

MISSOURI - ILLINOIS "GATEWAY" CHAPTER

Studebaker

STEERING WHEEL NEWSLETTER



FEATURE STORY: THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM JULY 1936 THROUGH SEPTEMBER 1936. FROM AD'S IN THE ST. LOUIS POST-DISPATCH ARCHIVES.

PRESIDENTS REPORT:

BY: *Ben Alspach*

Studebaker—A Popular Car . . . Even Among Crooks!



Gangster John Dillinger's 1932 Studebaker Commander Bank Getaway Car.

Many of you have probably heard the story concerning a letter Clyde Barrow (of Bonnie & Clyde fame) wrote Henry Ford in the mid-1930's complimenting Ford on the great performance of his V-8 engine. Bonnie & Clyde relied on the quick acceleration and surprising top speed of the spirited Ford cars to outrun law enforcement pursuers as the pair robbed banks and created general mayhem across the mid-south during the Great Depression.

However, Ford was not the first choice of every gangster or outlaw. The infamous John Dillinger was a notorious bank robber, killer and, for several months in the early 30's, the FBI's Public Enemy #1. As it so happens, Dillinger was also a Studebaker fan. In fact, one of Dillinger's most famous crime sprees involved the 1932 Studebaker Commander "8" sedan shown in the photo.



According to various sources, Dillinger (an Indiana native) had been captured in Ohio and was being held briefly in the Lima, OH jail awaiting the arrival of FBI agents who would take him into Federal custody. However, before the feds arrived, Dillinger's gang surprised the guards at the Lima police station and managed to "spring" their leader and make good their escape—presumably in the Studebaker!



SEPTEMBER-OCTOBER
Volume #53 Issue #5
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Gangster John Dillinger's mugshot photo at right.

PRESIDENTS REPORT CONTINUED:

A couple of days later, on October 14th, 1933, Dillinger's gang made a bold raid on the police arsenal in Auburn, IN. Their objective was to steal guns, ammo, bullet proof vests and other gear. Once again, they took the small police garrison by surprise and made off with a large lot of weapons, including some .45 caliber Thompson submachine guns. The Commander 8 was definitely involved in this robbery.

Now, heavily armed and with many law enforcement agencies doggedly searching for them, Dillinger and his gang "laid low" for a few days to work out the details of their next big job. This time, it would be a bank . . . and they chose the Central National Bank, on the courthouse square, in Greencastle, IN.

Dillinger and his crew hit the Central National Bank mid-afternoon on Monday, October 23rd and made off with over \$75,000 in cash and negotiable bonds (about \$2.3 million in today's dollars!). The hold-up took less than ten minutes and not a shot was fired during this robbery. The villains evidently made their get-away in the speedy Studebaker.

Dillinger later bragged that the Greencastle heist was the largest single "haul" the gang had ever made.

His share alone came to over \$20,000! But now Dillinger and his bunch were being hunted by every law enforcement agency in the land and posters of the gangsters were displayed in every Post Office.

Public Enemy #1 Dillinger was finally killed in a wild shootout with FBI agents on July 22nd, 1934 as he exited the Biograph movie theatre in Chicago. Most members of his gang were already dead by this time. But Dillinger's trusty Studebaker Commander 8 sedan survived and is currently on display at the Historic Attractions Museum in Roscoe (near Rockford), IL.

IMPORTANT SEPTEMBER MEETING INFO!

Our Sunday, September 8th meeting will be our annual picnic (starting @ 11:30 am) held at the Jefferson Barracks/Sylvan Springs Park "Artillery Shelter" (300 Halsey Rd., 63125). By a vote taken at the July meeting, the Chapter will again provide "box lunches" (sub sandwiches, chips and beverages) to attendees AT NO CHARGE!! **However, we need an accurate count to order the food so PLEASE RSVP to Ben by Thursday, Sept. 5th. Contact me at 770-362-6734 or via e-mail at: thealspachs@comcast.net**

We'll also try another "Pick & Choose" donation/exchange table for misc. parts, literature, promo items, etc. Be sure to bring along your "oddball" spares, manuals, tools and ephemera for the Pick & Choose table. If you find something you want, you can toss a dollar or two into the Chapter treasury.

Finally, this meeting will also include our election for 2025 club officers. PLEASE CONSIDER TAKING A TURN AS AN OFFICER AS OUR EXISTING TEAM DESERVES A BREAK!! THANK YOU!



Above is the award Editor and Chapter President Ben Alspach received for 'Second Place Junior Bi-Monthly Newsletter for the Steering Wheel Missouri-Illinois "Gateway" Chapter Newsletter 2024. This was awarded by the S.D.C. CHAPTER PUBLICATIONS COMMITTEE at the recent International Meet.

Congratulations Ben!

Don Lindner and Virgil Studebaker proudly display plaques they received for "perfect 400" point scores on their cars during judging at the International meet in Dubuque. Don's 2006 Pearl White Avanti and Virgil's & Peg's beautiful 1930 Dictator GL6 were both awarded "Best in Division" honors.

Don also reports he is starting a registry specifically for 4-door Avantis.

Drive an exciting new **STUDEBAKER** *first*

IT'S THE SPOTLIGHT CAR OF 1937



HOLD on to that money you're thinking of putting into a new car until you first find out what you can get in an exciting new 1937 Studebaker!

Big, handsome, new air-curved bodies, steel-reinforced-by-steel, with a paint finish twelve coats deep! Gleaming "winged victory" radiator grilles and louvers! Sweeping air foil fenders! Domed disc wheels!

Lavishly roomy interiors richly styled by Helen Dryden! New steering that halves the turning effort of parking! Built-in warm air windshield defrosters! The world's largest luggage ca-

capacity! The world's only automatic hill holder! The world's finest, smoothest feather-touch hydraulic brakes!

And when you compare Studebaker prices—for the new President Eight as well as the new Dictator Six—against any that appeal to you as low, no car anywhere will even rival a new 1937 Studebaker as your candidate.

\$665
 AND UP AT SOUTH BEND

FREE! 5 STUDEBAKER PRESIDENT SEDANS for the best forecasts of the Presidential election. Tune in Studebaker Champions Monday night N. B. C. coast-to-coast network for complete details.

- WORLD'S FIRST CARS WITH DUAL ECONOMY OF PRAM 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
- ★
- EXCLUSIVE NEW EASY PARKING STEERING GEAR
- ★
- 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.

Studebaker started July 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. Studebaker added no new dealerships in the area during these 3 months.

After a turbulent May and June for Studebaker dealers in the Greater St. Louis MO area

**New Studebaker Cars
For 1937, Materialy
Improved, Shown Here**

Distinctive Grille, Hood and Body Lines—Numerous Improvements Designed Into Models.

A complete new line of Studebaker cars for 1937, introduced the past week, is being displayed by Arthur R. Lindburg, Inc. and dealers in the St. Louis area. They embody new grille and hood lines, improvements in general body lines and in mechanical features, although there is nothing radical in the changes.

The Studebaker President's new overdrive transmission is automatically selective. It may be cut in or out at any speed above 35 miles per hour. To cut in, 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 acceleration of conventional gear, in top or second, when needed.

A hypoid rear axle is used on President and Dictator models. These gears are midway between spiral bevel and worm gears. The hypoid rear axle is less sensitive to minor variations in tooth form and is said to be the only gear combination known that improves with use.

Due to the lower pinion center line, a lower body floor can be used in the rear compartment without a tunnel or sacrificing road clearance. In the new Studebakers the floor is 3 1/16-inch lower at the door openings, giving an increase in door height without raising the height of the car.

Some of the Improvements.

A third improvement is a new double drop frame. This new frame design has the strength of the box section side rail X-member construction found in the 1936 models. There are now shock absorbers, built into the chassis. They are neither bolted to the frame nor connected to the axle by links. They are known as direct acting, and give automatic ride control, impact recoil and temperature control.

A new twin lever type steering gear in the 1937 models gives easier steering and easier parking, a greater degree of control at road speeds, greater mechanical strength and resistance to road shock, less need for adjustment.

For 1937, all Studebakers have as standard equipment Fram oil and motor cleaners. It is stated that oil never be changed except for the summer and winter seasonal changes, if a new Fram cartridge is installed whenever the dipstick shows that the oil has become dirty.

Positive Starting.

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

The parking brake lever now is just below the instrument panel at the left of the steering wheel. It extends downward from behind the panel and its position gives the operator an easy direct pull. This clears up the floor boards in the front compartment and leaves the left door free.

An improved gear shift, unusually light, is obtained through a new synchronizer unit on President and Dictator models.

"Hill Holder" Retained.

The automatic "Hillholder," a safety feature pioneered last year by Studebaker on the 1937 models, is Studebaker engines are quieter and smoother this year due to the use of additional counterweights

in the crankshaft, slight revisions in the main bearings and a slight change in the engine rubber mountings.

The outstanding feature of the 1937 Studebaker "appearance" is the new horizontal grid radiator and the manner in which the grids swing back to become louvers at the bottom of the beautiful one-piece hood. There is no division or "beading" in the center of the hood.

Windshield contours, top contours and rear section contours all become part of this profile of streamlined beauty. The bodies are notably free from outside appurtenances that would interrupt the smooth flow of air past the bodies or the symmetry of design.

The deep, full, one-piece fenders blend into the radiator contours. The headlamp position has been raised for a longer throw of the beam. Exterior hardware is streamlined. Fenders are "faired" to reduce wind resistance. Trunks are part of the original design. Wheels are solid discs. Bumpers are adroitly attached.

The leg room in the rear seat of the four-door sedans measures 47 inches. Front and rear door openings are 44 inches from top to bottom.

Large Luggage Space.

The luggage compartments of custom sedans, including space for the spare tire, now have 17.4 cubic feet capacity, and those of cruising sedans, 22 cubic feet capacity. Bumper jacks are standard equipment; it is easier to jack up the bumper than the axle.

The 1937 Studebaker has an improved ventilating system with fixed windshield a full inch higher than in former Studebakers.

There is also better rear visibility. Front side windows are halved. The forward ventilating pane is pivoted. The door handles are curved in toward the body, making it almost impossible to catch jackets or other parts of clothing.

The entire body shells of the 1937 Studebaker models are of steel-top, sides, ends and floors—entirely free from wooden members. As in previous Studebakers, the one-piece steel top is made from the largest single steel stamping known to the industry, insulated against noise and rattles.

Interiors all reflect the genius of Miss Helen Dryden, the New York designer, whose work proved so effective in the 1936 President models,



SAFE! The Beautiful

Studebaker

With the ALL-STEEL BODY

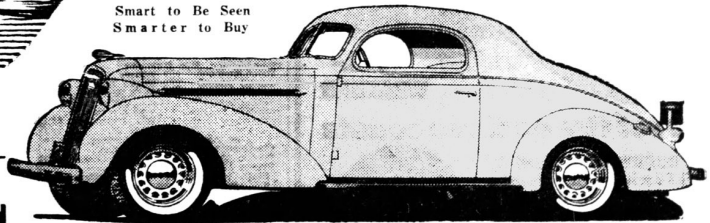
—World's Strongest Steel-Girder Reinforcements

And The

AUTOMATIC HILL HOLDER

An Exclusive Studebaker Feature—Means More Built-In SAFETY

Smart to Be Seen
Smarter to Buy



**WITHIN
A FEW
DOLLARS
OF THE
LOWEST
PRICED
CARS**

With AUTOMATIC HILL HOLDER

When you stop on upgrade you simply hold the clutch pedal down and you do not roll back. Your right foot is free for the accelerator. Safety, sure enough!

Studebaker feather touch hydraulic brakes are safe and sure. Heavier brake lining, 1/4 inch. And many other super-safe features make Studebaker safe . . . "First, Last and All the Time."

This New Coupe or the Stylish Dictator
6-Passenger 4-Door Sedan

\$29.50 a Month

\$195 Down Plus Insurance

And New
6% FINANCE PLAN

YOUR PRESENT CAR MAY MORE THAN COVER DOWN PAYMENT

ARTHUR R. LINDBURG, Inc.

Grand and Lindell

Jefferson 8850

RIEHL MOTOR CO.
Webster Groves, Mo.

KASEY MOTOR CO.
5626 Gravois

OSCAR G. SNIPEN
5180 Delmar Blvd.

FRANKE MOTOR SALES
4811 Delmar

ENDRES MOTOR SALES
Belleville, Ill.

COOKSON MOTOR CO.
East St. Louis, Ill.

LELAND-KREID MOTOR CO.
Alton, Ill.

Listen to Richard Humber's Studebaker Champions—KSD Every Friday Night at 8 O'Clock

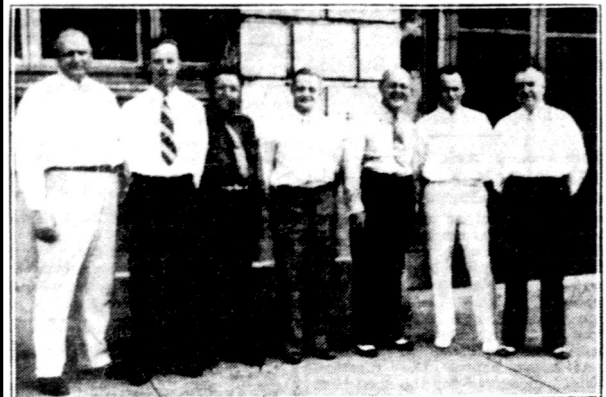
everything settled down and we experienced a June, July and August 1936 period with no visible changes in the number or locations of the greater St. Louis area Studebaker dealerships.

Big changes were happening in the auto industry however. REO became the latest independent vehicle maker to exit making automobiles to focus on commercial vehicles only which it would successfully continue to do until 1975.

Also the auto industry as a whole made it official they would start the new model year in the fall from now on rather than after the first of the new year starting with the 1937 models. This new model introduction date had varied in the past among automakers depending on their needs and finances at that year. Some automakers such as Packard even emphasized series over model years during the 1920's but was finally pressured into joining the other automakers with yearly model production dates.

Automakers also feel there are advantages to holding auto shows

At Meeting of Dealers



Executives of the Studebaker Corporation and local distributor who attended a dealer meeting here Monday. Left to right; William Newman, wholesale representative for Arthur R. Lindburg, Inc., the distributor; William Vandermullen, regional truck manager for Studebaker; J. B. Ashner, salesmanager for Lindburg; L. K. Manley, salesmanager for the Studebaker Corporation; Arthur R. Lindburg, president of A. R. Lindburg, Inc.; R. F. Gloster, regional branch manager for Studebaker, and C. Monahan, St. Louis district representative for Studebaker.

The above ads & articles from top left to right & clockwise appeared in the St. Louis Post-Dispatch on 11/13/1936, 11/20/1936 and 11/6/1936.

ANNOUNCING

THE SPOTLIGHT CARS OF 1937

Exciting New

STUDEBAKER

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

NEW UNDERSLUNG REAR AXLES GIVE BIG ROOMY INTERIORS—CHAIR HEIGHT SEATS—LEG AND HEAD ROOM TO SPARE

WORLD'S LARGEST LUGGAGE CAPACITY

WORLD'S FIRST CARS WITH BUILT-IN WARM AIR WINDSHIELD DEFROSTERS

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WORLD'S ONLY CARS WITH AUTOMATIC HILL HOLDER

EXCLUSIVE NEW EASY PARKING STEERING GEAR

WORLD'S STRONGEST, SAFEST AND QUIETEST ALL STEEL BODIES



ACTUAL PHOTOGRAPH

\$665
AND UP AT SOUTH BEND

5 PRESIDENT SEDANS FREE

For the Best Forecasts of the Presidential Election

It is in our opinion that your forecast of the year 1937 will be correct if you purchase a Studebaker. The great Studebaker is the only car that has been built in America since the war. It is the only car that has been built in America since the war. It is the only car that has been built in America since the war.

COME IN TODAY FOR YOUR FREE ENTRY CARD, RULES, ELIGIBILITY STATISTICS AND OTHER DETAILS

AGAIN Studebaker leads off the new motoring year with a hit that's a box office sensation! Magnificent new President Eight's... headlines in every inch from top to tires and bumper to bumper! Impressive new low-priced Dictators... the greatest six cylinder values ever offered!

The photograph above does only half justice to the clean-cut, refreshing new style lines that establish these new Studebakers as the spotlight cars of 1937!

Silvery "winged victory" radiator

grilles and hood houses! Beautifully rounded one-piece hood tops that lift up from the front! Sweeping air foil fenders! Domed disc wheels! And interiors, richly styled by Helen Dryden, that are the largest, most luxurious you have ever seen!

But the real thrill is in driving these Studebakers! Do so now! See for yourself how much more an exciting new 1937 Studebaker offers than you ever thought a little money would buy! Prices are just a few dollars above those of lowest priced cars!

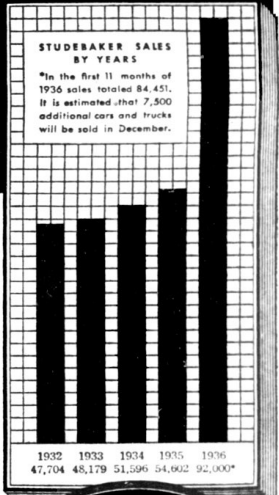
STUDEBAKER'S C. I. T. BUDGET PLAN OFFERS LOW TIME PAYMENTS

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Grand at Lindell DISTRIBUTOR Jefferson 8850

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RUEHL MOTOR CO., WEBSTER GROVES, MO.
JEFFERSON 8850, WEBSTER GROVES, MO.
COOKSON MOTOR CO., ADVANCE MOTOR CO., 1131 St. Louis Ave., East St. Louis, Ill.
RUEHL MOTOR CO., WEBSTER GROVES, MO.

WHY IS STUDEBAKER flashing TO THE FRONT?



MIGHTY 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?

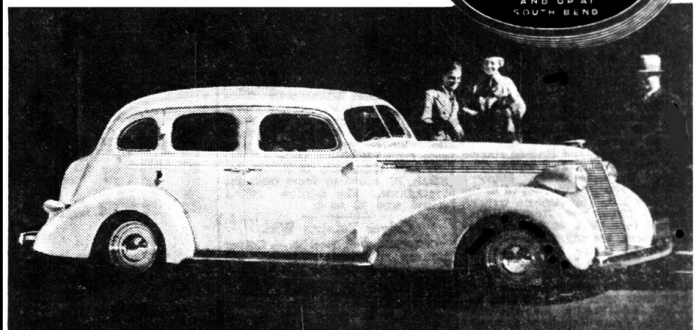
The strategy was simple. Studebaker management knew that only one thing could focus on The Dictator and The President the attention and patronage of motorists. That one thing was—and is—*better value*—more for the money. *Comfort, safety and performance* have been characteristic of Studebaker cars. But 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

\$665
AND UP AT SOUTH BEND



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COOKSON MOTOR CO., ADVANCE MOTOR CO., 1131 St. Louis Ave., East St. Louis, Ill.
RUEHL MOTOR CO., WEBSTER GROVES, MO.

LISTEN TO RICHARD HIMBER'S STUDEBAKER CHAMPIONS - N B C RED NETWORK EVERY MONDAY NIGHT

Indoors during the colder November through January months and this helps assembly plants even out production throughout the calendar year.

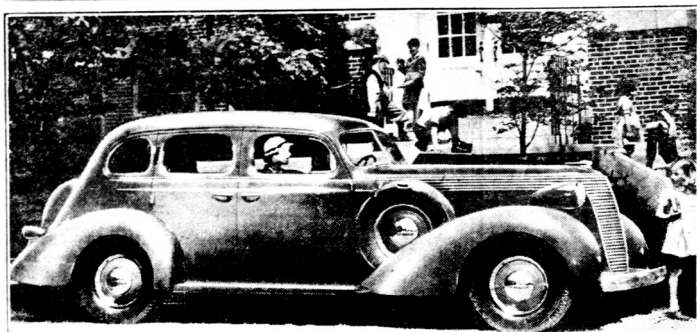
From here on dealers soaping up their windows every September announcing to customers that next years new models would soon be shown here in a week or two would become an exciting fall tradition.

Sadly Hupp would all but stop making cars for most of 1936 and 1937. Choosing to come back in 1938 with some conventionally styled cars and later with a model based off the Cord 810/812. But for all practical purposes, like REO, it was also done as an automotive brand.

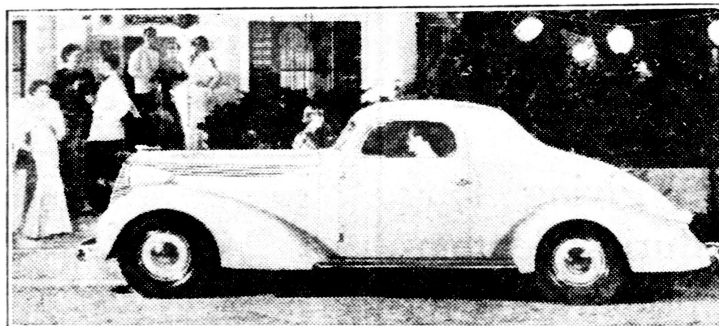
Studebaker though had better days ahead and it's too bad it couldn't have merged it's automotive operations with the REO commercial Truck operations back when these economies of scale might have mattered and the opportunity was certainly there. I'm afraid too many of the independent vehicle makers had management teams that just didn't think big enough or were forward thinking enough to worry about the competitive pressures of tomorrow. Studebaker failed to learn via both the hard way and the easy way and that's sad.

The above ads and articles appeared From top left to right and clockwise in the St. Louis Post-Dispatch on 1/8/1933, 1/29/1933, 1/8/1933, 1/8/1933, 1/8/1933 & 1/8/1933.

Studebaker's New Body Lines for 1937



Regal sedan model of the new 1937 Studebaker line, with four inches more rear seat leg room, three inches more height from floor to ceiling and three inches greater depth of all door openings. The new grille, hood and body lines are noticeable.



Three-passenger Dictator coupe model of the new Studebaker line. It has 25½ cubic feet of usable luggage space, a wide, deep shelf above the seat and a storage compartment behind the driver's seat. Visibility through the rear window has been improved as a safety factor.

80-Year-Old Motorist Has Driven Studebakers Continuously Since 1904

Eighty-year-old Simeon A. Cruikshank of Plainfield, N. J., has been adjudged the motorist having "the best record of continuous ownership of active Studebaker automobiles for the longest period of time. He has owned Studebaker cars continuously since 1904, when the factory turned from electric autos to the gasoline car.

He drove his first car 10,000 miles which in those days was a record to talk about. He bought his second Studebaker in 1905, and drove it 30,000 miles, then in 1906 purchased a four-cylinder Studebaker touring car which still runs well and can do 40 miles per hour. He now owns four Studebakers and, on his record, the Studebaker factory has just awarded him a 1936 Studebaker President touring sedan.

'Hill Holder' Device on Studebaker Cars Simple in Operation

"The Gay Nineties saw the birth of the auto industry," according to A. R. Lindburg, Studebaker distributor.

Since that time, he recalls, more than 800 American makes of automobiles have been put on the market. Today there are only 13 manufacturers in the field, building 26 makes of cars.

"In each case, the stumbling block seems to have been lack of engineering advancement," says Lindburg. Companies that failed did so because they could not keep pace with the American demand for speed, safety and comfort in motor car construction.

Present day manufacturers owe their success to constant vigilance in regard to details of construction.

Studebaker has had 84 years in the vehicle business, and 34 years building automobiles. Studebaker pioneered free-wheeling, safety glass all-around, steel-reinforced-by-steel bodies, fuel pumps, automatic spark control, and three-passenger front seats.

In 1936, Studebaker made 97 distinct improvements over the admittedly fine 1935 model. One of the outstanding of these 97 new features on the 1936 Studebaker is the automatic hill holder.

This device, found on no other motor car, is simple to operate.

When the car stops facing up an incline, the driver applies pressure to the brake pedal in the usual manner, pressing down the clutch at the same time—a normal stop. When the car has been brought to a dead stop, the driver releases the brake pedal, while the pressure of his left foot alone on the clutch pedal automatically keeps the wheels locked. Thus the driver's right foot is left entirely free for operation of the accelerator pedal. To continue up the hill it is merely necessary to depress the accelerator and release the clutch. The latter action releases the brakes.

Studebaker Already Ahead of 1935 Total

Studebaker dealers in the United States sold 5,348 passenger cars and trucks in July, bringing the total for the first seven months to 43,512. This exceeded each of the three previous full years.

Total Studebaker retail deliveries in the United States in 1933 were 39,551; and in 1934, 42,917, and in 1935, 43,435.

New 1937 Studebaker Cars Introduced at Dealers' Meeting Here

Many Improvements in Cars Outlined by Salesmanager of Corporation at Session Here.

L. K. Manley, salesmanager for the Studebaker Corporation, South Bend, Ind., and other executives, attended a meeting and luncheon attended by 153 dealers and salesmen from the St. Louis territory, that was held at Hotel Chase on Monday. At the meeting, the 1937 Studebaker car was introduced to the dealers.

The meeting was opened by Arthur R. Lindburg, president of A. R. Lindburg, Inc., the Studebaker distributor here, who introduced R. F. Gloster, Studebaker regional branch manager, to conduct the session.

A two-reel motion picture, in which Paul Hoffman, president of the Studebaker Corporation, took a part, outlined the many improvements made in the 1937 Studebaker models and covered a tour of the factory at South Bend, and the processes that go into the making of Studebakers.

Sales Manager Manley also discussed improvements for the 1937 cars, and outlined sales promotion plans with a representative of the Roche, Williams & Cunningham Advertising Co.

J. H. Lindner, in charge of the wholesale department, said, after the meeting, that the dealers and salesmen drove home one to three cars for each dealership represented. So, every dealer in the St. Louis territory now has for display at least one of the new 1937 Studebakers.

YOUR MO/IL GATEWAY CHAPTER 2024 OFFICERS AND CONTACT INFORMATION:

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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 MISSOURI/ILLINOIS "GATWAY" CHAPTER OF THE STUDEBAKER DRIVERS CLUB

Sunday, July 14, 2024

The Missouri/Illinois "Gateway" Chapter of the Studebaker Drivers Club gathered at 1:30pm at Wente's Food Shack, 1800 Chesterfield Airport Road, Chesterfield, Mo. 63005

Members present: Joe & Mary Ann Bushdiecker, Gary Krautmann, Don Linder, Denny & Susan LaBantschnig, Greg Ford, Louetta Bushdiecker, Don Hart, Raymond Hobert, Ben Alspach, Andrew Schwartz & friend Joanne Jeulaus. Visitor- Tom Lasner (drove his 2007 Avanti)

Chapter President Ben Alspach called the meeting to order at 2:45pm.

Ben thanked Gary Krautmann for arranging the restaurant for our meeting.

Minutes for the May 19, 2024 meeting were passed out and Ben asked for comments. There was none. Denny LaBantschnig made a motion the Minutes be accepted. Don Linder seconded and the motion passed.

Ben announced Treasurer Phil Hendrickson was absent because he was recovering from hip replacement surgery June 25, 2024. Ben said the checking account balance was \$6,292.69. A motion was made by Gary Krautmann to accept the report. Don Hart seconded and the motion passed.

Ben said Jeff Wassilak was absent and he had been looking into the Club adopting a vehicle at the Studebaker National Museum. He continued by saying horse drawn vehicle or motor driven vehicles are \$150, \$250, \$500, and \$1,000 a year. Jeff and Ben proposed the 1953 Studebaker Champion Starliner at \$500 level. It appeared in 2 Back to the Future movies. A Motion was made the 1953 Studebaker Champion Starliner be adopted. The motion was seconded. The vote was 11 yes and 1 no so the motion passed.

Don Linder announced that he had 2 Avanti's judged at the International meet in June and each received a perfect score of 400 points. He stated that he is maintaining a registry of Avanti 4-door cars. Virgil & Peg Studebaker had also received a perfect 400 score for their early '30s Commander.

Don Linder also announced the club had received a second place award for our e-newsletter (The Steering Wheel) during the International Meet in June. The award carries the publication name as well as listing Ben Alspach as editor. Don accidentally left the plaque at the meet in Dubuque so it will be mailed to us. Ben also acknowledged Ed Meyer's invaluable work in creating our fine newsletter.

Don Hart mentioned he had 3 Studebaker watches judged during the International Meet in June, and he received a First Place, a Second Place and a Third Place award.

Ben announced that Harry Irvin's wife Janet died last month.

The next meeting will be the Club's Picnic on September 8, 2024 at Sylvan Springs Park at the Artillery Shelter, 300 Halsey St. St Louis, Missouri 63125. The Club Will Furnish Lunch.

The Club President adjourned the meeting at 3:15pm.

Submitted by Louetta Bushdiecker, Secretary



Louetta's 2-seat Thunderbird



1953 Studebaker Champion Starliner the chapter voted to adopt at the chapter meeting. Don Lindner is shown delivering the \$500 check to Becca Schaefer of the Studebaker National Museum collection. (Don volunteered and Phil Hendrickson & Ben Alspach coordinated everything with him.)

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

AVAILABLE LODGING IN SOUTH BEND. Go to 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

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 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 or info@williamsautodetail.com

SPARKS TIRE & AUTO All types of new and antique auto repair. (636)-945-5900 or 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.

Some Studebaker, Packard and Avanti history this month of July: July 1, 1933 Albert R. Erskine dies., July 4, 1903 Harold Churchill born., July 6, 1956 Agreement reached between Studebaker-Packard and Curtiss-Wright for three year management contract., July 7, 1907 Construction begins on Studebaker Administration Building., July 10, 1930 Studebaker offers "Free Wheeling" on automobiles., July 13, 1958 Last Packard built., July 14, 1986 Raymond Loewy dies., July 21, 1984 James Nance dies., July 22, 1904 First Studebaker gasoline powered car sold., July 23, 1926 First Studebaker President model introduced., July 27, 1956 James Nance resigns as President of Studebaker-Packard., July 28, 1969 Sherwood Egbert dies.

The Missouri June report has 0 NO members and 3 EXPIRED member (located in Camdenton, St. Peters, and Weston).

The Illinois June report has 1 NEW member (located in Wauconda) and 4 EXPIRED members (located in Arlington Heights, Chicago Heights, Chenoa, and North Aurora).

From Studebaker National Museum "Speaker Series: An Ode to the American Station Wagon" by Curator Kyle Sater. Duration 40 minutes, 28 seconds. LINK: <https://youtu.be/ES1pUdUneR4>

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

Studebaker, Packard and Avanti history this month of August: August 1, 1962 Disc brakes made available on all Studebaker models., August 4, 1908 EMF company incorporated., August 5, 1959 Studebaker-Packard acquires C.T.L., manufacturer of ultra high temperature applications for space research., August 7, 1928 Studebaker's \$2 million purchase of Pierce-Arrow approved by stockholders., August 8, 1965 Avanti II introduced., August 10, 1945 Last WWII military truck assembled., August 13, 1936 Frederick S. Fish, Studebaker president and son-in-law of John M. dies., August 14, 1962 Avanti sets 29 speed records at Bonneville Salt Flats., August 15, 1928 Pierce-Arrow purchase agreement signed., August 16, 1980 Harold Churchill dies., August 22, 1890 Harold S. Vance born., August 22, 1996 Jim Lange achieved 211.292 mph in Studebaker powered Avanti at Bonneville Salt Flats., August 24, 1874 Studebaker Wagon Works destroyed by fire., August 25, 1958 Mercedes-Benz Sales, Inc. formed to sell vehicles through Studebaker-Packard dealerships., August 26, 1933 Studebaker sells Pierce-Arrow for \$1 million to group of Buffalo, NY, businessmen., August 31, 1853 John M. Studebaker arrives in Dry Diggings (nicknamed "Hangtown" and renamed to Placerville in 1854), California, during the Gold Rush., August 31, 1959 Harold S. Vance dies.

The Missouri July report has 2 NEW members (located in Gladstone and Kansas City) and 3 EXPIRED members (located in O'Fallon, Mountainview, and Saint Peters)

The Illinois July report has 3 NEW member (located in DeKalb, Wasco, and Romeoville) and 5 EXPIRED members (located in Springfield, Des Plains, Galatia, Alhambra, and Elgin)

From Hemmings Daily July 17, 2024 "Six Beautiful Cars From Brands Long Since Departed" by Mark Elias.

LINK: https://www.hemmings.com/stories/car-culture/hemmings-marketplace/six-beautiful-cars-from-brands-long-since-departed/?utm_medium=email&utm_source=EDaily&utm_campaign=2024-07-17&uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619

From Studebaker National Museum "Speaker Series: South Bends' Lost Landmarks" by Travis Childs, Archivist St. Joseph County Historian, The History Museum, South Bend, IN. Duration 46 minutes, 16 seconds. For those interested in vintage architecture and automobiles. How many Studebakers do you recognize?

LINK: https://www.youtube.com/watch?v=5XzFUG_bJMk&t=1030s

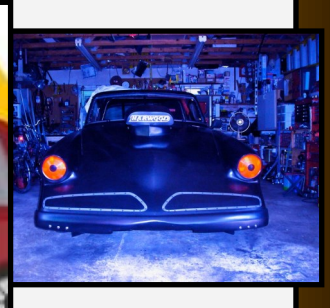
2024 MO/IL GATEWAY STUDEBAKER DRIVERS CLUB CHAPTER CALENDAR OF EVENTS

Sunday, September, 8th, 11:30 AM, Our Chapter Picnic and our September Chapter Meeting at Sylvan Springs Park near Jefferson Barracks – Artillery Shelter – 300 Halsey Rd., St. Louis, MO 63125. Chapter picnic/auction/September chapter meeting, Food, fun Studebakers, Avanti's and fellowship. For info, contact Ben Alspach @ 770-362-6734, Email: thealspachs@comcast.net, Chapter will provide sub lunches in a bag and can soda as in the past Just bring portable seating if desired and Stude parts/memorabilia for the auction.

Saturday, September 14, International Drive Your Studebaker Day, Just drive your Studebaker on the second Saturday in September and tell people why you love Studebakers!

Tuesday, September 19 to Saturday September 21, 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://aoai.org/2024-aoai-meet-information-and-schedule/>. **NOTE FROM DON LINDER FROM THE AVANTI GUEST HOUSE AND MUSEUM** The Studebaker National Museum is hosting a former Avanti Factory Workers event just after the Avanti Meet in Livonia, MI starting around 9/18. A note: I have not missed an Avanti Meet since 1996 except for Covid. I will try to find out more details.

November 10th: 1:30pm (Sunday). The Gateway Chapter will meet at Rookie's Bar & Grill, 3721 Newtown Blvd, St. Charles, MO 63301. The restaurant is located in a small shopping center just north of 370 & Elm (Elm becomes Newtown north of the highway). Drive your Stude if you can---looking forward to seeing you there! Contact: Ben Alspach, 770-362-6734. E-mail: thealspachs@comcast.net Website: www.gatewaystdc.org Upper Mississippi Valley Zone [F]



TREASURERS REPORT

BY: *Phil Hendrickson*

MO-IL Gateway Chapter SDC August 2024 Treasurer's Report

As of today August 16, 2024, we have received 2024 Dues from 26 members, we have 2 members from last year that have not yet renewed their membership for 2024 and have been dropped. We also have 2 new members that have prepaid their 2025 dues. A check in the amount of \$500.00 was mailed to the Studebaker National Museum for the Adopt-A-Car Program. The car we have adopted is the 1953 Studebaker Champion Starliner, this was voted on and approved at the July meeting. The current Enterprise Bank Account Balance is: \$5,842.69

Dues can be mailed to: Phil Hendrickson, 1338 Pine Drive, Arnold, MO 63010. Additional contact information:

Phone: 314-420-4114, Email: fishnphil1@aol.com

Phil Hendrickson - Treasurer



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

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

The Studebaker Drivers Club, Inc.
P.O. Box 1715, Maple Grove MN 55311-6715
 Or use **VISA** or **Master Card**, call 763-420-7829,
 or
Fax 763-420-7849 or **Email: sdc@cornerstonereg.com** for information. Or visit:
www.studebakerdrivesclub.com
 Call or write with change of address.

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

Name (first) _____ (last) _____
 Spouse _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Birth date: _____
 E-mail: _____

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

If new member, source of referral : _____
 If renewal, month due: _____
 Member # _____
 • Please list your Studebakers, including year, model, body style, serial numbers, on a separate page.

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, fishnphil1@aol.com.** (Do NOT Send Cash)

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

The MO/IL Gateway Chapter of the Studebaker Drivers Club is the officially chartered representative of the Studebaker Drivers Club for the Greater St. Louis Missouri and 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