



MISSOURI - ILLINOIS "GATEWAY" CHAPTER

Studebaker

STEERING WHEEL NEWSLETTER

THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM JANUARY 1937 THROUGH FEBRUARY 1937. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



JANUARY-FEBRUARY 2025

Volume #54 Issue #1

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PRESIDENTS REPORT:

BY: *Ben Alspach*

Bucket List Meets New Year's Resolution---

Kicking Off a Studebaker Restoration!

Happy New Year, everyone! I trust your Holidays were enjoyable and you spent some quality time with family and friends. Those gatherings are among the greatest blessings of the season!

As the headline indicates, after years of reading, dreaming, planning and good intentions, I've finally decided to "take the plunge" and we've embarked on the restoration of our 1949 Champion Business coupe'. A few of you have seen the car, although probably only when we've met here in Washington. The coupe' (which we've owned since 1993) shows only 108K miles on the clock and looks pretty good cosmetically. However, at 75 years old it was very *tired* mechanically, a big concern when it came to out-of-own trips of any consequence. And highway travel was something I've avoided for at least a decade.

After moving to Washington in 2019 and attending a few car shows, I started to keep my "radar up" hoping to locate a good, retired mechanic who had a well-equipped shop and liked to tackle unusual projects at a "leisurely pace". My goal was to restore the coupe' over the winter months, with the mechanic taking the lead while I played the role of helper, parts scrubber, "go-fer" and general grunt worker. I would also take care of locating and purchasing parts and arranging other details as needed (e.g. radiator repair). After all these years, I wanted to be an active participant in the process so I could learn more about the car's technology and mechanical operation. I didn't care to be an owner who just stopped by the shop every couple of weeks to see what was happening . . . and write another check!

I finally found my mechanic at a car show this summer, minding his buddy's 1969 GTO. Kip works primarily on 60's and 70's muscle cars but also has some experience with older iron dating back to the late 1930's. He and his brother have a large building with a nice lift and a good assortment of machine shop equipment (although some of it is vintage!). In addition, the shop is out in the country, only about 30 minutes from my home. So, with an early start, we can work on the car for 3-4 hours in the morning a couple of days a week. So far, it's turning out to be a good arrangement for both of us.

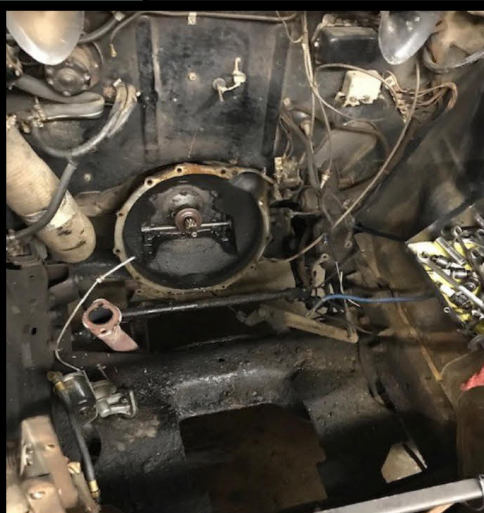
I'm excited about the project and looking forward to working on the car in the weeks ahead. I'm attaching a few photos documenting some of our early progress. Stay tuned for occasional updates!



Our 1949 Studebaker Champion Business coupe.



Working in the engine bay . . . radiator already removed.



Engine just hoisted out . . . now a big, empty compartment!



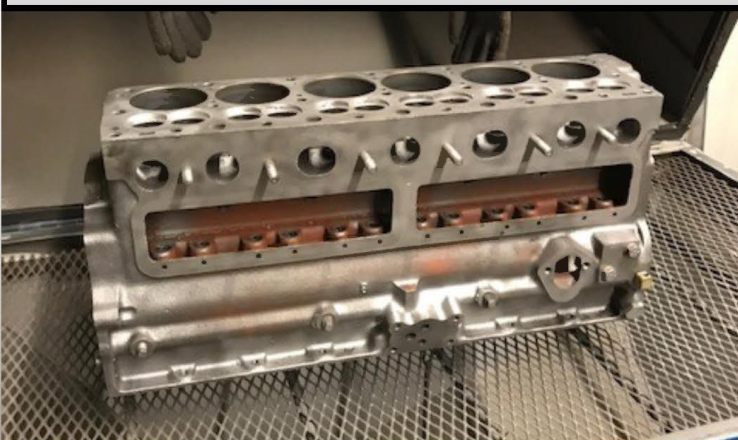
Engine on the hoist--75 years' worth of crud seen above!



The (mostly) disassembled, grimy engine block.



The transmission (above) seems pretty petite vs. the engine.



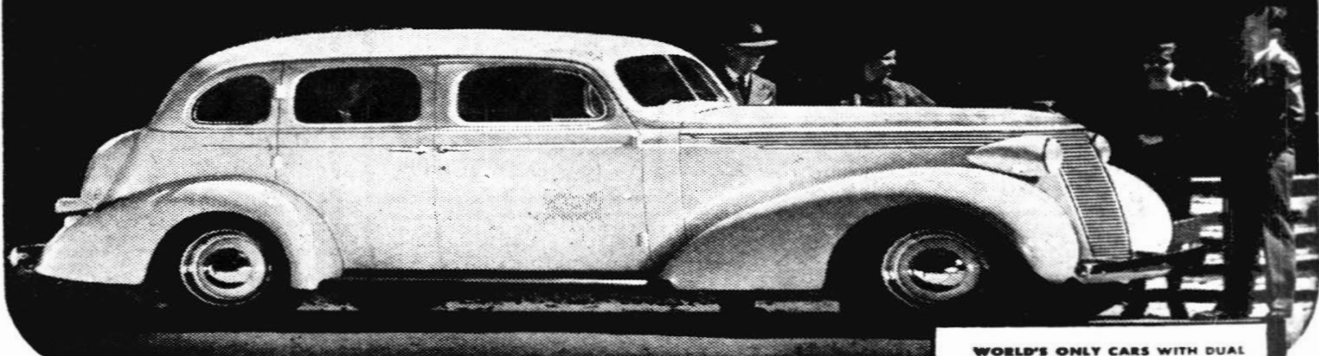
The newly boiled & cleaned engine block gets some final detailing before a good scrubbing and beginning reassembly.



Vintage engine parts sourced from longtime Gateway member Milt Yoder. THANKS, Milt!

REMINDER: Our Sunday, January 12th chapter meeting will be held at 1:30pm at the Pasta House Co. restaurant, 6214 S. Lindbergh Blvd. This is located on Lindbergh about 1/2 mile west/north of the Lindbergh I-55 overpass, very close to the I-55 & I-255 interchange. The restaurant is expecting us at ~2:00 pm but it should be OK to arrive a little early. Nice parking lot with plenty of room for our Studebakers and Avantis!

Thank you, America...
**YOU INCREASED
 STUDEBAKER SALES
 76% IN 1936!**



ACTUAL PHOTOGRAPH

WHY were we able to show an increase of 76% in American passenger car sales in 1936?

Because of value—sheer intrinsic value!

Studebaker offered more for the money in 1936 than ever before during the 84 years that we've been in business.

How can Studebaker offer better value than other great automobile manufacturers?

Because Studebaker has less overhead, a sound, thrifty financial structure, low fixed charges, better workmen!

The great new 1937 Studebakers...: the superb Dictator Six—the magnificent President Eight...: are unquestionably the best

built cars at or near their prices in America! They've got materials and workmanship in them that put many a boastful car to shame!

They're built to stand up and stand out for years and for thousands of miles after other cars have worn out! And that's why a Studebaker always brings such an excellent trade-in allowance anywhere!

Come in and drive a new 1937 Studebaker...: and see why it's conceded to be America's spotlight car in beauty and innovations!

Find out why it leads in operating economy...: why it costs so little to insure and so little to buy on monthly payments!

WORLD'S ONLY CARS WITH DUAL ECONOMY OF FUEL 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

★
 WORLD'S EASIEST CLOSING DOORS WITH EXCLUSIVE NON-RATTLE 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 DISTRIBUTOR Jefferson 8850

OSCAR G. SNIPEN
 5180 Delmar Blvd.
 REIHL MOTOR CO.
 Webster Groves, Mo.

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

FRANKE AUTO SALES
 4811 Delmar
 ENDRES MOTOR SALES
 Belleville, Ill.

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

MISSOURI
 KIRKSVILLE—A. C. Bigsby.
 JEFFERSON CITY—Capital Motor Co.
 ESTILL—Floyd Caplin.
 FERGUSON—Ferguson Motor Sales.
 POPLAR BLUFF—Gowers Motor Co.
 COLUMBIA—Lawson Motor Co.
 CAPE GIRARDEAU—Lesem-Mihikan, Inc.
 ROLLA—King Motor Co.

MISSOURI
 SPRINGFIELD—Quality Motor Co.
 HERCULANEUM—Bloom and McGabe.
 ILLINOIS
 PETERSBURG—Clyde Knoss.
 SHATTUCK—Asa Mann.
 SPRINGFIELD—R. S. Lindburg, Inc.
 MT. VERNON—Ayres Motor Sales.

ILLINOIS
 BENTON—H. Whittington.
 CAVE-IN-ROCK—C. A. Okerson & Sons.
 STAUNTON—Al Reuter.
 WEST FRANKFORT—Lloyd Shippe.
 BEARDSTOWN—Alcorn Motor Sales.
 MARION—C. & F. Motor Co.
 CARLISLE—Diets Motor Co.
 HARRISBURG—Exide Service Station.

ILLINOIS
 CENTRALIA—H. C. Gildenhart.
 JACKSONVILLE—Gordon Auto Co.
 CARBONDALE—Rudgers Motor Co.
 QUINCY—Jefferson Johnston Motor Co.
 HILLSBORO—Thos. H. Johnson.
 HIGHLAND—F. M. Wirbe.
 KENTUCKY
 PADUCAH—West Kentucky Motor Co.

Studebaker started January 1937 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., #9. Advance Motor Co., Madison IL. On 2/28/1937 #10. Ferguson Motor Sales, Ferguson, MO., was added. Again this was the highest number of dealerships Studebaker had serving the greater St. Louis, MO area since January, 1929.

By all accounts everything was starting to look up for the Studebaker factory and dealers in 1937 after the stock market crash and 8 hard years of the Great Depression. By the spring of 1937, production, profits, and wages had regained their early 1929 levels.

The ad above appeared in the St. Louis Post-Dispatch on 1/10/1937.

This big Studebaker is America's spotlight economy car!

Selling sensationally
BECAUSE OF ITS SAVINGS



STUDEBAKER again made sales history in January hard on the heels of a record-breaking 1936!

Alert motoring America, more eager than ever for economy in its cars, is swinging over to the impressively economical new 1937 Studebaker which in test after test equals or better the gas and oil mileage of lowest priced cars.

World's first car to offer the dual economy of the Fram oil cleaner and the gas-saving automatic overdrive! World's only car with

the built-in automatic hill holder and feather-touch hydraulic brakes! World's only car with revolutionary and exclusive rattle-proof rotary door latches that end all need for slamming!

Silvery "winged victory" front end! Air-curved steel-reinforced-by-steel body with a paint finish twelve coats deep! World's smartest interiors styled by Helen Dryden! World's largest luggage capacity! See and drive a new 1937 Studebaker Dictator or President now!

Want to win a Studebaker FREE?

A new 1937 Studebaker Dictator Sedan given away every week.

For full details, write to: Richard Himber's STUDEBAKER CHAMPIONS on NBC radio network every Monday night. Complete your local newspaper for time of broadcast. NOTHING TO BUY Anybody, young or old, may win!

A FEW CENTS A DAY MORE THAN A LOWEST PRICED CAR!

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

ARTHUR R. LINDBURG, Inc.
Grand at Lindell DISTRIBUTOR 4459 W. Florissant

OSCAR G. KNIPEN 1120 Webster Blvd. St. Louis, Mo.	RABY MOTOR CO. 1218 N. 1st St. St. Louis, Mo.	FRANK AUTO SALES 1120 Webster Blvd. St. Louis, Mo.	EDWARD MOTTEN SALES 1120 Webster Blvd. St. Louis, Mo.
SPRINGFIELD - A. C. Brown SPRINGFIELD - J. J. Brown SPRINGFIELD - J. J. Brown	FRANK AUTO SALES 1120 Webster Blvd. St. Louis, Mo.	FRANK AUTO SALES 1120 Webster Blvd. St. Louis, Mo.	FRANK AUTO SALES 1120 Webster Blvd. St. Louis, Mo.

Studebaker economy is the talk of America!

And Studebaker sales are soaring!



THE two ways go together when America goes to buy its automobiles... the less a car costs to run the more readily it sells!

In January, Studebaker sales went 'way ahead of January last year... in fact, they were the largest in the company's history for fifteen years!

And that sensational sales advance stems straight from the new 1937 Studebaker's remarkable economy which equals and often better the best showing of the smaller lowest priced cars!

world's first car to offer the dual economy insurance of the Fram oil cleaner and the gas-saving automatic overdrive! World's only car with the double safety of the built-in automatic hill holder and feather-touch hydraulic brakes!

And the world's only car with non-slam doors that close lightly, tightly and silently on exclusive rattle-proof rotary latches!

Before you buy any new car, you will be smart to drive a new Studebaker and find out why it's called America's spotlight car of the year!

\$10,000.00 IN CASH TO USED CAR BUYERS!

The best buy of 1937 is a new Studebaker of course. But if you prefer to get a used car it may be worth as much as \$10,000.00 to you to buy it here. The cash prize totaling \$10,000.00 is awarded to motorists who buy used cars from Studebaker dealers. This offer is good for a limited time only. Come in and look over our used cars and get full details.

A FEW CENTS A DAY MORE THAN A LOWEST PRICED CAR!

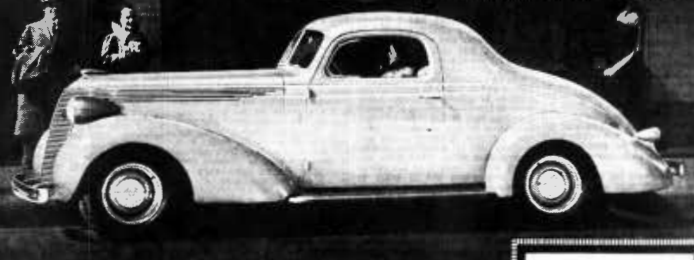
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Try to match Studebaker economy

BIGGEST JANUARY SALES IN FOURTEEN YEARS



COMPARE the 1937 Studebaker's amazing gas and oil savings against the best that even lowest priced cars can do.

You'll quickly see why tens of thousands of motorists are buying big impressive new 1937 Studebakers... why Studebaker sales last month were the largest January sales in fourteen years!

First car in the world to offer the dual economy insurance of the sensational new Fram oil cleaner and the gas-saving automatic overdrive, the 1937 Studebaker costs as little to run as smaller lowest priced cars -- and often less!

It's the world's only car with the triple safety of a steel-reinforced-by-steel body, a

built-in automatic hill holder and feather-touch hydraulic brakes. World's only car with doors that close lightly, tightly and silently on revolutionary and exclusive new rattle-proof rotary door latches. See and drive a beautiful new Studebaker Dictator Six or President Eight first and you won't even bother looking at any other car!

\$10,000.00 IN CASH TO USED CAR BUYERS!

The best buy of 1937 is a new Studebaker of course. But if you prefer to get a used car, it may be worth as much as \$10,000.00 to you to buy it here. The cash prize totaling \$10,000.00 is awarded to motorists who buy used cars from Studebaker dealers. This offer is good for a limited time only. Come in and look over our used cars and get full details.

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Studebaker equals or better the economy of lowest priced cars

AND STUDEBAKER SALES GAINS PROVE IT!



A FEW CENTS A DAY MORE THAN A LOWEST PRICED CAR!

ALREADY in January Studebaker forged steadily ahead as more thousands of motorists learned the big news of the big new Studebaker's remarkable economy!

Gas and oil mileage from a Studebaker that matches the best the smaller lowest priced cars can do! World's first car with dual economy of the sensational new Fram oil cleaner and the gas-saving automatic overdrive!

And to top Studebaker economy, one innovation after another such as revolutionary and exclusive rattle-proof rotary latches

that end all need for slamming doors! The world's first car with the double safety of the built-in automatic hill holder and feather-touch hydraulic brakes!

Styled by Helen Dryden are the loveliest interiors your eyes have ever seen! Gleaming "winged victory" front end and a beautiful air-curved steel reinforced-by-steel body with a paint finish twelve coats deep!

See Studebaker first for economy, style, roominess, safety, performance and value in every way it's America's spotlight new car!

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The above ads from top left to right and clockwise appeared in the St. Louis Post-Dispatch on 2/9/1937, 2/14/1939, 2/21/1937 and 2/28/193.

ON THE SCENE FOR 85 DRAMATIC YEARS

1852 • Studebaker • 1937

WORLD'S OLDEST VEHICLE MANUFACTURER



1853 Commodore Perry of the U. S. Navy arranged a trade agreement with Japan when ports had been closed in Western waters by opposition to the same year, the first Studebaker wagon, however, was not of thousands of Studebaker vehicles in the hands of the nation's "open" markets trip to California's gold fields.



1869 Waters and eastern lines of the United States Pacific. But these construction work and were high in favor with the West. Studebaker was not only a West, as well as with other pioneer settlers of the West.



1878 Thomas A. Edison perfected the great incandescent electric lamp and the first electrical industry was born. The first Studebaker wagon was built in the early Studebaker electric automobile, the company's first "battery carriage".



1895 Elwood Bowers had his pioneer automobile design "patented" on a Chicago boulevard. The latest prototype of a motor car was such a success in its trials, within a few days it was one of the largest of the motor vehicles in the world.

Studebaker starts its 86th year WITH THE largest January sales in 14 years!

STUDEBAKER is marching ahead more brilliantly today than at any time in its 85-year history.

In 1936, Studebaker sales of passenger cars in the United States alone were 76% ahead of 1935.

And now come the figures for January 1937 showing that Studebaker sales soared far beyond the same month a year ago and exceeded every January for the past 14 years!

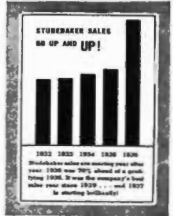
Old ideals plus new ideas!

Studebaker is making these phenomenal strides in public popularity because Studebaker is adhering steadfastly to the principles upon which John M. Studebaker and his brothers founded this business in February 1852.

"Always give a little more than your customer expects" . . . that was the Studebaker creed in the beginning. And it is the Studebaker creed today.

You see proof of it in the unmistakable soundness of the construction and the superb quality of the materials in the 1937 Studebaker line . . . in the amazing economy of this year's Studebakers with their gas and oil mileage that equals or better that of smaller lowest priced cars.

No wonder Studebaker is beginning its eighty-sixth year of public service so triumphantly! No wonder more motorists everywhere every day are calling the exciting new 1937 Studebaker Dictators and Presidents America's spotlight cars!



1898 Mrs. Curtis discovered red ink in the Spanish-American war in 1898. Studebaker was named in the United States and Studebaker sales will make its name, amounting to \$2,277,719.91, out of which \$180,000.00 in dividends were paid. Plans for manufacturing more cars were considered.



1903 Wilbur and Orville Wright made the world's first successful mechanical airplane. Studebaker built the first motor car in 1903. Studebaker's production of automobiles and trucks began in 1903. The first Studebaker automobile was completed.



1927 Charles A. Lindbergh set a record for the first solo non-stop flight from Minneapolis, Minn. to Paris, France. Studebaker was established in New York City and London was established. Studebaker celebrated its seven-thirtieth birthday and, at Oliver Chas. Cr. Co. in St. Louis, Studebaker made its first sale. A. A. record of 2000 cars in the first year of 1927.



1928 At the longest old Atlantic City racing track, new Studebaker sales were made. Studebaker President and a record for endurance that still stands was established . . . 30,000 consecutive miles in less than 27,000 minutes. This record was made under A. A. A. separating conditions an achievement in mechanical speed surpassed only by submarines, records and planes.

Local Leaders in MOTORDOM



ALBERT KASEY.

Kasey Motor Co., 5626 Gravois, authorized dealer in Packards and Studebakers, was named for its president, Albert Kasey. Approaching his thirtieth birthday, Kasey entered the automobile business as a Studebaker salesman in Fresno, Cal., ten years ago. When the Studebaker distributor in Fresno extended his operations to St. Louis, Kasey was appointed to direct sales of the newly-created Rockne Sales Division and continued with that firm in other executive positions until 1934 when he resigned.

After a brief vacation in California, Kasey returned to St. Louis where he again entered the automobile business, forming his own company on Gravois avenue. Sixty-four hundred square feet of floor space was not adequate and soon the firm found it necessary to lease additional show room space at 3615 South Kingshighway, where it established a main display room for used cars. During the first year's operation, the firm did a gross volume of nearly a quarter of a million dollars, which represented sales of more than 440 automobiles.

STUDEBAKER WHERE Quality and Prices EXCEL

We have sold more new STUDEBAKERS so far this month than the entire month of February of any year in our history. We can therefore offer you selected used cars. We carry our own paper and for the next FIVE DAYS, every purchaser of a used car will be given NEW LOW RATE ON FINANCING. The same as our NEW CAR RATE.

WHY NOT SAVE NOW

Not only in financing rates, but quality and price. Compare these prices with others. Then come in and compare quality.

THERE IS NO SUBSTITUTE FOR QUALITY

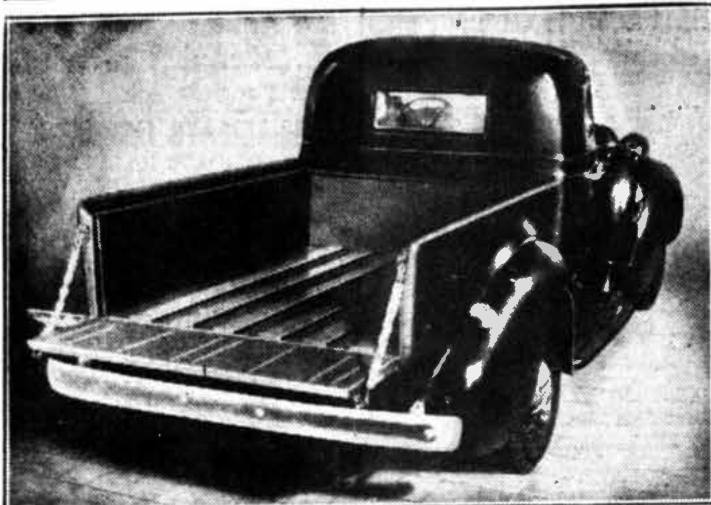
Every Used Car Carries Our Guarantee. Some Carry NEW CAR Guarantee. Some Carry 30-Day Guarantee, and ALL OF THEM Have a 5-Day Driving Trial. You Can't Go Wrong on a 5-Day Driving Trial.

- '28 Stude 6 Sed. \$ 65
- '28 Stude Coupe, 95
- '30 Stude Sedan, 95
- '32 Rockne Con., 175
- '32 Rockne Sed., 185
- '32 Chev. Coach, 195
- '33 Stude Sedan, 225
- '35 Ford Coach, 275
- '35 Chev. Coach, 295
- '35 Ford Coach, 295
- '35 Pontiac Sed., 325
- '35 Ford Coupe, 345
- '35 Ford Conv., 365
- '34 Pontiac Sed., 375
- '35 Chev. Panel, 395
- '35 Dodge Sedan, 495
- '35 Ford Sedan, 495
- '35 Olds Coupe, 495
- '35 Olds Sedan, 495
- '35 Pontiac Cpe., 495
- '35 Dodge, RS Op. 495

NO OTHERS TO CHOOSE FROM
Arthur R. Lindberg, Inc.
STUDEBAKER DISTRIBUTOR
GRAND & LINDELL
ST. LOUIS—JEN. 5999

Unemployment remained high, but it was substantially lower than the 25% rate seen in 1933. However, the American economy took a sharp downturn in mid-1937, lasting for 13 months through most of 1938. Industrial production declined almost 30 percent, and production of durable goods fell even faster. Unemployment jumped from 14.3% in May 1937 to 19.0% in June 1938. Manufacturing output fell by 37% from the 1937 peak and was back to 1934 levels. Producers reduced their expenditures on durable goods, and inventories declined, but personal income was only 15% lower than it had been at the peak in 1937. In most sectors, hourly earnings continued to rise throughout the recession, partly compensating for the reduction in the number of hours worked. As unemployment rose, consumer expenditures declined, leading to further cutbacks in production. It is not the purpose of this report to go into the theories as to what caused this. We can say with certainty however, that the United States and Studebaker and it's dealers experienced a second Stock Market crash and a second extreme wave of the Great Depression. Although the American economy began to recover in mid-1938, employment did not regain the early 1937 level until the United States entered WWII in late 1941. Personal income in 1939 was almost at 1919 levels in aggregate, but not per capita.

Coupe Express Model



New Studebaker coupe express commercial car built entirely of steel. It has a loading space 72 inches long.

New Studebaker Car Combines Coupe and Half-ton Load Capacity

A new kind of vehicle is announced by Studebaker—the "coupe-express" of 1000 pounds capacity, and is being shown by dealers. This vehicle combines full passenger car comfort with half-ton load capacity and smart streamline styling.

"As the name coupe-express implies, this job is designed for that constantly growing group of people who require a dual-purpose car," says A. R. Lindburg, of A. R. Lindburg, the distributor.

"When used as a commercial car it is much more convenient and practical than a conventional coupe or any other adaptation of a passenger car.

This new Studebaker comes in two models—the coupe-express and an eight-passenger suburban car.

Built entirely of 16-gauge steel, this open express body has an inner and outer panel combining

strength and rigidity with smart appearance. The corrugated floor is reinforced with flanged channels running crosswise at 17-inch intervals. Stake pockets are provided in flare boards at front and rear of the body.

The coupe cab provides the comfort of quality passenger vehicles. Its interior appointments are of the finest.

Built-in warm air windshield defroster, dual windshield wipers, rotary door locks, ash tray, arm rests, automatic choke control, controlled ventilation, are features.

This new coupe-express has a wheelbase of 116 inches, and a six-cylinder Studebaker-built engine.

Studebaker Service School Held Here for Lindburg Co. Employees

A school for the service men of Arthur R. Lindburg, Inc., Studebaker distributor, was conducted the past week by G. P. Hanlin, a factory-trained expert from the Studebaker factories at South Bend, Ind. Hanlin is one of a staff of traveling service experts who have had experience in retail selling as well as years of factory practice.

The purpose of the school was to acquaint the local Studebaker service men with the newest mechanical equipment and methods of inspecting, adjusting, replacing parts and generally servicing Studebaker cars.

Similar schools are being held by Studebaker experts all over the country to supplement the service school maintained at the factory at South Bend.

Added to Lindburg Sales Force.

Jack Ashner, salesmanager for Arthur R. Lindburg, Inc., distributor of Studebaker cars, has added to his sales staff W. W. Evy who came to St. Louis from a Studebaker dealership in Cleveland, Ohio. He was also formerly with a large automobile dealer here in St. Louis. Evy has been in the automobile business for 10 years.

The above articles appeared in the St. Louis Post-Dispatch from top left to right and clockwise on 2/21/1937, 1/24/1937, 2/28/1937 and 1/31/1931.

Studebaker Dealers Hold Meeting Here

The Studebaker Corporation and Arthur R. Lindburg, Inc., distributor of Studebaker cars in St. Louis, held a luncheon and dealer meeting at the Chase Hotel Friday. This was attended by 185 dealers and salesmen from St. Louis and the surrounding territory.

C. S. Fletcher, sales promotion manager of the Studebaker Corporation, outlined right and wrong ways to sell automobiles. Luther Johnson, of the engineering department, explained in detail the mechanical features of Studebaker cars.

residents and light delivery users, the suburban car has either curtain or glass enclosure.

Like the Studebaker coupe-express, it is a two-purpose vehicle. Removal of the rear seats converts it into a spacious enclosed utility vehicle.

Studebaker Introduces Suburban Utility Car

The new utility car known as the suburban car recently introduced by the Studebaker Corporation is built on the same chassis as the Studebaker coupe-express, so affords passenger car comfort while accommodating eight passengers and luggage.

Patterned to serve as an enclosed utility vehicle for large estates, resort owners, farmers, suburban

YOUR MO/IL GATEWAY CHAPTER 2025 OFFICERS AND CONTACT INFORMATION:

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



STUDEBAKER ONLINE

Visit the MO/IL Gateway SDC Chapter of the SDC at: www.gatewaysdc.org

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

Visit the Avanti Owners Association International at: <http://www.aoui.org/>

Visit the Studebaker National Museum online at: www.studebakermuseum.org



MINUTES FOR THE SUNDAY, 11/10 /2024 MO/IL "GATEWAY" CHAPTER SDC MEETING BY: *Louetta Bushdiecker*

Sunday, November 10, 2024

The Missouri/Illinois "Gateway" Chapter of the Studebaker Drivers Club gathered at 1:30pm at The Reserve Restaurant and Bar, 11411 Olive Blvd, Creve Coeur, Mo. 63141.

Members Present: Ben Alspach, Denny & Susan LaBantschnig, Brian Borgstede, Phil Hendrickson, Milt Yoder, Jeff Wassilak, Gary Krautmann, Paul Regna, Lewis Schucart, Harry Irwin, Nick Tosie, Louetta Bushdiecker, Joe & Mary Ann Bushdiecker and guest Jeff Ryan.

Chapter President Ben Alspach called the meeting to order at 2:00pm, and welcomed Harry and Jeff to the meeting.

The Secretary passed out the Minutes of the September 8, 2024 meeting. Ben asked for any comments and there was none. Harry Erwin made a motion the Minutes be accepted. Jeff Wassilak seconded the motion. A vote was taken and the motion passed.

Ben asked Treasurer Phil Hendrickson for a report. Phil said there was \$5,759.99 in the checking account and 7 members have paid their dues for 2025. Milt Yoder made a motion the Treasurer's report be accepted. The motion was seconded and passed. (Milt Yoder will take over in January 2025)

Ben said some upcoming events would be the Chapter's Christmas luncheon Saturday, December 7, 2024, at 1:00pm at the Double Tree Hotel (by Hilton) at Westport Plaza, 1973 Craigshire Road, St. Louis, Missouri 63146. The AOAI Gateway Chapter is picking up the tab. Ben said Don Hart had mentioned that he expected Santa Clause to show up.

The January 12, 2025 Chapter meeting will be at 1:30 at The Pasta House 6214 South Lindbergh, St. Louis, Missouri.

Ben requested area car shows beginning in spring 2025. There was a short discussion; it concluded that information is expected to be posted online beginning in January.

Gary Krautmann mentioned an exhibition to feature vintage French cars at the Saint Louis Art Museum in Forrest Park opening in April 2025. Gary and Ben Alspach are museum members. More information on the cost of tickets or discounts will be provided later. Below is a link to the webpage,

<https://www.slam.org/press/roaring-charts-the-role-impact-of-the-car-on-modern-art-and-design/>

Mary Ann Bushdiecker made a motion that the meeting be adjourned. The motion was seconded by Nick Tosie and the meeting was adjourned at 2:15pm.

Submitted by Louetta Bushdiecker, Secretary



We were pleased to have longtime Gateway member Harry Irwin attend our November meeting driving his sharp 1966 Studebaker Cruiser. Harry purchased this car BRAND NEW in May of 1966 from the Reuther dealership on Olive Blvd. A sixty year old, original owner car must certainly be quite a rarity! The turquoise Cruiser is shown on the occasion of Harry's granddaughter, Jenny's, wedding in 2012. Thanks for sharing, Harry!



Louetta's 2-seat Thunderbird





Vehicle images from the Gateway SDC & AOAI picnic courtesy Jeff Wassilak.

Clockwise from upper left, Lew Schcart's black 1963 Avanti, Milt & Christine Yoder's Red Avanti convertible, and the blue 1949 Studebaker truck gathering admiring looks belongs to new Gateway member Nick Tosie which he has street-rodded.

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

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

The Missouri October report has No 0 NEW members and 5 EXPIRED member (located in Aurora, Springfield (twice), Kansas City, and Shell Knob).

The Illinois October report has 1 NEW member (located in Elmhurst) and 3 EXPIRED members (located in Mokena, Petersburg, and Rockford).

In Case You Missed This: From Hemmings Daily Tuesday October 29 "Find of the Day: Britain's Miniature Studebaker, the Hillman Minx" by David LaChance. Note Raymond Loewy Associates collaboration.

https://www.hemmings.com/stories/find-of-the-day-britains-miniature-studebaker-the-hillman-minx/?uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm_source=Sailthru&utm_medium=email&utm_campaign=EDaily%20Recurring%202024-10-29&utm_term=eDaily%20Newsletter

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

Report #2

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

The Missouri November report has No 0 NEW members and 6 EXPIRED members (located in Jefferson City, Wentzville, Springfield, Kansas City, Camdenton, and Brookfield).

The Illinois November report has 3 NEW members (located in Minooka, Atlanta, and Granite City) and 2 EXPIRED members (located in Elgin, and New Lenox).

From Studebaker National Museum "Explore the Collection: Paula Murphy & the #9 Avanti" by Kyle Sater, Curator. Duration 5 minutes, 16 seconds.

VIDEO LINK: <https://www.youtube.com/watch?v=sl5krhdmGFI&t=3s>

ORPHAN CAR SHOW

Saturday, May 10, 2025

9:00 AM until Noon

at

Gateway Classic Cars

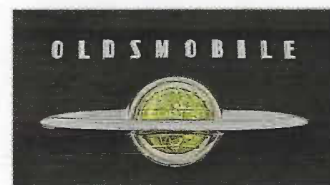
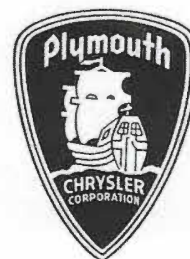
1237 Central Park Drive

O'Fallon, IL 62269

(Just 16 miles from downtown St. Louis, MO)

We welcome all makes that are no longer manufactured, such as Hudson, Packard, Studebaker, etc. - and also makes that have been discontinued more recently, such as AMC, Oldsmobile, Mercury, Plymouth and Pontiac.

This show is for display only...there will be no judging or trophies. This event is completely free...there is no cost to display your car and no cost to view the cars on display. All participants will be allowed free entrance to the Gateway Classic Cars showroom to view the cars on display there.



American Motors

**Sponsored by the
Gateway Chapter of the
Hudson-Essex-Terraplane Club**

Plenty of room to park trailers!
Call 618-616-2318 for more information

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

Our Sunday, January 12th chapter meeting will be held at 1:30pm at the Pasta House Co. restaurant, 6214 S. Lindbergh Blvd. This is located on Lindbergh about 1/2 mile west/north of the Lindbergh I-55 overpass, very close to the I-55 & I-255 interchange. The restaurant is expecting us at ~2:00 pm but it should be OK to arrive a little early. Nice parking lot with plenty of room for our Studebakers and Avantis!

Our Sunday, March 9th 1:30pm chapter meeting 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!

Sunday, May 10, 2025, 9:00 AM until Noon at Gateway Classic Cars, 1237 Central Park Drive, O'Fallon, IL. 62269. Welcome all makes that are no longer manufactured currently. Display only, no trophies and free including vehicles on display in the Gateway Classic Car showroom! Sponsored by the Gateway chapter of the Hudson-Essex-Terraplane Club.

Orphan Car Show in Branson, Missouri being September 6-7,

There was a discussion; a vote was taken to schedule the picnic with ST, Louis County the 3RD Sunday on September 21st, with all votes in favor.

Sunday, September, 21th, 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.

TREASURERS REPORT

BY: *Phil Hendrickson*

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

As of today December 28, 2024, we have received 2025 Dues from 11 members.

There have been no additional transactions made since the last Treasurer's Report.

The current Enterprise Bank Account Balance is: \$5,959.99.

As most of you know, I am stepping down as your treasurer and Milt Yoder has agreed to take over the duties as treasurer.

Thank you for your trust and the opportunity to serve as your treasurer for the last 9 years.

From this point forward please make your dues payments to:

Milt Yoder, 10747 Roxanna Drive, St. Louis MO 63128

Additional contact information: Phone: 314-402-9702

Email: myoder@swbell.net

Phil Hendrickson - Treasurer



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
Membership in US			
Regular Members w/periodicals:			
<input type="checkbox"/> New Members 1st year only	\$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 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	\$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	\$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*	\$		
(*Tax deductible donation)			
<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.studebakerdriversclub.com
Call or write with change of address.
• **DO NOT** send ads with your membership;
• **ALL** members of local SDC chapters must also be national SDC members.

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

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

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

2025 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: **MILT YODER, 10747 ROXANNA, ST. LOUIS, MO. 63128**, mryoder@swbell.net,

(314) 842-5739 (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