



# MISSOURI - ILLINOIS "GATEWAY" CHAPTER Studebaker STEERING WHEEL NEWSLETTER



THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM APRIL 1933 THROUGH MAY 1933. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



JANUARY-FEBRUARY 2023

Volume #53 Issue #1  
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## PRESIDENTS REPORT

BY: *Ben Alspach*

### Planning Ahead

Happy New Year, everyone, and welcome to 2023! I hope you were able to enjoy some quality time during the holidays with family and friends. Our Gateway Chapter Christmas Party on Sunday, December 11<sup>th</sup> was well attended with 20 members and one guest present. In addition, three sharp looking Studebakers graced the parking lot at the Bandana's BBQ in Sunset Hills. Based on the "chatter level" (and frequent laughter!) in our dining area, I'd conclude everyone had a good time catching up with old friends.

Our first meeting of '23 will be held on Sunday, January 8<sup>th</sup> at the Denny's restaurant on Dorsett Rd. (at I-270) in Maryland Heights (see details below). Unfortunately, this meeting date was finalized too late to get it listed in the "What's Happening" section of the December issue of Turning Wheels. Which leads me to the point of this message. As a club, we can benefit significantly by getting into a regular meeting schedule and **PLANNING AHEAD!** In fact, many SDC chapters lay out an "event calendar" up to a year in advance which ensures members always know when and where meetings and other events are scheduled and who they can contact for more info on that activity.

Advanced planning can also help in recruiting new members. For example, if you're attending a show or cruise-in and come across someone interested in Studebakers, it's great to be able to pull out your phone, locate info on our upcoming meetings, and then invite this "prospect" to come and check us out. This is especially appealing if there's a meeting planned nearby, so travel isn't a big deal. And, for current members, each issue of Turning Wheels can serve as a reminder of our upcoming activities. I skim the "What's Happening" section in every issue and I'll bet many of you do, too.

I'm pleased to report that Phil Hendrickson has already made arrangements for our March 12<sup>th</sup> meeting in Arnold (again, see details below) so we're making progress. But what about May, or July or ?? Aside from the AOAI Int'l Meet in June and our September picnic meeting at JB, the calendar is wide open. It's easy to organize a meeting; all you need is a cooperative restaurant with a meeting space for about 25 attendees, hopefully with a nice parking lot for a few classy Studebakers. And you can pick a location near you! Please consider organizing a meeting . . . and feel free to contact me if you need some guidance or have questions.

*---See you at our January chapter meeting at 2:00 PM on Sunday, January 8<sup>th</sup> at Denny's Restaurant, 12319 Dorsett Rd., Maryland Heights, MO 63043. (At the intersection of I-270 & Dorsett Rd.).*

*---Our March meeting will be held on Sunday, March 12<sup>th</sup> at 2:00 pm. at Wesley Rogers Steak & Buffet, 3601 Jeffco Blvd., Arnold, MO 63010, (Located at the SW corner of Jeffco and Richardson Rd.).*



**AND DON'T FORGET TO PAY YOUR '23 DUES! THANKS!**



Studebaker started April 1933 with the same 8 greater St. Louis area Studebaker dealerships it had at the end Of March. Plus on 3/5/1933, Studebaker actually added Dierl Motor Sales, 1335 South 7th Boulevard, St. Louis, MO., to sell the Rockne band of cars but not Studebaker. Studebaker still had 1. Arthur R. Lindburg, Inc., Exclusive St. Louis Studebaker Distributor, Grand and Lindell, St. Louis, MO., 2. Hammond Motor Car Co. Granite City, IL, 3. Cookson Motor CO., East St. Louis, IL., 4. Bopp Broths., Webster Groves, MO., 5. KOERNER-SNIPEN, Inc., SOUTH SIDE Studebaker, 3456 South Grand, Blvd. St. Louis, MO., 6. Sheaburn Auto Co., Alton, IL. 7. The Moto-Rite, 5180 Delmar Blvd.—at Lake, St. Louis, MO.. And 8. Endres Motor Sales, Belleville, IL., 9. Dierl Motor Sales, 1335 South 7th Boulevard, St. Louis, MO., to sell Rockne only. With Studebaker employees actually helping out the

The ad above RIGHT appeared in the St. Louis Post-Dispatch on 4/20/1933.

THEY'RE THE PATTERN CARS FOR ALL CARS OF THE FUTURE!

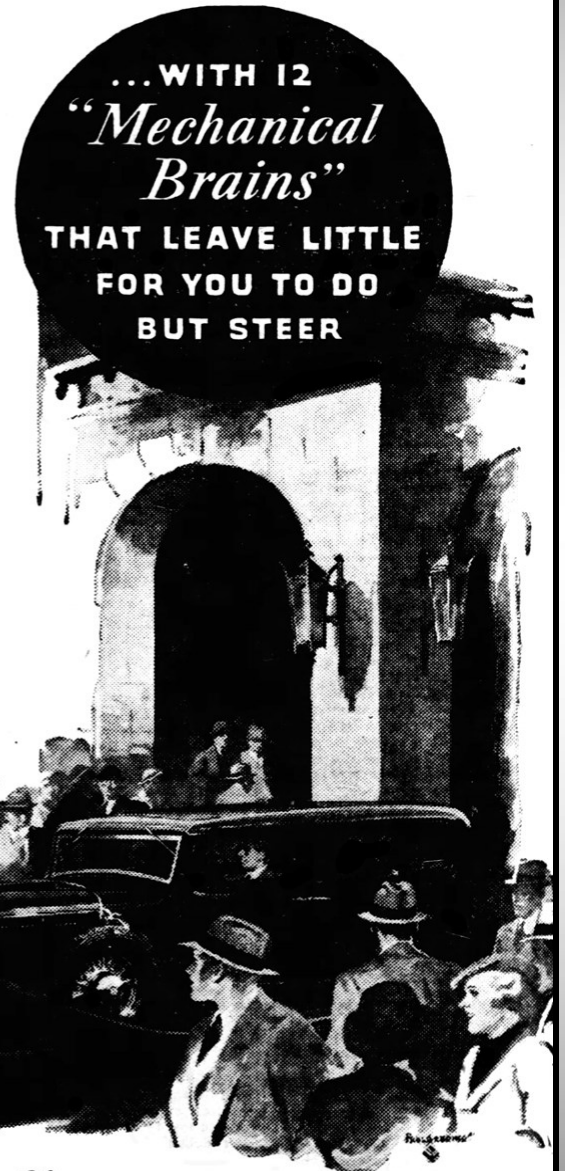
# Automatic Automobiles!

YOU'LL half imagine you're living ten years ahead when you drive one of Studebaker's Automatic Automobiles the first time.

Things happen that positively startle you. The way Studebaker's Power Brakes *apply themselves*, for example . . . at the slightest touch of your toe tip! The way you start instantly at the single turn of a switch key—in any weather—without ever adjusting spark or carburetor . . . or working a choke! The way your engine will start itself again—and at once—should you stall it, *even on a hill!*

In fact, your hands and feet are so freed from work, and your mind is so freed from strain in these amazing Automatic Studebakers, you find you have little to do but steer.

Come in and have the fascinating experience of driving one of these Automatic Studebakers that all but drives itself. Come in and see how the greatest engineering brains in motordom have succeeded in putting 12 "mechanical brains" to work *saving work* for you!



**Arthur R. Lindburg, Inc.**

Distributor  
Grand and Lindell Bvds.

Open Evenings Until 9 O'Clock; Sunday Until 6 O'Clock. Phone JEff. 8850.

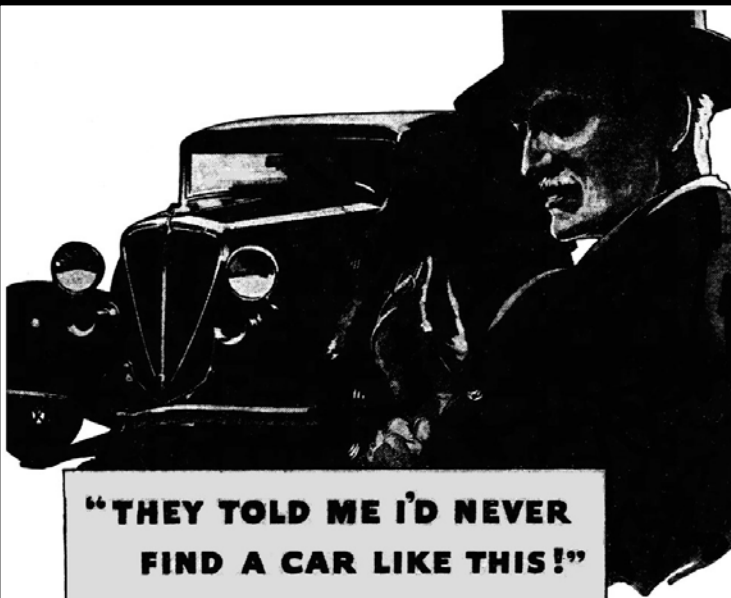
ASSOCIATE DEALERS  
BOFF BROS., Webster Groves, Mo. KOERNER-SNIPEN, INC., SOUTH SIDE STUDEBAKER, 3456 South Grand Bl., LAcleds 9400  
SHEARBURN AUTO CO., Alton, Ill. HAMMOND MOTOR CAR CO., Granite City, Ill. COOKSON MOTOR CO., East St. Louis, Ill.  
ENDRES MOTOR SALES, Belleville, Ill.

# STUDEBAKER

BUILDER OF CHAMPIONS . . . PIONEER OF FREE WHEELING

**\$840**





**"THEY TOLD ME I'D NEVER FIND A CAR LIKE THIS!"**

I've had an extraordinary experience the past few weeks. I've been trying out a number of low-priced automobiles. And I wouldn't be surprised if they have me pegged as a pest in a lot of salesrooms.

But you see, I was doing the buying, after all. And by looking around thoroughly, and being insistent, I finally got the kind of car I wanted . . . and for the money I wanted to pay. And it's a peach . . . it's a Rockne . . . built by the Studebaker people, you know.

This Rockne is marvelously built for one thing. Everything about its mechanism is solid and strong like an expensive car. That's the thing that impresses you the first minute you drive it.

And Studebaker has made sure that Rockne is completely equipped with all the modern advancements—besides upholstering it as richly as though it sold for \$200 more.

When you open up your throttle, Rockne shows you some new things about power. Its rubber floated

engine doesn't register a single tremor . . . but oh, how it responds! It's not only quiet in high but in second, too. And I'm talking after driving everything in the Rockne price range.

Take my word for it, you'll be foolish to put a dime down on any low-priced car until you first drive a Rockne. I've tried the others . . . and I know. They're not putting a bargain price on Rockne, mind you. But they're not charging you anything extra for the Studebaker experience and quality that go into it!

**TRY A ROCKNE . . . AND YOU'LL BUY A ROCKNE**

Rockne offers you a six-cylinder, 70-horsepower engine floated in live rubber . . . Fr. a. wheeling, synchronized shift, silent second . . . automatic switch-key starting . . . double-drop, rigid "X" frame . . . one-piece all steel bodies of full aerodynamic design . . . electro-plated pistons . . . silent threaded spring shockles . . . hydraulic shock absorbers . . . extra large capacity batteries . . . extra powerful brakes . . . contoured upholstery with special coil springs . . . smaller wheels, lower over-all height.

**Arthur R. Lindburg, Inc.**

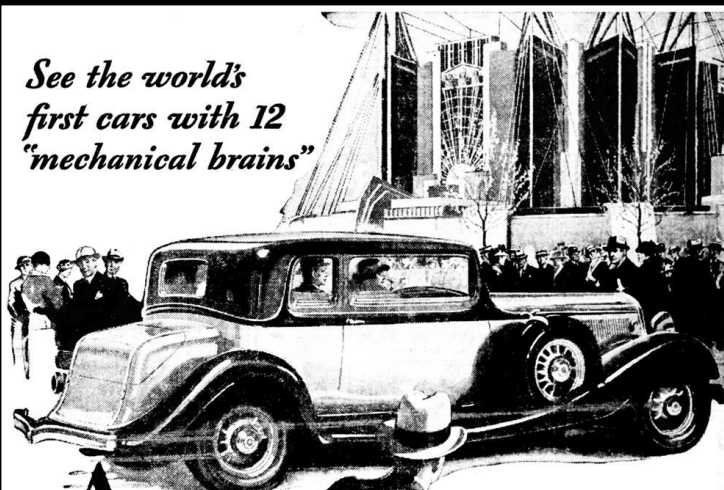
Distributor  
Grand and Lindell Bldgs.

Open Evenings Until 9 O'Clock; Sunday Until 9 O'Clock. Phone JEff. 8550.

ASSOCIATE DEALERS:  
KOERNER-SNIPEN, INC., SOUTH SIDE STUDEBAKER, 2458 South Grand Blvd., Laclede 9400  
DIERL MOTOR SALES, 1331 S. Seventh St., HAMMOND MOTOR CAR CO., COOKSON MOTOR CO., East St. Louis, Ill.  
ROPP BROK., Webster Groves, Mo. ENGLISH MOTOR SALES, Belleville, Ill.  
SHEARBURN AUTO CO., Alton, Ill.

**\$585**  
and up at the factory

**ROCKNE SIX**  
BUILT BY STUDEBAKER



See the world's first cars with 12 "mechanical brains"

**Automatic Automobiles!**

Studebaker's sensational contribution to 1933

THEY'RE the world's first cars that all but drive themselves . . . these amazing new Automatic Studebakers. They're the pattern cars for all cars of the future with their 12 uncanny "mechanical brains" that not only act for you automatically but practically "think" for you, as well.

See how Power Brakes—greatest engineering achievement of the year—bring these Studebakers smoothly, surely, to a stop at your toe tip's touch. See how Studebaker's fully automatic control of

choke, carburetor and spark operates without even a gesture of help from you. See how Studebaker starting is automatic not only when you're starting—but even should you stall!

No other cars in existence have so completely eliminated the human element from driving—so thoroughly reduced physical effort and mental strain as these Automatic Studebakers. They've simplified everything—even steering and gear-shifting.

Come in and drive an Automatic Studebaker, even if you're not ready to buy—no matter how new or old your present car may be. It will be the most fascinating motoring experience you've ever had.

**Arthur R. Lindburg, Inc.**

Distributor  
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Open Evenings Until 9 O'Clock; Sunday Until 9 O'Clock. Phone JEff. 8550.

ASSOCIATE DEALERS:  
KOERNER-SNIPEN, INC., SOUTH SIDE STUDEBAKER, 2458 South Grand Blvd., Laclede 9400  
DIERL MOTOR SALES, 1331 S. Seventh St., HAMMOND MOTOR CAR CO., COOKSON MOTOR CO., East St. Louis, Ill.  
ROPP BROK., Webster Groves, Mo. ENGLISH MOTOR SALES, Belleville, Ill.  
SHEARBURN AUTO CO., Alton, Ill.

**STUDEBAKER** **\$840**  
AND UP, F.O.B. FACTORY  
BUILDER OF CHAMPIONS . . . PIONEER OF FREE WHEELING

Studebaker factory by offsetting some of their pay and savings to pay for Studebaker advertising and marketing. The Studebaker factory responded to their entering receivership with an aggressive new marketing campaign promoting Studebakers as "Automatic Automobiles" containing "12 mechanical brains" that made driving so easy all an owner had to do was steer. The ad's proclaimed Studebakers were so advanced that "They're the pattern cars for all cars of the future!" By telling buyers know Studebakers were so advanced, they wouldn't worry about receivership making obsolete their Studebaker purchase. The ad notes these Studebakers are so advanced they almost "drive themselves and think for you." So what are these mechanical brains? Well, the ad only lists three so here they are. Power Brakes, automatic choke, and automatic starting. Univac and Big Blue have no competition to worry about here when it comes to artificial intelligence. The Studebaker factory was now back placing ads in daily newspapers and making sure all its dealers in a given market like the greater St. Louis area were once again mentioned at the bottom of each ad with their addresses.

Before receivership Erskine had put most of Studebaker's newspaper ad resources behind promoting the low priced, entry level, hopefully high volume, and low margin Rockne car. Now it was obvious the factory was making a complete 180 degree change and giving the senior Studebaker lines the biggest portion of their promotion dollar. This is likely because in just 2 short months, July 1933, Studebaker would be pulling the plug on the Rockne line completely. The car wasn't competitive in price and feature wise and it just wasn't selling. Despite Studebaker press releases that insisted deliveries of Rockne's often rose from one quarter to another. Even when the Studebaker factory dumped Rockne's onto dealers at below factory cost, the dealers still had trouble selling them. Reportedly there was even sales resistance to the name although the car had so

The above ads from top left to right and clockwise appeared in the St. Louis Post-Dispatch on 4/11/1933 and 4/28/1933.



**Expands Interests  
To Pacific Coast**



—Sid Whiting Studio.  
**ARTHUR LINDBURG,**  
President of Arthur R. Lindburg, Inc., who has added the Studebaker-Rockne-Pierce-Arrow distributorship at San Francisco to his interests in St. Louis.

**Arthur R. Lindburg  
Adds Distributorship  
At San Francisco**

Local Studebaker-Rockne Wholesaler to Continue Headquarters in St. Louis.

Arthur R. Lindburg has expanded his activities by acquiring the San Francisco franchise for Studebaker, Rockne, Pierce Arrow Motor Cars and S. P. A. trucks. Last week he opened a new store in St. Louis at 3506 North Grand boulevard, near Hebert street.

Lindburg now becomes one of the largest distributors of these products. He owns and operates in St. Louis, Arthur R. Lindburg, Inc., distributors of Studebaker and Rockne cars for Eastern Missouri and Southern Illinois; and the Arthur R. Lindburg Co. and is distributor of the S. P. A. line of trucks, besides owning a large local finance company.

For several years Lindburg has owned the Studebaker-Rockne Distributing Company at Fresno, Cal.

The addition of the San Francisco distributorship makes his California organization one of the largest automobile companies on the West Coast. The Lindburg interests now have more than 300 persons in their employ.

According to Lindburg, the proximity of St. Louis to the Studebaker-Rockne plant at South Bend, Ind., and the Westinghouse plant at Mansfield, Ohio, will naturally make St. Louis the general headquarters for his business. He will, however, make frequent trips to the West Coast.

"There is no doubt in my mind that this country has not only turned the corner toward better business, but is well on the way toward prosperity," Lindburg said. At the same time I am convinced that the Studebaker Corporation and its subsidiaries are fundamentally sound, as is proven by their remarkable record since they have been operating under a receivership. I believe that today is the right time to buy anything."

Lindburg said that J. B. ("Jack") Ashner would continue in charge of his Studebaker operations in St. Louis.

*Studebaker offers you amazing cars*

WITH 12 "MECHANICAL BRAINS"

**Automatic Automobiles**

*They all but drive themselves...you have scarcely anything to do but steer*

**Y**OU simply sit behind the wheel and steer. Practically every driving task in driving an ordinary car is done for you automatically in these sensational new Automatic Studebakers. And don't expect to find Studebaker's twelve uncanny "mechanical brains" in other cars.

There are no cars as yet in existence that compare with these Automatic Studebakers.

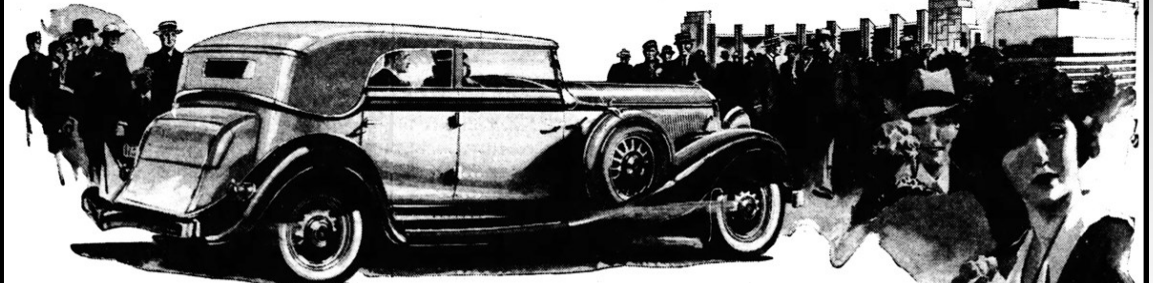
Your starting is done at a key's switch. And should you stall, your Automatic Studebaker automatically and immediately starts itself again without a gesture of help from you.

There's no choke button. Your spark, your carburetor and choke operate automatically and correctly under all conditions. You stop at the touch of your toe tip—smoothly, surely —thanks to Power Brakes, the standout auto-

motive engineering achievement of the year.

Almost everything else that you have to do physically in other cars—almost everything that taxes your physical energy and your nerves—is completely and automatically taken care of by 12 "mechanical brains" in these best built, best looking cars that Studebaker has ever produced.

Drive an Automatic Studebaker today. We'll gladly put one at your disposal for a trial—even though you're not thinking of buying. It's motoring's truly amazing sensation.



**Arthur R. Lindburg, Inc.**

**Distributor  
Grand and Lindell Bldgs.**  
Open Evenings Until 9 O'Clock; Sunday Until 6 O'Clock. Phone JEH. 4529.  
ASSOCIATE DEALERS  
KOERNER-SNIPE, INC., SOUTH SIDE STUDEBAKER, 3456 South Grand St., LaCade 9400  
BOPP BROS., Webster Groves, Mo. HAMMOND MOTOR CAR CO., East St. Louis, Ill.  
SHEARBURN AUTO CO., Alton, Ill. Granite City, Ill. ENDRES MOTOR SALES, Belleville, Ill.

**\$840**

*STUDEBAKER gives motoring America  
the biggest thrill of the year.....*

**Automatic Automobiles**

**THEY OPERATE WITH 12  
UNCANNY "MECHANICAL BRAINS"**

**T**WELVE uncanny "mechanical brains" not only act for you but practically "think" for you in these amazing new Automatic Studebakers. You switch a key and the engine starts. You never even need to think about your spark, carburetor or choke.

Should you stall your engine, it automatically and immediately starts itself again without even a gesture of attention from you.

To stop, you just touch your toe tip to the pedal and Power Brakes—the great automotive engineering achievement of the year—automatically apply themselves... bring you smoothly, surely to a standstill.

Studebaker engineering genius has relieved you of most of the physical effort and mental strain of driving so that you can enjoy, to the utmost, the thrilling performance for which these sensational new Automatic Studebakers are famed.

And furthermore, these startling cars that all but drive themselves, are the best built, best looking automobiles that Studebaker has ever produced. They're the stand-out values not only of their price field but of all motordom.

They give you today the kind of motoring satisfaction that all cars will be endeavoring to give you later. Decide on no new car until you've driven an Automatic Studebaker. It's an experience you've never known.



**Arthur R. Lindburg, Inc.**

**Distributor  
Grand and Lindell Bldgs.**  
Open Evenings Until 9 O'Clock; Sunday Until 6 O'Clock. Phone JEH. 4529.  
ASSOCIATE DEALERS  
KOERNER-SNIPE, INC., SOUTH SIDE STUDEBAKER, 3456 South Grand St., LaCade 9400  
BOPP BROS., Webster Groves, Mo. HAMMOND MOTOR CAR CO., East St. Louis, Ill.  
SHEARBURN AUTO CO., Alton, Ill. Granite City, Ill. ENDRES MOTOR SALES, Belleville, Ill.

**\$840**

The above ads and articles appeared From top left to right and clockwise in the St. Louis Post-Dispatch on 5/13/1933, 5/12/1933, 5/26/1933, and 5/13/1933.



many things going against it that it's probably unfair to focus too much on just that.

As we've already pointed out the 1939 Studebaker Champion was a success so Studebaker itself proved there was a winning business plan an independent automaker could use to make a low cost, compact, car profitably. Studebaker just forgot/ abandoned it after they brought out the original Champion.

What is amazing so far is just how stable the greater St. Louis Studebaker dealer network has been. I mean they've even managed to add Dierl Motor Sales, 1335 South 7th Boulevard, St. Louis, MO., to sell Rockne only. The worst part of the Great Depression, then the Studebaker factory entering receivership with no guarantee it will come out and Studebaker adds a Rockne sales outlet in St. Louis. Truth is stranger than fiction sometimes and this is one of those occasions.

Well we already know the Rockne is gone in just 2 months so Dierl Motors will either have to be given a Studebaker franchise to replace the Rockne franchise it will lose or just be cut off completely from Studebaker. As for the other Studebaker Dealers? We'll just have to sit back and watch. This will be brutal to watch, I'm sure.



### Studebaker Enters Five-Car Team for Race at Indianapolis

New Type of Streamlined Bodies on Racers That Will Represent Factory.

Introducing a new type of body streamlining for automobile racing, Studebaker has a five-car team for the annual 500-mile race on the Indianapolis Motor Speedway on May 30.

Finishing three cars of the five entered, with two of them in the first 10, in the 1932 race, Studebaker immediately started planning for this year's contest. Its engineering department has a staff at the track conducting tests which will continue until race day.

The engineers have taken the basic principles of their design from the record-breaking British cars which have set world straight-away records on Daytona Beach, Fla., refining to minimize wind resistance and "wind drag."

Starting from a small square radiator, the body flares outward to the cowl, which is cut down slightly on the mechanic's side. A special cushion in the driver's seat, for comfort and stability, has a head rest. The rear of the car is cut sharply away to lessen suction.

The Studebaker engineers have perfected the engine for the racers to their satisfaction, and are now conducting tire and fuel tests. The new race rules restrict gasoline tank capacity to 15 gallons. So minimum fuel consumption at high speed will be an advantage.

A Studebaker which placed third last year averaged 102.662 miles per hour in a race which required the winner to average 104.144 miles for the 500 miles, breaking a record which had stood since a Peter De Paolis won in 1925 at a speed of 101.13 miles per hour.

It is probable that some of the drivers who drove Studebakers in the race last year will form the nucleus of the new team.

### South Bend Parade Shows City Backing Of Studebaker Plant

Civic interest in behalf of America's oldest vehicle manufacturer, the Studebaker Corporation, resulted in the largest parade in South Bend's history.

Marching troops, military bands and drum corps, city, county and State leaders, a rolling pageant depicting Studebaker's history from the early prairie schooner to the modern automobile, and more than 1000 Studebaker owners driving their own cars, gave evidence of South Bend's will to carry Studebaker forward.

The parade was more than seven miles long. It required more than four hours to pass the Studebaker administration building. More than 200 Northern Indiana and Southern Michigan merchants and manufacturers sponsored units in the demonstration.

*"Maybe I'm wrong . . .*  
**BUT I LIKE CARS AND MEN THAT FLATTER ME !"**

**TRY A ROCKNE . . . AND YOU'LL BUY A ROCKNE**

Rockne offers you a six-cylinder, 70 horsepower engine floated in live rubber . . . free wheeling, synchronized shift, silent second . . . automatic switch-key starting . . . double-drop, rigid "X" frame . . . one-piece all steel bodies of full aerodynamic design . . . electro-plated pistons . . . hydraulic shock absorbers . . . extra large capacity batteries . . . extra powerful brakes . . . contoured upholstery with special coil springs . . . smaller wheels, lower over-all height.

**I** ALWAYS feel like I'm wearing last year's hat when I'm seen in a car that looks low priced. I imagine most girls have the same idea, too.

Of course I realize times are hard but after all there's no just driving around in a car that just shouts, "I'm low priced!"

And it's so unnecessary. I drive a Rockne myself . . . and certainly I didn't pay much for it. But it is a dream of good taste and good style both in appearance and finish. I haven't seen anything to compare with its upholstery and furnishings except in costlier cars.

I've been told Rockne is so different because it's built by Studebaker—in fact, that it is a Studebaker in everything but price and name. And it surely has the comfort of a more expensive car.

When I drive my Rockne I feel so secure too. Everything is so solid and strong, the way you'd expect things to be built by Studebaker.

Rockne is delightfully fast . . . and it's so modern with its switch-key starting, free wheeling and all those wonderful conveniences of expensive cars. It's very easy on gas and oil, too, if that counts with you as it does with me.

I'd be willing to wager that if you're getting a new low priced car you'll forget all about all the others once you've driven a Rockne. Why don't you try one out today and see?

### Arthur R. Lindburg, Inc.

**Distributor**  
**Grand and Lindell Bldgs.**  
 Open Evenings Until 9 O'Clock; Sunday Until 9 O'Clock. Phone JE 11, 3650  
 ASSOCIATE DEALERS: Cloack, Phone JE 11, 3650  
 KOERNER-SNIFFEN, INC. SOUTH SIDE STUDEBAKER, 240 South Grand Blvd., LA Grange 9400  
 DIERL MOTOR SALES, 1335 S. Seventh St., BOPP BROS., Webster Groves, Mo.  
 HAMMOND MOTOR CAR CO. Granite City, Ill. COOKSON MOTOR CO., East St. Louis, Ill.  
 ENDRES MOTOR SALES, Belleville, Ill. SHEARER AUTO CO., Alton, Ill.

**\$585**  
*and up at the factory*

**ROCKNE SIX**  
**BUILT BY STUDEBAKER**

The above ads appeared in the St. Louis Post-Dispatch from top left to right on 4/30/1933, 5/17/1933 and 4/9/1933.

### YOUR MO/IL GATEWAY CHAPTER 2023 OFFICERS AND CONTACT INFORMATION:

<b>MEMBERSHIP/SECRETARY:</b>	Louetta Bushdiecker, <a href="mailto:louettabushdiecker@att.net">louettabushdiecker@att.net</a>	(636) 448-0767
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<b>CHAPTER HISTORIAN:</b>	Milt Yoder, <a href="mailto:mryoder@swbell.net">mryoder@swbell.net</a>	(314) 842-5739

### STUDEBAKER ONLINE

- Visit the MO/IL Gateway SDC Chapter of the SDC at: *(New website coming in 2023)*
- Visit the International Studebaker Drivers Club at: <http://www.studebakerdriversclub.com/index.asp>
- Visit the Avanti Owners Association International at: <http://www.aoai.org/>
- Visit the Studebaker National Museum online at: [www.studebakermuseum.org](http://www.studebakermuseum.org)



## 2023 MO/IL GATEWAY STUDEBAKER DRIVERS CLUB CHAPTER CALENDAR OF EVENTS

January chapter meeting at Denny's Maryland Heights on January 8<sup>th</sup>, 12319 Dorsett Rd., Maryland Heights, MO 63043. (At the intersection of I-270 & Dorsett Rd.)

*Our March chapter meeting is on: Sunday, March 12<sup>th</sup> @ 2:00 pm. at Wesley Rogers Steak & Buffet, 3601 Jeffco Blvd., Arnold, MO 63010, (Located at the SW corner of Jeffco and Richardson Rd.)*

June 13-16, 2014, AOAI 2023 INTERNATIONAL MEET, St. Louis, MO., The host hotel, DoubleTree Westport is just across Highway 364 from the Westport Plaza complex, the location for our 2015 meet. We have arranged with the Meet Hotel for a room rate of \$129 a night excluding taxes and fees. Included with each room is breakfast for two.

Doubletree Hotel Reservations On Line: <https://group.doubletree.com/bab0a4>

AOAI MEET REGISTRATION ONLINE: [https://aoai.org/shop/cart.php?target=product&product\\_id=52](https://aoai.org/shop/cart.php?target=product&product_id=52)

Doubletree Hotel Telephone Reservation: 800-445-8667. Meet information: Email Meet director **Don Hart** REGISTER FOR THE MEET AS SOON AS POSSIBLE TO ASSURE YOURSELF OF A ROOM AT THE REDUCED RATE. RESERVATIONS CLOSE May 23, 2023.

**September 12-16, 2023, 59th Studebaker International Meet, Manitowoc, Wisconsin, Tuesday, September 12 - Saturday, September 16. More information to come.**

9/17/2023, 10:30 AM Our Chapter Picnic and our September Chapter Meeting at Sylvan Springs Park near Jefferson Barracks – Artillery Shelter – 300 Halsey Rd., St. Louis, MO 63125. Chapter picnic/auction/September chapter meeting, food, fun, Studebaker's & Avanti's. Chapter will provide sub lunches in a bag and can soda. Just bring portable seating to eat and Stude/car for the auction.



## HOLIDAY MEMORIES

Gateway SDC & Gateway AOAI member Don Lindner's 2006 Avanti in front of the College Hall of Fame. South Bend Chocolate Cafe is in the background. Taken from the Doubletree hotel side. Photo Courtesy of member Lew Schucart





**2022 MO/IL GATEWAY SDC & AOAI HOLIDAY PARTY**



Random shots from Decembers Holiday party (inside restaurant) courtesy Lew Schucart and car photos (outside) Kit Alspach (guest). Two more photos from the party are included at the top of the next page. The weather cooperated and a great time was had by all!







The top two car photos: Phill Hendrickson's 1960 Lark 4-Door Sedan. Middle two car photos: Milt Yoder's 1989 Avanti convertible. Bottom two car photos: Lew Schucart's 1997 Avanti AVX Coupe he co-owns and is normally museum kept. (Photos by Kit Alspach)



## TREASURERS REPORT

BY: *Phil Hendrickson*

The checking and savings account balances as of 12/27/2022, is as follows:

- Checking account current balance: \$ 445.90
- Money Market Savings account current balance: \$ 4,922.83
- Total combined balance: \$5,358.73

I have received 2023 dues from 18 members, the above balance does not include the 2023 dues already received. NOTE: Dues paid prior to the end of the year will not be included in the account balances until January 1, 2023.

Those of you that have not yet paid your dues for 2023, Please remember 2023 membership dues are now due.

I am still working on getting our Not-for-Profit Status. We now have a State of Missouri EIN number and last week I received notice that our Fictitious Name Registration has been approved. After the first of the year, I will start working on the Not-for-Profit Status. Phil Hendrickson – Treasurer



## REGIONAL MANAGERS REPORT

BY: *Jeff Wassilak*

From **Jeff Wassilak, Missouri Regional Manager, Studebaker Drivers Club**, 9423 Trillium Drive, Saint Louis, MO 63126-2839. Telephone: 314-849-0591, Cell phone: 314-580-3753, Email: [cleanh2o@sbcglobal.net](mailto:cleanh2o@sbcglobal.net).

**Some Studebaker, Packard and Avanti history this month:** December 1, 1996 Designer Bob Bourke dies., **December 9, 1963 Studebaker announces closing of South Bend plant.**, December 14, 1961 Studebaker-Packard sells Gering Plastics Division., December 15, 1877 John Clement Studebaker dies., December 15, 1931 Rockne automobiles production begins., December 15, 1961 Studebaker-Packard forms Defense Products Division., December 17, 1887 Jacob Studebaker dies., December 20, 1963 Production of Lark types and Hawks at South Bend plant ends., December 24, 1962 Studebaker Drivers Club forms., December 26, 1963 Last Studebaker Avanti built., December 27, 1963 Last non-military truck built., December 29, 1964 Studebaker announces sale of Mercedes-Benz distribution rights., December 31, 1910 Studebaker acquires Everitt-Metzger-Flanders (EMF) Company.

The Missouri November report has 3 NEW members (located in Aldrich, Marshfield, and Lexington) and 3 EXPIRED members (located in Oak Ridge (2), and Chillicothe).

For this and future months: I encourage your chapter to reach out and contact all NEW members in the Member Reports in your region. Also, why not contact RENEWED SDC members who are not current members of your chapter? Ask them about their interest in Studebaker, then invite them to upcoming local events. I believe telephone calls or voice mail messages are more effective than emails, which can be easily forgotten. Follow up an initial contact with a mailed newsletter and/or an email (with newsletter or calendar of upcoming events attached.) If their name is on the EXPIRED list, I suggest contacting them and asking why they did not renew. If you know them tell them they are missed and invite them to chapter events as a guest. Again follow up with a newsletter by mail. I believe cordial persistence (and don't let rejection stop you) can produce some positive responses.

I hope to see you at upcoming chapter events. **Sincerely, Jeff Wassilak**

From Studebaker National Museum YouTube video "From Whippets to Clippers to Larks: The Story of D. D. Gross Motor Sales" by Scott Gross. A presentation of family owned dealerships located primarily in Moline (near

Toledo), Ohio. URL: <https://youtu.be/c1hNZA9B60Y>



## MINUTES FOR THE MISSOURI/ILLINOIS "GATEWAY" CHAPTER OF THE STUDEBAKER DRIVERS CLUB Sunday, December 11, 2022

The MO-IL Gateway Chapter of SDC and St. Louis Gateway Chapter of AOA Clubs gathered at 2:00 pm at Bandana's BBQ on Gravois Rd. in Sunset Hills, Missouri for the annual Christmas Party.

Members present: Ben Alspach, guest Kit Alspach, Randy & Faye Rapp, Phil Hendrickson, Orville & Louetta Bushdiecker, Donald Joe & Mary Ann Bushdiecker, Denny & Dee Lang, Jeff Wassilak, Milf Yoder, George & Cynthia Yoder, Lewis Schucart, Paul Regna, Gary Krautmann and Greg Ford.

Ben Alspach MO-IL Gateway President called the meeting to order at 3:00pm.

Ben said he lives in Washington, Missouri but has lived in other states and had once been President of the N. GA SDC chapter of the Atlanta area. He thanked Don Hart, et. al. for arranging the restaurant for the meeting.

Ben introduced Greg Ford as a new member. Phil Hendrickson said Raymond Holbert had also joined recently (owns a 1955 Speedster) but couldn't make today's meeting.

Ben said Ed Meyer would continue working on the Newsletter until a different member takes over. He also announced the January 8<sup>th</sup> meeting would be at 2:00 at the Denny's Restaurant on Dorsett Rd. @ I-270 and the March meeting would be in the Arnold area, exact location to be determined soon.

Ben asked for comments on the September meeting Minutes and received none. Phil Hendrickson made a motion, seconded by Paul Regna, to ask the minutes for the September meeting be approved. The motion carried.

Treasurer Phil Hendrickson said he is still working on "Not for Profit" status for the club. He provided a verbal Treasurers' Report. Paul Regna made a motion, seconded by Don Hart that the Treasurer Report be accepted. Motion carried.

Jeff Wassilak said the MO-IL Gateway web site has not been active for about 2 years since Hemmings stopped providing service. He contacted Diane Crooks, Webmaster for the Heartland (Kansas City area) and later 2 other chapters for assistance in creating a new, free website. She offered some information. However, the provider she uses no longer offers free sites.

Lew Schucart announced he is involved with creating a free website and would permit some members to update content. Jeff said he thought a website with officer's contact information, upcoming events, and some members vehicle pictures would be a benefit for the club and could attract new members. We will work with Lew to see about getting a web site up and going again.

Ben suggested we may want print business cards with club contact info for members to pass along when they meet other Studebaker owners at cruises or car shows.

It was also suggested a printed club roster be available to members.

Denny Lang said he had Avanti Calendars for sale for \$10.00 each.

Paul Regna said he is now collecting Avanti Club dues for 2023. Phil collected dues for the SDC club chapter.

The 50/50 was won by Dee Lang. Attendance prize of a Studebaker Nation Museum 2023 calendar and 1963 Studebaker Champ Hot Wheels donated by Jeff Wassilak were won by Cynthia Yoder.

There being no other pressing business, Paul Regna made a motion to adjourn the meeting at 3:20 pm, seconded by Randy Rapp, and the motion carried.

Submitted by, Louetta Bushdiecker, Secretary





## MO/IL GATEWAY CHAPTER OF THE STUDEBAKER DRIVERS CLUB FREE CLASSIFIEDS

**AUTOMOTILE APPRAISAL SERVICE**, 1164 Arbor Place Drive, St. Louis, MO 63088, Member International Society of Appraisers, The personal property specialists of antique, classic, sport, muscle, replica's, foreign cars-trucks. Call Carl T. Roedel Jr., ISA AM, (314) 821-4015, cell: (314) 808-7838, [autoappraisal7@sbcglobal.net](mailto:autoappraisal7@sbcglobal.net)

**BEZ AUTO ALCHEMY** Classic car restoration services specializing in Avanti & Studebaker vehicles. Cell: (573)-318-8948, email: [bez-hawk@outlook.com](mailto:bez-hawk@outlook.com)

**STUDEBAKER/AVANTI MECHANIC**: James Moore near Springfield, IL, Call: (708)-856-6932

**JIMS SALES & SERVICE**: All types of antique auto radio repair & service including upgrading to modern stereo, 455 North Gerdes street, Breese, IL, 62230, Call at: (618)-526-8492

**NEW PORT ENGINEERING**, custom replacements for vacuum wiper systems in classic cars and trucks, 2760 Newport Rd., Washington MO 63090. phone: (636) 239-1698, <https://newportwipers.com/>

**ST. PETERS GARAGE, INC.**, 108 Main ST., ST. Peters, MO 63378, 636-278-3841, <http://www.stpetersgarage.com/>,

Member Tony Stoverink said they did a great job on his Studebaker business coupe and worked well with supplier Studebaker International.

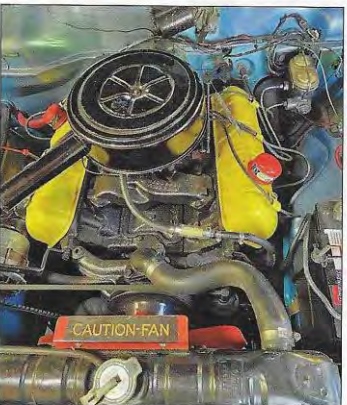
**TAYLOR LOCK & KEY SERVICE**: 512 W. Gallatin St., Vandalia, IL 624-71, Phone: (618)-283-0421, Cell: (618)-367-1913

**WILLIAMS AUTO DETAIL** Top notch paint detailing by hand. You will not believe how he can make tired paint look like new. 1002 Hanley Industrial Ct., Brentwood, MO 63144, phone: (636)-851-7333 or (314)-733-5212, email: [www.williamsautodetail.com](http://www.williamsautodetail.com) or [info@williamsautodetail.com](mailto:info@williamsautodetail.com)

**GATEWAY SDC MEMBER ROBERT VINLUAN'S 1963 DAYTONA CONVERTIBLE IS FOR SALE AT RIGHT. MAKE OFFER:**



1963 Lark Daytona convertible, V8, automatic, rebuilt carburetor, new brake shoes, bearings repacked, new exhaust, new Goodyear 215-75+15R tires. Always garaged and driven to car shows only. Manual steering and brakes, original



AM radio, 68,999 miles on the odometer. Convertible top is sluggish going down and up. \$13,000 or make reasonable offer. Contact Robert Vinluan, email: [ravcorvette@aol.com](mailto:ravcorvette@aol.com). (11/22fp3)

**FOR SALE**: 1954 Studebaker Conestoga Wagon, contact Jaclyn Clay at: 618-339-1888 or [jaclay@vandals203.org](mailto:jaclay@vandals203.org)

This was longtime Gateway & National SDC member Johnny Thieles car.



**FOR SALE**: 1949 Studebaker 2 ton dually flatbed truck with staked sides that lifts up and dumps. The odometer says 25,356. The carburetor has recently been rebuilt, the brakes are new and the truck runs well. Contact Ann Skelton at: [anna1974marie@hotmail.com](mailto:anna1974marie@hotmail.com) to make offer.



**FOR SALE**: 1947 Champion 4-door sedan, 3-speed manual, radio, 46,999 miles, good paint & interior, car has been garaged and not started since 1985, in Glen Carbon, IL, Call: Mrs. Normal Hall at: (618)-980-0921, \$3,000 or make offer.

**FOR SALE**: 1952 Champion convertible, 327 Chevy engine, runs seats from a Chrysler New Yorker. Dad's first car since 1967 and have title. Went through brakes, body work done, needs paint. Call for pictures, price negotiable. Car in Marion, IL about 10 miles from Carbondale, IL. Contact Micah Thorn at (618) 713-3440 or [mthorntech@yahoo.com](mailto:mthorntech@yahoo.com).





**Membership Application**

Memberships are for 1 year and include 12 issues of *Turning Wheels*®. You can now join/renew for up to 5 years.

	1	3	5
	year	years	years
	..	Total	Total
<b>Membership in US</b>			
<b>Regular Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b> .....	<b>\$29</b>	na	na
<input type="checkbox"/> Regular Member renewal w/periodical class mail	\$36	\$99	\$161
<input type="checkbox"/> Regular Member renewal w/1st class mail	\$62	\$183	\$300
<input type="checkbox"/> Student & Young Adult Membership (To 22 yrs old)	\$29	\$87	\$145
<input type="checkbox"/> SDC Membership <b>WITHOUT</b> <i>Turning Wheels</i>	\$12	\$36	\$60
<input type="checkbox"/> <i>Turning Wheels</i> subscription <b>WITHOUT SDC</b> membership (Libraries, etc.)	\$29	\$87	\$145

	1	3	5
	year	years	years
	..	Total	Total
<b>Membership in Canada</b>			
<b>Regular Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b> .....	<b>\$46</b>	na	na
<input type="checkbox"/> Regular Member renewal w/periodical class mail.....	\$52	\$144	\$236
<input type="checkbox"/> Regular Member renewal w/1st class mail .....	\$66	\$186	\$306

	1	3	5
	year	years	years
	..	Total	Total
<b>Overseas Membership</b>			
<b>Overseas Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b>	<b>\$46</b>	na	na
<input type="checkbox"/> Overseas Member renewal w/periodical class mail..	\$52	\$144	\$236
<input type="checkbox"/> Overseas Member renewal w/1st class mail .....	\$66	\$186	\$306

- Other SDC Items**
- Donation to SDC Museum Fund .....\$ \_\_\_\_\_
  - Donation to SDC Restoration Fund.....\$ \_\_\_\_\_
  - Donation to National Museum Endowment Fund\* .....\$ \_\_\_\_\_
  - Donation to Studebaker National Foundation\*.....\$ \_\_\_\_\_  
(\*Tax deductible donation)
  - Membership Pin - (specify year-pin) **Prices on p.5**  
(10,15,20,25,30,35,40,45,50 years) \_\_\_\_\_ years  
Number of pins (1 or 2) \_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED:** .....\$ \_\_\_\_\_

To join SDC, complete the application, send with check or money order in US funds to:

**The Studebaker Drivers Club, Inc.**  
P.O. Box 1715, Maple Grove MN 55311-6715

Or use **VISA** or **Master Card**, call 763-420-7829,  
or

**Fax 763-420-7849** or **Email: sdc@cornerstonereg.com** for information. Or visit:  
www.studebakerdrivesclub.com

- Call or write with change of address.
- **DO NOT** send ads with your membership;
- **ALL** members of local SDC chapters must also be national SDC members.

Name (first) \_\_\_\_\_ (last) \_\_\_\_\_

Spouse \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Birth date: \_\_\_\_\_

E-mail: \_\_\_\_\_

<input type="checkbox"/> VISA	Card # _____
<input type="checkbox"/> MasterCard	Expiration _____
<input type="checkbox"/> Discover	Signature _____

If new member, source of referral : \_\_\_\_\_

If renewal, month due: \_\_\_\_\_

Member # \_\_\_\_\_

- Please list your Studebakers, including year, model, body style, serial numbers, on a separate page.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email address: \_\_\_\_\_ Spouse's Name \_\_\_\_\_

Studebakers Owned \_\_\_\_\_

**It is required that you be a member of The International Studebaker Drivers Club.**

Are you presently a member of the National SDC?

Yes \_\_\_\_\_ Member Number \_\_\_\_\_ No \_\_\_\_\_

Would you be willing to serve as a Chapter Officer or in some other capacity?

Yes \_\_\_\_\_ No \_\_\_\_\_ If "YES," in what capacity?

Send Application and Check for \$ 25.00 Made Out to "The Missouri/Illinois Gateway Chapter, Studebaker Drivers Club". (Non-refundable) Membership Fee to: **PHIL HENDRICKSON, 1338 PINE DRIVE, ARNOLD, MO 63010**, (314) 420-4114 [fishnphil@aol.com](mailto:fishnphil@aol.com), (Do **NOT** Send Cash)



## NEWSLETTER OF THE MO/IL GATEWAY CHAPTER OF THE STUDEBAKER DRIVERS CLUB

The MO/IL Gateway Chapter of the Studebaker Drivers Club is the officially chartered representative of the Studebaker Drivers Club for the Greater St. Louis Missouri and Illinois areas. We are dedicated to the preservation of Studebaker vehicles and ownership of one is not a requirement for chapter membership. Membership in the International Studebaker Drivers Club is also required and applications for both can be found in this newsletter. Both the MO/IL Gateway Chapter of the Studebaker Drivers Club and the International Studebaker Drivers Club sponsor meets, car shows, offer technical assistance, offer help in locating parts and vehicles and fellowship. The Steering Wheel monthly newsletter is the official publication of the MO/IL Gateway Chapter of the Studebaker Drivers Club. Members may place classified ads in the Steering Wheel for free. Reprinting of any articles contained within is granted to any SDC related organization. Neither the club nor the editor is responsible for the accuracy of the contained classified ad's. Ad's will be placed as long as needed but notification to the editor once the item has been sold is appreciated. All submissions to the Steering Wheel are appreciated and will be included as space and relevance allow. The Steering Wheel goes to press on the 20th of each month for the next months issue.



**Ben Alspach, Editor**  
**117 CARMEL LANE**  
**WASHINGTON, MO 63090**

**STAMP**