



MISSOURI - ILLINOIS "GATEWAY" CHAPTER

Studebaker

STEERING WHEEL NEWSLETTER

THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM FEBRUARY 1935 THROUGH MAY 1935. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



PRESIDENTS REPORT:

BY: *Ben Alspach*

JANUARY-FEBRUARY 2024

Volume #53 Issue #1
Inside This Issue:

60 PRESIDENTS REPORT:	1
FEATURE STORY: RESEARCH REPORT: St. Louis Area Studebaker Dealers And Their Ad's From June 1935 Through December 1935.	4
The 2024 Officer Contact Information & Helpful Online Links.	7
2023 Gateway SDC & AOAI November Chapter Meeting Minutes From Louetta Bushdiecker & Photos. From Jeff Wassilak.	8
Jeff Wassilak's Regional Managers Report 1 & 2.	10
2024 EVENTS Calendar & Treasurers Report From Phil Hendrickson.	11
Manitowoc, Wisconsin International Meet Photos.	12
The Steering Wheel Free Classified Ad's.	13
International & Gateway Membership Form.	14
60th SDC International Meet Registration Information.	15
60th SDC International Meet Registration Form.	16

Out with the Old, In with the New!

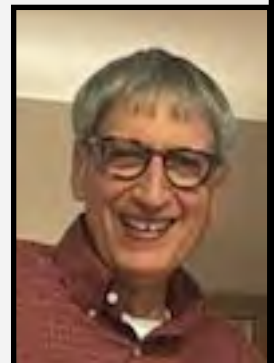
Happy New Year! I trust your 2024 is off to a great start after a nice Holiday season with family and friends. As I was looking through material and info for this first issue of '24, I noticed in Jeff Wassilak's Region Manager's report (included inside) an entry on the December Studebaker History calendar:

"December 31, 1910—Studebaker acquires Everitt-Metzger-Flanders (E-M-F) Company".

While this might seem a trivial footnote in a long list of important Studebaker milestones, it's actually a pivotal event with regard to the Studebaker automobile business. And it got me thinking about the rather rapid (given the times) transition of the Studebaker company from one of horse-drawn vehicles to the self-propelled automobile. Following are a few highlights in that saga which may interest you.

Sources indicate the Studebaker board of directors first gave serious consideration to the "horseless carriage" in mid-1897, as examples of this startling new technology were showing up here and there from inventors such as Duryea, Haynes, Olds, Winton and Maxwell. At this time, Studebaker was the world's largest wagon/buggy maker and enjoyed an excellent international reputation for quality and durability. The brothers from South Bend were industry leaders and their business continued to grow every year. However, the Studebaker boys were also savvy businessmen and realized this new self-propelled contraption could be more than just a passing fad . . . and might eventually affect their transportation empire. By the end of 1897, a small group in the Studebaker engineering dept. had built an experimental electric car, which they continued to test, modify and refine. Meanwhile, the Studebaker carriage works had been building more and more bodies for electric runabouts, then being produced by other companies. By 1901, the Studebaker Bros. determined they should enter the automobile business and, in 1902, the first company-built electric cars rolled out of the home factory.

However, it was soon clear that the limited range of electric cars meant they were largely confined to city use. Longer distance travel would require some other source of power—internal combustion or steam engines. Production of electrics continued but, in 1904, Studebaker partnered with the Garford Company of Elyria, Ohio to sell Garford gasoline powered autos (soon to be rebranded as "Studebaker-Garford") through their extensive network of Studebaker wagon dealers.



Studebaker was already building car bodies for Garford and this arrangement gave the South Bend company a means to “ease its way” into the gasoline car business while also increasing body volume with Garford. Very soon, it was the “tail wagging the dog” as the Studebaker dealer network became Garford’s largest sales outlet and Garford found itself building chassis almost exclusively under contract to Studebaker.

OK . . . but what about E-M-F, you ask? Well, the Garford was a big, expensive car and Studebaker execs felt they were missing a large segment of the growing market interested in smaller, more affordable automobiles (such as Oldsmobile and Ford). To address this problem, they struck another deal, this time with E-M-F, a builder of mid-sized, popularly priced cars. Everitt, Metzger and Flanders were all pioneers in the auto industry and joined forces with the idea of getting the best results from their combined knowledge, experience and resources. Soon Studebaker wagon dealers were selling cars branded “Studebaker E-M-F” and “Studebaker Flanders” . . . and the company’s automobile business was taking off! Thus, in late 1910 Studebaker bought E-M-F and the new division was absorbed into the reorganized Studebaker Corporation. And while E-M-F’s technology and designs were still adequate, over the next 2-3 years Studebaker would develop impressive new models and phase out “carry-over” designs that came with E-M-F. Everitt, Metzger and Flanders soon split and moved on to work with other early auto makers, including Hudson and Rickenbaker. Coincidentally, the struggling Garford Co. was acquired by Willys-Overland in 1911. Studebaker ultimately sold their wagon business in 1920.



REPORT ON GATEWAY CHAPTER SDC 12/2/2023 HOLIDAY LUNCHEON. BY *Ben Alspach*

AOAI Avanti Owners Group Hosts Holiday Party for Gateway SDC Members

Santa arrived a little early for some of us this year thanks to help from the Gateway AOAI Chapter. The Avanti group hosted a wonderful Christmas luncheon on Saturday, December 2nd at the Westport DoubleTree hotel. According to lead organizer Don Hart, the Avanti team sponsored the party as a big “THANK YOU” to the many Gateway SDC members who provided volunteer support in hosting the very successful AOAI meet held here in June. There was no cost to Gateway members . . . the AOAI chapter covered the entire luncheon tab!

About two dozen guests enjoyed the sumptuous buffet which offered salmon, chicken and pork along with a full complement of salads, side dishes, breads and tasty desserts. Beverage choices included soft drinks, iced tea and coffee. And just about the time everyone was pushing back from the table for some more conversation, the ring of sleigh bells alerted us to the arrival of Santa himself.

The Jolly Old Elf was in good form and brought along his “Naughty & Nice” ledger, which caused some consternation amongst the crowd. Santa did “call out” a few attendees for minor indiscretions and doled out tiny sacks of “coal” (really wrapped chocolates!) to those who need to shape up for next year. However, no serious consequences that day and Santa later posed for photos with happy admirers.

Don & Jan Lindner also provided special Avanti House chocolate files to all present and Don spoke briefly about the Avanti House and activities in South Bend, including the introduction of a new “Studebaker” craft beer being brewed there. A couple of sample cans of the brew were presented to lucky recipients.

Many Thanks to the Gateway AOAI Chapter for planning and hosting this great event!

**Reminder: 2024 Club Dues are payable in January!
Please mail your check to Phil or bring it to our January meeting. THANKS!**





Studebaker started June 1935 with the same 8 greater St. Louis area Studebaker dealerships it had at the end of January.

Studebaker 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. OSCAR G. 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.. And lastly #8. Enders Motor Sales, Belleville, IL..

On 11/28/1935 #9. Franke Motor Sales, 4811 Delmar, St. Louis, MO. was added giving Studebaker a total of 9 greater St. Louis area dealerships. During this six months two of the dealerships changed owners/

names. Johnson-Leland-Kreid Motor, Alton, IL. became just Leland-Kreig Motor, Alton, IL. On 11/26/1935 according to the ads. Plus Cookson Motor CO., East St. Louis, IL., became Smith Motor Inc., East St. Louis, IL., on 11/14/1935. Also #4. OSCAR G. SNIPEN, Inc., SOUTH SIDE Studebaker, 3456 South Grand, Blvd. St. Louis, MO., was moved to a new location and taking over the previously named #6. "The Motorite, to OSCAR G. SNIPEN, Inc., 5180 Delmar Blvd., St. Louis, MO. So actually Studebakers dealership total was back down to 8 but considering this was still the middle of The Great Depression,

It takes very little TO OWN A STUDEBAKER CHAMPION...AND YOU GET THESE 21 "EXTRAS"



1. Best looking streamlining in America.
2. Fully Automatic Ride Control.
3. Steel reinforced by steel body.
4. Compound hydraulic brakes.
5. One-piece steel body with Studebaker's exclusive dual dome cowl.
6. 57 inches of elbow room in rear.
7. Fifty-six inches of elbow room in adjustable front seat.
8. Exceptional leg and head room.
9. A Studebaker Champion 88-horsepower six cylinder engine with 4 point rubber cushioned mountings.
10. Fully automatic choke and spark.
11. Finest body ventilating system, front and rear, in America.
12. Beautifully upholstered, lounge-like interiors with form fitting, luxurious spring cushions, rear seat arm rests, silken grip cords, dome light and onyx and chrome finished hardware.
13. Large package compartment and extra size built-in ash receiver.
14. Sun visor, bandit-proof door locks and adjustable steering column.
15. Adjustable hood latches, chrome radiator ornament.
16. Windshield wiper operated from below, rear vision mirror, electric fuel gauge, engine thermometer, oil pressure gauge and ammeter.
17. Streamlined single bar bumpers with bumper guards.
18. Metal spring covers.
19. Spare tire, tube, metal tire cover.
20. Twin beam head lamps with non-glare adjustment.
21. Flush type cowl ventilator and adjustable windshield.

If you're thinking of a car that features a factory price around five hundred dollars, you'll do well to consider a Studebaker.

The delivered price of a new 1935 Studebaker Champion, completely equipped, is only a little bit more than cars that *seem* to be priced 'way down.

And when you own a Studebaker, you have a car that's a Champion—in style and roominess, in restful riding, luxurious appointments and performance. You get a body of steel reinforced by steel—compound hydraulic brakes. You get engineering and workmanship that the rest of the motoring industry envies.

Come in and go out for a convincing demonstration. If you try a Studebaker, you'll buy a Studebaker—especially when you realize you can get one for a delivered price as low as this:

5-PASSENGER SEDAN

\$848 Nothing more to pay

DELIVERED IN ST. LOUIS

Completely equipped

ARTHUR R. LINDBURG, Inc.

Distributor

GRAND AND LINDELL BLVDs.

OSCAR G. SNIPEN, Inc.,
3456 So. Grand Blvd. LA. 9400
The Motorite, 5180 Delmar, St. Louis, Mo.

Bopp Bros., Webster Groves, Mo.
Cookson Motor Co., E. St. Louis, Ill.
Hammond Motor Co., Granite City, Ill.

JE. 8850

Johnson-Leland-Kreig Motor Co.,
Alton, Ill.
Enders Motor, Belleville, Ill.

"I still challenge

every other dealer to show you a value like this!"



WHAT YOU GET IN THIS BIG, ROOMY STUDEBAKER SEDAN

1. Best looking streamlining in America.
2. Fully Automatic Ride Control.
3. Steel reinforced by steel construction.
4. Compound hydraulic brakes.
5. Exclusive dual dome roof.
6. 57 inches of elbow room in rear seat.
7. Fifty-six inches of elbow room in adjustable front seat.
8. Exceptional leg room and head room.
9. A Studebaker Champion 88-horsepower six cylinder engine with 4-point rubber cushioned mountings.
10. Fully automatic choke and spark.
11. Finest body ventilating system, front and rear, in America.
12. Beautifully upholstered, lounge-like interiors with firm fitting, luxurious spring cushions, rear seat arm rests, silken grip cords.
13. Large package compartment and extra size built-in ash receiver.
14. Sun visor, hand-proof door locks and adjustable steering column.
15. Adjustable hood latches.
16. Windshield wiper operated from below, rear vision mirror, electric fuel gauge, engine thermometer, oil pressure gauge and ammeter.
17. Streamlined single bar bumpers with bumper guards.
18. Metal spring covers.
19. Spare tire, tube, metal tire cover.
20. Twin beam head lamps.
21. Flush type cowl ventilator and adjustable windshield.

"I'm still waiting for some other auto dealer to match this sedan for value! My challenge includes every car regardless of price or size.

"Too many people think they have to buy one of the lowest priced cars in order to stay within their means. They never even dream of looking at a Studebaker. What a pity to deprive themselves of a car they can easily afford!

"This 1935 Studebaker Champion pictured here is a car you wouldn't even mention in the same breath with the lowest priced. Its body is steel reinforced by steel from wheels to roof panels. It has compound hydraulic brakes. It's inches roomier than any comparably priced car. It's luxuriously upholstered, fitted and finished. And it's engineered and constructed by the best men in the automobile industry.

"Yet it delivers completely equipped in this city for only a trifle more than the lowest cost cars. Come in and try out the cars and see for yourself why I so confidently challenge anyone in town to match this Studebaker value!"

Arthur R. Lindburg

ARTHUR R. LINDBURG, Inc.

Distributor
GRAND AND LINDELL BLVDs. J.E. 8850
 OSCAR G. SNIPEN, Inc. Cookson Motor Co., E. St. Louis, Ill.
 3456 So. Grand Blvd., LA. 3400 Hammond Motor Co., Granite City, Ill.
 The Motorist, 6180 Delmar, St. Louis, Mo. Johnson-Leisner-Kreig Motor Co., Alton, Ill.
 Ropp Bros., Webster Groves, Mo. Enders Motor, Belleville, Ill.

STUDEBAKER



NEW 1935 5-PASSENGER STUDEBAKER SEDAN

\$838

Delivered

IN ST. LOUIS COMPLETELY EQUIPPED

Nothing More to Pay

"I challenge

'all three' or all twenty-three to show you anything like Studebaker economy!



AND I MEAN GASOLINE ECONOMY AS WELL AS OIL ECONOMY...TIRE LIFE...SERVICING...REPAIRS...EVERYTHING IT TAKES TO RUN A CAR."

BIG, NEW STUDEBAKER 5-PASSENGER SEDAN DELIVERED IN ST. LOUIS

\$838 *Completely equipped*

NOTHING MORE TO PAY



"I'll match this magnificent Studebaker Champion sedan against any car in America for economy. I'll back it to cost you less to run than any one of the three lowest priced cars—or, for that matter, any of the twenty-three cars that are on the market today.

"It took us a long time to convince people that Studebaker delivers, fully equipped, for almost as little as the lowest priced cars. Now, I'm out to show every motorist in town that when it comes to gasoline mileage... oil mileage... tire mileage... Studebaker is also this year's best buy.

"Bring in your facts about any other car's economy and I'll undertake to bow them over with my facts about this Studebaker's money-saving performance. And when it comes to repairs... well, we hardly have enough work servicing this year's Studebakers to keep us going in that department—that's how famously built these Champions are.

"Why, even your insurance on a Studebaker runs into less money than it does on most cars. You save in the beginning and you save all through your car's life.

"But talk is cheap... let's get out our pencils, you and I, and do some figuring. Come in and I'll guarantee that Studebaker will still win the argument."

Arthur R. Lindburg

ARTHUR R. LINDBURG, Inc.

Distributor
GRAND AND LINDELL BLVDs. J.E. 8850
 OSCAR G. SNIPEN, Inc. Cookson Motor Co., E. St. Louis, Ill.
 3456 So. Grand Blvd., LA. 3400 Hammond Motor Co., Granite City, Ill.
 The Motorist, 6180 Delmar, St. Louis, Mo. Johnson-Leisner-Kreig Motor Co., Alton, Ill.
 Ropp Bros., Webster Groves, Mo. Enders Motor, Belleville, Ill.

HYDRAULIC BRAKES—of course—and they're Studebaker mounted hydraulic.
 STEEL BODY—of course—and it's reinforced by steel all over.
 EXTRA ROOMY—of course—water, driver seat—plenty of leg room and head room.

A total of 21 wanted "extras" at no extra charge, such as:
 smart streamlining in America... streamlined single bar bumper and bumper guards... fully automatic ride control... fully automatic choke and spark... dual dome safety steel roof... metal spring covers... sporty tire tube, metal tire cover, etc., etc.

the dealer network still remained remarkably stable and considering everything, prosperous.

The US economy would slowly recover in the coming months however no one could possibly know there would be a second stock market crash in 1938 almost as bad as 1929 and a second wave of the Great Recession during 1938 that would wipe out the remaining very weakest of the independent automakers. We'll see in coming months what effect this second stock market crash will have on St. Louis Studebaker dealers. 1939 will bring help from the factory in the form of the successful low cost Champion model so if they can survive 1938, things will get better.

1938 will also bring the first of the Raymond Loewy styled Studebaker models so even though sales will drop dramatically for everyone. Studebaker's share of the greatly reduced automotive market will actually rise. Enough context for the future for now though. Right now Studebaker has just emerged from receivership and the best they can do is to increase sales by cutting costs and reducing prices on existing models.

From the factory floor to the dealerships the new Studebaker management is asking everyone to keep the faith. They say they have a long term plan in place for prosperity in 1939 and if everyone plays their part now, better times are ahead. People on the factory floor actually deferred part of their pay to help pay for Studebaker ads in newspapers and magazines. Everyone was buying in and doing their parts by all accounts in these difficult times and the dealers were no exceptions when it came to mechanizing and promotional opportunities. Cars were donated to support good causes and highly visible events were staged in parks and on streets when possible with the press notified in advance. Studebaker people were car people first and if they could somehow scratch out a living at it in these terrible times, that was simply icing on the cake.

The above ads from top left to right and clockwise appeared in the St. Louis Post-Dispatch on 7/17/1935 and 8/20/1935.

WATCH STUDEBAKER

DON'T COMMIT YOURSELF TO ANY NEW CAR
WAIT FOR THE
NEW 1936

Studebaker Champions

**PRICED
AS MUCH AS
\$300
LOWER**

STUDEBAKER PRESENTS

*the smartest cars of 1936...for the
smartest buyers of 1936*

**PRICED AS MUCH AS
\$300 LOWER**

\$665



*Easily the stand-out value
of all the new cars!*

16 NEW BEAUTY FEATURES . . .
34 NEW COMFORT FEATURES . . .
14 NEW ECONOMY FEATURES . . .
21 NEW PERFORMANCE FEATURES . . .
12 NEW SAFETY FEATURES . . .

SEE THE NEW STUDEBAKERS AT THE AUTO SHOW

ARTHUR R. LINDBURG, Inc., Distributor
 GRAND AND LINDELL BLVDs. J.E. 8850

OSCAR H. SWINEN, 4152 Delmar Blvd., St. Louis, Mo.
 MONROE, 5150 Delmar, West St. Louis, Mo.
 BRUSH MOTOR, Inc., East St. Louis, Ill.
 STURMUND MOTOR CO., Granite City, Mo.
 LAYMAN, 4000 Maple St., St. Louis, Mo.
 ENDRE, 1000 Maple St., St. Louis, Mo.

LISTEN TO RICHARD HIMBER'S STUDEBAKER CHAMPIONS—COLUMBIA NETWORK EVERY FRIDAY NIGHT

New Car for Jess Haines



Jess Haines, the Cardinal pitcher, and his third Studebaker car delivered by Arthur R. Lindburg, Inc., distributor. Left to right—B. Armstrong of the Lindburg firm; Jess Haines and Russell F. Good, sales manager for Arthur R. Lindburg, Inc.

'Hill Holder' Device on Studebaker Works Automatically on Grade

The new automatic "hill holder," a feature of the 1936 Studebaker cars, works automatically. With it, one can stop his car facing up a hill. He depresses the brake to stop, disengages the clutch—and the automatic device goes into action.

As long as one keeps the clutch depressed with his left foot the car will stay right there, without danger of backing up after he takes his right foot off the brake pedal. Thus the right foot is free to step on the accelerator. When he wants to start up he gradually releases the clutch as he steps on the accelerator; the hill holder "lets go" and away goes the car.

Smith Motor Co. Studebaker Dealer, In East St. Louis

A. R. Lindburg, Inc. has appointed the Smith Motor Co., 707 Missouri avenue, East St. Louis, to act as exclusive Studebaker dealers in that city.

The firm is composed of H. B. Smith, general yard master for the Wabash Railroad for 23 years. W. H. Peters, its general manager, is well known in the automobile business in St. Louis and East St. Louis, having been associated with the handling of Studebaker cars for 15 years.

Earl Conrad is in charge of the complete new service department.

Studebaker still tried to push-market it's different/better features for the money though, optional hill holder, optional overdrive, optional independent planar front suspension, hydraulic brakes, all-steel bodies. They hoped a better engineered and styled automobile for a value price that was priced just a little more than those cheap cars would make for a compelling sales pitch. Studebaker sales were doing alright and Studebaker held it's own in market share. Especially noteworthy considering

The above ads and articles appeared From top left to right and clockwise in the St. Louis Post-Dispatch on 11/10/1935, 11/14/1935, 12/22/1935, 12/15/1935 and 9/22/1935.

Studebaker Makes Overdrive Optional For Driving Economy

Planar Front Suspension Available On Both the Dictator and the Dictator.

Two groups of Dictator and President cars, with several novel features, are presented by Studebaker, and Arthur R. Lindburg, Inc., distributor. A device called the "hill-holder" holds the car on an upgrade without the driver having to apply the brakes.

The engines are now on a special mounting to reduce vibration and noise and to aid in eliminating gear-shift "wobble."

A new type of insulating fabric, asphalt treated, has been adopted, and the new cars are said to be efficiently protected from heat and cold.

Through relocation of the fuel line and added insulation the danger of "vapor lock" is now minimized. Cooling and muffling, as well as starting, have been improved.

An overdrive gear, which permits a reduction in engine speed without diminishing car speed, is available optionally, as are also free wheeling and automatic switchkey starting.

Planar independent front wheel suspension may also be obtained in both Dictator and President models.

President models have been designed, styled and trimmed by Miss Helen Dryden, New York artist and decorator, said to be the first woman to have completely designed a car.

Both cars are "clean" in style, with streamlined but not radical lines. Hoods are high and narrow. Spare wheels are carried inside or in fender wells.

Each group comprises the following types—three-passenger coupe, five-passenger coupe, St. Regis custom two-door sedan, St. Regis cruising two-door sedan, custom four-door sedan, cruising four-door sedan and convertible roadster. The Dictator has over-all length of 192 1/4 inches and the President of 201 1/4 inches. The former is powered with a six-cylinder engine of 90 horsepower, the latter with an eight cylinder engine of 115 horse power.

Hydraulic brakes are supplied.

Studebaker Testing Cars by Driving Them Over Railroad Ties

Commander Model Follows Dixie Flyer Train at Speed of 55 Miles Per Hour.

Following the introduction of Studebaker's 1935 cars, the engineers sought a driving surface that would be rougher and more punishing than any of the washboard roads on Studebaker's proving grounds. For two months Studebaker's cars have been rolling down over railroad ties, sometimes in the company of special trains and sometimes alone taking switches, frogs, cross-tracks, bridges and trestles at speed.

Luther Johnson, the Indianapolis race driver, drove a Studebaker Commander along the C & E I Railroad in Illinois and the Dixie Flyer acted as pacemaker. Car and train attained speeds in excess of 55 miles an hour at times, and although there were cross-tracks, switches and bridges, the car surmounted them all without unswerving incident. Motion pictures of the test show the car jumping three feet into the air at times, yet the car landed safely and kept on going. The new Studebaker individual planar front wheel suspension withstood the shocks.

In another test, Luther Johnson drove the Commander over 150 miles of ties and averaged faster than 33 miles per hour. While the Commander reached speeds in excess of 65 miles per hour on the open road, it must slow down to about 10 miles per hour at cross-tracks, and cross-tracks are frequent. So the maintenance of an average speed of 33 miles per hour is considered remarkable by Studebaker engineers.

The above articles-ads appeared in the St. Louis Post-Dispatch from top left to right and clockwise on 11/10/1935,

AMERICA!

Here's the car you ordered

PRICED AS MUCH AS \$300 LOWER



\$665

FIRST IN ALL THE THINGS YOU ASKED FOR!

- 16 New Beauty Features
- 34 New Comfort Features
- 14 New Economy Features
- 21 New Performance Features
- 12 New Safety Features

Only 1936 cars with interiors styled by a woman!

And what a woman! The style authority of them all—Lutens Helen Dryden! It's no wonder the new Studebaker has a beauty that sings... a glowing harmony... a lovely melody inside. There's a rich simplicity everywhere in these Studebakers that no other cars at any price can match!

Only 1936 cars that won't roll back on a hill!

See this for yourself—Studebaker's unique new Automatic Hill Holder. If a hillside goes into action the instant you stop on any upgrade while even the most expert driver has difficulty handling clutch, brakes, gears and suspension. With Studebaker's Automatic Hill Holder, you stay stopped—you don't roll back.

YOU critical motorists of America! Hold Studebaker what you wanted in your new cars for 1936—and Studebaker has filled your order. Everything you could think of, that's been perfected or invented, these big thrifty new Studebaker Champions have. No wonder they have been the hit of all the auto shows!

And yet prices are down as much as \$300... down so much, in fact, that many who have been driving the very best proved cars can now easily purchase new Studebakers.

Studebaker, famous for years as the world's greatest builder of motor car engines, has given these new Dictator and President power plants of increased size and lightning pick-up that wring every ounce of energy out of every drop of fuel. And you hardly ever buy new oil!

With the sweeping, beautifully simple lines of an ocean-going cabin, each of these Champions has the strongest and safest steel body ever built—crisis tested by more low-section steel girders than you'll find in any other car.

The roomy interiors are the liveliest you ever have ever seen. Each wide deep seat is of chair height and easily accommodates three full size passengers. Floors are comfortably flat with no center ridge. Upholsters fabric is the kind featured in the newest furniture.

Feather-touch hydraulic brakes and finger-tip straight-line steering combine every ounce of energy out of every drop of fuel. And you hardly ever buy new oil!

With the Studebaker Miracle Ride-to make driving under all conditions delightful. The new Studebakers have 97 adjustments not combined in any other car. Come in and see them and experience them. You'll agree that no other new cars of the year offer so much for so little as these new Studebakers.

Proof as much as \$300 lower!

Smart to be seen in smarter to buy!

with the Studebaker Miracle Ride-to make driving under all conditions delightful. The new Studebakers have 97 adjustments not combined in any other car. Come in and see them and experience them. You'll agree that no other new cars of the year offer so much for so little as these new Studebakers.

Proof as much as \$300 lower!

New 90 H.P. Dictator Six... \$665
New 115 H.P. President Eight \$965
1000 prices at the factory. Standard equipment shown.

Studebaker's new C. I. T. 6% plan offers a new "low" in cost to the time buyer

ARTHUR R. LINDBURG, Inc., Distributor
GRAND AND LINDELL BLVDs. JE. 8550

FRANKE AUTO SALES, 4511 Delmar
 Bopp Bros., Webster Groves, Mo.
 Oscar G. Snippen-Motorite
 5580 Delmar Blvd.
 Leland-Kreid Motor Co., Alton, Ill.
 Endres Motor, Belleville, Ill.
 Smith Motor, Inc., East St. Louis, Ill.
 Hammond Motor Co., Granite City, Ill.

NEW 1936 STUDEBAKERS

had no true dedicated entry level models like Terraplane or Lafayette to do battle with in the marketplace as Hudson and Nash did respectively. Studebaker would have a winner in the 1939 Champion but that was still 3 model years and another 1938 stock market crash and second Great Depression dip away.

Until then Studebaker dealers could look forward to two years of steadily increasing sales and feelings of optimism. The good news is that both the Studebaker factory and dealers now had time to put their plans in place and lay the groundwork for success for 1939 and latter. Just as the economy was emerging and recovering from that 1938 stock market crash!

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

MEMBERSHIP/SECRETARY:	Louetta Bushdiecker, louettabushdiecker@att.net	(636) 448-0767
PRESIDENT, EDITOR, WEBMASTER:	Ben Alspach, thealspachs@comcast.net	(770) 362-6734
VICE-PRESIDENT:	Gary Krautmann, gkrautmann@sbcglobal.net	(314)-308-4788
TREASURER:	Phil Hendrickson, fishnphil@aol.com	(314)-420-4114
CHAPTER HISTORIAN:	Mill Yoder, mryoder@swbell.net	(314) 842-5739

STUDEBAKER ONLINE

- Visit the MO/IL Gateway SDC Chapter of the SDC at: www.gatewaysdc.org
- Visit the International Studebaker Drivers Club at: <http://www.studebakerdriversclub.com/index.asp>
- Visit the Avanti Owners Association International at: <http://www.aoui.org/>
- Visit the Studebaker National Museum online at: www.studebakermuseum.org

MINUTES FOR THE 11/12/23 MO/IL "GATEWAY" CHAPTER OF THE SDC MEETING BY: *Louetta Bushdiecker*

The Missouri/Illinois Gateway Chapter of the Studebaker Drivers Club gathered at 1:00pm at 1869 Draft House at 216 Front Street, Washington, Missouri.

Members present were: Don Hart, Louetta Bushdiecker, Ben Alspach, Jeff Wassilak, Milton Yoder, Joe Bushdiecker, Mary Ann Bushdiecker, Greg Ford, Denny LaBantschnig, Susan LaBantschnig, Lew Schucart and Ray Hobart.

Chapter President, Ben Alspach called the meeting to order at 2:20pm.

Ben said Ray Hobart had driven his 1955 Studebaker Speedster to the meeting and it was parked in the parking lot. Someone asked who had driven the black 49 Studebaker parked by the building at top of the hill on the parking lot. Ben said it was his 1949 Champion Coupe'. Ben announced Vice-President Gary Krautmann was not present since he was deer hunting.

The Secretary passed out Minutes from the September 17, 2023 meeting. Ben asked for comments. None was received. Denny LaBantschnig made a motion that the Minutes be accepted. Joe Bushdiecker seconded. The vote was taken and, the motion passed.

Chapter Treasurer, Phil Hendrickson was not present. Ben said the Treasurer's report was printed in the Steering Wheel Newsletter and asked if someone would make a motion to approve the report? Don Hart made a motion to approve. Joe Bushdiecker seconded. The vote was taken and, the motion passed. Ben also mentioned that it was time for the yearly dues to be paid.

The President asked Jeff Wassilak, Zone Coordinator for his report. Jeff said: Hemming's Daily E-mail newsletter October 27, reported a 1932 Studebaker Indianapolis 500 race car acquired by Studebaker National Museum (SNM). It was restored by Brooks Stevens and last owned by Heart of America Chapter member August Grasis.

Jeff also reported that a 1947 Studebaker M series pickup owned by Donna and Gary Sanders of Missouri was featured in and on cover of November-December issue of Vintage Truck magazine.

The latest SNM Lecture is "Preston Tucker and the Tucker 48" presented by Matt Anderson, Curator of Transportation at The Henry Ford Museum. He previously was employed at SNM. Andy Beckman's mic during introduction is low volume.

Ben announced Gateway Chapter FREE (no cost) Holiday luncheon will be held on Saturday, December 2, 2023, at 1:00pm at the Double Tree Hotel (by Hilton) at Westport (Page & I-270). This luncheon is sponsored by the Gateway Avanti Owners Group as a "thank you" to Gateway members who gave assistance in hosting the successful AOAI June meet. E-mail Ben at newsletter@gatewaysdc.org or call 770-362-6734. AOAI will cover the entire tab.

The Sunday, January 14, 2024, meeting at Bandana's BBQ located at 11750 Gravois Rd., St Louis (Sunset Hills) Missouri. We are scheduled at 2:00pm but it is ok to arrive early.

Sunday, March 10, 2024, our meeting will be at the Denny's Restaurant, 3939 Veterans Memorial Blvd, St Peters, Missouri 63376, beginning at 1:00pm.

Don Hart was selling 2024 Avanti Calendars for \$10:00 each.

Milt Yoder made a motion to adjourn the meeting. Motion was seconded by Ray Hobart. The vote was taken, passed and the meeting adjourned at 2:45pm.

Following the meeting, several members gathered in the parking lot to check out the cars driven to today's meeting.

Submitted by: Louetta Bushdiecker, Secretary



MINUTES FOR THE 11/12/23 MO/IL "GATEWAY" CHAPTER OF THE SDC MEETING continued. BY: Louetta Bushdiecker



Chapter President, Ben Alspach drove his black 1949 Champion Coupe' to the meeting above and top. Ray Hobart also brought his beautiful 1955 2-tone, Studebaker Speedster to the meeting shown in the middle photos. Lew Schucart brought his black 1963 Studebaker Avanti shown in the bottom photos and we even had a 1965 to 1967 Corvair (no side marker lights) Thanks to Jeff Wossilak for the photos!



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.

Some Studebaker, Packard and Avanti history this month of November: November 1, 1965 Studebaker's Chemical Compounds division changes name to principal product STP., November 2, 1902 Studebaker Automobile Company formed., November 5, 1893 Raymond Loewy born., November 6, 1899 Packard.Motor Car Company founded., November 14, 1958 Studebaker Lark introduced., November 19, 1984 Avanti convertible introduced., November 25, 1963 Sherwood Egbert resigns as President and Byers Burlingame is appointed President of Studebaker., November 27, 1901 Clement Studebaker dies, age 70.

The Missouri October report has 2 NEW members (located in Hopkins and Saint Clair) and 3 EXPIRED members (located in Columbia, Kansas City, and Willard).

The Illinois October report has 2 NEW members (located in Spring Grove and Marion) and 7 EXPIRED members (located in Roscoe, Springfield, Swansea, Magnolia, Calhoun, Quincy, and Lowpoint).

From Hemmings Daily Friday October 27 "Studebaker National Museum Acquires Rare Studebaker Indianapolis 500 Race Car" by Tara Hurlin. Note previous owners were Brooks Stevens and Missouri SDC member August Grasis, Kansas City, MO.

VIDEO URL: https://www.hemmings.com/stories/studebaker-museum-acquires-indy500-racecar/?utm_medium=email&utm_source=EDaily&utm_campaign=2023-10-27

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. Best wishes, Jeff Wassilak

Report #2

Some Studebaker, Packard and Avanti history this month of December: 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 0 NEW members and 2 EXPIRED members (located in Jefferson City and Raytown).

The Illinois November report has 2 NEW members (located in Salisbury and Oakdale) and 2 EXPIRED members (located in Quincy and Steamwood).

From Studebaker National Museum YouTube video "Built to Last Proving Ground" by Kyle Sater, Curator. Duration is 4 minutes, 36 seconds. URL: https://www.youtube.com/watch?v=pkiZfdw__tk&t=181s

Happy Holidays! *Jeff Wassilak*

Missouri Regional Manager
Studebaker Drivers Club

2024 MO/IL GATEWAY CHAPTER CALENDAR OF EVENTS

Gateway AOAI members to send their \$15 dues for 2024 to secretary Paul Regna, 2631 Glenoak Dr., Maryland Heights, MO. 63043

Our Sunday, January 14th meeting will be held at Bandana's BBQ located at 11750 Gravois Rd., St. Louis (Sunset Hills) MO 63127. Located near Gravois and Lindbergh, this is the same spot at which we held our Holiday meeting last December. The restaurant is expecting us at ~2:00 pm but it should be OK to arrive a little early. Nice parking lot with plenty of room for Studebakers! THANKS to Milt Yoder for making the arrangements!

Sunday, March 10th meeting will be held starting @ 1:00 pm at the Denny's in St. Peter's, located at 3939 Veteran's Memorial Blvd (63376).

Sunday, May 19th meeting will be held at starting @ 1:00 pm at Helen Fitzgerald's restaurant, 3650 S. Lindbergh Blvd. in Sunset Hills (63127). The restaurant is located just south of the Watson Rd./Lindbergh Blvd. intersection (right beside the new BassPro store) and about a mile south of the I-44/Lindbergh interchange. Jeff Wassilak has reserved a meeting room for up to 20 attendees! NOTE—This meeting will be on the THIRD Sunday since the second Sunday (May 12th) is Mother's Day. Drive your Stude if you can. We look forward to seeing you there!

60TH Annual SDC International Meet will be in Dubuque IA Jun 25-29, 2024, International Meet Host Chairs: Tony and Sue Urish, UrichTony@gmail.com, 2050 Oak Ave., Garner, IA 50438. Register online at: <https://studebakersiowa.com/links#>

Avanti Owners Association International again wheels into Metro Detroit, the host city of our international convention in 2024. Next year's host hotel is Embassy Suites Detroit-Livonia/Novi, conveniently located 21 minutes from the Detroit Metro Airport, 28 minutes to Detroit's downtown and 22 minutes to The Henry Ford – home of Greenfield Village and Henry Ford Museum, Host hotel rooms are guaranteed at the published rates and will be accepted at those rates until August 10; after August 10, rooms will be on an "as available basis." So, until September 2024 watch this spot for updates: <https://aoui.org/2024-aoui-meet-information-and-schedule/>



TREASURERS REPORT

BY: *Phil Hendrickson*

MO-IL Gateway Chapter SDC

December 2023 Treasurer's Report

So far, we have received 2024 Dues from 10 members, there has been No other transactions since the October Treasurer's report.

As of 12/10/2023, the Chapter checking account balance is: \$5,892.69

2024 MEMBERSHIP DUES ARE NOW DUE. (\$25/yr.)

Dues can be mailed to: Phil Hendrickson, 1338 Pine Drive, Arnold, MO 63010

Additional contact information:

Phone: 314-420-4114

Email: fishnphil@aol.com

Phil Hendrickson - Treasurer



PHOTOS OF THE MANITOWAC, WISCONSIN INTERNATIONAL SDC MEET



Here are some photos of the recent Manitowoc, Wisconsin International Meet, courtesy of Don Hart and Gary Krautmann. The 1921 Studebaker Light Six arrived under its own power and was for sale. The late-40's "short bus" street-rod project had a V8 installed. Looks like a nice vehicle turnout, overall. — 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

BEZ AUTO ALCHEMY Classic car restoration services specializing in Avanti & Studebaker vehicles. Cell: (573)-318-8948, email: 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 or ifo@williamsautodetail.com



FOR SALE: 1954 Studebaker Conestoga Wagon, contact Jaclyn Clay at: 618-339-1888 or jaclyn@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 to 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.



2024 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
Membership in US		Total	Total
Regular Members w/periodicals:			
<input type="checkbox"/> New Members 1st year only	\$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 WITHOUT <i>Turning Wheels</i>	\$12	\$36	\$60
<input type="checkbox"/> <i>Turning Wheels</i> subscription WITHOUT SDC membership (Libraries, etc.)	\$29	\$87	\$145

Membership in Canada

	1 year	3 years	5 years
Regular Members w/periodicals:			
<input type="checkbox"/> New Members 1st year only	\$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
Overseas Members w/periodicals:			
<input type="checkbox"/> New Members 1st year only	\$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: sdc@cornerstonereg.com for information. Or visit:
www.studebakerdriversclub.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.

2024 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, 636-461-1633,**

fishnphil@aol.com, (Do **NOT** Send Cash)

ANNOUNCING THE 60TH ANNUAL STUDEBAKER DRIVERS CLUB INTERNATIONAL MEET Dubuque County Fairgrounds, Dubuque Iowa June 25-29, 2024

Join us to celebrate our Diamond Jubilee, the SDC's 60th Studebaker Drivers Club International Meet! All activities are at the Dubuque County Fairgrounds in newly remodeled, climate-controlled buildings or under the many shaded areas.

Iowa's hospitality guarantees you can gather with friends for an enjoyable visit to where Iowa started. We think you should come early and enjoy an extra day where limestone bluffs meet the Mississippi River. You can ride the world's shortest, steepest railway and enjoy stunning views from the top. Dubuque is where you'll discover two Smithsonian-affiliated museums and over 50 murals that have earned national acclaim. Dubuque, Iowa, is where you will visit but want to stay.

Vehicles
judged or
displayed.

One-of-a-kind
live concert,
and evening
entertainment

Food stands open
breakfast to
close, delivering
directly to your
swap meet booth.

Watches and Toy
Judging and
Display

60TH INTERNATIONAL MEET
DIAMOND JUBILEE

Studebaker Drivers Club
1964 - 2024

JUNE 25-29, 2024
DUBUQUE, IOWA

Ladies Luncheon
and scenic river
valley driving
tours.

Indoor and outdoor
swap meet and car
corral.

Meet with friends
for a scenic drive
or toss a ball at
the Fields of
Dreams movie site.

WIFI and ATM bank
machines on the
Grounds



REGISTRATION
60TH Studebaker Drivers Club International Meet
Dubuque County Fairgrounds, 14569 Old Highway Road,
Dubuque, Iowa,
June 25-29, 2024



Last Name: _____

First Name: _____

Spouse/Guest: _____

Phone#: **Required** _____

Email: _____

Address: _____

City/St/Zip: _____

SDC# _____ ASC# _____ AOA# _____

Only one member number is required to register.

Local SDC Chapter: _____

Each Adult Guest after spouse/guest will pay a \$10 admin fee. Minors are free. Guests cannot be adult members of SDC, ASC, or AOA.

Guest #2: _____

Guest #3: _____

GENERAL REGISTRATION **Required**

Early Registration (per family) until 2/11/24	\$35	\$ _____
Regular Registration 2/12/24 till 5/25/24	\$45	\$ _____
Late Registration after 5/25/24	\$55	\$ _____
Adult Guest over 21 after spouse/guest	\$10	\$ _____

Registration Deadlines for Concourse & Display

Classes 1-5, Wednesday, June 26, 2024, @5 PM
Classes 6-9, Special Int. Thursday, June 27, 2024, @5 PM

Concourse Registration: (Judged Vehicles)

Please verify that the Division you are entering is correct.

Car #1: Division _____ Year _____ Model _____ \$30

Car #2: Division _____ Year _____ Model _____ \$30

Display Only Vehicle (Not Judged)

Car #1: Division _____ Year _____ Model _____ \$20

Car #2: Division _____ Year _____ Model _____ \$20

Watches, Literature, Models, or Toys:

To Be Judged: # _____ @ \$15 each \$ _____

Display Only: # _____ @ \$10 each \$ _____

Car Corral Vehicles for Sale Only:

Car #1 _____ Year _____ Model _____ \$25

Car #2: _____ Year _____ Model _____ \$25

Subtotal Column A \$ _____

- ✓ SDC Meet Badges are required to be worn for all activities.
- ✓ The schedule is subject to change without notice.
- ✓ You must be registered for the Meet to have your car or other items displayed or judged on Thursday or Friday.
- ✓ A \$15 Cancellation fee will be incurred for registrations canceled before 5/24/2024. No refunds for cancellation on or after 5/24/2024.
- ✓ Wi-Fi and Bank Cash Machines (ATM) on the Fairgrounds

SPECIAL ACTIVITIES: the deadline is 5/24/2024.

See the schedule for dates and times.

Wednesday, Rock'n Fun Night # _____ @ \$10 each \$ _____

Live concert and ice cream. Food is available for purchase at the food stands.

Thursday, Ladies Luncheon # _____ @ \$45 each \$ _____

Ladies Luncheon, Monarch Butterfly Talk, and Bus transportation included.

Friday, Social Banquet # _____ @ \$45 each \$ _____

Buffet-style meal with several entre choices.

Tour Book with two guided and self-guided driving tours through the scenic upper Mississippi River Valley.

Easy, turn-by-turn instructions and all for one price! Gather your friends for a drive through the scenic upper Mississippi River Valley. We recommend a book for each touring vehicle. # _____ @ \$5 \$ _____

Car hauler/trailer parking at the fairgrounds is \$10.00/week.

_____ @ \$10 \$ _____

On-site camping is available; see the camping form.

Subtotal column B (this column) \$ _____

Subtotal column A \$ _____

Grand Total registration Fee: \$ _____

Please make registration checks payable to 2024 SDC International Meet and mail to:

Cornerstone Registration,
PO Box 1715, Maple Grove, MN, 55311-6715

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