



MISSOURI - ILLINOIS "GATEWAY" CHAPTER

Studebaker

STEERING WHEEL NEWSLETTER

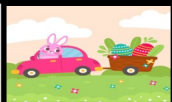
THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM MARCH 1937 THROUGH APRIL 1937. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



MARCH-APRIL 2025

Volume #54 Issue #2
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PRESIDENTS REPORT:

BY: *Ben Altschach*

AVX #1 Lives in St. Louis Area

The AVX was designed in 1997 by Tom Kellogg to meet the request of AOAI Pennsylvania member Jim Bunting for an Avanti for the 21st century. Two years ago, Gateway Chapter member Lew Schucart acquired AVX #1 from former AOAI president Dale Sexton, its second owner. Bunting was the creator and first owner. AVX #1 has been adapted onto a 1993 Firebird chassis and drive train with added Paxton supercharger and fuel injection. AVX #1 has been rated at 455 HP on the chassis Dyno at the rear wheels, about 600 HP on the engine Dyno. It was designed to operate on regular fuel. Current mileage is 29,000.

Special features include: dual stainless exhaust with free flowing Borla mufflers, bigger anti-sway bars, stiff Koni shocks front and rear, under carriage suspension added for improved steering and stability, wider aluminum wheels made using Tom Kellogg's unique design by Boyd Coddington's shop in Los Angeles. Hub cap covers have AVX inscribed in the center with Boyd's name below. AVX #1 has won numerous awards, including, most recently, 1st place at the AOAI Milwaukee meet in June 2022, and again in 2023 at the AOAI international meet in St. Louis. The car came from Dale Sexton with seven notebooks of historical information and documentation, two of which contain sixty pages of design photographs and drawings by Tom Kellogg.

The outside mirrors are not original to the Firebird and must be manually adjusted. Due to a drain on the battery the security system has been disconnected and has affected the horn. Power door locks are not operational. Due to the size of the hood, it is best opened and closed by two people. Because the hood is electrically operated, two cables have been attached to the front latches to permit manual opening. This is beneficial if the battery is too low. Based on its Certificate of Origin, AVX 1 is registered as a 1997 Avanti. It was originally titled in Pennsylvania, and later in Arizona with Dale Sexton.

Background

In 1993, while working on a two passenger '63 Avanti project with Jim Bunting, original Avanti designer Tom Kellogg sent Jim a concept drawing of a modern Avanti with the note: "Let's do this one next." That concept drawing became the AVX "Kellogg Coupe". Jim discussed Tom's drawing with Bill Lang, nationally known hot rod builder in Pennsylvania whose bodywork and interiors are legendary. Based on conversations with Bill, Jim decided to build the car as a one-off. Once they decided to build the car, Tom did additional concept drawings based on a number of existing platforms, and chose the 1993 Pontiac Trans Am F-Body platform....a 101 inch wheel base compared to the original Avanti 108 inch wheelbase. Tom took all the design elements of the '63 Avanti - including wedge shape, forward rake, "coke bottle" effect and the asymmetrical hood - and moved them forward

three decades to create the final design.

During the build Tom flew from California to Pennsylvania many times to work with Bill Lang and refine the body shape and flow lines. Bill Lang built the cantilever hood system because Tom wanted the hood and nose to be seamless. After the prototype was complete it was finished in black and sent to Chicago where molds and jigs were built. Tom designed the wheels and sat with the technicians at Boyd's Wheels to make sure they were exactly as he designed them. (The wheels carry Boyd Coddington's signature)

Performance was created by RaceKraffers in Lancaster, Pennsylvania, builders of high performance race cars. The AVX coupe is rated at 455 horsepower on the chassis Dyno, which translates to about 600 HP on the engine Dyno. The performance package for the GM 5.7 liter LT1 engine includes: Paxton supercharger (true to the R2 Avanti), Hi - Flow air intake, custom racing fuel injection, Borla cat-back high flow exhaust with 3-inch stainless tips. (nice exhaust note). The car has a double diamond 4 - point chassis brace to offset engine torque. The car is very fast.

The interior of the car is fitted with custom leather upholstery, console, doors, steering wheel; and wood grain trim. Special release mechanisms have been built for the hood and trunk. Reaction to the AVX was positive. Bunting decided to produce a limited number of cars. AVX #1 became the company show car and was first shown at the 1997 Avanti national meet in South Bend, Indiana where Tom introduced the car to the media. Just two other AVX cars were built: a convertible, based on a Camaro; and a Firebird-based T-top model.

This car has been exhibited at museums across the country including the Studebaker National Museum as part of a tribute to Tom Kellogg, and the America on Wheels museum in Allentown, PA. The Kellogg Coupe has been featured in 14 national car magazines, including *Hot Rod*, *Collectible Automobile* and *AutoWeek*. the *SDC Turning Wheels*, and the AOA's *Avanti Magazine*. When delivered from Dale Sexton, I received a 30 page portfolio including Tom's concept drawings. Also included are a photo collection and all the original magazine articles.

Tom Kellogg was a design genius and a good guy. For the complete history of AVX cars, with many photos and drawings, see John Hull's book: *Avanti: The Complete Story*, Chapter 6; plus John Hull's second book, *Avanti. Studebaker and Beyond*.

Specifications **Story By Lew Schucart**

Designer

Tom Kellogg. Tom was a member of Raymond Loewy's 1963 Avanti design team. Tom created the body styling for the '63 Studebaker Avanti and the AVX.

Platform

Pontiac Firebird Trans-Am F-Series

Dimensions

Wheel base: 101", Length: 180", Width: 77", Height: 51"



AVx "Avanti Experimental"
 Prototype for the 2000-2004 Avanti
 Designed by Art Center College of Design graduate and instructor Tom Kellogg

It is not possible to place the AVX in a single category. It is a unique design, a blend of classic and modern styling. It is a car that is both a tribute to the original Avanti and a new interpretation of the classic design. The AVX is a car that is both a tribute to the original Avanti and a new interpretation of the classic design. The AVX is a car that is both a tribute to the original Avanti and a new interpretation of the classic design.

Avanti
www.avanti.com

Studebaker started March 1937 with the same 10 greater St. Louis area Studebaker dealerships it had ended February with. 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., and #10. Ferguson Motor Sales, Ferguson, MO. On 3/21/1937 Advance Motor Co., Madison IL., becomes Don Farrington Motor Sales, Madison, IL. At the same location. No further changes were made regarding Studebaker's St. Louis dealers through the end of April 1937.

So the economic difficulties of the Great Depression were still leaving their mark on the

AND HOW STUDEBAKER'S LOW 1937 PRICES ARE SELLING IT!

WE know we're going to step on a lot of toes with this sensational challenge. But we feel it's our duty to the public to make it. We guarantee to convince you conclusively that this big superbly-styled 1937 Studebaker Dictator is a better car than any higher priced six. And more than that—we'll match this Dictator, even on a low cost basis, with any lower priced car because the Dictator's sounder, longer-lived

construction plus its sensational Fram oil cleaner and gas-saving automatic overdrive will even up any apparent price difference! Moreover, the roomy, powerful Dictator is the world's first six with the triple safety of a steel-reinforced-by-steel body, automatic hill holder and feather-touch hydraulic brakes; It's the world's only six with non-slam doors that close lightly, tightly and silently on rattle-proof rotary latches. Its steering halves the effort of parking. It's styled inside and outside by famous Helen Dryden—and its beautifully air-curved lines glisten in a paint finish twelve coats deep! See it and drive it and you'll understand why we say no six in America, regardless of price, can equal it. STUDEBAKER'S C. I. T. BUDGET PLAN OFFERS LOW TIME PAYMENTS

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



Chart above shows Studebaker sales by years up to March first. Look how 1937 Studebaker sales are leading above even record-breaking 1936. You buy a popular favorite when you buy a Studebaker!

ARTHUR R. LINDBURG, Inc.

- Grand at Lindell**
OSCAR G. SNIPEN
5180 Delmar Ave.
REIHL MOTOR CO.
Webster Groves, Mo.
- MISSOURI**
SPRINGFIELD—Quality Motor Co.
DANIEL—Knox Motor Co.
ROLLA—Knox Motor Co.
MERCURENEUM—Bum's Garage
AURORA—J. S. BRYAN Motor Co.
WEST PLAINS—E. & S. Motor Co.
- DISTRIBUTOR**
FRANKE AUTO SALES
4811 Delmar
FERGUSON MOTOR SALES
Ferguson, Mo.
- ILLINOIS**
PETERSBURG—Civic Auto
SPRINGFIELD—E. S. Lindburg, Inc.
ST. FERDINAND—Knox Motor Sales
BENTON—W. Whitman
CAVE-IN-ROCK—A. Glavin & Son
WEST FRANKFORT—Lloyd Shipps
- 4459 W. Florissant**
ENDRES MOTOR SALES
Belleville, Ill.
ADVANCE MOTOR CO.
Madison, Ill.
- COOKSON MOTOR CO.**
1131 St. Louis Ave.
East St. Louis, Ill.
- INDIANA**
STANTON—Al. Pecker
REARSDEN—Jensen Motor Sales
MADISON—C. & F. Motor Co.
CARLISLE—John Motor Co.
HARRISBURG—Edna Service Station
CENTRALIA—H. C. Dinkens
JACKSONVILLE—Garrett Auto Co.
- KENTUCKY**
CARBONDALE—Henderson Motor Co.
GUINEY—Johnston Johnson Motor Co.
HILLSBORO—Thos. W. Johnson
HIGHLAND—P. W. Wright
EFFINGHAM—Auto and Trailer Sales Co.
PADUCAN—Walt Kentucky Motor Co.

The ad above appeared in the St. Louis Post-Dispatch on 3/7/1937.

greater St. Louis area Studebaker dealer network in the form of constant turnover in ownership and location of dealership points. The great migration towards the county that happened after WWII hadn't really started yet so most of the changes going on now were directly related to lack of sales and poor capitalization of the smaller and more marginal dealerships that had a harder time competing in the extremely more challenging and difficult times. Still as one dealership failed the Studebaker factory seemed to have little trouble finding someone else very quickly willing to step in and take the place of that failing owner. Often simply taking over at the same location from the previous owner. What one would call a simple 'turn-key' takeover of the previous operation. Good jobs were hard to come by during the Great Depression and it was a testimony to Studebaker that folks were still

MAKE STUDEBAKER PROVE THIS DARING ASSERTION!

THIS BIG DICTATOR IS America's greatest 6-cylinder car!



LOW 1937 PRICES MADE LOWER BY AMAZING NEW ECONOMY!

Styled inside and outside by Helen Dryden, with a steel-reinforced-by-steel body gleaming in a paint finish twelve coats deep, the great 1937 Studebaker Dictator is not merely down close to the lowest in price. Its Fram oil cleaner and gas-saving automatic overdrive enable it to equal and often beat lowest priced cars in operating economy.

It's the world's first six to offer the automatic hill holder with feather-touch hydraulic brakes... the world's only six with doors that close lightly, tightly and silently on revolutionary new rattle-proof rotary latches. But see it... drive it... price it... and then try to interest yourself in any other six. You'll agree we're speaking truth when we call it America's greatest 6-cylinder car.

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

Chart above shows Studebaker sales by years up to March first. Look how 1937 Studebaker sales are soaring above even record-breaking 1936. You buy a popular favorite when you buy a Studebaker!

STUDEBAKER SALES GO UP AND UP!

1934 1935 1936 1937

ARTHUR R. LINDBURG, Inc.
 Grand at Lindell Distributor 4459 W. Florissant
 Frank Auto Sales, 5180 Delmar Blvd., St. Louis, Mo.
 Harry Motor Co., 5028 Delmar, St. Louis, Mo.
 Ferguson Motor Sales, Ferguson, Mo.
 Ketter Motor Sales, Belleville, Ill.
 Dan Ferguson Motor Sales, Madison, Ill.
 Ketter Motor Sales, Belleville, Ill.

STUDEBAKER DARES ALL 9 SIXES TO MEET THIS DEFINITION!

THE 1937 DICTATOR IS America's greatest 6-cylinder car!



COSTS AS LITTLE TO RUN...ALMOST AS LITTLE TO BUY... AS LOWEST PRICE CARS

Do we mean that we challenge sixes which cost more than the 1937 Studebaker Dictator? We certainly do. We fearlessly assert that the Dictator is America's greatest six regardless of any other car's name, fame or price!

We're picking no easy marks... our challenge includes every one of America's nine other sixes - lower priced, equal priced or higher priced. We'll undertake to convince you that the Dictator is a better buy!

See the roomy, comfortable, beautifully appointed Dictator and you'll see the year's best-looking, best built, safest 6-cylinder car... the world's first six offering the dual economy of the Fram oil cleaner and the gas-saving automatic overdrive... the world's first six offering automatic hill holder plus hydraulic brakes... the world's only six with non-slam doors that close lightly, tightly and silently on exclusive new rotary latches.

And those thrilling innovations don't half begin to cover the big powerful Dictator's superiority... it's painstakingly built by the world's greatest group of veteran motor car craftsmen... and it equals and often beats the best economy showing of the lowest priced cars.

Drive a Dictator and you'll see why it is making sales history... and why no other six has been able to meet its end.

Sold on payment terms that challenge the lowest in town

STUDEBAKER SALES GO UP AND UP!

1934 1935 1936 1937

ARTHUR R. LINDBURG, Inc.
 Grand at Lindell Distributor 4459 W. Florissant
 Frank Auto Sales, 5180 Delmar Blvd., St. Louis, Mo.
 Harry Motor Co., 5028 Delmar, St. Louis, Mo.
 Ferguson Motor Sales, Ferguson, Mo.
 Ketter Motor Sales, Belleville, Ill.
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 Ketter Motor Sales, Belleville, Ill.

Open Letter to
 SOCIETY OF AUTOMOTIVE ENGINEERS
 CONSUMERS RESEARCH
 AND THE AMERICAN PUBLIC

LADIES AND GENTLEMEN
 Please take note of these challenging assertions.

1. The Studebaker Dictator is America's finest six-cylinder car.
2. The Studebaker Dictator with overdrive is matched in gasoline economy only by the three cars of lowest price.
3. The Studebaker State President Eight offers performance and luxury that cost hundreds of dollars more in other cars.
4. Studebaker cars have the strongest, safest, quietest steel bodies ever constructed.
5. Studebaker cars are built by the best craftsmen in the automotive industry - a group of men with a gold tradition extending back for 85 years.
6. Studebaker is the only car with doors that close lightly, tightly and silently on rattle-proof rotary latches - the first car with such innovations as the automatic hill holder and the thirty Fram oil and motor cleaner.

We challenge any impartial agency to investigate the above assertions. These advantages, plus brilliant styling, explain the fact that Studebaker would 76% more cars in the United States in 1936 than in 1935. Next would 76% more cars in the United States in 1937 than in 1936. You buy a popular favorite when you buy a Studebaker. See it today!

THE STUDEBAKER CORPORATION

ARTHUR R. LINDBURG, Inc.
 Grand at Lindell Distributor 4459 W. Florissant
 Frank Auto Sales, 5180 Delmar Blvd., St. Louis, Mo.
 Harry Motor Co., 5028 Delmar, St. Louis, Mo.
 Ferguson Motor Sales, Ferguson, Mo.
 Ketter Motor Sales, Belleville, Ill.
 Dan Ferguson Motor Sales, Madison, Ill.
 Ketter Motor Sales, Belleville, Ill.

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STUDEBAKER SALES GO UP AND UP!

1934 1935 1936 1937

STUDEBAKER'S BOLD DEFINITION TO THE 9 OTHER SIXES!

THE 1937 DICTATOR IS America's finest 6-cylinder car!



Equals or beats lowest priced cars in gas and oil savings!

STUDEBAKER is fearlessly lifting the lid with this challenge and boldly exposing the entire 6-cylinder car situation to the clear light of day. Studebaker has nothing to hide in its great 6-cylinder Dictator... and therefore Studebaker confidently invites the nine other six manufacturers of sixes to contend against the 1937 Dictator for your favor.

Studebaker unqualifiedly asserts that the Dictator is a better car than any other six.

whether that six be priced more or less than the Dictator. Studebaker not only defies any six, but any car worth your consideration, to better, if indeed equal, the operating economy of the 1937 Studebaker Dictator equipped with Fram oil cleaner and the optional gas-saving automatic overdrive.

The Dictator has the world's strongest, safest, quietest steel-reinforced-by-steel body... it's superbly styled by Helen Dryden... its non-slam doors close tightly if shut only lightly on revolutionary new rotary door latches... it offers the safety of the automatic hill holder plus hydraulic brakes. But see it... drive it... and then try to content yourself with any other six.

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

STUDEBAKER SALES GO UP AND UP!

1934 1935 1936 1937

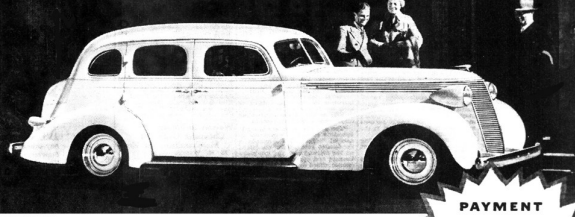
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The above ads rom top left to right and clockwise appeared in the St. Louis Post-Dispatch on 3/14/1937, 3/21/1937, 3/24/1937 and 2/28/1937.

willing to invest large sums of money into a Studebaker dealership confident it was a sound investment with a solid and prosperous future. The Studebaker factory was suddenly backing and merchandizing in cars like it hadn't since before 1929 which had to be exciting and encouraging to dealers too. Since January 1937 Studebaker has been running about 9 quarter page ads every 2 months in the St. Louis Post-Dispatch. That's a hair more than an ad a week and matches such high sales volume powerhouses such as Ford and Chevy. Back in December, 1936 Studebaker announced in a small article in the Post-Dispatch that Security Motors Studebaker was being added on 3136 Locust Blvd., St. Louis, MO., but the dealership never appeared in any Studebaker ads nor was it ever mentioned again in and article. Aside from this one mis-step, everything has been going mostly pretty well for Studebaker dealers

ONLY STUDEBAKER DARES TO CHALLENGE ALL 9 OTHER SIXES!

THE 1937 DICTATOR IS
America's finest 6-cylinder car!



Low 1937 prices make Studebaker the spotlight car in value!

THEY'VE been telling you for years that all automobile advertising says the same things. Well, here's one automobile advertisement that dares to be different!

This is nothing less than an out-and-out challenge by Studebaker to all nine other makes of 6-cylinder cars . . . a challenge that invites you to decide which six is best to buy, not on the basis

of shopworn adjectives but of first hand facts! Studebaker here no six built in this country from this competition for your favor. Studebaker fearlessly agrees to measure the 1937 Dictator against the whole field of sixes—higher priced or lower priced. Studebaker agrees to do it on any basis you name . . . specifications, performance, economy, safety, workmanship, or styling.

But in all fairness let us warn you that the 1937 Dictator is the world's best six offering the dual economy of the Fram oil cleaner and the gas-saving automatic overdrive . . . the world's first six offering automatic hill holder plus hydraulic brakes . . . the world's only six with non-slam doors that stay tightly closed if only lightly shut.

See it . . . drive it . . . and you will understand why Studebaker makes this challenge.

PAYMENT TERMS THAT CHALLENGE THE LOWEST!

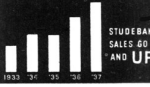


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STUDEBAKER'S C. I. T. BUDGET PLAN OFFERS LOW TIME PAYMENTS
ARTHUR R. LINDBURG, Inc.
Grand at Lindell DISTRIBUTOR 4459 W. Florissant
Custom Motor Co., 1131 St. Louis Ave., East St. Louis, Ill.

ST. LOUIS OFFICES:
Ferguson Motor Sales, Ferguson, Mo.
Leland-Kelch Motor Co., Alton, Ill.
Don Ferragamo Motor Sales, Madison, Ill.
Endes Motor Sales, Belleville, Ill.

MISSOURI:
Ferguson Motor Sales, Ferguson, Mo.
Leland-Kelch Motor Co., Alton, Ill.
Don Ferragamo Motor Sales, Madison, Ill.
Endes Motor Sales, Belleville, Ill.

ILLINOIS:
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MARYLAND:
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DELAWARE:
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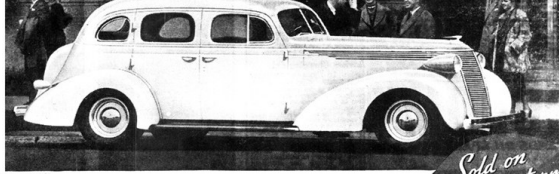
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STUDEBAKER DOESN'T BACK DOWN AN INCH ON THIS CHALLENGE!

THE 1937 DICTATOR IS
America's finest 6 cylinder car!



Studebaker dares all 9 other sixes to submit to comparison with the Dictator

SERIOUS-MINDED motorists all over America are setting one another that Studebaker's challenge to all 9 other sixes is one of the most enlightened steps in the public interest ever taken by any automobile manufacturer.

At a single stroke, this Studebaker challenge is cutting the ties of habit that bind people to certain cars . . . and influencing them to think carefully and shop carefully before spending their money on a repeat purchase!

It's the world's first six to offer the sensational economy of the Fram oil cleaner and gas-saving automatic overdrive . . . the world's first six to offer the automatic hill holder plus feather touch hydraulic brakes . . . the world's only six with non-slam doors that close lightly, tightly and silently on revolutionary new rattle-proof rotary latches!

And it's built of the finest materials by the world's greatest group of veteran motor car craftsmen. But see it . . . drive it . . . compare it . . . and then try to sell yourself any other six!

Sold on payment terms that challenge the lowest in town



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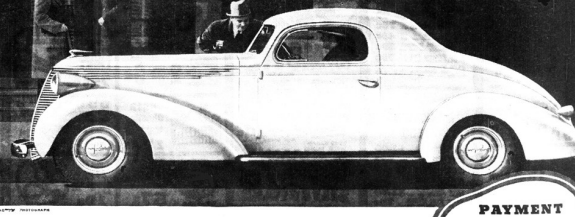
PENNSYLVANIA:
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BUYERS EVERYWHERE ARE CHECKING STUDEBAKER'S CHALLENGE!

THE 1937 DICTATOR IS
America's finest 6-cylinder coupe



Lowest priced car in the sensationally low priced 1937 Studebaker line!

YOU don't have to be a doctor, a salesman or a business man with many errands to do each day, in order to be the type of person this beautifully contoured Studebaker Dictator coupe was built for.

In other smartness, so different from anything you'll see in any other automobile, sells this coupe on sight to many who have previously been partial to the sedan type of motor car body. It has a big rearview contoured 3-passenger

seat with a shelf behind it as capacious as you'll find in most clothes closets. You have your choice of a sweeping rear deck with either a 3-passenger rumble seat or by far the biggest storage compartment in any 1937 car.

And, of course, it offers all the famous 1937 Studebaker advantages and innovations . . . a steel reinforced by steel body with a paint finish 12 coats deep . . . the sensational economy of the Fram oil cleaner and gas-saving automatic overdrive . . . automatic hill holder plus hydraulic brakes . . . steering that halves the turning effort of parking . . . Helen Dryden interior appointments . . . doors that close lightly, tightly and silently on revolutionary and exclusive rattle-proof rotary latches!

See and drive this Dictator coupe and you'll realize why Studebaker fearlessly challenges all 9 other sixes—even the highest priced!

PAYMENT TERMS THAT MATCH THE LOWEST IN TOWN

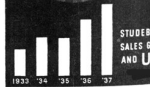


Chart shows Studebaker sales by years up to April first. Look how 1937 Studebaker sales are mounting above even record-breaking 1936. You buy a popular favorite when you buy a Studebaker!

STUDEBAKER'S C. I. T. BUDGET PLAN OFFERS LOW TIME PAYMENTS
ARTHUR R. LINDBURG, Inc.
Grand at Lindell DISTRIBUTOR 4459 W. Florissant
Custom Motor Co., 1131 St. Louis Ave., East St. Louis, Ill.

ST. LOUIS OFFICES:
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MISSOURI:
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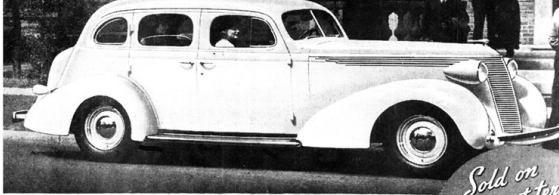
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THERE'S POSITIVE PROOF BEHIND STUDEBAKER'S DARING CHALLENGE!

THE 1937 DICTATOR IS
America's finest 6-cylinder car!



All 9 other sixes are invited to contest against this great Studebaker!

tor is a better looking, better built, better performing, safer, more comfortable, more economical car than any other six.

And that Studebaker challenge includes sixes that cost more than the Dictator as well as sixes that cost the same or less!

Put no money down on any six until you see and drive the Dictator . . . world's first six to offer the triple safety of a steel-reinforced by-steel body, automatic hill holder and hydraulic brakes . . . world's first six offering the dual economy insurance of the gas-saving automatic overdrive plus the Fram oil cleaner . . . world's only six with non-slam doors that close lightly, tightly and silently!

Sold on payment terms that challenge the lowest in town



Chart shows Studebaker sales by years up to April first. Look how 1937 Studebaker sales are mounting above even record-breaking 1936. You buy a popular favorite when you buy a Studebaker!

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STUDEBAKER WHERE
Quality and Prices EXCEL

March belongs to Studebaker! With Studebaker's new Challenge:

STUDEBAKER DARES YOU TO PRODUCE A SIX TO EQUAL IT!

Selected used cars are coming in fast. To take care of the large volume sales for March, we are offering the greatest Used Car values in our history.

We carry our own paper and for the entire month of March, every purchaser of a used car will be given a Special 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.

We Have the Car You Want

- '28 Essex Sedan — \$46
- '28 Ford Rdster. — 65
- '28 Stud. 6 Sedan — 65
- '30 Stud. 6 Sedan — 95
- '30 Chev. Ope. — 95
- '30 Stud. Pan. Trk. — 145
- '31 Auburn Cab. — 145
- '31 De Vaux Sedan. 145
- '32 Rockne Sedan. 175
- '32 Rockne De L. S. 195
- '31 Hup. Cab. — 245
- '32 Stud. Sedan — 285
- '32 Chrysler Sedan. 285
- '35 Ford Ope. — 295
- '33 Pon'ac Trg. Ope. 325
- '35 Ford Rdster. — 345
- '34 Chev. Ope. R.S. 355
- '34 Pon'ac Trg. Ope. 385
- '35 Ford Sedan — 395
- '35 Hudson Brghm. 485
- '35 Dodge Trg. Ope. 495
- '35 Dodge R.S. Ope. 495
- '36 Ford Sedan — 495
- '35 Olds Sedan — 495
- '36 Pontiac Ope. — 495
- '36 Chrysler Trg. S. 685
- '36 Olds 8 Ope. — 785

MANY OTHERS TO CHOOSE FROM
Arthur R. Lindburg, Inc.
STUDEBAKER DISTRIBUTOR
GRAND & LINDSELL
ST. LOUIS—JEFF. 8800

economically, considering the gravity of the Great Depression. As previously mentioned although a feeling of recovery, confidence and better times ahead was beginning to permeate through the auto industry and all the dealer networks. Unfortunately a second stock market crash and second dip recession as a result was just ahead and waiting in 1938.

For now though we can rejoice in the fact the Studebaker factory is building it's strength to be able to offer the successful Champion model in 1939 and position itself and it's dealer network for success not just during WWII but to be able to take advantage of the sellers market right after WWII. The hiring of stylist Raymond Loewy very soon and other upgrades at the factory and engineering as well as upgrades now with the dealer network all positioned Studebaker for success right before, during and shortly after WWII.

It's just too bad Studebaker didn't take everything one giant leap farther with a merger with a larger automaker to achieve ever greater economies of scale while times were relatively good right after the WWII. If the independents couldn't all get together then because of egos, each thought they should be top dog and in-charge. They should have worked out a deal with one of the Big-3 or a foreign company before things got so bad. Smart men like Mason knew what was coming and that time was running out. Studebaker people should have too.

The above appeared in the St. Louis Post-Dispatch from top left to right and clockwise on 3/7/1937, 3/14/1937, 3/14/1937, 3/28/1937, 4/4/1937, 4/25/1937, 3/28/1937 and 3/14/1937.

Kasey Motor

Studebaker-Packard Dealer

- '30 Chev. Sport Coupe — — — \$150
- '32 Ford Coupe — — — 215
- '34 Olds. Spt. Coupe; R. S. — 345
- '31 Studebaker Sport Coupe — — 195
- '31 Chev. 4-Dr. Sedan — — — 175
- '29 Ford Fordor Sedan — — — 65
- '28 Chev. 4-Dr. Sedan — — — 45
- '29 Olds. 4-Dr. Sedan — — — 125
- '33 Graham 4-Dr. Sedan — — — 295
- '35 Pontiac Trg. Coach; radio — 525
- '34 Studebaker Custom Sedan — 385
- '34 Studebaker Sedan — — — 345
- '35 Graham Light 6 Sedan — — 435
- '34 Olds. 4-Dr. Sedan — — — 375
- '35 Buick Trg. Coach — — — 575

3615 SOUTH KINGSHIGHWAY FL. 5945

Studebaker Co. Adds Models to Truck Line, Also 3 Bus Chassis

A new complete line of trucks, including two additional cab-forward models in the medium and heavy duty field and three new bus chassis, is announced by the Studebaker Corporation.

Cab-forward models, pioneered by Studebaker, are again prominent in the new line, two medium and heavy duty chassis being added, bringing the total in this group to four.

The one and one-half-ton unit has an engine of 217 cubic inch displacement, developing 85 horsepower. An engine of 263 cubic-inch displacement, developing 79 horsepower, powers the two to three-ton chassis. The new two and one-half-ton model has an engine of 320 cubic-inch displacement and 85 horsepower. The other additional model is the three to four-ton truck having an engine of 383 cubic-inch displacement and 98 horsepower.

Studebaker Sales Gain 28 Per Cent

Paul G. Hoffman, president of the Studebaker Corporation, reports the sale of 7971 passenger cars and trucks in February compared with 6196 in February, 1936, gain of 28 per cent. The gain for January also was 28 per cent.

In 1937 to date, 15,704 units have been sold compared with 12,232 in 1936.

Service Plaque Award to Each of 682 of Studebaker's Dealers

In recognition of loyal business association, 682 Studebaker dealers throughout the country will soon receive awards in the form of bronze plaques designating their periods of dealership in excess of five years.

"Two hundred and eighty-one of these dealers have been associated with the Studebaker Corporation for 15 years or longer," Louis K. Manley said. "Fifty have represented Studebaker for 25 years or more. Sixty-one are in the 20-year group, 176 in the 15-year group, 146 in the 10-year group, and 255 in the 5-year group."

Studebaker Checking Car Paint Thickness With Electrical Gauge

An electrical gadget, so sensitive that it can measure to the "nth degree" the thickness of paint or lacquer on steel, is being used to check the perfection of the many coats of lacquer on Studebaker cars, according to Jack Ashner, general manager for Arthur R. Lindburg, Inc., Studebaker distributor in this area.

The Studebaker factory has found the gauge of great service in establishing an accurate check on the thickness of lacquer on all parts of an automobile body as it emerges with the final coat.

Elks Auto Caravans of Studebakers Soon Will Start on Tours

Three flying squadrons of Studebakers will soon take to the highways manned by Elk officials and radio entertainers bent on arousing interest in the national convention of the B. P. O. E. scheduled in Denver in July.

Carrying the purple and white colors of the Elks, the three caravans will visit 240 cities in 38 states between May 24 and the opening of the convention July 11.

Studebaker Sales 5,828 Units More Than Total Last Year

Sales of 3770 passenger cars and trucks in the first 10 days of this month are reported by George D. Keller, vice-president in charge of sales of the Studebaker Corporation.

This was an increase of 22 per cent over the same period in April, 1936, when 3088 units were sold. Keller said that total sales for the year to date were 30,118 units, compared with 24,290 to date last year, an increase of 24 per cent.

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, myoder@swbell.net (314) 842-5739
- CHAPTER HISTORIAN: Mill Yoder, myoder@swbell.net (314) 842-5739

STUDEBAKER ONLINE

Visit the MO/IL Gateway SDC Chapter of the SDC at: www.gatewaycdc.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, 1/10 /2024 MO/IL "GATEWAY" CHAPTER SDC MEETING BY: *Louetta Bushdiecker*

January 26, 2025

The Missouri/Illinois "Gateway" Chapter of the Studebaker Drivers Club gathered at 1:30pm at the Pasta House, 6214 South Lindberg, St. Louis, Mo 63123.

Members present: Ben Alspach, Don Hart, Jeff Wassilak, Peg Studebaker, Virgil Studebaker, George Yoder, Cynthia Yoder, Gary Herget, Milt Yoder, Gary Krautmann, Don Linder, Joe Bushdiecker, Mary Ann Bushdiecker, Louetta Bushdiecker, Lou Schucart and Nick Tosie.

Chapter President Ben Alspach called the meeting to order at 2:00pm. Ben welcomed a new member Gary Herget to the club and mentioned he owned (and was working on!) a 1959 Studebaker Hawk.

Ben said the Minutes from the last meeting had been printed in the Newsletter for everyone to read and asked if there were any comments. There were none. Joe Bushdiecker made a motion the minutes be accepted. Milt Yoder seconded the motion. A vote was taken and the motion passed.

Milt Yoder was introduced as the new Treasurer. Milt mentioned the 2025 club dues are now due and there would be no more membership cards handed out. A motion was made and seconded that the Treasure's report be accepted. A vote was taken and the motion passed.

The President asked Jeff Wassilak, Missouri Regional Manager for his report. Jeff said he found vendor and car show reservation forms for the Annual Studebaker Indiana (Swap) Meet in South Bend in January Turning Wheels. It is scheduled for Friday June 6th through Saturday June 7th. The South Bend, formerly Michiana Chapter, is the host. Lodging option is the Avanti House I and II located near the National Studebaker Museum. Contact Don Linder for reservations.

Ben thanked the AOAI Club for sponsoring the Holiday Party, where a good time was had by all. Ben thanked Santa for his attendance and the games he had arranged.

Don Hart announced the 61st Studebaker International meet in Washington, Pennsylvania, on September 16—20, 2025 would be sponsored by the Studebaker Drivers Club, AOAI Club and the Antique Studebaker Drivers Club.

A discussion about if the Easter Car Show at Forest Park or the one at the Family Arena in St Charles, Missouri would be the one for the club to attend? The Horseless Carriage Club hosts the show at Forest Park. Authentic (factory specified) vehicles 25 years or older are allowed. Registration in advance is required to park with a club. A hot rod club hosts the show in St. Charles, in which all vehicles (factory, modified, no age limitation) are welcome. A club group can park together without registering by notifying host. Gary Krautmann said he and Don Hart have Contacts in the hot rod club if the chapter wishes to select the St. Charles show and reserve parking spots. Gary said he would confirm and report at the next meeting.

Ben mentioned an exhibition to feature vintage French cars at the Saint Louis Art Museum in Forest Park opening April 12, 2025. Gary and Ben are museum members. More information on the cost of tickets or discounts will be provided later.

Don Lindner discussed beer microbrewer Studebaker Brewing Company in South Bend and New Carlisle, Indiana. Several varieties are brewed. He had cans of Avanti American Amber for sale at cost.

EVENTS: The next Studebaker Club meeting will be March 9, 2025 at 1:00pm at Rookies Bar and Grill, 3721 New Town Blvd, St. Charles, Missouri 63301.

The Orphan Car Show sponsored by the Hudson Car Club will be Saturday, May 10, 2025 in O'Fallon, Illinois.

May 18, 2025 the Club meeting will be at 1:30pm at the 1869 Draft House, 216 Front Street, Washington, Missouri.

A place for the JULY meeting has NOT been arranged as of this time.



Louetta's 2-seat Thunderbird

PICTURES FROM THE SUNDAY, 1/26 /2024 GATEWAY SDC & AOAI MEETING

COURTESY: *Jeff Wassilak*



EVENTS CONTINUED:

A place for the JULY meeting has NOT been arranged as of this time.

The Club's Picnic will be September 14, 2025 at 11:30am, at the Sylvan Springs Park at the Artillery Shelter, St Louis, Missouri.

Ben asked for questions or announcements. There were none. Upon request from Ben, Don Lindner made a motion to adjourn the meeting. Joe Bushdiecker seconded a vote was taken and passed. The meeting was adjourned at 3:00pm.

Submitted By,

Louetta Bushdiecker Secretary

Kirkwood Auto Dealer Gets New Car Agency



GRAND OPENING—DeGrendele-McClintock, Inc., 304 South Kirkwood road, a long-established automobile sales organization, had its grand opening Friday night and yesterday as a newly authorized Studebaker sales and service dealership.

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).

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 January: January 1, 1962 Studebaker workforce began strike for 38 days., January 2, 1964 First Canadian built Studebaker destined for US sales rolls off assembly line in Hamilton., January 4, 1995 Brooke Stevens dies., January 7, 1927 Erskine automobile introduced., January 7, 1956 Packard Predictor show car debuts at Chicago auto show., January 10, 1921 Studebaker sells its horse drawn wagon business to Kentucky Wagon Manufacturing Company., January 15, 1904 Studebaker begins paying employees with checks., January 17, 1962 Sherwood Egbert arrested for picket line altercation., January 23, 1964 Studebaker acquires Guelph Stove Company., January 24, 1871 Albert R. Erskine born., January 31, 1942 Last Studebaker built before beginning war production.

The Missouri December report has No 0 NEW members and 2 EXPIRED members (located in Webb City and Saint Clair).

The Illinois November report has 3 NEW members (located in Freeport, Roodhouse, and Normal) and 5 EXPIRED members (located in Mundelein, Effingham, Marseilles, Marion and Salisbury).

From Hemmings Daily Thursday November 7 "The End of a Proud Line: 1958 Packard Sedan" by David LaChance. I missed this last month. **Story link:** https://www.hemmings.com/stories/the-end-of-a-proud-line-1958-packard-sedan/?uemid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm_source=Sailthru&utm_medium=email&utm_campaign=EDaily%20Recurring%202024-11-07&utm_term=eDaily%20Newsletter

From Hemmings Daily Tuesday December 10 "This all-original 1963 Studebaker Avanti has enjoyed a charmed life" by Bill Rothermel. **Story link:** https://www.hemmings.com/stories/this-all-original-1963-studebaker-avanti-has-enjoyed-a-charmed-life/?uemid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm_content=other&utm_source=Sailthru&utm_medium=email&utm_campaign=eDaily%20Personalization%20Test%20A%20%28control%29%202024-12-10&utm_term=eDaily%20Personalization%20-%20A%20Test%20%28control%29

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 January: February 1, 1961: Sherwood Egbert became President of Studebaker-Packard., February 5, 1964 Studebaker named Car of the Year by "Track and Traffic" Canadian automobile magazine., February 9, 1799 John C, Studebaker (father of Studebaker brothers) born., February 12, 1902 Studebaker sells first car (electric) to F. W. Bles of Macon, Missouri., February 13, 1960 Studebaker engineer Delmar G. "Barney" Roos dies., February 14, 1911 Studebaker Corporation formed., February 15, 1952 Last vehicle of Studebaker's first century built., February 16, 1852 H & C Studebaker Blacksmith and wagon shop opens for business., February 18, 1952 First vehicle of Studebaker's second century built. Centennial Celebration held., February 24, 1960 Studebaker opens assembly plant in Chile.

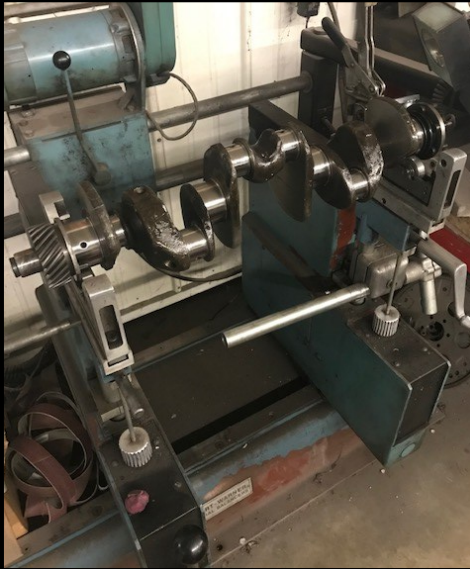
The Missouri January report has No 1 NEW member (located in Chesterfield) and 1 EXPIRED member (located in Webb City).

The new member is: Pat McLaughlin, 21 Forest Crest Drive, Chesterfield, MO. 63017. 314-517-4713, patmac@gmail.com.

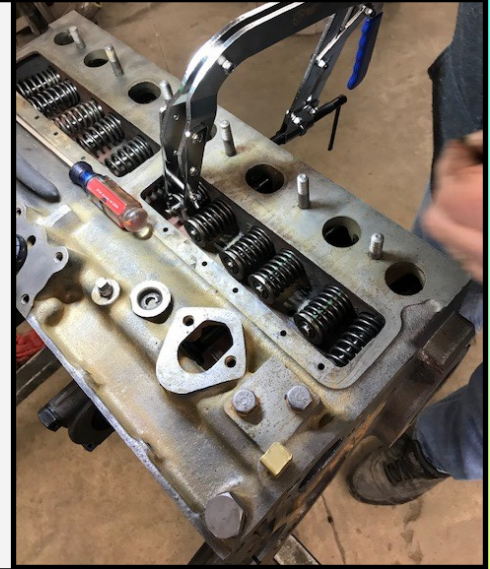
The Illinois January report has 2 NEW members (located in O'Fallon, and Hawthorn Woods) and 0 (no) EXPIRED members.

Jeff & Christine Ryan, 1135 Rutherford Rdg., O'Fallon, ILL. 62269, 405-517-5875, airops@hotmail.com.

MORE PHOTOS OF THE ENGINE RESTORATION OF MY 1949 STUDEBAKER CHAMPION BUSINESS COUPE. BY: Ben Alspach



As promised here are a few photos documenting some of the continuing progress on the restoration of our 1949 Studebaker Champion Business coupe. Stay tuned for more occasional updates!



Checking the crankshaft balance and "trueness". ————— Installing valve lifters & springs. New camshaft is already in place.



—The old Auto-Lite distributor needs a good going over! ————— A couple of the old pistons look a little rough! —



Installing crankshaft and main bearings.—A shiny, new piston with the rings installed.—Getting ready to install the new pistons.

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

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.

Sunday, May 18th, 2025 Washington, The MO/IL Gateway Chapter will meet at 1:30pm at the 1869 Draff Room Tavern, 216 West Front St., Washington, MO. 63090. Lunch will be followed by a brief business meeting. Big parking lot next door so please drive your Stude! Contact: Ben Alspach, 770-362-6734.

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

Sunday, September, 21st, 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: *Milt Yoder*

Hello.

Thanks to Phil Henderson for being our treasurer for the past years.

I have enclosed a picture of my 1947 Champion that I have owned since 1967 but not titled till 1968 when I had the money to do such. It still runs and drives. I do not put it on the road much these days as the small 9" brakes cannot compete with the braking systems of modern cars. Last year I had to replace the gas line that got a pin hole after over 75 years.

The only real upgrades I have done are adding turn signals and upgrading the gravel guards from rubber to stainless and changing the painted hubcaps to the stainless ones I got the guards from a vendor at the 1981 National Meet in St Louis I had to pay an amazing \$25 for the pair, today they go for \$400 or more a pair.

I have talked about selling it several times but each time when I was preparing it for sale, I changed my mind. I just like the simplicity of it and the body lines. I had it repainted in the late 1980's.

We currently have \$6284.99 in the bank and I have \$75 to deposit. 26 members have renewed for 2025 and 4 have not renewed. I sent reminder emails to 6 that had not renewed and 2 of those have already renewed

Happy Studebaking!

Milt



Milt's 1947 Studebaker Champion

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: 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: _____

<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 **NOI** Send Cash)

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

The MO/IL Gateway Chapter of the Studebaker Drivers Club is the officially chartered representative of the Studebaker Drivers Club for the Greater St. Louis Missouri and southern Illinois areas. We are dedicated to the preservation of Studebaker vehicles although ownership of one is not a requirement for chapter membership. Membership in the International Studebaker Drivers Club is also required and applications for both can be found in this newsletter. Both the MO/IL Gateway Chapter of the Studebaker Drivers Club and the International Studebaker Drivers Club sponsor meets, car shows, offer technical assistance, and help in locating parts and vehicles---along with great fellowship. The Steering Wheel bi-monthly newsletter is the official publication of the MO/IL Gateway Chapter of the Studebaker Drivers Club. Members may place classified ads in the Steering Wheel for free. Reprinting of any articles contained within is granted to any SDC related organization. Neither the club nor the editor is responsible for the accuracy of the classified ads. Ads will be placed as long as needed but notification to the editor once the item has been sold is requested. All submissions to the Steering Wheel are appreciated and will be included as space and relevance allow. The Steering Wheel goes to press on the 20th of the month prior to release of the following bi-monthly issue.



Ed Meyer
708 Lynn Haven Lane
Hazelwood, MO 63042-3413

STAMP