

MISSOURI - ILLINOIS "GATEWAY" CHAPTER

# Studebaker

## STEERING WHEEL NEWSLETTER



THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM OCTOBER 1936 THROUGH DECEMBER 1936. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*

PRESIDENTS REPORT:

BY: *Ben Alspach*

NOVEMBER-DECEMBER 2024

Volume #53 Issue #6  
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### Before There Was TV

Written by, and with Thanks to, Dan Kuhl, SDC (with minor edits by Ben Alspach)

In 1932 Franklin Delano Roosevelt (FDR) was elected U.S. President. I have a nice memento in my collection of FDR's 1932 portrait framed along with a thermometer. This "promo item" advertises a Studebaker dealership in Massachusetts. As an aside, FDR was reelected for three more terms . . . the only President ever to achieve this milestone.

The very next year, while the Studebaker Corporation was stumbling through the depths of the Great Depression, President Roosevelt began a series of "Fireside Chats" via the radio to help reassure the public through the trying times created by the downturn of the national economy and the war clouds forming over Europe.

There is an audio book I just finished which presents all thirty (30) of these Fireside Chat radio speeches from 1933 until FDR's death in 1945. They really give the listener a great perspective on the President's plans to address the anxiety and hardship created by the Depression and the onset of WWII.

1914 saw the start of the "Great War" which was supposed to be the "war to end all wars". Yes, much of the world was involved, but most of the fighting occurred in Europe or on the high seas. The U.S. did not enter the war until 1917, the year before it ended.

WWII erupted on a much larger scale, affecting almost every continent to some degree. American troops were sent to many of these places to battle the menacing Axis powers. FDR realized the huge sacrifice that Americans were making and wanted to help the average citizen better understand where their family members and friends were serving.

In February of 1942, FDR gave a "Progress of the War" radio speech which became known as the first of "The Map Speeches". These talks told listeners what was going on with the war effort . . . and where. In 1943, Studebaker capitalized on the popularity of these speeches by starting publication of the "Radio Listeners' Pocket Atlas", a small booklet which showed the reader the locations of all the important war zones around the world. Inside the back cover of the Atlas was an ad for the mighty Cyclone engine (being built by Studebaker, among others) that powered the B-17 Flying Fortress, a famous bomber which was helping to win the war. Studebaker played an important role in the WWII Allied victory, as it had in WWI. As Studebaker enthusiasts, this proud legacy should never be forgotten.



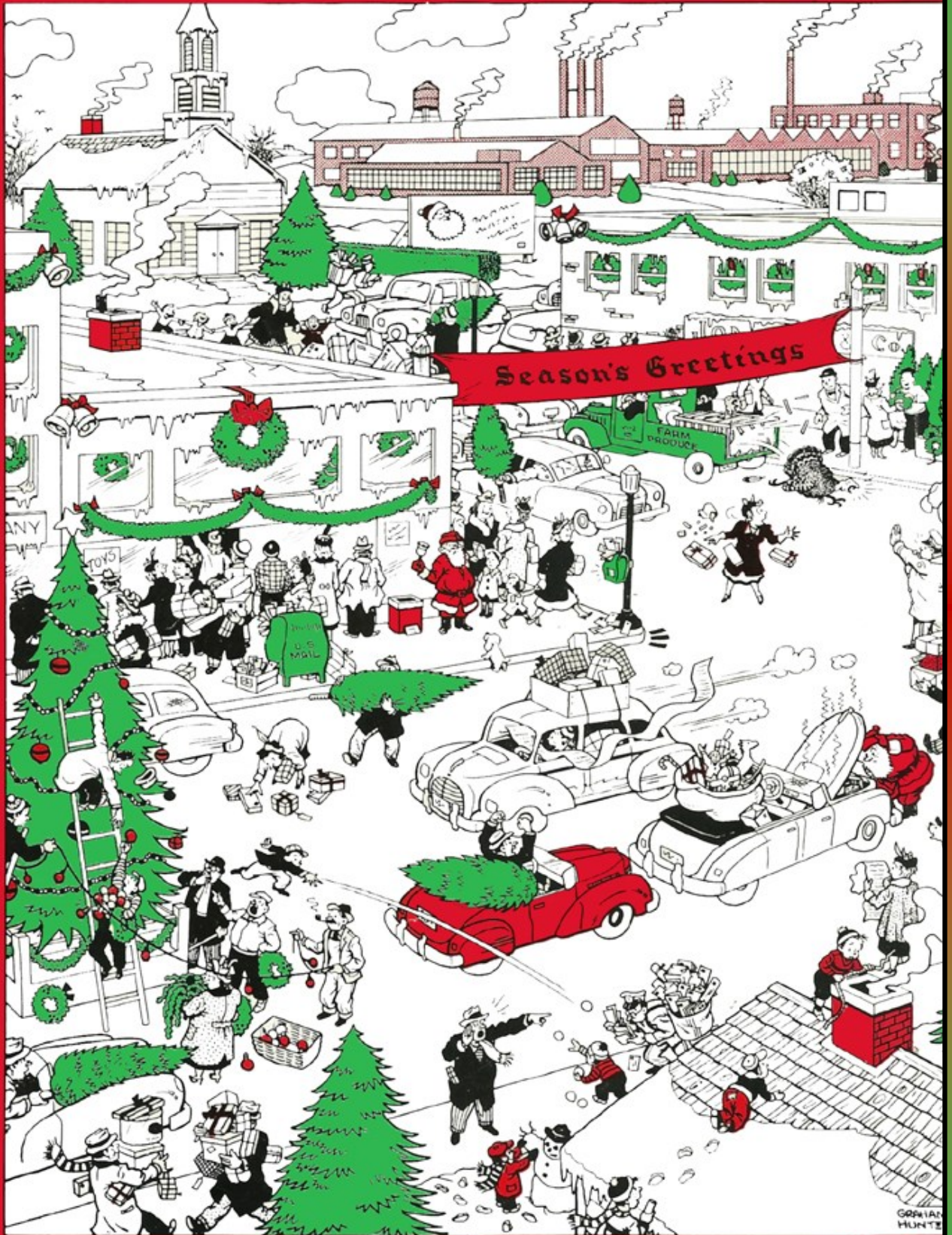
Photo: Franklin Delano Roosevelt

References: No author, *Historic Moments in Speech: Fireside Chats*, an audio book by Blackstone Press, 2017. No author, *Studebaker Radio Listeners' Atlas*, 1943.



# SPOTLIGHT

Studebaker



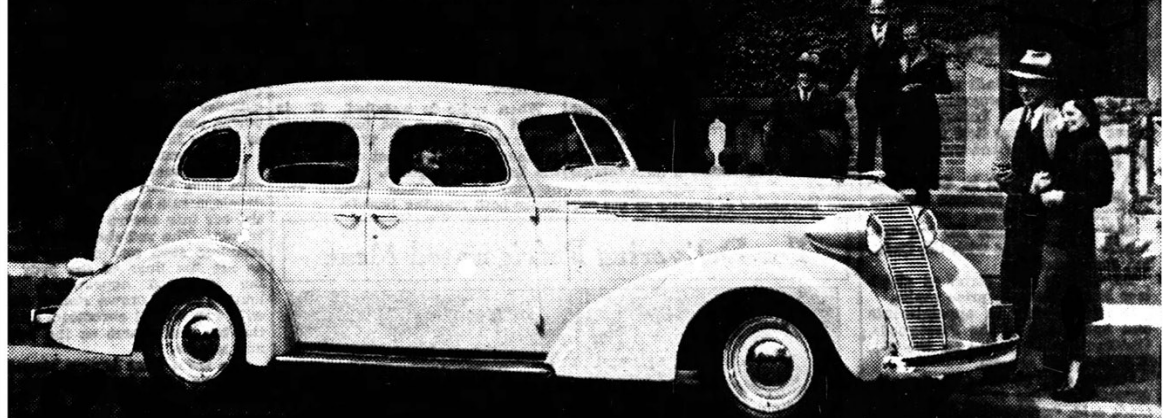
Studebaker started November 1936 with 9 greater St. Louis area Studebaker dealerships. Studebaker had #1. Arthur R. Lindburg, Inc., exclusive St. Louis Studebaker Distributor, Grand and Lindell, St. Louis, MO., #2. Reihl Motor Co., Webster Groves, MO., #3. OSCAR G. SNIPEN, Inc., 5180 Delmar Blvd., St. Louis, MO. #4. Franke Motor Sales, 4811 Delmar, St. Louis, MO. #5. Leland-Kreid Motor, Alton, IL. #6. Endres Motor Sales, Belleville, IL., #7. Kasey Motor Co., Studebaker-Packard, 5626 Gravois Rd. St. Louis, MO. #8. Cookson Motor Co. 1131 St. Louis Ave., East St. Louis, IL., and #9. Advance Motor Co., Madison IL.. On November 29, 1936, Studebaker announced it was adding #10. Security Motor Co., 3136 Locust Blvd., St. Louis, MO.. Studebaker's 10 dealers are now the most it's had since January 1929 covering the greater St. Louis area market. Furthermore, since the industry decided to move new model

The ad above right appeared in the St. Louis Post-Dispatch on 11/1/1936.

**CHALLENGING ALL CARS!**



*Ready now...*  
**NEW 1937 STUDEBAKERS**



**AMERICA'S SPOTLIGHT CARS!**

ACTUAL PHOTOGRAPH

**N**EW 1937 model cars are popping on the scene—or threatening to—nearly every day. But the simple truth is that you'll wait another full year before you'll see another automobile that even approaches these roomy, handsome, sensationally economical new 1937 Studebakers!

From silvery radiator grilles and hood louvers to enormous roomy luggage compartments, the new 1937 Studebakers hold the spotlight all alone. And to top off their other innovations and distinctions, they don't bow even to the very lowest

priced cars in gasoline and oil mileage.

World's first cars with doors that stay securely closed without any need for slamming! World's safest cars—with the only automatic hill holder, straight-line steering and the finest feather-touch hydraulic brakes!

Studebaker's beautifully air-curved, steel-reinforced-by-steel bodies have a paint finish twelve coats deep! Studebaker's lavishly roomy interiors are richly styled by Helen Dryden! See and drive a new Studebaker and see the car that every other 1937 car must answer to!

**\$665**  
 AND UP AT SOUTH FIELD

- ★ WORLD'S FIRST CARS WITH DUAL ECONOMY OF FRAM OIL CLEANER AND AUTOMATIC OVERDRIVE
- ★ NEW UNDERSLUNG REAR AXLES GIVE BIG ROOMY INTERIORS—CHAIR HEIGHT SEATS
- ★ WORLD'S LARGEST LUGGAGE CAPACITY
- ★ WORLD'S EASIEST CLOSING DOORS WITH EXCLUSIVE NON-RATTLE ROTARY DOOR LOCKS
- ★ WORLD'S FIRST CARS WITH BUILT-IN WARM AIR DEFROSTERS
- ★ DUAL RANGE STEERING GEAR FOR EASY PARKING
- ★ WORLD'S STRONGEST, SAFEST AND QUIETEST ALL STEEL BODIES

STUDEBAKER'S C. I. T. BUDGET PLAN OFFERS LOW TIME PAYMENTS

**ARTHUR R. LINDBURG, Inc.**

Grand at Lindell

DISTRIBUTOR

Jefferson 8850

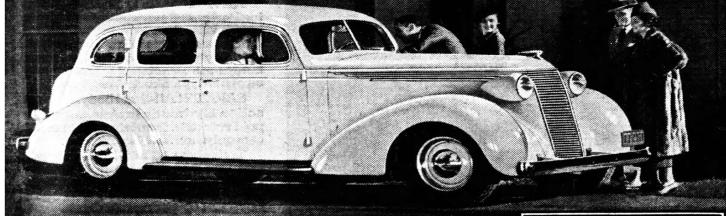
OSCAR G. SNIPEN, 5180 Delmar Blvd.  
 REIHL MOTOR CO., Webster Groves, Mo.  
 COOKSON MOTOR CO., 1131 St. Louis Ave., East St. Louis, Ill.

KASEY MOTOR CO., 5626 Gravois  
 LELAND-KREID MOTOR CO., Alton, Ill.

FRANKE AUTO SALES, 4811 Delmar  
 ENDRES MOTOR SALES, Belleville, Ill.  
 ADVANCE MOTOR CO., Madison, Ill.

# Exciting New 1937 STUDEBAKER challenges all cars in gas economy!

**\$665**  
AS UP AT SOUTH BEND



## STUDEBAKER DEFLATES GAS MILEAGE CLAIMS!

STUDEBAKER cars have made magnificent records in gasoline economy—24.27 miles to the gallon in the 1936 Gilmore Economy Run; 27.46 miles to the gallon under supervision of the American Automobile Association on Bonneville Salt Flat. But you don't care about records achieved under special circumstances. You want to know what good, had and indifferent drivers get under average conditions!

O. K. We will tell you! Studebaker hired Facts, Incorporated, of New York, a business research organization, to question 500 owners of each of the ten most popular makes of automobiles (1936 models). Each driver was asked: "What gasoline mileage do you get?"

STUDEBAKER'S C. I. T. BUDGET PLAN OFFERS LOW TIME PAYMENTS

The best showing was made by Studebaker. Owners of the Dictator, with overdrive, testified to an average of 18.166 miles per gallon. Even the most popular lightest weight, lowest priced cars used more gas per mile. Without overdrive, the Studebaker Dictator showed 17.199 miles per gallon—which is better than one of the two most popular, lowest priced cars.

### STUDEBAKER'S CHALLENGE!

No other standard make of car can beat the gas mileage of the Dictator equipped with automatic overdrive in the hands of the average driver under ordinary conditions. And only three of the smaller, cheaper cars average better than the Dictator without overdrive.

WORLD'S ONLY CARS WITH DUAL ECONOMY OF FUEL OIL CLEANER AND AUTOMATIC OVERDRIVE

LOWERED FLOORS—CHAIR-HIGHT SEATS—HEAD ROOM AND LEG ROOM TO SPARE

WORLD'S SAFEST, STRONGEST, QUIETEST ALL STEEL BODIES REINFORCED BY STEEL

WORLD'S LARGEST LUGGAGE CAPACITY

WORLD'S EASIEST CLOSING DOORS WITH EXCLUSIVE NON-BATTLE ROTARY DOOR LOCKS

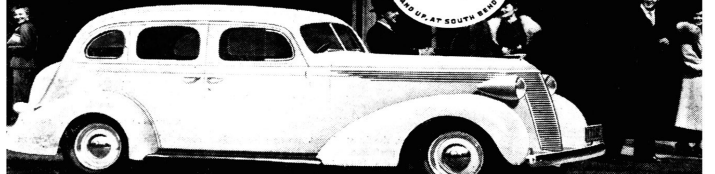
DUAL RANGE STEERING GEAR FOR EASY PARKING

# CHALLENGING ALL CARS!



## Selling faster than the factory can build! Exciting New 1937 STUDEBAKER

**\$665**  
AS UP AT SOUTH BEND



### SPOTLIGHT FAVORITE OF THE NEW CARS!

ITS selling itself on sight! It's the most eagerly demanded new model in all of Studebaker history! Day after day, deliveries to the public continue to break sales records that have been standing unchallenged for years! See why—for yourself! Take a look at a new 1937 Studebaker Dictator Six or President Eight—take one out for a trial drive! Watch people turn to get another eyeful as that silvery "winged victory" Studebaker front end flashes by! The big solid steel-reinforced-by-steel

Studebaker body glistens with a paint finish twelve coats deep! The enormous interiors are richly styled by Helen Dryden! The easy-opening, easy-closing trunks have more space than most families ever required!

World's only cars with doors that close tightly without slamming! World's only cars with the double safety of the automatic hill holder and the finest, smoothest hydraulic brakes! Gas and oil economy so remarkable it usually puts the best the very lowest priced cars can do to shame!

WORLD'S ONLY CARS WITH DUAL ECONOMY OF FUEL OIL CLEANER AND GAS-SAVING AUTOMATIC OVERDRIVE

LOWERED FLOORS—CHAIR-HIGHT SEATS—HEAD ROOM AND LEG ROOM TO SPARE

WORLD'S SAFEST, STRONGEST, QUIETEST ALL STEEL BODIES REINFORCED BY STEEL

WORLD'S LARGEST LUGGAGE CAPACITY

WORLD'S EASIEST CLOSING DOORS WITH EXCLUSIVE NON-BATTLE ROTARY DOOR LOCKS

DUAL RANGE STEERING GEAR FOR EASY PARKING

STUDEBAKER'S C. I. T. BUDGET PLAN OFFERS LOW TIME PAYMENTS

## ARTHUR R. LINDBURG, Inc.

Grand at Lindell

OSCAR G. SNIPEN, 5180 Delmar Blvd.,  
RHEIN MOTOR CO., Webster Groves, Mo.  
COCKSON MOTOR CO., 121 St. Louis Ave., East St. Louis, Ill.

DISTRIBUTOR

KASEY MOTOR CO., 2628 Gravois  
LELAND-KREID MOTOR CO., Alton, Ill.COCKSON MOTOR CO., 121 St. Louis Ave., East St. Louis, Ill.

JEFFERSON 8850

FRANKE AUTO SALES, 4811 Delmar  
EKKRES MOTOR SALES, Belleville, Ill.  
ADVANCE MOTOR CO., Madison, Ill.

See the new 1937 Studebakers on display at the Auto Show.

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The above ads from top left to right and clockwise

appeared in the St. Louis Post-Dispatch on 11/22/1936, 11/15/1936, 11/19/1936 and 11/8/1936.



# CHALLENGING ALL CARS!

## See the NEW 1937 STUDEBAKERS First!



### America's Spotlight cars

**\$665**  
AS UP AT SOUTH BEND

SEE the new Studebakers first and see the first and finest expression of 1937 motor car styling!

See the new Studebaker "winged victory" radiator grilles and louvers! See the new Studebaker one-piece hood tops that lift up from the front! See the new Studebaker air foil fenders! See the new Studebaker domed disc wheels—new air-curved steel-reinforced-by-steel bodies with a paint finish twelve coats deep.

Open the wide, deep doors and walk into the lavishly roomy new Studebaker interiors, superbly styled by Helen Dryden!

Thrill to the brilliant new Studebaker performance—in the world's only car with the automatic hill holder and equipped with the world's finest feather-touch hydraulic brakes!

STUDEBAKER'S C. I. T. BUDGET PLAN OFFERS LOW TIME PAYMENTS

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Grand at Lindell

OSCAR G. SNIPEN, 5180 Delmar Blvd.,  
RHEIN MOTOR CO., Webster Groves, Mo.  
COCKSON MOTOR CO., 121 St. Louis Ave., East St. Louis, Ill.

DISTRIBUTOR

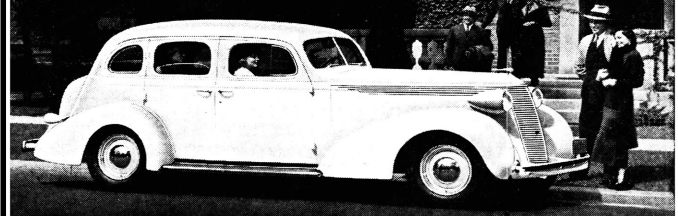
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## Ready now... NEW 1937 STUDEBAKERS



### AMERICA'S SPOTLIGHT CARS!

NEW 1937 model cars are popping on the scene—or threatening to—nearly every day. But the simple truth is that you'll wait another full year before you'll see another automobile that even approaches these roomy, handsome, sensationally economical new 1937 Studebakers!

From silvery radiator grilles and hood louvers to enormous roomy luggage compartments, the new 1937 Studebakers hold the spotlight all alone. And to top off their other innovations and distinctions, they don't bow even to the very lowest

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JEFFERSON 8850

FRANKE AUTO SALES, 4811 Delmar  
EKKRES MOTOR SALES, Belleville, Ill.  
ADVANCE MOTOR CO., Madison, Ill.

WORLD'S FIRST CARS WITH DUAL ECONOMY OF FUEL OIL CLEANER AND AUTOMATIC OVERDRIVE

NEW UNDERLUNG BEAR AXLES GIVE BIG ROOMY INTERIORS—CHAIR HIGHT SEATS

WORLD'S LARGEST LUGGAGE CAPACITY

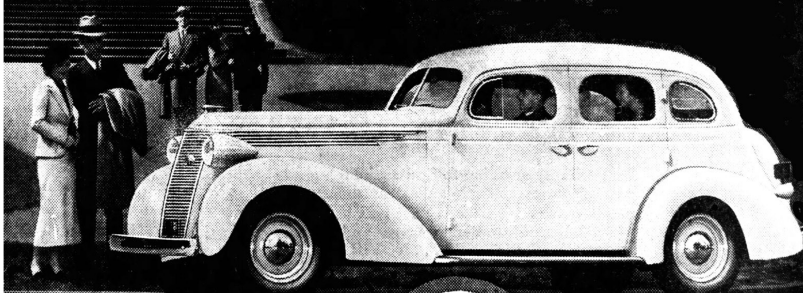
WORLD'S EASIEST CLOSING DOORS WITH EXCLUSIVE NON-BATTLE ROTARY DOOR LOCKS

WORLD'S FIRST CARS WITH BUILT-IN WARM AIR DEPOSITORS

DUAL RANGE STEERING GEAR FOR EASY PARKING

WORLD'S STRONGEST, SAFEST AND QUIETEST ALL STEEL BODIES

# Easily the headliner of all the new cars! *Exciting New* 1937 STUDEBAKER



AMERICA'S SPOTLIGHT CAR!

**\$665**  
AND UP, AT SOUTH BEND

ACTUAL PHOTOGRAPH

**A**LERT America singled out the new 1937 Studebaker as a winner the very first day it was introduced!

And now from Maine to California, and from Florida to Washington, the swing to Studebaker is taking on the proportions of a sensation as motorists examine the other 1937 cars and find out how much more a new Studebaker offers for their money!

The year's headliner in eye-appeal from its gleaming "winged victory" front end

to its sweeping air-curved rear deck! The year's headliner in luxury—with its enormously roomy interiors inimitably styled by Helen Dryden!

The world's only car with doors that close tightly—and stay closed tightly—even if only lightly shut! The world's only car with the double safety of its built-in automatic hill holder and feather-touch hydraulic brakes! A paint finish twelve coats deep! Gas and oil economy that by official proof matches that of lightest weight, lowest priced cars!

WORLD'S ONLY CARS WITH DUAL ECONOMY OF FRACTIONAL OIL CLEANER AND AUTOMATIC OVERDRIVE

★ LOWERED FLOORS—CHAIR-HEIGHT SEATS—HEAD ROOM AND LEG ROOM TO SPARE

★ WORLD'S SAFEST, STRONGEST, QUIETEST ALL STEEL BODIES REINFORCED BY STEEL

★ WORLD'S LARGEST LUGGAGE CAPACITY

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STUDEBAKER'S C. I. T. BUDGET PLAN OFFERS LOW TIME PAYMENTS

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Grand at Lindell

DISTRIBUTOR

Jefferson 8850

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

KASEY MOTOR CO., 8626 Gravois  
LELAND-KREID MOTOR CO., Alton, Ill.

FRANKE AUTO SALES, 4911 Delmar  
ENDRES MOTOR SALES, Belleville, Ill.  
ADVANCE MOTOR CO., Madison, Ill.

Introductions to the fall. The St. Louis auto show was moved to November and Studebaker placed 7 quarter page ads during the months of November and December leaving little room for text once again in this issue. I shouldn't complain though as it's nice to read about more upbeat stories regarding Studebaker than just the mostly negative stories of the past 7 years.

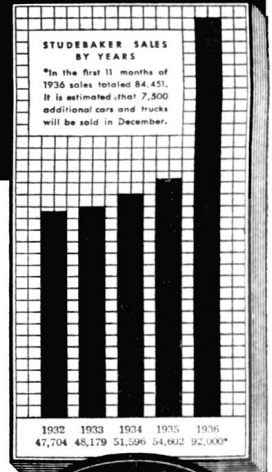
Studebaker dealers had to be thrilled that the factory was finally getting serious about spending big marketing dollars promoting their products after the dark days before the company emerged from receivership. The factory had signed many new dealerships and needed to show they were serious about supporting them as well as the older sales points that had stuck-it-out with the factory through such difficult times.

As an aside we can start to see how the Studebaker dealers slowly started to follow the St. Louis population as it began to migrate towards St. Louis county even at this early date before WWII.

Not much room for my commentary here but these ads and articles are one time bits of Studebaker St. Louis auto history, never to be repeated. The more I can cram into these pages the better. They say and inform much more in the limited space available than my words can do.

The above ads and articles appeared From top left to right and clockwise in the St. Louis Post-Dispatch on 11/29/1936, 12/13/1936, 11/1/1936, and 12/26/1936.

# WHY IS STUDEBAKER *flashing* TO THE FRONT?



**\$665**  
AND UP AT SOUTH BEND

**M**IGHTY powerful competition had to be met and overcome to achieve the big sales increase of Studebaker in 1936. Other cars are good—and strongly entrenched.

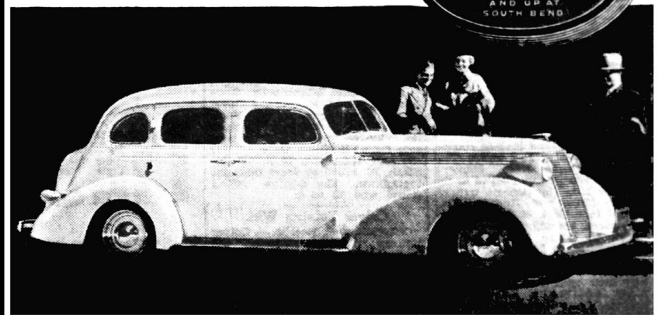
*What is Behind Studebaker's Sensational Climb?*

The strategy was simple. Studebaker management knew that only one thing could focus on The Dictator and The President the attention and patronage of motorists. That one thing was—and is—*better value*—more for the money. *Comfort, safety and performance* have been characteristic of Studebaker cars. But in this year's models the public has found these two outstanding bonus features:

1. Smart, modern, pace-setting styling—charming interiors designed by Helen Dryden.
2. Amazing gasoline economy.

And all this has been offered at prices so low that smart money has sensed the bargain. Studebaker owners are the most enthusiastic motorists in America today. What they are telling their friends will make 1937 another Studebaker Year.

STUDEBAKER'S C. I. T. BUDGET PLAN OFFERS LOW TIME PAYMENTS



## ARTHUR R. LINDBURG, Inc.

Grand at Lindell DISTRIBUTOR Jefferson 8850

OSCAR G. SHIPEN, 5180 Delmar Blvd.  
RIEHL MOTOR CO., Webster Groves, Mo.  
COOKSON MOTOR CO., 1131 St. Louis Ave., East St. Louis, Ill.  
KASEY MOTOR CO., 8626 Gravois  
LELAND-KREID MOTOR CO., Alton, Ill.  
FRANKE AUTO SALES, 4911 Delmar  
ENDRES MOTOR SALES, Belleville, Ill.  
1131 St. Louis Ave., East St. Louis, Ill.  
ADVANCE MOTOR CO., Madison, Ill.  
ILLINOIS  
KIRKSVILLE—C. Shipen  
JEFFERSON CITY—Capital Motor Co.  
SOTELL—Play Capitol  
FERGUSON—Ferguson Motor Sales  
PORTLAND—Gowen Motor Co.  
COLUMBIA—Larson Motor Co.  
CAPE GIRARD—Leam-Milikan, Inc.  
ROLLA—King Motor Co.  
SPRINGFIELD—Quality Motor Co.  
Omaha Motor Co.  
MERCURIANUM—Bloom and McGuire.  
MISSOURI  
PETERSBURG—Clyde Knous  
SHATELL—Ann Mann  
SPRINGFIELD—R. S. Lindburg, Inc.  
MT. VERNON—Krysa Motor Sales  
RENTON—H. Whittington  
CATY—J. Brock—C. A. O'Brien & Sons  
ST. LOUIS—M. B. O'Brien  
WEST PEKIN—Loring Shipen  
BEAUMONT—Alphon Motor Sales  
MARION—C. & P. Motor Co.  
KENTUCKY  
FADUCAR—West Kentucky Motor Co.

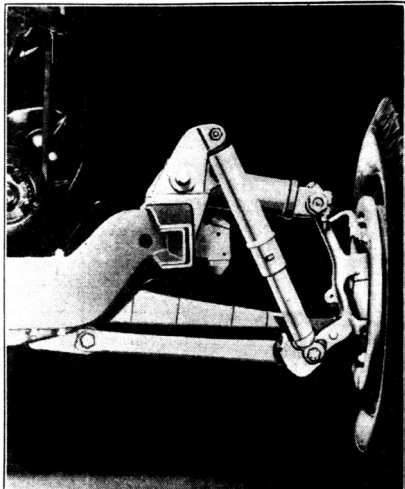
### DAUGHTER OF STUDEBAKER AUTO FIRM FOUNDER DIES

KANSAS CITY, MO., Dec 26 (U. P.)—Mrs. Mary Studebaker Riley, daughter of the late Peter E. Studebaker of South Bend, one of the founders of the Studebaker Motor Co., died yesterday at the home of her son, Nelson Studebaker Riley. She was 75. Mrs. Riley, who was born at Goshen, Ind., will be buried at South Bend Monday. She was a great-granddaughter of Samuel Chase of Maryland, one of the signers of the Declaration of Independence. Nelson J. Riley, to whom she was married in St. Joseph, Mo., in 1882, died at South Bend in 1916.

### S. W. Sparrow Made Research Engineer For Studebaker Plant

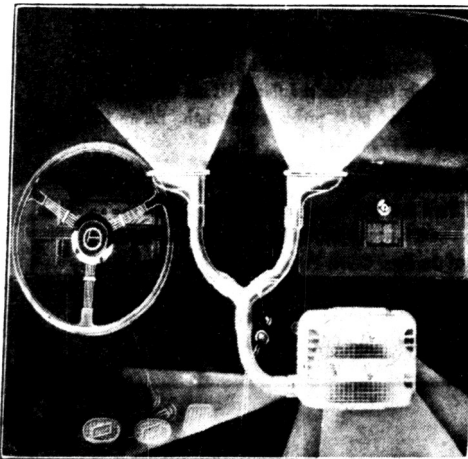
The Studebaker Corporation has appointed Stanwood W. Sparrow as research engineer, succeeding William S. James, who was recently made chief engineer of the corporation. Sparrow went to Studebaker in 1926 from the Bureau of Standards in Washington, where he had been in charge of the automotive power plant section. He was graduated from the Worcester Polytechnic Institute in 1911 and served in the engineering department of the Stevens-Duryea and other makes of automobiles before entering Federal research work in 1918.

Type of Front Wheel Springing



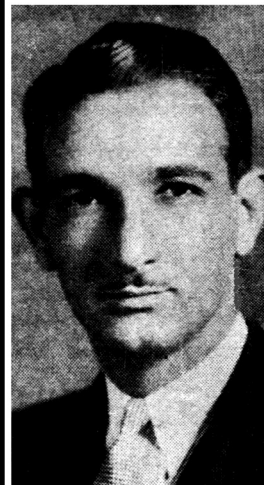
Studebaker's exclusive independent planar front wheel suspension with airplane type direct action ride control of the same type as used on large transport airplanes to provide automatic control for road and temperature conditions.

Built-in Windshield Defroster



Phantom picture of the built-in warm air windshield defroster with which every 1937 Studebaker car is equipped. Warm air is forced up against the windshield through two slots at the top of the instrument panel to prevent frost from forming on the inside and ice on the outside. The defroster can be cut off at will.

NEW STUDEBAKER DEALER HERE



LEW GOLDSWORTH, Whose Security Motor Co., 3136 Locust boulevard, has been appointed an authorized Studebaker dealer by Jack Ashner, general manager of Arthur R. Lindburg, Inc., the distributor.

Goldsworth has been in the automobile business here for more than 18 years. His farm is displaying the 1937 Studebakers in a building at the Locust street address that has 6000 square feet of floor space.

Studebakers Designed For Easy Starting; Models Newly Styled

Improvements From Body Interior to New Overdrive, Oil Cleaner and Shock Absorbers.

Two groups of new 1937 Studebaker cars—the President and the Dictator—are displayed at the show by the distributor, Arthur R. Lindburg, Inc.

Among the chassis improvements is the President's new overdrive transmission which is automatically selective. It may be cut in or out at any speed above 35 miles per hour. To cut the overdrive the foot is lifted quickly from the accelerator and then applied gradually. To cut it out the foot is lifted and then applied quickly. The unit is compact, light and quiet and by affording immediate access to direct drive provides the flashing acceleration of conventional gear—in either top gear or second—whenever needed.

Hypoid Rear Axles.

Next in interest is the hypoid rear axle on both lines.

The advantage of the hypoid axle is that, due to the lowered pinion center line, a lower body floor can be used in the rear compartment without using a tunnel or sacrificing road clearance. On the new model the floor is 3 1-16 inches lower than last year at the door openings, giving an increase in interior height without raising the height of the car.

New shock absorbers are built into the chassis. They are neither bolted to the frame nor connected to the axle by links. They are of the direct acting type. They are compact and embody automatic ride control, impact recoil and temperature control.

A new steering gear is described as giving easier steering and easier parking, a greater degree of control at road speeds, greater mechanical strength and resistance to road shock, longer life with less need for adjustment.

All the cars have as standard equipment Fram oil and motor cleaners, and owners will be advised that oil need never be changed (except for the summer and winter seasonal changes) if a new Fram cartridge is installed whenever the dip-stick shows that the oil has become dirty.

For Winter Starting.

An overrunning starting clutch, manually engaged on Dictator and dash button control on President models, gives the new cars positive starting in cold weather because cranking is positive and continuous until the engine is running.

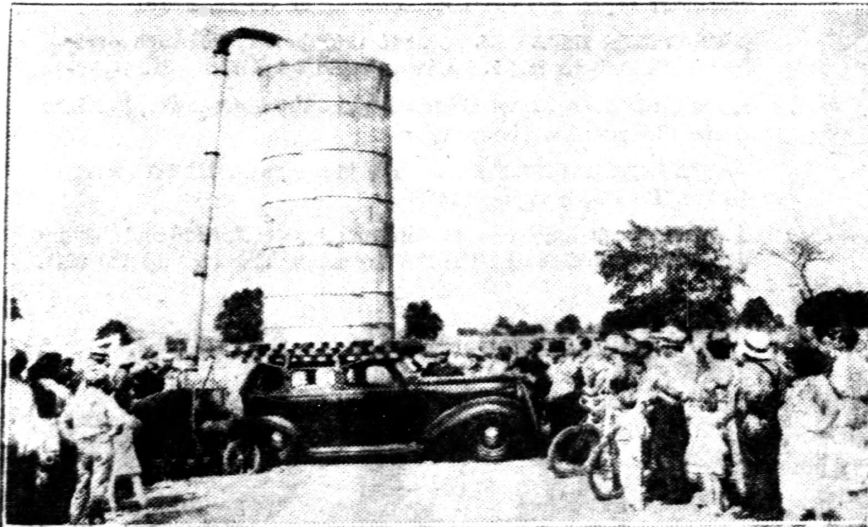
The automatic "hillholder," a safety feature pioneered last year by Studebaker is on all models.

Bodies are modern in design, safety and modern in comfort. The outstanding feature of the cars' appearance is the new horizontal grille radiator and the manner in which the grids swing back to become louvers at the bottom of the one-piece hood. There is no division or beading in the center of the hood. Its broad, contoured surface adds to the car's distinction.

Interiors are roomy. Door openings are higher. Leg room is greater. The manufacturers believe these cars have greater luggage space than any comparably priced automobile.

All windows are heavily insulated with rubber against leaks and rattles. With them and the generous cowl ventilator it is possible to choose among several different flows of ventilation. The entire body shells are made of steel, insulated against noise.

Five-Ton Silo Stands on Auto



Five-ton concrete silo constructed on the roof of a 1937 Studebaker sedan to demonstrate the strength of construction attained in building chassis and bodies for automobiles. The test was made on a farm near South Bend, Ind.

It appears something went seriously wrong as Security Motors above never existed as it never appeared in any Studebaker ads or was never mentioned again after this small notice above.

The above ads and articles appeared in the St. Louis Post-Dispatch from top left to right and clockwise on 4/30/1936, 5/17/1936, 5/14/1936,

YOUR MO/IL GATEWAY CHAPTER 2025 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:	Milt Yoder, <a href="mailto:mryoder@swbell.net">mryoder@swbell.net</a>	(314) 842-5739
CHAPTER HISTORIAN:	Milt Yoder, <a href="mailto:mryoder@swbell.net">mryoder@swbell.net</a>	(314) 842-5739

STUDEBAKER ONLINE

Visit the MO/IL Gateway SDC Chapter of the SDC at: [www.gatewaysdc.org](http://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](http://www.studebakermuseum.org)

## MINUTES FOR THE MISSOURI/ILLINOIS "GATEWAY" CHAPTER OF THE STUDEBAKER DRIVERS CLUB

Sunday, September 8, 2024

The Missouri/Illinois Gateway Chapter of the Studebaker Drivers Club gathered at 11:30pm at Jefferson Barracks Sylvan Springs Park, Artillery Shelter, 300 Halsey Road, St Louis, Mo. 63125.

Members present: Ben Alspach, Joe & Mary Ann Bushdiecker, Don Hart, Phil Hendrickson, Gary Krautmann, Lewis Schucart, New member Nick Tosie, Jeff Wassilak, and Milt Yoder. Also, Jack Randolph a guest of Nick.

Chapter President Ben Alspach called the meeting to order at 1:03 pm.

The first topic was Minutes of the July 14, 2024 Meeting. Ben said the Minutes were published in the September-October newsletter recently issued. Jeff Wassilak said he had copies provided by Mary. Ben asked for comments. There was none. A vote was taken, and the Minutes were approved.

Ben asked Treasurer Phil Hendrickson for a report. Phil said the checking account balance was \$5,842.69 published in the newsletter. A vote was taken to accept the report, with all in favor.

In response to an e-mail Jeff sent to Ben regarding the Orphan Car Show in Branson, Missouri being September 6-7, there was a discussion regarding the picnic date in 2025. Jeff said the Orphan Car Show is traditionally the second weekend (after Labor Day) in September and requested the MO-IL picnic be moved to the third weekend to not conflict. There was a discussion; a vote was taken to schedule the picnic with ST, Louis County the 3<sup>RD</sup> Sunday, with all votes in favor.

Don Hart made a motion to vote each year to renew the donation to the Studebaker National Museum for adopting a car. He was opposed to it being an automatic renewal. There was a discussion. Phil Hendrickson seconded, vote taken, and motion passed.

Ben Alspach announced the next meeting was scheduled for November 10, 2024 at Rookies in St Charles, Missouri. (Subsequently relocated to "The Reserve" Restaurant & Bar on Olive Blvd. in Olivetti.)

Don Hart started a discussion regarding a joint SDC and Avanti Club holiday lunch and meeting at the Doubletree Westport. He offered to check availability and cost for the first Sunday in December. The discussion concluded there was interest by those present to check and report back.

The next topic was election of officers for 2025. Ben requested nominations. There was none. After discussion the current officers that were present, except for Phil Hendrickson, accepted serving the next year. Milt Yoder offered his name to be treasurer. A vote was taken to accept officers for 2025 and it passed.

There was a discussion regarding identifying car shows to add to the calendar. Several people mentioned possible events and where to locate information. Phil Hendrickson offered to check a website he was familiar with that compiles show information and other potential websites to include in future newsletters.

Don Hart reported the AOA Board was planning a discussion and vote to have a joint meeting with SDC in Pennsylvania in September 2025. He is current Treasurer of AOA. He also said a needed dues increase was also scheduled for voting.

Ben Alspach reminded members 2025 dues are due the end of the year.

As requested by Ben a motion was made by Phil to adjourn the meeting. Don seconded; a vote was taken with all votes in favor.

Submitted by *Jeff Wassilak*

Due to Secretary Louetta Bushdiecker's absence.



Louetta's 2-seat Thunderbird



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

**AVAILABLE LODGING IN SOUTH BEND.** Go to [avantihouse.com](http://avantihouse.com) the booking person is Cassadra (574) 993-9312) and she has a warm hart for Avanti and Studebaker people. If you have any trouble call me Don Lindner 314-973-8686.4.9 reviews out of 5 and Super Host states from Airbnb. There are 2 house 1/2 block apart Avanti House 1 and Avanti House 2 (where I live 2/3 of the time).

**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., (314) 821-4015, cell: (314) 808-7838, [autoappraisal7@sbcglobal.net](mailto:autoappraisal7@sbcglobal.net)

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

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

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

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

**ST. PETERS GARAGE, INC.,** 108 Main ST., ST. Peters, MO 63378, 636-278-3841, <http://www.stpetersgarage.com/>. Member Tony Stoverink said they did a great job on his Studebaker business coupe and worked well with supplier Studebaker International.

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

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

**SPARKS TIRE & AUTO** All types of new and antique auto repair. (636)-945-5900 or [www.sparkstireandauto.com](http://www.sparkstireandauto.com) 7:30 am to 5 pm M-F, 1665 Scherer Pkwy, St. Charles, MO 63303, ASE Master Certified.



## 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 of September:** September 1, 1736 Studebaker family arrives in Philadelphia aboard English ship "Harle" from Rotterdam, The Netherlands., September 1, 1979 McGraw-Edison merges with Studebaker Worthington., September 5, 1962 1963 models begin rolling off the assembly line., September 6, 1960 Studebaker-Packard acquires Clarke Floor Machine Company., September 12, 1966 Studebaker Worthington donates Studebaker historical vehicle collection to City of South Bend, Indiana., September 17, 1987 Last Avanti built in South Bend, Indiana., September 22, Ron Hall recorded 200.426 mph driving Studebaker powered Avanti at Bonneville Salt Flats., September 29, 1958 Lark production began., September 29, 1960 Studebaker-Packard dealer association agreed to sponsor syndicated Mr. Ed TV show. First episode aired January 5, 1961., September 30, 1987 First Avanti built in Youngstown, Ohio.

## In Case You Missed This:

From Hemmings Daily August 23, 2024 "Drive Report: 1956 Studebaker Golden Hawk" by Douglas Glad, from the Hemmings archives June 1998 by John F. Katz. [Link: https://www.hemmings.com/stories/drive-report-1956-studebaker-golden-hawk/](https://www.hemmings.com/stories/drive-report-1956-studebaker-golden-hawk/)

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 October:** October 1, 1954 Studebaker-Packard merger approved. James Nance becomes President., October 5, 1802 Rebecca Mohler born., October 5, 1826 Henry Studebaker born., October 5, 1962 Studebaker Corporation acquires Trans International Airlines. Sold back to Kirk Kerkorian in 1964. Later renamed TIA. followed by Transamerica Airlines., October 6, 1960 Studebaker-Packard acquires D.W. Onan & Sons, Inc., generators manufacturer., October 8, 1974 Paul Hoffman dies., October 8, 1982 Stephen Blake buys Avanti Corporation., October 9, 1897 Peter Studebaker dies., October 10, 1833 John M. Studebaker born., October 14, 1820 John C. Studebaker married Rebecca Mohler., October 15, 1958 Curtis-Wright terminates management contract with Studebaker-Packard., October 31, 1956 Harold Churchill becomes President of Studebaker-Packard., October 31, 1977 Last Studebaker office closed. It was located at 613 S. Michigan Avenue, South Bend, IN.

The Missouri September report has 2 NEW members (located in Bucklin and Jackson) and 1 EXPIRED member (located in Concordia).

The Illinois September report has 1 NEW member (located in Mokena) and 3 EXPIRED members (located in Taylorville, Lincolnshire, and Chicago).

From Studebaker National Museum "Explore the Collection: Convertibles" by Curator Kyle Sater.

Link: <https://www.youtube.com/watch?v=NuDruCDuIFl>

From Studebaker National Museum "Concours d'Elegance at Copshaholm 2024 Recap". Duration 1 minute, 46 seconds.

Link: <https://youtu.be/aCR4qmPhZPs>

From Studebaker National Museum "Speaker Series: Serial Thrillers: The Secret Life of the Missing Goldfinger Aston Martin DB5" by Independent Museum Exhibit Developer and Writer Mary Seelhorst.

Link: <https://youtu.be/5JAt7vqKBGE>

Happy Holidays, *Jeff Wassilak*



## 2025 MO/IL GATEWAY STUDEBAKER DRIVERS CLUB CHAPTER CALENDAR OF EVENTS

November 10th 1:30pm (Sunday). The Gateway Chapter will meet at The Reserve Restaurant & Bar 11411 Olive Blvd. St. Louis, MO. 63141. The restaurant is located on Olive Blvd. in a Dierberg's shopping center at Craig Rd., about a mile or so EAST of I-270. The Reserve is in a smaller, "strip-mall" building at the NE corner of the shopping center complex, near the Dierbergs store. Drive your Stude if you can---looking forward to seeing you there!



December 7th, 1pm (Saturday) Denny Lang has graciously agreed that the Gateway Avanti Chapter will once again host a holiday luncheon starting at 1pm Saturday, December 7<sup>th</sup> at the Westport DoubleTree Hotel (same location as last year). The event is sponsored by the Avanti group but will also include all Gateway SDC members (many belong to both clubs). There will be NO COST. RSVP by Friday, November 29<sup>th</sup>. To RSVP, please e-mail your name and the number in your party attending the luncheon to: [newsletter@gatewaysdc.org](mailto:newsletter@gatewaysdc.org). And, if any questions arise, you can call Ben Alspach @ 770-362-6734. **Lunch Buffet | Plaza One room | 1:00 PM - 2:00 PM From the Hill Lunch Buffet, Serve Time: 1:00 PM to 2:00 PM, Westport Salad, Caesar Salad, Tomato and Buffalo Mozzarella Salad, Antipasto Display, Pan Seared Chicken with Herb Tomato, Roasted Garlic Grilled Pesto Salmon with Creamy Polenta, Cheese Tortellini with Roasted Vegetables, Olive Oil and Garlic Saffron Broth, Artisan Breads and Garlic Bread, Dessert: Tiramisu, Cannoli's, Freshly Brewed Regular and Decaffeinated Coffee, Selection of Fine Teas, 15 Assorted Soft Drinks, House Baked Assorted Cookies.**

Here's a link to the DoubleTree Westport: <https://www.hilton.com/en/hotels/stlwpdt-doubletree-st-louis-westport/>. The address of the DoubleTree Westport Hotel is: 1973 Craigshire Rd. St. Louis, MO, 63146.

Our Sunday, January 12th, meeting will be held at at 1:30 pm at The Pasta House Co. restaurant, 6214 S. Lindbergh Blvd., St. Louis, 63123. This Pasta House is located on Lindbergh about ½ mile west/north of the Lindbergh I-55 overpass, very near the I-55 & I-255 interchange. Lots of parking so be sure to drive your Stude!

## TREASURERS REPORT

BY: *Phil Hendrickson*

### MO-IL Gateway Chapter SDC October 2024 Treasurer's Report

As of today October 21, 2024, we have received 2024 Dues from 26 members. 2 members from last year that did not renew their membership for 2024 and have been dropped from the membership Roster. We currently have 3 members that have prepaid their 2025 dues.

\$44.00 from member donation/purchases of memorabilia at the 2024 annual picnic has been deposited into our club account. A check in the amount of \$157.70.00 was written to pay for our 2024 annual picnic meals.

The current Enterprise Bank Account Balance is: \$5,759.99. Dues can be mailed to: Phil Hendrickson, 1338 Pine Drive, Arnold, MO 63010. Additional contact information: Phone: 314-420-4114, Email: [fishnphil1@aol.com](mailto:fishnphil1@aol.com)



AGENDA & INFORMATION

2025 NORTH CENTRAL ZONE MEET REGISTRATION FORM ON NEXT PAGE

## Agenda and Information

2025 North Central Zone Meet sponsored jointly by the Conestoga and Wyoming SDC Chapters, June 5,6, and 7, 2025 in Laramie, Wyoming

MEET HOTEL: Hilton Garden Inn, 2229 Grand Avenue, Laramie, Wyoming Attendees will need to make their own room reservations for the meet. Use the on-line reservations for the Hilton Hotel group at: <https://group.hiltongardeninn.com/lffg> or call the desk at 307-745-5500 for the discounted rate \$145/night plus taxes. This discounted room rate will hold until 5-1-2025 when the rates revert to ordinary prices.

TRAILER and TRUCK PARKING: Large trucks and trailers can be parked along Arrowhead Street which runs immediately behind the Hilton Garden Inn

### Thursday, June 5

- Arrival
- Registration
- Socializing in Lobby

### Friday, June 6

- 8-9 am Registration
- 9-11 am, Tour of the 1872 Historic Wyoming Territorial Prison and Museum. Admission cost is \$9/ head for adults and seniors.
- 11-12 am Driving tour to Centennial, Wyoming
- 12-1:30 pm, Lunch inn Centennial with interactive presentation by a early Wyoming frontiersman
- 1:30-2:30 pm, Extended driving tour up the Snowy Range Pass to beautiful overlook at 9,000 feet elevation for group photos.
- 2:30-3:30, Return drive to Centennial and Laramie on your own.
- 3:30-? Explore the shops and museums in Centennial and Laramie, evening dining on your own.

### Saturday, June 7

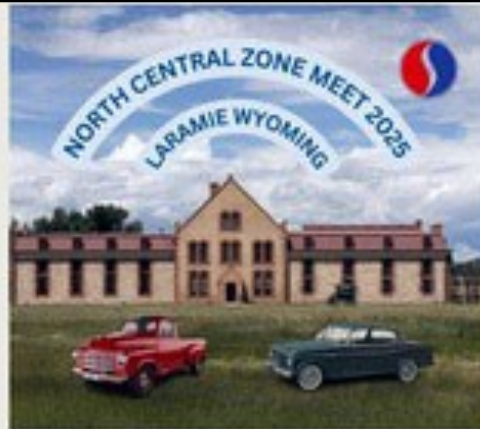
- 9am -2pm, Display Studebakers, Packards, and Avanti's at the WYO Tech annual car show, 1889 Venture Drive, Laramie, judging, prizes awarded.
- No cost for admission of cars or attendees, food trucks, drinks available on site.
- 2-5 pm, Free time to explore the shops and museums in Laramie
- 5-6 pm Social time in Hilton Ballroom with your friends-both new and old
- 6-9 pm, Banquet in Hilton Ballroom with silent auction and entertainment

### Sunday, June 8

- Farewell to your friends and departure for home.



**2025 NORTH CENTRAL ZONE MEET REGISTRATION FORM**



**REGISTRATION FORM**

2025 North Central Zone Meet sponsored jointly by the Conestoga and Wyoming SDC Chapters, June 5, 6, and 7, 2025 in Laramie, Wyoming

MEET HOTEL: Hilton Garden Inn, 2229 Grand Avenue, Laramie, Wyoming. Attendees will need to make their own room reservations for the meet. Use the on-line direct Hilton reservation system at: <https://group.hiltongardeninn.com/lffg23> or call the desk at #1-307-745-5500 to reserve at the discounted rate of \$145/night plus taxes. This discounted room rate will hold until 5-1-2025 when the rates revert to ordinary prices.

**VEHICLE(S) PRESENTED:**

Year \_\_\_\_\_ Make \_\_\_\_\_ Model \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Guests/Spouse Name \_\_\_\_\_

Address: Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_ Zip \_\_\_\_\_

Registration Fee (\$40 before 5-1-2025, \$50 after 5-1-2025) \$ \_\_\_\_\_

Friday driving tour box lunch \$ 15/ lunch, X number of meals \$ \_\_\_\_\_

Saturday Banquet Buffet \$ 45.00/meal, X number of meals \$ \_\_\_\_\_  
 (Cannot reserve meals after 5-22-2025, but there is a work around for those who may be late to reserve)

Donation (not required, but much appreciated) \$ \_\_\_\_\_

Total Due: \$ \_\_\_\_\_

1. Please bring unneeded or redundant Studebaker-related items to be placed into the silent auction.
2. Please send a copy of this form with a check made out to: Ford Stoecker, Zone Meet
3. Mail to: Ford Stoecker  
400 23rd Street  
Golden, Colorado 80401-2439
4. Questions?: Contact Ford at: [lynford310.incg@gmail.com](mailto:lynford310.incg@gmail.com) or #720-614-2664 (Mountain Time Zone before 10 pm)
5. Refunds after 5-1-2025 granted at the discretion of the Conestoga and Wyoming Chapters

**2025 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> .....	\$37	na	na
<input type="checkbox"/> Regular Member renewal w/periodical class mail.....	\$46	\$132	\$220
<input type="checkbox"/> Regular Member renewal w/1st class mail.....	\$73	\$213	\$355
<input type="checkbox"/> Student & Young Adult Membership (To 22 yrs old) ..	\$37	\$111	\$185
<input type="checkbox"/> SDC Membership <b>WITHOUT</b> <i>Turning Wheels</i> .....	\$15	\$45	\$75
<input type="checkbox"/> <i>Turning Wheels</i> subscription <b>WITHOUT SDC</b> membership (Libraries, etc.) .....	\$37	\$111	\$185
<b>Membership in Canada</b>			
<b>Regular Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b> .....	\$55	na	na
<input type="checkbox"/> Regular Member renewal w/periodical class mail.....	\$63	\$183	\$305
<input type="checkbox"/> Regular Member renewal w/1st class mail .....	\$76	\$222	\$370
<b>Overseas Membership</b>			
<b>Overseas Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b> .....	\$55	na	na
<input type="checkbox"/> Overseas Member renewal w/periodical class mail..	\$63	\$183	\$305
<input type="checkbox"/> Overseas Member renewal w/1st class mail .....	\$76	\$222	\$370
<b>Worldwide</b>			
<input type="checkbox"/> SDC Membership & Digital <i>Turning Wheels</i> .....	\$29	\$87	\$145
<b>Other SDC Items</b>			
<input type="checkbox"/> Donation to SDC Museum Fund .....	\$		
<input type="checkbox"/> Donation to SDC Restoration Fund.....	\$		
<input type="checkbox"/> <b>Donation to BOB PALMA National Museum Internship*</b> ..	\$		
<input type="checkbox"/> Donation to National Museum Endowment Fund* .....	\$		
<input type="checkbox"/> Donation to Studebaker National Foundation* .....	\$		
(*Tax deductible donation)			
<input type="checkbox"/> Membership Pin - (specify year-pin) <b>Prices on p.17</b> (10,15,20,25,30,35,40,45,50 yrs) ___years # of pins (1or2)___	\$		
<b>TOTAL AMOUNT ENCLOSED:</b> .....	\$		

To join SDC, complete the application, send with check or money order in US funds to:  
**The Studebaker Drivers Club, Inc.**  
**P.O. Box 1715, Maple Grove MN 55311-6715**  
 Or use **VISA** or **Master Card**, call 763-420-7829,  
 or  
**Fax 763-420-7849** or **Email: sdc@cornerstonereg.com** for information. Or visit:  
[www.studebakerdrivesclub.com](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.

**2025MEMBERSHIP 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: **MILT YODER, 10747 ROXANNA, ST. LOUIS, MO. 63128**, [mryoder@swbell.net](mailto:mryoder@swbell.net)  
 (314) 842-5739 (Do **NOI** Send Cash)

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

The MO/IL Gateway Chapter of the Studebaker Drivers Club is the officially chartered representative of the Studebaker Drivers Club for the Greater St. Louis Missouri and 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**  
**708 Lynn Haven Lane**  
**Hazelwood, MO 63042-3413**

**STAMP**