



MISSOURI - ILLINOIS "GATEWAY" CHAPTER

# Studebaker

STEERING WHEEL NEWSLETTER

THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM JANUARY 1934 THROUGH MARCH 1934. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



MAY-JUNE 2023

Volume #52 Issue #5-6  
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## PRESIDENTS REPORT: Auto Safety Features and "Creature Comforts" BY: *Ben Alspach*

I really enjoyed the article we ran last issue by Dan Kuhl concerning the Raymond Loewy styled 1957 Liberty Mutual/Cornell University experimental "safety car". As you might recall, this unique concept car showcased many innovative passenger safety features which were radical for the time yet foreshadowed structural and mechanical improvements that would become "industry standards" in the decades to follow.

Studebaker was always known as an innovative company and, even in the early years, no slouch when it came to introducing improvements which would enhance safety, operator convenience and overall passenger comfort. Many of the vintage Studebaker ads Ed Meyer has been including with his current stories on St. Louis dealers in the 1930's mention Studebaker features like "a low center of gravity" (which helps prevent rollovers), "the sturdy, reinforced all-steel roof" (vs. fabric covered wooden framing) and powerful, reliable hydraulic brakes. And just a few years later, Studebaker introduces the famous "Hill-Holder" to help drivers avoid the "roll back accidents" common at that time with everyone piloting standard transmission cars. Soon, Studebaker would also be offering disc brakes, seat belts, padded dashboards and, in the case of the trend-setting Avanti, a rollbar integrated into the roof for added passenger safety. And I'm sure Studebaker ad agency copywriters were happy to capitalize on the marketing value of these advanced features, particularly in an exotic, luxury touring model like the Avanti.

However, lest we get too carried away with all these marvelous innovations, not every new auto feature would qualify as a safety improvement. To illustrate my point, I recently met a fellow who owns a 1942 Packard limousine equipped with FACTORY AIR CONDITIONING! Needless to say, back then A/C was an exotic (and expensive!) option which had been introduced (by Packard) just two years prior to the outbreak of WWII. Combine this with the very short '42 model year run (again, due to the war) and you have an extremely rare car. But here's the best part (see photo of air conditioner tag below); "Because of [wartime] defense restrictions the only gas available as a refrigerant for this apparatus is a poisonous gas"!! Yep, if the A/C goes on the fritz, you'd better stop using it so those in the car aren't asphyxiated! And, by the way, as the owner/operator, Packard says you're responsible if anyone is injured. Imagine what the Consumer Product Safety Commission, the National Highway Traffic Admin., the EPA, OSHA and a hundred other government agencies would have to say about this today. Oh, my!

*Looking forward to seeing everyone in Chesterfield on May 7th..*



**Thanks to all Gateway AOA  
Chapter members who have  
already paid their 2023 dues,  
BUT if you haven't, PLEASE mail  
your \$15 dues to Gateway AOA  
Chapter Membership Secretary,  
and make your check out to Mo//  
AOA Gateway Chapter:**

**Paul Regna  
2631 Glenoak Drive  
Maryland Heights, MO 63043-  
1615**

**Thanks!**

**St. Louis Gateway Chapter Newsletter, Avanti Owners Association International**



**The Avanti Arrow**

Studebaker started January 1934 with the same 8 greater St. Louis area Studebaker dealerships it had at the end of December 1933. But since Studebaker quietly dropped their entry level Rockne models at the start of the 1934 model year. It would seem Studebaker also dropped at that time Dierl Motor Sales, 1335 South 7th Boulevard, St. Louis, MO, that they had added on 3/5/1933 just to sell just 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. T. H. Johnson Motor Co., Alton, IL. #7. The Moto-Rite, 5180 Delmar Blvd.—at Lake, St. Louis, MO., #8. Endres Motor Sales, Belleville, IL..

The ad at right appeared in the St. Louis Post-Dispatch on 2/9/1934.

# Announcing a BIG NEW 1934 4-DOOR STUDEBAKER SEDAN FULLY EQUIPPED AND

## DELIVERED IN ST. LOUIS \$798<sup>50</sup>

*With bumpers, spare tire and tube, metal tire cover and spring covers, transportation and all taxes paid*

### NOTHING MORE TO PAY

ALL America will recognize instantly that this new Dictator is the greatest value ever offered in an automobile.

This amazing new 1934 Studebaker 4-door sedan of speedway stamina and skyway style is the impressively big Dictator of traditional Studebaker high quality. Yet it costs you, delivered complete in this city with all equipment included, only a few dollars more than the very lowest priced cars.

Studebaker has only one standard of construction—the finest. And this Dictator gives you Studebaker prestige and performance—sensational gasoline economy—and Studebaker's million dollar Quadripoise Suspension, the great safety and comfort development of 1934.

This Dictator is built like a battleship—of steel reinforced by steel. It has stamina that was bred in the crucible of record-breaking stock car and Indianapolis Speedway racing—a car sired by a line of champions!

Come in and see for yourself that this Dictator is by a long lead the most modern automobile selling anywhere near its price. Drive it and you'll want to own it. And you can easily do so for only a few dollars more than you'd pay for one of the lowest priced cars. There are even lower priced Dictator models but the above sensational price is for a big 4-door sedan. Arrange to take a convincing trial drive today!

*Only a few dollars more than  
the lowest priced cars!*

### ... AND LOOK WHAT YOU GET IN THIS BIG STUDEBAKER!

**Skyway style**—Dramatic aerodynamic design, fashioned after lines of latest transport speedplanes—increases safety, speed, economy, riding comfort—the best-looking car anywhere near its price.

**Speedway stamina**—Similar in construction throughout to the 5 Studebaker-powered cars that scored so sensationally in last Indianapolis race and went through entire 500-mile contest without adjustment or repair.

**Crash-proof bodies**—Dictator built exactly like this one was deliberately pushed over 104-foot cliff into rock quarry. Steel-reinforced-by-steel body stood up magnificently. Crumpled fenders and loosened hood only damage. Driven away under own power.

**Quadripoise suspension**—Greatest comfort feature of 1934—spring action of all four wheels stabilised scientifically by this million-dollar Studebaker development that makes rear seats ride like front seats and overcomes forward pitch, jouncing and sideways.

**X-member frame**—Extra rigid, bridge-type steel frame is noiselessly bolted

at sides as well as top to seamless steel body.

**Dual-dome cowl**—Exclusive Studebaker advancement adds tremendous strength and safety, thickly insulated to keep out heat, cold and sound.

**Airplane type bearings and insulation**—Typical of Studebaker thoroughness are these airplane type engine bearings and airplane insulation material used in this amazing Dictator.

**2-passenger seats front and rear**—Comparison shows this Dictator to be inches wider in front seats as well as rear seats than any cars selling near its sensational low price. Leg room is also exceptional. None of the cramped feeling customary in most low priced cars.

**Luxurious upholstery**—You have to go to cars priced \$200 more to find the equal of the upholstery and fittings in this Dictator. Form-fitting seats are like lounges with latest type coil springs. Dome light, assist cords, silk shades, rich carpeting, radio and package compartments, windshield wiper, sun visor, new type ventilating system, all come at delivered price quoted here.



"I GET AS HIGH AS  
19 MILES TO THE GALLON FROM  
THIS NEW DICTATOR!"

—Alfred Shuster,  
enthusiastic Studebaker owner

FROM THE SPEEDWAY COMES ITS STAMINA  
FROM THE SKYWAY COMES ITS STYLE

**ARTHUR R. LINDBURG, Inc. Distributor**

Grand and Lindell Blvds.  
KOERNER-SNIPEN, Inc., SOUTH SIDE STUDEBAKER, 3456 South Grand Blvd.

BOPP BROS., Webster Groves, Mo.  
ENDRES MOTOR SALES, Belleville, Ill.

ASSOCIATE DEALERS  
HAMMOND MOTOR CAR CO., Granite City, Ill.  
T. H. JOHNSON MOTOR CO., Alton, Ill.

COOKSON MOTOR CO., 1131 St. Louis Ave.  
East St. Louis, Ill.

## Studebaker Exhibits 'Skyway-Speedway' Models at Show Here

Distinctive Streamlining, New Ventilating System, Increased Power and Comfort.

"Skyway style and speedway stamina," the new 1934 Studebakers are described as exhibited by Arthur R. Lindburg, Inc.

The "skyway" style became pronounced in Studebakers last October when new models were announced.

Benefits of this new streamlining design are many. Bodies approach the shape of welded steel spheres and are therefore vastly stronger than previous "square" types. Top speeds are higher and are achieved and sustained with less power plant energy. The sloping windshield permits better visibility; one may now observe overhead traffic signals with ease due to the setting back of the header panel (windshield top). Also, streamlining results in less wind-roar by permitting air currents to flow past quietly and smoothly. Quietness is further aided by effective body insulation in every panel.

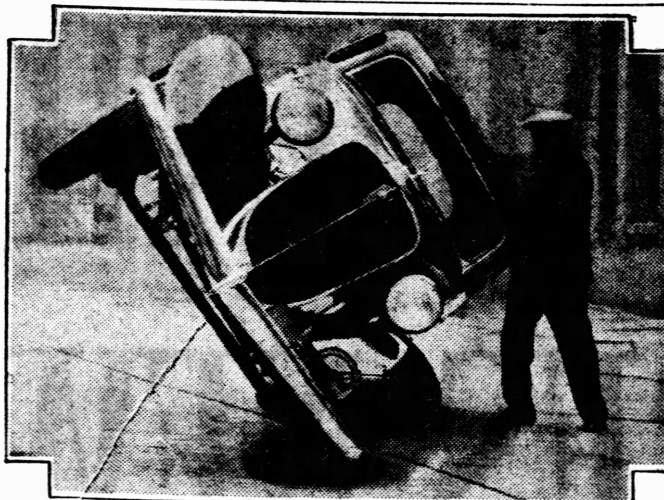
Interiors are roomier than in previous models. Seats are wider and deeper, leg room is more abundant. Headroom has been increased, yet the bodies are lower.

### Front Seat 50 Inches Wide.

Dictator sedans have front seats 50 inches wide. Commander and President models have front seats of similar proportions.

A new system of ventilation and air conditioning of interiors has front windows provided with ventilating vanes. These vanes are glass panels located at the door tops to create a venturi effect which draws off stale air or smoke. Unlike other ventilating systems, the entire front window may be rolled down if desired. The rear quarter windows are hinged at their forward sides and may be swung outward, producing another venturi effect for drawing off bad air. Safety glass windshields are adjustable. Flush-type cowl ventilators are also provided. Six different systems of ven-

## Difficult to Upset This Car



Illustrating the way in which the center of gravity of the new Studebaker cars has been lowered for safety.

tilation are possible by different adjustments of all of these features.

Another feature of the new cars is the six position head lamps, which add greatly to driving safety. The headlamps have beams that are adjustable to three different levels.

### Massive Frame.

Studebaker engineers have adopted, on Commander and President models, a box frame which has four sides, welded into one single long, strong "box" of steel, coupled with X-cross member in center and heavy tubular front members. This is said to be 25 times stronger.

Bodies are made of steel, reinforced with steel and unit welded. A new "dual dome" cowl, which, because of its semispherical shape, adds great strength, is pioneered in these cars.

Into the interiors of the new cars Studebaker has put luxury and comfort heretofore found only in expensive automobiles.

Windshield cleaners, operating from below, are adjustable to fast

and slow speeds. All closed bodies are wired for radio.

Dictator models have 88 horsepower, Commanders 103 horsepower and President 110 horsepower. Motors are anchored in live rubber at all four points of suspension. Mufflers are also mounted in rubber.

All of the automatic features, the many "mechanical brains," pioneered by Studebaker and so helpful to the driver, are found in the new models. Automatic switch-key starting, automatic choke, a fast and slow carburetor idle for warming up anti-back fire device, free wheeling and power brakes on the larger model are all standard equipment. In fact, the automatic features are so numerous that the driver has little to do but steer.

## Special Dictator Line at Low Price Added by Studebaker

Price Begins at \$645 at the Factory—Has Engine of 88 H. P.

A new Studebaker Special Dictator at \$645 to \$695 at factory has been added to the Studebaker line and is being shown by A. R. Lindburg, Inc., distributor and dealers.

Prices at factory of the new Special Dictator series are three-passenger coupe, \$645; five-passenger St. Regis sedan, \$665, f. o. b.; four-door, six-passenger sedan, \$695.

The Special Dictator has 1934 streamline body style. The four-door, six-passenger sedan has an overall length of 195½ inches. It is powered with an 88 horsepower motor built similarly to the President motors which performed so splendidly in last year's Indianapolis race. This motor is anchored in rubber at four points. Lubrication is full force feed. The bearings are of the airplane type.

The body of the Special Dictator is of steel, reinforced by steel. It is a duplicate of the steel body on the car that withstood the shock of being thrown twice over a 104-foot cliff in Pennsylvania recently, and was driven away under its own power both times.

This car has Studebaker's quadripoise suspension—spring action of all four wheels stabilized scientifically—that is said to make rear seats as comfortable as front seats and to overcome forward pitch, jouncing and sidesway. It has the extra rigid, bride-type chassis frame, noiselessly bolted at sides as well as top to the seamless steel bodies. The strength-giving dual-dome cowl, exclusive with Studebaker, is another feature. His cowl is thickly insulated to keep out heat, cold and sound.

The seats are unusually wide. There is comfortable room for three people in both front and rear compartments. Cushions are deep and luxurious.

A new type of ventilating system is found on this car.

## Studebaker to Build Eight-Cylinder Engines For Use in Racing Cars

Production and sale of auto racing engines for Indianapolis and other speedway competitions is announced by Paul G. Hoffman, president of the Studebaker Sales Corporation.

"The success of Studebaker power plants in 1933 has practically forced us to build and sell racing motors," said Hoffman. "It will be remembered that seven of the first 12 cars to finish in that race were powered by Studebaker engines. Immediately racing drivers came to us with demands for these motors. So we're going to build and sell them."

An eight-cylinder racing motor which has the present Studebaker President motor as its base will be produced. This passenger car engine will be altered only slightly for racing. A higher compression ratio will be used and there will be a different high compression head. Four down-draft Stromberg carburetors will be used. A magneto, to eliminate carrying a battery, will be installed.

The engines will be of 250 cubic inch displacement and will produce about 150 horsepower. Otherwise the power plants will be practically stock.

We'll Studebaker dealers in the greater St. Louis, MO area have now been hit with the worst of the greatest economic downturn in modern US history in the Great Depression. Plus the Studebaker factory has been forced into receivership along with the suicide of Studebaker's President Albert Erskine and the dropping of Studebaker's important entry level product, the Rockne. That's the second time Studebaker has failed in their launch of an entry level product in the past 5 years.

Yet in spite of being hit with everything but a second world war, Studebakers dealerships in the greater St. Louis, MO area have remained remarkably stable in numbers and ownerships. With the dropping of the Rockne model at the start of the 1934 model year they seem to have obviously lost Dierl Motor Sales at that time which Studebaker added on 3/5/1933 to sell only the Rockne model. I don't see Dierl Motors selling Studebakers now so it seems Studebaker dropped them along with the Rockne in the St. Louis market.

So yes I'm impressed that these Studebaker dealers were hit with everything possible and more and yet everyone was well capitalized enough to survive with their previous owners and no one having to search for new sources of capital to survive. The Studebaker factory could learn a few things from their St. Louis area dealers about financial management of the

The above ads from top left to right and clockwise appeared in the St. Louis Post-Dispatch on 1/14/1934, 1/14/1934, 2/18/1934 and 3/4/1934.

## STUDEBAKERS GET TAX CUT

They Had Appealed Levy on Income for 1928.

WASHINGTON, Feb. 3.—Income taxes of \$11,623 and \$24,992 respectively for 1928 were assessed against J. M. Studebaker Jr. and George M. Studebaker of South Bend, Ind., today in stipulation judgments filed by the Board of Tax Appeals. The two stockholders of the Studebaker Vehicle Co. appealed assessments growing out of the dissolution of the company in 1928. J. M. Studebaker was originally assessed \$13,866, and the other petitioner appealed a claim of \$41,294.

Both charged the Bureau of Internal Revenue, in levying the original assessment, erroneously estimated the value of their stock as of March 1, 1913, at \$564.40 per share, in computing the loss resulting from the dissolution of the company.

## A. R. Lindburg, Inc., Completes Service Addition to Its Plant

Russell Lindburg, vice-president of Arthur R. Lindburg, Inc., distributors of Studebaker cars at Grand and Lindell, announces that the firm has just recently completed a \$7500 service addition to its plant. This includes a special hoist for lubricating automobiles. In the new department a special Studebaker grease is used.

The new addition is more convenient for owners to drive in for quick service. Fifteen mechanics are available at all times for Studebaker service.

R. S. Kissell, who has had 14 years' experience in Studebaker service, is service manager for Lindburg.

## Metzger Auto Sales DeSoto, Plymouth Dealer in Maplewood

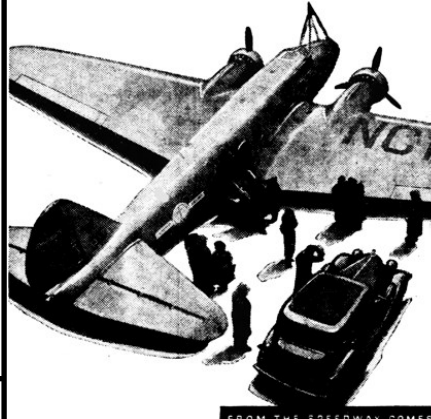
The Metzger Auto Sales Co. has opened a De Soto and Plymouth sales and service agency at 7434 Manchester avenue, Maplewood.

Edward R. Metzger, head of the firm, has been in the automobile business in St. Louis for 17 years. He has associated with him William Ockermann, H. B. Murphy and H. H. Wendleton.

The firm's building has 6000 square feet of floor space with a modern show room. The lot adjoining, 60 by 150 feet, has been leased for used cars.

The above ads and articles appeared from top left to right and clockwise in the St. Louis Post-Dispatch on 2/4/1934, 1/14/1934, 12/7/1931, 3/11/1934 and 1/14/1934.

# Studebaker's dramatic Skyway style... thrills the show crowds!



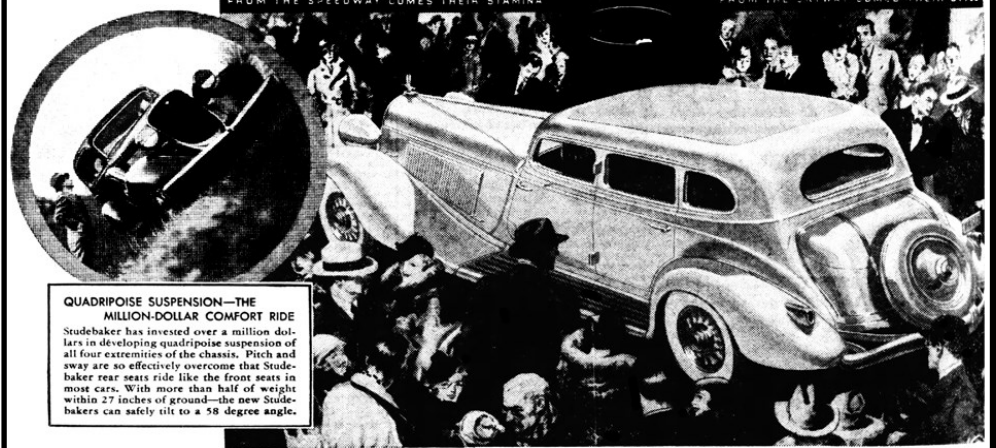
THE real marvel of these new Studebakers is the price at which they're selling. Studebaker is actually giving you the best workmanship and materials in its long history—plus such tremendous advantages as the famed Studebaker "mechanical brains" which make your driving almost entirely automatic.

The economies of gasoline and oil established by the new Studebakers are already the talk of owners in every section of the country. Studebaker's luxurious appointments vie with those

of the costliest cars. Rear seats are so restfully comfortable, they ride like front seats.

At the National Shows . . . or in your local showroom . . . you can quickly convince yourself that the new Studebakers offer more than you ever dreamed of getting in advancements and in value. Arrange today for a thrilling demonstration drive.

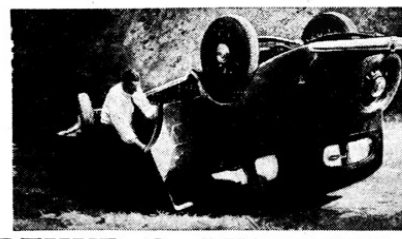
DICTATOR . . . \$665  
COMMANDER . . . \$895  
PRESIDENT . . . \$1095



QUADRIPOISE SUSPENSION—THE MILLION-DOLLAR COMFORT RIDE  
Studebaker has invested over a million dollars in developing quadripoise suspension of all four extremities of the chassis. Pitch and sway are so effectively overcome that Studebaker rear seats ride like the front seats in most cars. With more than half of weight within 27 inches of ground—the new Studebakers can safely tilt to a 58 degree angle.

BATTLESHIP CONSTRUCTION WINS IN 104 FT. DROP

Tumbled off a 104-foot cliff into a rock quarry, the seamless-steel, battleship construction of this skyway-styled Studebaker stood up magnificently. Curiously, not even its safety glass broke. Doors opened and closed perfectly. About the only noticeable damage—crumpled fenders and loosened hood. Car started instantly at switch of key when righted—was driven off under own power.



-and look at the price!

# \$665

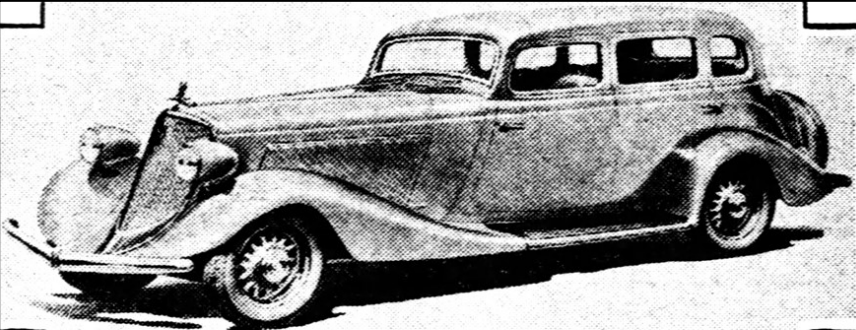
AND UP, AT THE FACTORY

**ARTHUR R. LINDBURG, Inc. Distributor**  
Grand and Lindell Blvds.  
KOERNER-SNIPEN, Inc., SOUTH SIDE STUDEBAKER, 3456 South Grand Blvd.

- ASSOCIATE DEALERS
- ARCADIA GARAGE, Arcadia, Mo.
  - C. BIGSBY, Kirksville, Mo.
  - BOFF BROS., Webster Groves, Mo.
  - ASBERRY BOYER, La Grange, Mo.
  - CAPITAL MOTOR CO., Jefferson City, Mo.
  - FLOYD CAPITO, Exhul, Mo.
  - FENWELL AUTOMOBILE & WAGON WORKS, Heberly, Mo.
  - BOBT HUNOL, Hermann, Mo.
  - F. C. KING'S GARAGE, Rolla, Mo.
  - LAWSON MOTOR CO., Columbia, Mo.
  - LESEM-MILLIKAN, INC., Cape Girardeau, Mo.
  - QUALITY MOTOR CO., Springfield, Mo.
  - SULLIVAN MOTOR CO., Sullivan, Mo.
  - BUHLEER AUTO CO., Marshall, Ill.
  - COOKSON MOTOR CO., East St. Louis, Ill.
  - J. M. CORTLEY & CO., Carlinville, Ill.
  - M. T. COTNER GARAGE, Mt. Carmel, Ill.
  - W. F. EAKIN, Vandalia, Ill.
  - ENDRES MOTOR SALES, Belleville, Ill.
  - HAMMOND MOTOR CAR CO., Granite City, Ill.
  - HUGHES MOTOR SALES, Carbondale, Ill.
  - JEFFERSON-JOHNSON, Quincy, Ill.
  - T. H. JOHNSON MOTOR CO., Alton, Ill.
  - CLYDE KNOLLS, Petersburg, Ill.
  - LAMKIN MOTOR SALES, Olney, Ill.
  - MODERN AUTO SALES, Beardstown, Ill.
  - MURPHY BROS., Robinson, Ill.
  - NEWMAN BROS., Springfield, Ill.
  - PEOPLE'S SERVICE GARAGE, INC., Mt. Olive, Ill.
  - LLOYD SHIPP, West Frankfort, Ill.
  - JOHN W. STOCKHOLM GARAGE, Carlinville, Ill.
  - WOODY WIEBE'S GARAGE, Highland, Ill.
  - ZIEGLER MOTOR CO., Elmhurst, Ill.
  - BROWN OLIVE MOTOR CO., Mayfield, Ky.
  - WEST KENTUCKY MOTOR CO., Paducah, Ky.

Day!

I like the ad above as it shows a rare glimpse of the rural Studebaker dealerships of the day in Missouri and Illinois but still around the greater St. Louis, Missouri and East St. Louis, IL areas. This is the first time the Studebaker factory had done this since 1929 and finally reflected the fact the St. Louis Post-Dispatch was read far beyond the geographical borders of just St. Louis, MO. In these difficult times all Studebaker dealers in both states needed all the support and merchandising help they could get.



Studebaker Dictator Custom Sedan



Studebaker Dictator Special

Studebaker's new Dictator Special sedan which is a lower-priced companion to the regular Studebaker "skyway-speedway" lines. It has the regular Dictator straight eight engine.

### Studebaker Observes Its 83d Anniversary With Increasing Sales

Although approximately 5000 cars will leave the Studebaker assembly lines in February, the dealer demand for automobiles will exceed that figure. So Paul G. Hoffman, president of the Studebaker

Sales Corporation, said Feb. 19, on the Studebaker company's eighty-third birthday.

"Studebaker reaches its eighty-third anniversary in robust health," said Hoffman. "We are having an excellent February, and indications point to a better March. Our dealers are selling autos in ever increasing numbers, and there has been a marked acceleration since January.

### Studebaker Reports Best October-March Business Since 1929

With more than 8500 orders for March shipment, the first six months of Studebaker 1934 "Skyway-speedway" models promises to be best of all corresponding six-month periods since 1929, according to Paul G. Hoffman, president of the Studebaker Sales Corporation.

"The production and sale of Studebaker cars since the introduction of our 1934 models last October has been unusually good," Hoffman said. "Our records show that the six months period ending on March 31 will be the greatest October-March period we have had since 1929. On March 31 we will have produced 34,363 cars since Oct. 1, last. This is 230 per cent of the number of cars produced by us in the similar period a year ago, when we produced 14,957 cars."

In spite of all the sad news and tragedy Studebaker and its dealers had endured since 1929. They managed to celebrate for at least one day on February 18, 1934 the 83rd anniversary of the Studebaker company. Paul G. Hoffman, President of the Studebaker Sales Corporation, said on that day that Studebaker sales were exceeding the current 5,000 vehicles per month figure. For what it's worth 5,000 vehicles per week is the normal weekly production total for an assembly plant on two, 40 hour, work shifts with no overtime. While this may have been a good production total for mid-priced automobiles during the Great Depression. The Studebaker Plants in South Bend, IN were being greatly underutilized.

I noticed on March 11, 1934 Metzger Auto Sales, 7434 Manchester Road in Maplewood opened up as a new DeSoto-Plymouth dealership. From 8/1952 to 8/1958 this same dealership building would become McClintock Studebaker Motor Sales. And from 8/1962 to 3/1966 the same building would become Maplewood Motors Studebaker.



The above Photo-articles articles appeared in the St. Louis Post-Dispatch from top left to right and clockwise on 1/14/1934, 3/25/1934, 3/25/1934 and 3/11/1934.

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

MEMBERSHIP/SECRETARY:	Louetta Bushdiecker, <a href="mailto:louettabushdiecker@att.net">louettabushdiecker@att.net</a>	(636) 448-0767
PRESIDENT, EDITOR, WEBMASTER:	Ben Alspach <a href="mailto:thealspachs@comcast.net">thealspachs@comcast.net</a>	(770) 362-6734
VICE-PRESIDENT:	Gary Krautmann, <a href="mailto:gkrautmann@sbcglobal.net">gkrautmann@sbcglobal.net</a>	(314)-308-4788
TREASURER:	Phil Hendrickson, <a href="mailto:fishnphil1@aol.com">fishnphil1@aol.com</a>	(314)-420-4114
CHAPTER HISTORIAN:	Mill Yoder, <a href="mailto:mryoder@swbell.net">mryoder@swbell.net</a>	(314) 842-5739
FACEBOOK EDITOR:	Lew Schucart, <a href="mailto:lschuc@mac.com">lschuc@mac.com</a>	(314) 578-7911

## STUDEBAKER ONLINE

Visit the MO/IL Gateway SDC Chapter of the SDC at:

Visit the International Studebaker Drivers Club at: <http://www.studebakerdriversclub.com/index.asp>

Visit the Avanti Owners Association International at: <http://www.aooi.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

Sunday May 7th at 1:00 PM. We will be touring the car collection of Gateway member Richard (Dick) Koop. The name and address of Dick's facility is: The Place, 600 Spirit Valley East Drive, Chesterfield, MO 63305. There is a party room we can use for lunch and our meeting. Please bring your own lunch OR we will be ordering "box lunches" from a local subshop. Estimated cost is \$11 per box lunch. To order box lunches, please contact VP Gary Krautmann by May 1<sup>st</sup>.

June 13-16, 2023 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. Please refer any questions to Don Hart 314-277-1065 or [donhart@aoai.org](mailto:donhart@aoai.org) RESERVATIONS CLOSE May 23, 2023.

Sunday, July 9th, Glencoe, MO. Members of the Gateway Chapter will gather at 1:15pm to ride the Wabash, Frisco, & Pacific RR's miniature steam train along the Meramec River. The depot is located at 101 Grand Ave., Glencoe, MO 63038. Glencoe is about 3 miles north of Eureka, just off Hwy. 109. From Hwy 109, turn east on Old State Rd. and then make a quick right on Washington Ave. Go about 1/2 mile (the name of the road will change but stay on the same pavement) and the road will end at the train depot. Cost is \$5 per passenger. Following the train ride, we will regroup at a nearby restaurant. For more info, contact VP Gary Krautmann.

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

Sunday, 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 if desired to eat and Stude parts/memorabilia for the auction.

### TREASURERS REPORT

BY: *Phil Hendrickson*

#### MO-IL Gateway Chapter SDC – April 2023 Treasurer's Report

There has been no financial activity since our last meeting on March 12, 2023.

As of 4/26/2023, The current checking account balance is: \$5,944.05

After one membership renewal and one new member at the March 12, 2023, meeting the 2023 membership renewals have come to a complete stop. We currently have 25 paid members, with 9 members from 2022 that have not renewed their membership.

Dues can be mailed to:

[Phil Hendrickson, 1338 Pine Drive,  
Arnold, MO 63010](mailto:Phil.Hendrickson@1338PineDrive.com)

Additional contact information:

Phone: [314-420-4114](tel:314-420-4114)

Email: [fishnphil@aol.com](mailto:fishnphil@aol.com)

*Phil Hendrickson*

Treasurer



Phil Hendrickson and his 1989 silver Avanti convertible above.

## Report #1

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:** March 1, 1961 Studebaker-Packard acquires Chemical Compounds, Inc. Name later changed to STP., March 2, 1895 Henry Studebaker dies., March 3, 1960 Studebaker-Packard acquires Gravely Tractors, Inc., March 4, 1966 Announcement of Studebaker Canadian plant closing., March 5, 1962 Studebaker-Packard acquires Schafer, Inc., March 9, 1935 Studebaker out of receivership., March 12, 1831 Clement Studebaker's born., March 16, 1917 John M. Studebaker dies., March 16, 1962 Studebaker-Packard acquires Paxton Products, Inc. , March 17, 1966 Last Studebakers built in Canada., March 19, 1931 Knute Rockne named manager of sales promotion of Studebaker., March 20, 1980 Leo Newman dies., March 21, 1933 Studebaker enters into receivership., March 26, 1868 H & C Studebaker renamed to Studebaker Brothers Manufacturing Company., March 30, 1962 Studebaker receives \$19.5 million contract for military trucks., March 31, 1931 Knute Rockne dies in airplane crash.

The Missouri February report has 1 NEW member (located in Kansas City) and 9 EXPIRED members (located in Greenwood, Kansas City, Springfield, Lee's Summit, Liberty, Saint Peters, Ozark, and Fenton).

The Illinois February report has 3 NEW members (located in Peoria, Chicago, and Marion) and 12 EXPIRED members (located in Harvard, Joliet, Glenview, Oak Lawn, Mount Vernon, Marion, Des Plaines, Chicago, North Aurora, Seneca, and Irving).

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.

From Studebaker National Museum YouTube video "The Evolution of a Champion" 1934 promotional film. No sound. Duration is 7 minutes 22 seconds ...

VIDEO URL: <https://www.youtube.com/watch?v=2gG5MJdxHHs>

From Studebaker National Museum YouTube video short "Top of the Line: Studebaker's President opens this Friday!" posted February 16, 2023 ...

VIDEO URL: [https://www.youtube.com/shorts/V\\_uQcACoY5I](https://www.youtube.com/shorts/V_uQcACoY5I)

## Report #2

**Some Studebaker, Packard and Avanti history this month:** April 1, 1836 Peter Studebaker born., April 1, 1887 Rebecca Mohler Studebaker dies., April 5, 1991 Designer Bob Andrews dies., April 9, 1963 Super Larks and Super Hawks introduced., April 14, 1982 Gravely Tractors, Inc. division sold by McGraw-Edison., April 19, 1950 Studebaker Engineer Ray Cole dies., April 19, 1976 Nate Altman dies., April 25, 1962 Avanti sets new world production car record of 21.4 miles in 60.8 seconds. Top speed of 171.10 mph., April 26, 1962 Avanti introduced to the public., April 26, 1962 Packard name dropped from title of Studebaker Corporation., April 27, 1974 Frost & French, Inc. of Los Angeles closes. It was the last Studebaker dealership., April 28, 1986 Michael Kelly assumes ownership of Avanti.

The Missouri March report has 2 NEW members (located in Florissant and Independence) and 1 EXPIRED member (located in Crane). NEW MEMBER: **Terry Johns, 1780 Clover LN, Florissant, MO., 63031, 314-522-678, [halftrackjohns@att.net](mailto:halftrackjohns@att.net)**

The Illinois March report has 1 NEW member (located in Island Lake) and NO EXPIRED members.

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



## MINUTES FOR THE MARCH MEETING OF MO/IL GATEWAY SDC & AOAI CLUBS BY: *Louetta Bushdiecker*

The Missouri/Illinois Gateway Chapter of Studebaker Driver's Club gathered at Sunday, 2:00 pm, March 12, 2023, at Wesley Roger's Steak and Buffet restaurant, in Arnold, Missouri for their March meeting.

Members present: Ben Alspach, Jeff Wassilak, Joe Bushdiecker, Mary Ann Bushdiecker, George Yoder, Cynthia Yoder, Don Hart, Gary Krautmann, Denny LaBantschnig, Susan LaBantschnig, Lewis Schucart, Phil Hendrickson, Gregg Ford, Richard Koop, Cyndy Schwab and Louetta Bushdiecker. Visitors: Andrew Schwartz and (his mother) Rose Ann Schwartz.

Ben Alspach Mo/Il Gateway President called the meeting to order at 3:00pm.

Ben thanked Phil Hendrickson, for arranging the restaurant for our meeting. He also welcomed Andrew Schuartz, Rose Ann Schwartz, as well as members Richard Koop and Denny & Susan LaBantschnig who had not been able to attend a meeting for some time.

The Secretary passed out the Minutes from the January meeting. Ben asked for any comments. None were received. Phil Hendrickson made a motion the Minutes be accepted, Joe Bushdiecker seconded and the motion passed.

Ben asked Phil Hendrickson for the Treasures Report. Phil said there was \$5,897.05 in the checking account. He closed the old bank accounts and set up a new account at Enterprise Bank where there are no service fees. The Club had received a letter from the State of Missouri declaring it is a Not-for-Profit organization. Question was asked if that meant the club had to submit a form to not pay sales taxes and not file federal and/or state tax returns. Phil explained Not-for-Profit status did not mean Tax Exempt status, which would require completion of other forms. It is Phil's understanding the club's financial activities are below exemption level and there is no benefit to seeking Tax Exempt status. If tax return forms are required, he would need to seek assistance in completing. Don Hart made a motion to accept Not-For-Profit status and not pursue Tax Exempt status. The motion was seconded by Cyndy Schwab vote taken and passed.

Ben announced that Mr. Bob Palma, Turning Wheels Co-Operator Editor, had passed away. He resided in Indiana.

Jeff Wassilak, Zone Coordinator was asked, to give his report. He announced World of Wheels Show in Kansas City March 10-12 had 10 entries from Heart of America Chapter. He suggested planning for carpooling next year and try to arrange a visit to private Armacost Museum located in Grandview, (south of downtown KC). Also announced Swap Meet sponsored by Model T Club 6 am to 4pm May 7 at GCS Credit Union Ballpark (Grizzlies Stadium). For more information website is: <http://stlmodeltclub.org/swapmeet.html>.

Ben asked Lou Schucart about the chapter website status. Lou said he restored the old site and would be working on updating soon. The domain is "Gatewaysdc.org".

Don Hart reported planning for the AOAI International Meet June 13—17, 2023 is progressing and requested more volunteers. Phil Hendrickson will be handling the setup of the cars at the "Museum of Transportation". Don mentioned he was planning on sending out an E-mail blast soon with more information.

Ben mentioned that he had heard from the Hudson Car Club. They are participating in a car show on the Old Chain of Rocks Bridge on Sunday, October 8, 2023, and cost \$30.00 per vehicle. The St. Louis Classic Packard Car Club is planning to attend an "orphan" car show at Gateway Classics in Shiloh, IL on Saturday, Sept. 16<sup>th</sup> and they have invited our Studebaker Club to join them. Hudson, Nash, Kaiser & others expected to be attending. More information will be forthcoming.

Ben handed out sample name tags to the officers (vice president, treasurer, secretary) while wearing one. He offered to make name tags. Studebaker lanyards can be purchased from the Museum and provided to Gateway members at no cost (the chapter will cover the expense) Phil Hendrickson made a motion that name tag holders and lanyard be purchased. Lou Schucart seconded and the motioned passed.

Ben asked if there was any old business and received no response. Ben asked for new business and none was mentioned.

Gary Krautmann mentioned a mini steam train ride off of highway 109 in Glenco, Missouri called the "Wabash, Frisco and Pacific Mini--Train Ride" and wondered if it would be a nice place for a meeting. Ben asked him to get more information and report at the next meeting. This might be an idea for our July gathering.

Ben said that member Milt Yoder had done a great job organizing the Vendor Guide section in the latest issue of Turning Wheels.

The Club's next meeting will be on May 7, 2023 at 2:00pm at Richard Koop's car Storage compound (called "The Place") at 600 Spirit Valley Road in Chesterfield, Missouri. (It is very close to the Spirit of St Louis Airport.)

The 50/50 drawing was won by Mary Ann Bushdiecker. Phil Hendrickson made a motion to adjourn the meet. Don Hart seconded the motion and the motion passed. Submitted by: Louetta Bushdiecker Secretary

**PHOTOS OF THE CARS AT THE MARCH MEETING OF MO/IL GATEWAY SDC & AOAI CLUBS**

Member car photos from our Sunday March 12 SDC Gateway chapter meeting at the Wesley Rogers Steak and Buffet in Arnold, Mo.



That's a red 1950 Studebaker Champion Starlight Coupe above and it belongs to new member Andy Schwartz of Fairview Heights, IL. Of course that's our chapter treasurer Phil Hendrickson's 1989 silver Avanti convertible at right. Photos courtesy of member Lew Schucart and Ben Alspach.

## 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 New- port 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.

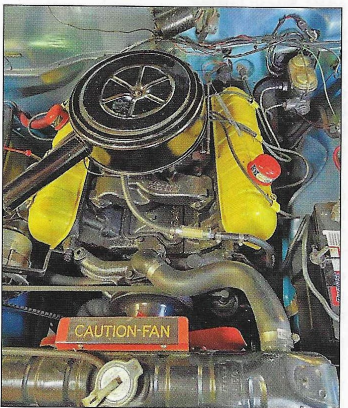
**TAYLOR LOCK & KEY SERVICE**: 512 W. Gallatin St., Vandalia, IL 624-71, Phone: (618)-283-0421, Cell: (618)-367-1913

**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](mailto:www.williamsautodetail.com) or [in-fu@williamsautodetail.com](mailto:in-fu@williamsautodetail.com)

**GATEWAY SDC MEMBER ROBERT VINLUAN'S 1963 STUDEBAKER LARK 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: [anna1974ma-rie@hotmail.com](mailto:anna1974ma-rie@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).



**2023 INTERNATIONAL SDC MEMBERSHIP FORM.**

**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 year	3 years	5 years
<b>Membership in US</b>		<b>Total</b>	<b>Total</b>
<b>Regular Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b> .....	\$29	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 membership</b> (Libraries, etc.)	\$29	\$87	\$145

**Membership in Canada**

	1 year	3 years	5 years
<b>Regular Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b> .....	\$46	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

**Overseas Membership**

	1 year	3 years	5 years
<b>Overseas Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b> .....	\$46	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: [sdcc@cornerstonereg.com](mailto:sdcc@cornerstonereg.com)** for information. Or visit:  
[www.studebakerdrivesclub.com](http://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.

**2023 MEMBERSHIP APPLICATION, MO/IL GATEWAY CHAPTER OF THE STUDEBAKER DRIVERS CLUB**

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)

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## 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 southern Illinois areas. We are dedicated to the preservation of Studebaker vehicles although 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, and help in locating parts and vehicles---along with great fellowship. The Steering Wheel bi-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 classified ads. Ads will be placed as long as needed but notification to the editor once the item has been sold is requested. 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 the month prior to release of the following bi-monthly issue.



**Ed Meyer, Editor**

**1363 Heritage LNDG.**

**St. Charles, MO 63303-6175**

**STAMP**