when finances were shaky and an aging product line was losing ground to the Big Three. Quickly launching a program of "realism and common sense," he focused the company's energies on a few selected market segments where he saw opportunities for gain. His vision for a compact economy car led to the Lark, the hit model that Studebaker desperately needed. This thorough examination of Churchill's leadership of Studebaker-Packard draws upon Board of Directors minutes, internal documents, oral histories and media reports in constructing a detailed account of these crucial years. In addition to covering the cars and trucks produced under Churchill in detail, it closely traces Churchill's actions as president and analyzes his motivations, the pressures he faced, his leadership style and the success or failure of his tenure.

"Robert Ebert is definitely the person to pen this very readable history of a difficult time in Studebaker's history. Having access to the corporate board minutes, oral histories, internal documents, media reports and more, Ebert has taken what could be a difficult to read subject and made it interesting, informative and understandable"--Antique Automobile; "if you are already familiar with the history you now will gain additional insights reading of the thinking and decision making processes that preceded the various public announcements"--SAH Journal; "a worthy addition to your library...lucid, readable and interesting"--SpeedReaders; "fashionable black and white photographs from the 1950s and early 1960s complement the text"--Reference Research Book News.

About the Author Robert R. Ebert, Ph.D., is a professor emeritus of economics at Baldwin Wallace University in Berea, Ohio, and the secretary of the Society of Automotive Historians. He has authored or co-authored books and numerous articles on automotive history including on Studebaker and Packard. He lives in North Ridgeville, Ohio.