



MISSOURI - ILLINOIS "GATEWAY" CHAPTER

Studebaker

STEERING WHEEL NEWSLETTER



THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA
FROM JANUARY 1939 THROUGH DECEMBER 1939. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*

PRESIDENTS REPORT:

BY: *Ben Alspach*

NOVEMBER-DECEMBER
2025

Volume #53 Issue #6

A Tale of "Hidden Treasure"



Our first glimpse of the "garage find" Avanti. What will we discover?

As a first impression, paint condition and panel fit would appear to be reasonably good.

President Ben Alspach's Report. 1

FEATURE STORY: RESEARCH REPORT: St. Louis Area Studebaker Dealers And Their Ad's From January 1939 Through December 1939. 3

The 2026 Officer Contact Information & Helpful Online Links. 6

2025 Gateway SDC & AOAI Chapter Meeting Minutes From Louetta Bushdiecker. 7

Free Holiday Print-Out & Cut -Out Holiday Studebaker Model Cars & Trucks. 9

The Steering Wheel Free Classified Ad's. & Ozark Trials Orphan Car Show Photos. 11

Jeff Wassilak's Regional Managers Report 1 & 2. 12

2025 EVENTS Calendar & Milt Yoder's Treasurers Report. 13

International and Gateway SDC Membership Form 14

A few weeks ago, I received an e-mail from a fellow with questions about an Avanti. "Alex", who lives in the STL metro area, found my contact info on our Gateway website and was looking for some advice.

Alex and his family were the owners of a 1963 Avanti their father had purchased brand new! In fact, the father had become "smitten" with the futuristic Avanti design while working as a junior executive on the Studebaker account at a well-known St. Louis advertising agency. The young executive soon bought this Avanti and Alex recalls the car being a "daily driver" for many years while he was growing up.

Later on, the Avanti was retired from regular service but Alex's dad maintained the car and drove it on weekends and special occasions. But eventually the old gentleman was no longer able to drive and the car languished in the garage for extended periods. The last time the car was used was for the father's funeral procession some fifteen years ago.

Now, the family wants to sell the parent's residence and needs to move the Avanti. But Alex isn't a "car guy" and his siblings aren't interested. The Avanti isn't running and photos showed it looking a little forlorn sitting on deflated tires in the dusty, cluttered old garage. Alex knew that getting the car back on the road would likely be a time-consuming and expensive proposition. They'd like to find a "good home" for it . . . but what might be a fair asking price? Could our club offer him any guidance? [Note—Alex's dad had evidently been an SDC and Avanti club member many years ago.]



FREE HOLIDAY DINNER, West Port at Plaza **RSVP by Friday, November 28th**. To **RSVP**, please e-mail your name and the number in your party attending the luncheon to Don Hart at: dscth@swb.net or call Home phone: 636-928-1443, mobile phone: 314-277-1065,



The interior appears to be pretty well preserved!



Hood open, ready to check out the engine compartment.



Looks like the engine will need some serious TLC.



Gary taking a look at the undercarriage. "Hog troughs" and frame condition are important Avanti concerns.

Following an exchange of e-mails between Gary Krautmann, Milt Yoder, Don Hart and myself, it was decided we'd offer to go check-out this "time capsule" Avanti . . . if Alex was interested. Not surprisingly, he was quite receptive and a date was set for us to meet at the designated location.

With flashlights, a small floor jack and some shop rags in hand, Gary, Milt and I met Alex and we spent an hour looking over, and chatting about, the Avanti. At first blush, the ivory paint looked decent and the black interior seemed to be in nice shape. Popping the hood, the engine compartment was predictably grungy, with a couple of old mouse nests in evidence [Note—this was a non-supercharged, automatic car]. A quick fluids check indicated the Avanti still held "liquid" oil and transmission fluid.

Gary scooted underneath and he and Milt exchanged info concerning the condition of the frame and the "hog troughs". Not surprisingly, there were rust issues and a few old repair "patches" visible. The trunk release was frozen so we couldn't inspect "the boot". In the meantime, Alex emptied out the glove compartment revealing a pile of old documents including receipts, business cards, service notes, etc.

Following a few more minutes of consultation, we gave Alex our honest assessment. He was very grateful as he'd already received an offer from someone . . . but was wary of the "low ball" figure. He now felt more confident about pricing, advertising and discussing the Avanti's condition.

Checking out the "garage find" Avanti was a fun and interesting experience, and I know Alex really appreciated our assistance. Who knows . . . maybe the next owner of this Avanti will end up joining our Gateway group sometime in the future?!



According to the best data we had from Studebaker ads ending on December 1938. Studebaker started January 1939 with 13 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. OSCAR G. SNIPEN, Inc., 5180 Delmar Blvd., St. Louis, MO.

#3. Franke Auto Sales, 4811 Delmar, St. Louis, MO. #4. Leland-Kreid Motor, Alton, IL.

#5. Endres Motor Sales, Belleville, IL., #6. Cookson Motor Co. 1131 St. Louis Ave., East St. Louis, IL., #7. K. Hammond, 2017 Granite City, IL., #8 was Lowry Sales Co., 7423 Manchester, Maplewood, MO., #9. Grand-Park Garage, 1513 South Grand, St. Louis, MO., #10.

Osage Auto Sales, 4014-14 South Broadway, St. Louis, MO., #11. Chas. F. Gateweiller Motor Co., 222. South Main, St. Charles, MO. And #12.

Advance Motors, 4709 Natural Bridge, St. Louis, MO.. #13. Meier-Watt, Collinsville, IL,

On 1/17/1939 #13. Stafford-Egan Motors, 3142 Morganford Rd., St. Louis, MO was added and I moved previous #13, Meier-Watt, Collinsville, IL, to new #25. On 2/14/1939 #14. Pefferman Motor Co. in 9403 Lackland, Overland, MO was added. On 3/28/1939 #15. Merry Motor Co., 5802 Delmar, St. Louis, MO. was added along with #16.

The new '39 Studebaker is out in front in *cold weather comfort*

Healthful warmth for
all passengers!
Clear-headed safety
for the driver!

YOU haven't seen anything in a 1939 car that even begins to compare with this exclusive and revolutionary new Studebaker Climatizer.

Think of it—you just turn a switch and this remarkable Studebaker advancement keeps the entire interior of the car as cozy as a living room even in the coldest weather—assures foot warmth and body warmth for rear seat as well as front seat passengers—and provides filtered fresh air besides!

*Windows and windshield do
not fog or frost!*

With the Climatizer on the job, the air in the car is always pure and clean, winter or summer, yet you don't have to open a window even a little.

Nobody is exposed to drafts, dust, rain, hail or snow. The windows and windshield do not fog or frost.

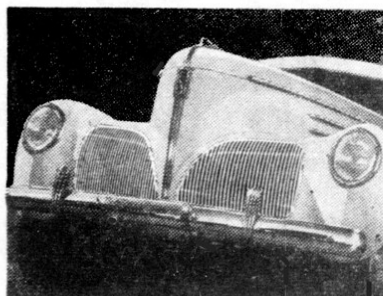
The driver has clear vision all the time—doesn't get groggy and sleepy from breathing stale air.

*Nothing like the Climatizer
in any other car!*

Centrally located under the front seat, the Climatizer draws in 200 cubic feet of fresh air every minute, filters it, heats it, and circulates it evenly throughout the car.

It's built in at the factory—takes up no leg room—and you can't get it, or anything like it, in any other car.

It costs you only about as much extra as a good quality old fashioned heater would. Yet once you try it you wouldn't be without it. By all means get a demonstration of the Climatizer before you make a final decision on any car!



World's Smartest Car! Acclaimed as such by Europe's famed designers, the big, beautifully contoured, luxurious new 1939 Studebaker comes completely equipped with such indispensables as automatic hill holder, steering wheel gear shift lever, non-slam Hancock rotary door latches, planar wheel suspension and its Miracle Ride. Every model is a deluxe model at a low standard-model price. Small down payment—easy C. I. T. terms.

New Central
CLIMATIZER
HEATING
AND VENTILATING SYSTEM
*Built into the car,
under the seat,
out of the way*

GRAND & LINDELL ARTHUR R. LINDBURG, Inc. DIST. JEFFERSON 8850

OSCAR G. SNIPEN Sarah at Lindell 3142 Morganford Rd. LAWSON MOTOR CO. 2017 Grand Maplewood, Mo.	STAFFORD-EGAN MOTOR 3142 Morganford Rd. K. HAMMOND 2017 Grand Granite City, Ill.	ADVANCE MOTOR SALES 4709 Natural Bridge LELAND KREID MOTOR CO. 310 State St. Alton, Ill.	OSAGE AUTO SALES 4012-14 S. Broadway Bellefontaine, Ill.	FRANKE AUTO SALES 4811 Delmar Blvd. East St. Louis, Ill.	GRAND-PARK GARAGE 1513 S. Grand St. Louis, Mo.
COLUMBIA—Lawson Motor Co. ESTILL—Floyd Capito FARMINGTON—Adams Motor Co. KIRKSVILLE—A. C. Rigby MOBERLY—City Motors POPLAR BLUFF—Gowen Motor Co. SPRINGFIELD—Omans Motor Co.	BROOKPORT—Brookport Auto Sales CAIRO—Howard Motor Co. CARLINSVILLE—Lertiz Brothers COLLINSVILLE—Meier-Watt CARBONDALE—Hudgens Motor Sales DICTION—Eddlemann Motor Co. EFFINGHAM—Auto & Trailer Sales Co.	ILLINOIS HERRIN—Karr Motor Co. HIGHLAND—F. M. Wiebe HILLSBORO—Theo. H. Johnson JACKSONVILLE—Gordon Auto Co. MARION—Paul Kircher PETERSBURG—Clyde A. Knous QUINCY—Jefferson Johnson Motor Co.	ILLINOIS ST. PETER—A. F. Meyer SHATTUCK—Asa Mann SPRINGFIELD—Lindburg Utilities Co. STAUNTON—Staunton Service Garage	KENTUCKY PADUCAH—Quality Motor Co.	

The ad above right appeared in the St. Louis Post-Dispatch on 1/17/1939.

Loewy, Designer of Studebaker Styling, Honored in England

Raymond Loewy, Studebaker designer, returned from abroad on board the liner S. S. Washington, Wednesday, with the title "Hon. R. D. I.," which was accorded him by the British Government on his departure. This distinguished award, "Royal Designer to Industry," was conferred on him by the Royal Society of Art, and represents a departure from a 185-year-old precedent. It was the first time the society so dignified a non-Britisher, and there are only 10 others who have been so honored.

Twenty-two years ago Loewy came to America with the decora-

tion of Chevalier of the Legion of Honor. This time, he returned with the title of Officer of the Legion of Honor, having been elevated to that rank by former Minister Paul Bonin.

Loewy recently received the first American Industrial Design award of \$1000 and has won numerous

other prizes and honors in the field of industrial design.

ONE OF THE NEW STUDEBAKER Champion cars is reported to have spanned 68 feet from a ramp, up which it was driven for a leap, to the spot where it landed and to have been driven away undamaged.

Depression that started in early 1938 and didn't really end until WWII started is still wreaking havoc on Studebaker and it's dealers. Dealers are coming and going and for the second year in a row ad support for Studebaker dealers by the factory is slim. The Studebaker factory only placed 7 factory backed ads in the St. Louis Post-Dispatch and other large market newspapers this year. In spite of the fact the extremely important Studebaker Champion model was launched on March 28/1939. Hudson launched their competitive model, the Hudson 6, just 6 months latter on 9/24/1939 for just \$10 more than the Champion and gave it much better advertising support. The Champion was advertised for \$660 and the Hudson 6 for \$670.

In spite of all the turmoil with the dealer network the groundwork had been laid at the factory with Raymond Loewy in charge of styling and Vance and Hoffman in charge of the company for Studebaker's recover after WWII during the sellers market. Right now the dealer total is at a post stock market crash high of 22 but we'll have to see how they shake out right before WWII does it's work on the greater St. Louis Studebaker dealer network. Right now it's really difficult keeping track through the ads in the Post-Dispatch. There are so few ads and for reasons unknown sometimes Studebaker will drop mentioning a dealer on both sides of the river for 10 months leading me to believe they went out of business. Only to have them pop up again for some reason 10 months latter which means I have to go back and rewrite my records. It's a good thing I do this research 3 years in advance before publication in the newsletters. Just 2 more years to go before Pearl Harbor and the WWII years. After 12/31/1944 we'll start again from 1/1/1900.

The above Photo-articles appeared in the St. Louis Post-Dispatch from top left to right and clockwise on 10/22/1939, 10/1/1939, 10/22/1939 and 4/23/1939.

THE STUDEBAKER CHAMPION line for 1940, which is being shown by A. R. Lindburg, Inc., distributor, and dealers, has restyled body lines designed by Raymond Loewy. The larger Studebaker models, the Commander and President, will not be publicly introduced for another month.

Studebaker engineers have paid special attention to safety features in the new Champion models. Visibility is excellent, there being a total of 2058 square inches of exposed window area. Bodies are all steel, the frame is exceptionally strong, the center of gravity is low, the brakes are hydraulic and all cars have Studebaker's independent planar suspension.

The Champion has made two record runs since its introduction—one a round trip across the continent and the other a 15,000-mile run on the Indianapolis Speedway. Both runs were made by the same standard production stock four-door sedan. On the first run, the Champion averaged 40 miles per hour and delivered 27½ miles per gallon of fuel. The speedway run gave the car all records for its class, the car maintaining an elapsed time average speed of 62 miles per hour, thus finishing the 15,000 miles in 14.511 minutes. It delivered 19.34 miles per gallon at this high speed. Both runs were made under supervision of the American Automobile Association.

The Champion has an overall length of 188½ inches. Its engine is mounted in live rubber at three points and has 78 horsepower. Pistons are aluminum alloy and connecting rods are drop forged. The crankshaft has four large bearings as does the camshaft, the latter being driven by a celeron gear.

The lubrication system is full pressure with a helical gear type of oil pump mounted on the valve side of the engine. The pan has a capacity of five quarts. The down-draft carburetor has an air cleaner and muffler and automatic heat control, and there is a hand-operated choke. The exhaust and inlet manifold is in one piece.

Interiors are roomy, there being abundant room for five large persons, and are smartly styled by Raymond Loewy. The instrument panel is compact, simple and legible. Upholstery, cloth trim and hardware blend together.

Exteriors of the new Champions are especially clean. The door handles have been merged with the body moldings and practically all protuberances have been removed, even the door hinges being concealed. The doors, which have non-slam rotary door locks, swing parallel to the ground and do not have to be held open.

The new sealed beam headlamps, now adopted for nearly every car, are standard on the Champion. Hailed as a safety feature as important as four-wheel brakes, these new lamps give 50 per cent more light than previous equipment.

Another feature of the 1940 Champions is the hood lock, which is controlled from the interior of the car.

All Studebaker Cars In 3 Lines Styled By Raymond Loewy

Visibility and Comfort Increased in Commander and President Models.

All three of the 1940 Studebaker series—the low-priced Champion, the Commander and the President—have been styled again by Raymond Loewy, the noted designer, who has removed virtually all jutting parts from their exteriors. Windshields and windows are broadened and heightened. The Commander and President now have 2221 square inches each of exposed window area. The Champion, introduced last March, has the excellent visibility that comes from a total of 2058 square inches of exposed window area. This has been accomplished without weakening any of the box-section pillars of the all-steel bodies. Considerable comfort has been gained in Commander and President models by increasing rear seat width to 49½ inches.

For Greater Safety.

All models have the new sealed beam headlamps for greater safety and more enjoyable night driving. Mechanically, the Studebakers of 1940 offer no startling departures from their predecessors. The Studebaker chassis with its deep straight X-frame is retained, as is the planar independent suspension of the front wheels which Studebaker introduced five years ago.

In the interiors, also styled by Raymond Loewy, there is a deft use of chromium with stainless steel, colorful plastics and broadcloth upholstery to create the atmosphere of a living room on wheels.

Studebaker continues to offer as optional equipment at extra cost its climatizer method of conditioning the air in a car. This type of heater draws fresh air from the outside, cleans it, heats it and distributes it evenly to all parts of the interior. The climatizer is located out of the way beneath the driver's seat.

Overdrive Available.

All of the 1940 models have a hood lock which is operated by a lever on the column beneath the steering wheel.

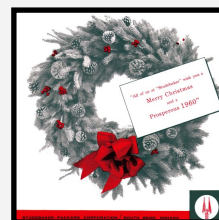
Free wheeling and overdrive are available on all models. Overdrive is designed to cut in at 30-35 miles per hour. To obtain quick acceleration, the transmission can be returned to direct ratio by simply pushing the accelerator through the wide-open position to the floor, where it actuates a solenoid control that disengages the overdrive pawl. The Studebaker Champion retains the no-bulk efficiency that earned this car attention at its introduction last spring. It weighs about 600 pounds less than cars of comparable price. It has an overall length of 188½ inches and a 78-horsepower six-cylinder engine.

The 1940 Commander has a six-cylinder engine of 90 horsepower. The car's overall length is 197½ inches.

The overall length of the 1940 President is 203 inches. Its eight-cylinder engine delivers 110 horsepower.

YOUR MO/IL GATEWAY CHAPTER 2026 OFFICERS AND CONTACT INFORMATION:

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STUDEBAKER ONLINE

Visit the MO/IL Gateway SDC Chapter of the SDC at: <http://clubs.hemmings.com/gatewaysdc/>

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

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

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



MEETING MINUTES OF THE MISSOURI/ILLINOIS GATEWAY CHAPTER OF THE STUDEBAKER DRIVERS CLUB MEETING AND CHAPTER PICNIC

Sunday, September 21, 2025

The Missouri / Illinois Gateway Chapter of the Studebaker Drivers Club gathered for their Club Picnic at 11:00am at the Artillery Shelter, Sylvan Springs Park, 300 Halsey Rd., (near Jefferson Barracks), St Louis, Missouri, 63125.

Members present: Ben Alspach, Rodney Voss, Gary & Sherry Herget, Phil Hendrickson, Milt Yoder, Gene Buffard, Gary Krautmann, Mark & Linda Gummersheimer, Don & Jan Linder, Jeff Wassilak, and Louetta Bushdiecker.

Chapter President, Ben Alspach, called the meeting to order at 1:15pm. Ben welcomed the new members and visitors to the Club picnic.

Ben asked if there were any revisions to the minutes of the last meeting. There were none. Phil Hendrikson made a motion the minutes be accepted. Gary second the motion, a vote was taken and the motion passed.

Ben asked Treasurer Milt Yoder for a treasurer report. Milt said he did not bring a report but the club has \$6,534.00 in the bank.

Ben asked Jeff Wassilak, for the Missouri Regional Manger's report and overview of the Branson Orphan Car Show. Jeff said Gary & Sherry Herget, Harry Irwin, Virgil & Peg Studebaker, brought their Studebakers to the Orphan Car Show in Branson, Missouri Friday and Saturday, September 5-6. Jeff also attended. In addition to the Car Show there was a live 3-piece band at the host motel Friday night, valve cover races, silent auction, watercolor and card making class on Saturday. 40 to 50 vehicles were present, with the majority being restored original or modified, Studebakers and Avanti's. It was a great time. Jeff took pictures and posted them in a Drop Box folder. The host motel and Car Show registration fees were reasonable. It will be held next year the weekend after Labor Day and location (Angel Inn near IMAX Theater).

Don Linder said he had 2026 Avanti calendars for sale. He also said that all the new people at SDC in South Bend were very nice people and all the new things they are doing in South Bend is wonderful. He also mentioned that Tippecanoe (Mansion built for Clement Studebaker in 1889) Restaurant & Studebaker Brewing Company was doing well.

Ben said there would not be a November meeting because the Club would have a free Christmas Holiday dinner on Saturday, December 13, 2025 at West Port Plaza (where it was held last December). Don Hart is taking reservations for the dinner.

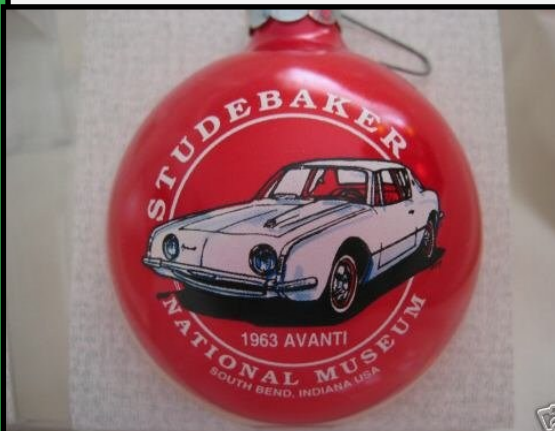
The last order of business was the election of officers for 2026. The names on the ballot were Ben Alspach for President, Louetta Bushdiecker for Secretary, Milt Yoder for Treasurer, and Gary Krautmann for Vice President. A vote was taken and the ballot passed.

The first meeting in 2026 is scheduled for Sunday, January 11. Jeff Wassilak offered to contact Bandana's Bar-B-Q to inquire on availability and details for the Sunset Hills restaurant location.

At 2:15pm the meeting was adjourned.

Submitted by

Louetta Bushdiecker, Secretary



Louetta's 2-seat Thunderbird



Gary & Sherry Herget's sharp '59 Hawk "looked striking in black". This is a stick-shift car!



Visitor & new member prospect Gene Bufford drove his attractive '55 President from Collinsville, IL



Don & Jan Lindner had just returned from the Int'l Meet in PA. Their bright yellow Avanti convertible was spotless, as usual.



The business meeting was low key with the same group of officers agreeing to serve one more year.

Fifteen members and guests were in attendance at our September JB picnic. Several meeting "regulars" were still enroute making their way home from the Int'l Meet in PA. We had four Studebakers on hand, two of which our group had not seen before. The "Pick & Choose" parts table generated \$80 for the club treasury! Thanks to all who donated or purchased parts.

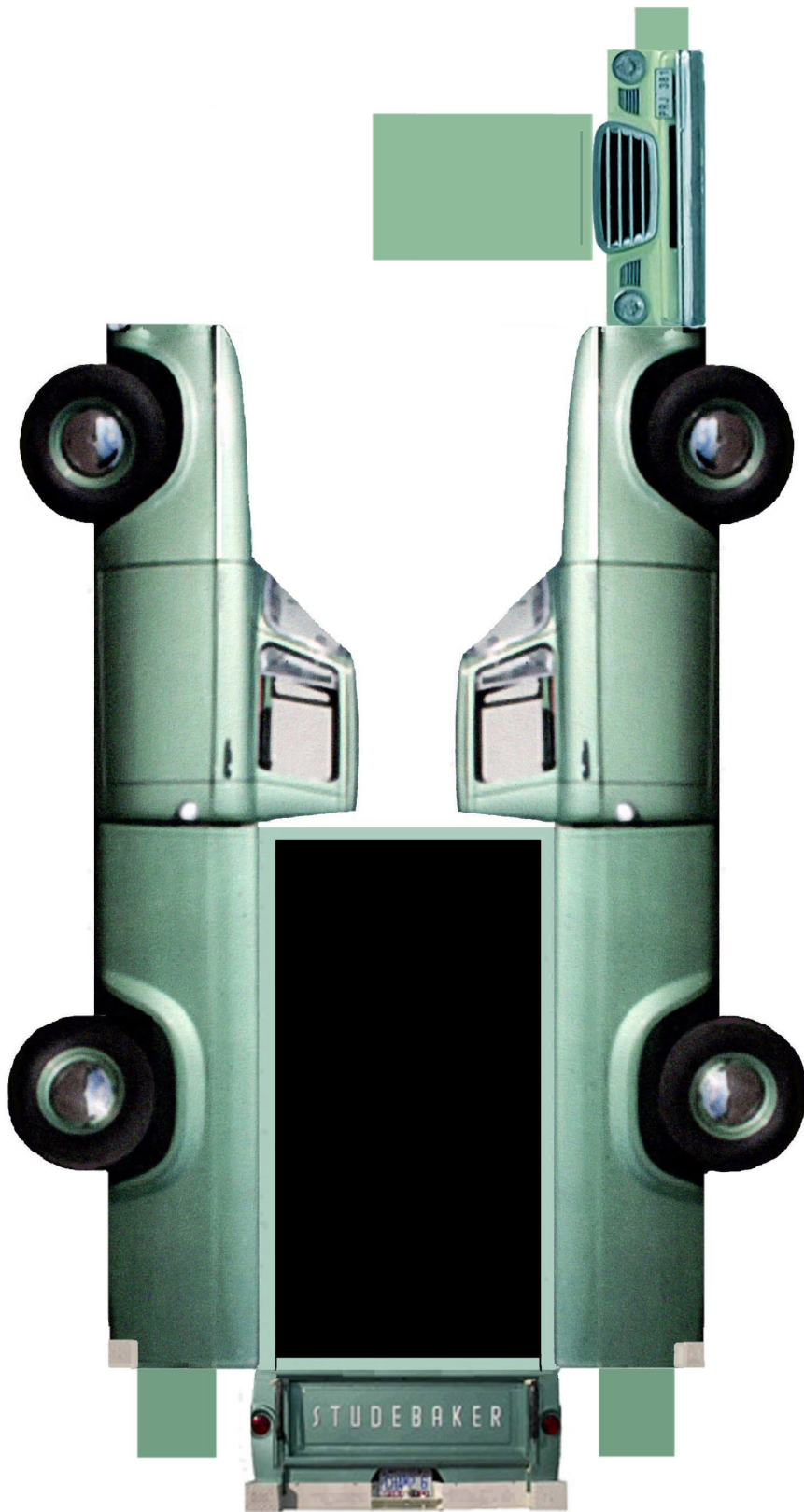
-Ben Altsch



Sherry Herget took this group photo of everyone and Milt Yoders red 1989 Avanti convertible can be seen in the background.



ON THE NEXT TWO PAGES ARE YOUR CHRISTMAS PRESENTS. A 1964 CHAMP PICKUP TRUCK AND A 1964 LARK DAYTONA HARDTOP CUTOUTS ONE CAN PRINT OUT AS MANY COPIES AS ONE WANTS AND ASSEMBLE WITH DOUBLE STICK TAPE AND DISPLAY ON DESKS OR HANG AS CHRISTMAS TREE ORNAMENTS. I PHOTOSHOPPED A REAL CHAMP PICKUP TRUCK AND THE DAYTONA COURTESY LEGACY MEMBER JOHN COSCO. HAPPY HOLIDAYS! —Ed Meyer



'64 Daytona Cut-Out & Assemble"

By: John Cosco

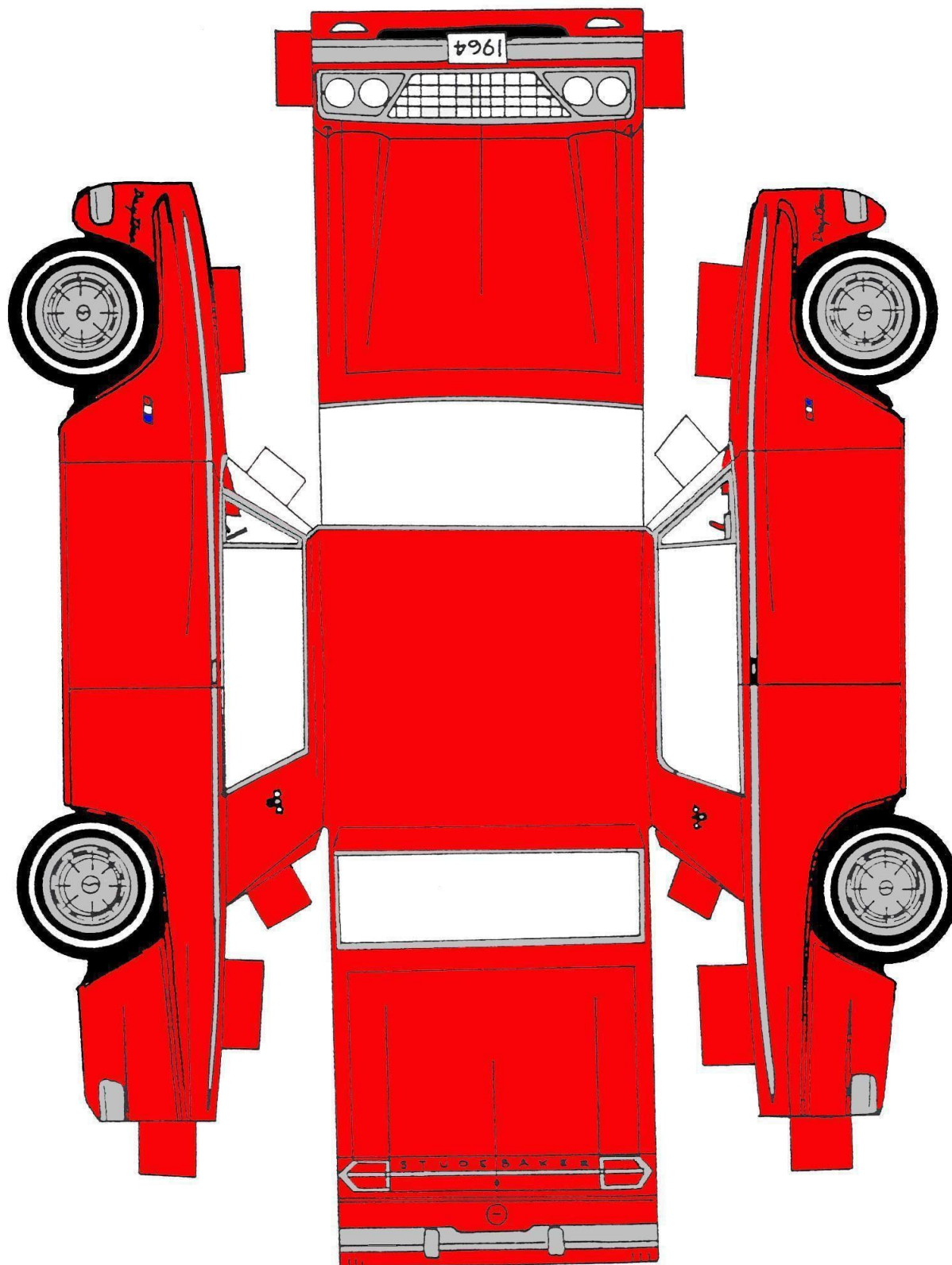




Photo captions from top left to right and clockwise: Virgil and Peg Studebaker with their 1930 Dictator. Jeff Wasslak, did not bring a car. Harry Irwin, Jr with his 1965 Cruiser. A one owner car 1959 Silver Hawk owned by Gary and Sherry Herget.

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 heart for Avanti and Studebaker people. If you have any trouble call me, Don Lindner, at 314-973-8686. We have 4.9 reviews out of 5 and Super Host status from Airbnb and are adjacent to and in the famous S. Bend Studebaker Museum corridor. There are two houses, 1/2 block apart, Avanti House 1 and Avanti House 2, (where I live 2/3rds of the time).

FOR SALE: 1957 Studebaker Transtar Half-Ton Pickup. HD 259 V-8 engine, 3-speed manual (column) shift, 12V electrical system with electric fuel pump added. Very straight, solid body with minimal rust and nice, original patina. Passenger door has been replaced. This truck runs, drives and stops. Would make a great restoration project or give it a little TLC and drive just as-is for fun. Lots of personality! Truck is in Hillsboro, MO Asking \$7,800 Contact Jon @ (314) 220-0946 or jonferrell842@hotmail.com



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

The Missouri August report has 2 NEW members (located in Lake St. Louis and Independence) and 5 EXPIRED members (located in St. Louis, Ellisville, West Plains, Maryville, and Gladstone).

The Illinois August report has 0 NO NEW members and 4 EXPIRED members (located in Warrenville, Fox River Grove, Fulton, and Dekalb).

Speaker Series: South Bend on the Move: LINK: <https://www.youtube.com/watch?v=4ooVTtIyaQ4>

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

Report #2

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

The Missouri September report has 1 NEW member (located in Grain Valley) and 3 EXPIRED members (located in Huntsville, Raymore, and Birch Tree).

The Illinois September report has 2 NEW members (located in Palos hills and Princeville) and 3 EXPIRED members (located in Chicago, Glen Ellyn, and Rockford).

Rare Six-Wheeled Studebaker Ice Princess Will Sell at Auction Without Reserve

LINK: https://www.hemmings.com/stories/rare-six-wheeled-studebaker-ice-princess-will-sell-at-auction-without-reserve/?uclid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619utm_content=otherutm_source=Sailthruutm_medium=emailutm_campaign=EDaily%20Recurring%202025-09-21utm_term=eDaily%20Newsletter

From Studebaker National Museum "Speaker Series: Think It's New/ Think Again!: The World of Ephemeral Inventions and innovations" by Mary Seelhorst, Independent Exhibit Developer. Duration is 33 minutes, 46 seconds.

Video Link: <https://www.youtube.com/watch?v=XZ3OBRcsoeQ>

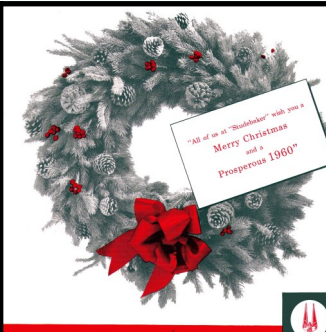
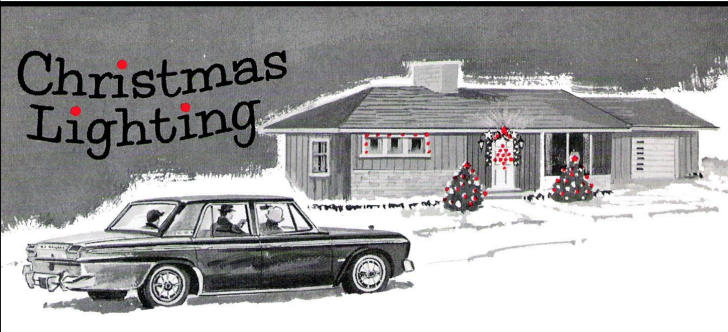
2025 MO/IL GATEWAY STUDEBAKER DRIVERS CLUB CHAPTER CALENDAR OF EVENTS

December 13, 2025, free Christmas Holiday dinner West Port at Plaza (where it was held last December). Don Hart is taking reservations for the dinner. Home phone: 636-928-1443, mobile phone: 314-277-1065, email: dscth@swb.net. RSVP by Friday, November 28th.

January, 11th, 2026, Sunday, St. Louis, MO/IL Gateway Chapter will meet at 1:00 pm at Bandana's BBQ, 11750 Gravois Ave. Sunset Hills, 63127 (near Gravois & Lindbergh). Lunch will be followed by a short business meeting. Plenty of parking so drive your Stude! Contact: Ben Alspach, 770-362-6734, Email: thealspachs@comcast.net.

Sunday, September, 20th, 11:30 AM, 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/pick-n-choose parts & donation table/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. *Please RSVP to Ben so we'll have a sub sandwich for you at the JB picnic on Sept. 21st. Thanks!*

Sept 23 to 26, 2026, The 62nd Studebaker Drivers Club International Meet will be held in Waxahachie, Texas, website information: <https://ntxsdc.com/international-meet>



TREASURERS REPORT

BY: *Milt Yoder*

MO-ILL SDC TREASURERS REPORT We have no new members. Our current account balance.

9/1/2025	8	DENNY LABANTSCHNIG - 2026 DUES			\$ 25.00
9/21/2025		food for picnic			\$ (219.79)
10/7/2025		picnic donations for auction items			\$ 80.00
10/15/2025		CHECKING ACCOUNT BALANCE TOTAL	\$ -	\$ -	\$ 6,420.20



I have not sent off the renewal for the Studebaker Museum 1953 Studebaker car adoption. It was due in August. I talked to the museum and got the payment due date postponed till after our September meeting. Since no decision was made on renewing this sponsorship I did not send in the \$500. If they assign the car to someone else and we decide to sponsor a car in the future, there are other cars to choose from. Milt Yoder, Treasurer



The GatewaySDC patch on the left is from the early 1970's and the one on the right is from the early 1980's.

Milt's 1947 Studebaker Champion

2026 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.

Membership in US

	1 year	3 years	5 years
Regular Members w/periodicals:		Total	Total
☐ New Members 1st year only	\$37	na	na
☐ Regular Member renewal w/periodical class mail.....	\$46	\$132	\$220
☐ Regular Member renewal w/1st class mail	\$73	\$213	\$355
☐ Student & Young Adult Membership (To 22 yrs old)	\$37	\$111	\$185
☐ SDC Membership WITHOUT <i>Turning Wheels</i>	\$15	\$45	\$75
☐ <i>Turning Wheels</i> subscription WITHOUT SDC membership (Libraries, etc.)	\$37	\$111	\$185

Membership in Canada

Regular Members w/periodicals:			
☐ New Members 1st year only	\$55	na	na
☐ Regular Member renewal w/periodical class mail.....	\$63	\$183	\$305
☐ Regular Member renewal w/1st class mail	\$76	\$222	\$370

Overseas Membership

Overseas Members w/periodicals:			
☐ New Members 1st year only	\$55	na	na
☐ Overseas Member renewal w/periodical class mail.....	\$63	\$183	\$305
☐ Overseas Member renewal w/1st class mail	\$76	\$222	\$370

Worldwide

☐ SDC Membership & Digital <i>Turning Wheels</i>	\$29	\$87	\$145
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Other SDC Items

☐ Donation to SDC Museum Fund	\$		
☐ Donation to SDC Restoration Fund.....	\$		
☐ Donation to BOB PALMA National Museum Internship*	\$		
☐ Donation to National Museum Endowment Fund*	\$		
☐ Donation to Studebaker National Foundation*	\$		

(*Tax deductible donation)

☐ Membership Pin - (specify year-pin) Prices on p.17 (10,15,20,25,30,35,40,45,50 yrs) ____ years # of pins (1or2) ____	\$		
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TOTAL AMOUNT ENCLOSED: \$

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

The Studebaker Drivers Club, Inc.

P.O. Box 1715, Maple Grove MN 55311-6715

Or use **VISA** or **Master Card**, call 763-420-7829, or

Fax 763-420-7849 or Email: sdcc@cornerstonereg.com

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: _____

☐ VISA	Card # _____
☐ MasterCard	Expiration _____
☐ 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.

2026 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**, myoder@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