



MISSOURI - ILLINOIS "GATEWAY" CHAPTER

Studebaker

STEERING WHEEL NEWSLETTER

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



MAY-JUNE 2025

Volume #53 Issue #3
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Take your mother out for dinner in your Studebaker/Avanti on Mothers Day!



PRESIDENTS REPORT:

BY: *Ben Alpach*

Gateway Chapter Studes "Make a Showing" at St. Charles Easter Event

After a long absence, the Gateway Chapter recently made a "group return" to organized car shows thanks to the efforts of a few dedicated club members. A gang of intrepid Gateway folks managed to park together to present a colorful Studebaker display at the St. Louis Street Rod Association's Easter Sunday car show, held at the St. Charles Family Arena.

Despite a dicey weather outlook early in the day, Greg Ford, Don Lindner and Virgil & Peg Studebaker stayed the course and represented our favorite marque to many admiring car fans throughout the day. Greg brought his racy, red '62 GT Hawk, Don drove his striking yellow 2007 Avanti convertible and the Studebakers piloted their beautiful 1930 Dictator sedan. You might recall the Avanti and the Dictator were both top category winners at last fall's SDC Int'l Meet in Dubuque, Iowa.



Here's the Gateway SDC Chapter line-up above at the Easter STL Street Rod Assn. Show held at the Family Arena in St. Charles. No wonder this group garnered so much attention!



Greg Ford beside his low-slung '62 GT Hawk. Obviously, a very Sporty ride--both now and when it was new!



Peg & Virgil Studebaker with their 1930 Dictator sedan. Joining them in this photo are their grandson, Kris Studebaker and his wife, Megan, along with their 2 yr. old son, Rome. Studebakers run in the family . . . literally! The Dictator was one of the top show favorites in the 1900-1969 category (as selected by other exhibitors). Very nice . . .

And to make the day even better, one of our trio of Studebaker vehicles (the 1930 Dictator) was selected as one of the TOP 3 "peoples' choice" favorites in the "Classic 1900-1969 Category" as voted on by other car owners participating in the show. Quite an accomplishment for a stock (albeit extraordinary!) example of an "orphan brand" pitted against a parking lot full of cool custom street rods and wild muscle machines!

A hearty congratulations and thanks go out to this dedicated crew for helping to promote Studebaker and our Gateway SDC Chapter. And a special THANK YOU to VP Gary Krautmann for taking the lead in organizing and coordinating this effort for our members.

Let's see if we can keep the ball rolling! There's a big Orphan car show (FREE) coming up on Saturday, May 10th at Gateway Classic Cars in O'Fallon, IL, organized by the STL Hudson/Essex/ Terraplane Club. Check out the calendar of events elsewhere in this issue for complete details. Perhaps we can give the HET club a run for their money at their own event!



Don Lindner was able to drop the top on his slick 2007 Avanti convertible. He was especially happy the rain had dissipated for the day.



Studebaker started May 1937 with the same 10 greater St. Louis area Studebaker dealerships it had ended April 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 Auto 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. Don Farrington Motor Sales, Madison IL., and #10. Ferguson Motor Sales, Ferguson, MO. On 6/6/1937 it appears 3 new Studebaker dealers were appointed by Arthur Lindburg in St. Louis, MO that first appeared in Studebaker ad's starting on 6/13/1937. These 3 new dealers were: #11. Osage Auto Sales, 4014-14 South Broadway, St. Louis, MO., #12. Auto Repair Co., 2308 South 7th. Street, St. Louis, MO., and #13.

The ad at right appeared in the St. Louis Post-Dispatch on 5/2/1937.

STUDEBAKER SALES CLIMB AS AMERICA CHECKS UP ON THIS CHALLENGE



THE 1937 DICTATOR IS

America's finest 6-cylinder car!

Actual Photograph

Ahead
OF ALL 9 OTHER SIXES IN VALUE!

OBservers are chalking up victory after victory for Studebaker in the war for public preference that the six cylinder cars are waging this Spring.

Undaunted by the name or reputation of any other six, the smart, impressive Studebaker Dictator is forging to the front on sheer merit.

Sixes that cost more, as well as sixes that cost the same or less, fail to stand up against the Dictator under the spotlight of comparison. And the public as well as Studebaker is benefitting by the triumph.

Built with care and soundness that are not duplicated in any other six, the low-priced beautifully contoured Dictator has the world's strongest, safest, quietest steel body with a paint finish twelve coats deep. Its exceptionally spacious interior is richly styled by Helen Dryden. Its big doors that close tightly at a touch. See it and drive it and you'll understand why this great 1937 Studebaker Dictator is challenging all nine other sixes unreservedly!

It's the world's first six to offer the automatic hill holder plus feather-touch hydraulic brakes... the world's first six to offer the dual economy of the Fram oil cleaner and gas-saving automatic overdrive... the world's only six with non-slam doors that close tightly at a touch. See it and drive it and you'll understand why this great 1937 Studebaker Dictator is challenging all nine other sixes unreservedly!

Sold on payment terms that challenge the lowest in town

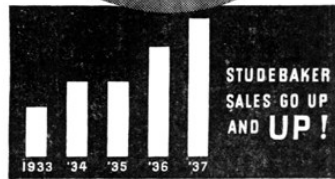


Chart above shows Studebaker sales by years up to May first. Look how 1937 Studebaker sales are soaring above even record-breaking 1936! You buy a popular favorite when you buy a Studebaker!

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

ARTHUR R. LINDBURG, Inc.

Grand at Lindell DISTRIBUTOR 4459 W. Florissant

Oscar G. Snipen, 5180 Delmar Blvd.
Reihl Motor Co., Webster Groves, Mo.
Franke Auto Sales, 4811 Delmar
Kasey Motor Co., 5626 Gravois

BADEN—Fisher Auto Sales
St. Clair & Main Ferry Rd.
KIRKSVILLE—C. C. Binkley
JEFFERSON CITY—Capital Motor Co.
STILL—Floyd Castle
POPULAR BLVD—Lewman Motor Co.
COLUMBIA—Lewman Motor Co.
CAPE GIRARD—Lewman Motor Co.

MISSOURI
SPRINGFIELD—Quality Motor Co.
Union Motor Co.
HERCULENEUM—Blum's Garage
AURORA—J. B. McFall Motor Co.
WEST PLAINS—R. C. Motor Co.

ILLINOIS
PETERSBURG—Clyde Kneek
SPRINGFIELD—R. S. Lindburg, Inc.
BENTON—H. W. Whitfield
CAVE-IN-ROCK—C. A. O'Brien & Son
SALT-TOPEKA—H. B. Brown

WEST FRANKFORT—Lloyd Shipps
BEADSTOWN—Lloyd Shipps
MADISON—C. & F. Motor Co.
CARLISLE—Lloyd Motor Co.
HARRISBURG—Eagle Service Station
CENTRALIA—H. C. Giffney
NEWTON—Egerton Supply Co.

Ferguson Motor Sales, Ferguson, Mo.
Leland-Kreid Motor Co., Alton, Ill.
Don Farrington Motor Sales, Madison, Ill.
Endres Motor Sales, Belleville, Ill.

MT VERNON—Roy M. Co.
JACKSONVILLE—Gordon Auto Co.
CARBONDALE—Hudson Motor Co.
QUINCY—Jefferson Johnson Motor Co.
HILLSBORO—Thos. W. Johnson
HIGHLAND—P. M. Wicks
EFFINGHAM—Auto and Trailer Sales Co.
KENTUCKY—Paducah, W. Kentucky Motor Co.

LET THIS STUDEBAKER CHALLENGE BE YOUR CAR BUYING GUIDE!

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



See for yourself how Studebaker outshines all 9 other sixes!

YOU've got a startling surprise coming to you, if you think this Studebaker challenge is limited to sixes that are obviously inferior to the Studebaker Dictator. You'll find that Studebaker welcomes any six in this contest for your preference—even the very highest priced.

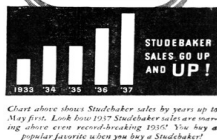
And it isn't a challenge of comparative specifications only. Comparative demonstrations decisively place the low-priced, smartly styled Studebaker Dictator way out in front.

Before you pay out a dollar for any 1937 car, drive a Studebaker and see for yourself why it's so

unmistakably America's finest 6-cylinder car. First six to offer the automatic hill holder plus triply sealed feather-touch hydraulic brakes... first six to offer the sensational dual economy of the Fram oil cleaner and the gas-saving automatic overdrive... only six with rattle-proof rotary door latches that engage tightly at a touch without slamming!

Built by America's finest motor car craftsmen, styled by America's foremost authority, Helen Dryden, the Dictator is priced within the means of practically everybody who can buy a new car. Take it out for a convincing trial drive today.

SOLD ON PAYMENT TERMS THAT CHALLENGE THE LOWEST IN TOWN



ARTHUR R. LINDBURG, Inc.
Grand at Lindell
DISTRIBUTOR
Cushman Motor Co., 1137 St. Louis Ave., East St. Louis, Ill.

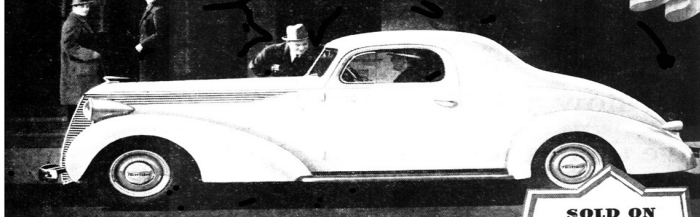
St. Louis, Mo. 5185 Delmar Blvd.
St. Louis Motor Co., Webster Branch, Mo.
Franklin Ave. 34th, 4811 Delmar
St. Louis Motor Co., 1618 Delmar

SPRINGFIELD, MO. 1001 N. 1st St.
SPRINGFIELD, MO. 1001 N. 1st St.
SPRINGFIELD, MO. 1001 N. 1st St.

Peoria Motor Sales, Peoria, Ill.
Leland Road Motor Co., Alton, Ill.
Don Farington Motor Sales, Belleville, Ill.
Rosen Motor Sales, Belleville, Ill.

THIS SMART COUPE ALONE MORE THAN JUSTIFIES STUDEBAKER'S CHALLENGE

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



Gas and oil savings that equal those of lowest priced cars!

LOOK at the beautiful air-curved lines of that Studebaker Dictator coupe in the above photograph. If Studebaker hadn't designed a single other body model this year, that coupe would make Studebaker styling famous.

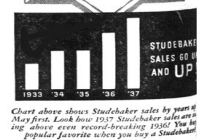
From its silvery "winged victory" front end to its enormously roomy rear deck, it makes even the most costly competitive coupes look out of date.

And yet it's the lowest priced car in the sensationally low priced 1937 Studebaker line. You can own it for just a few dollars more than cars

usually considered least costly to buy! And inside it's as stunningly styled as outside... with an exceptionally roomy adjustable seat... and a wide deep shelf below the rear window.

Coupe or sedan, whatever your preference, you'll get more for your money in a Studebaker Dictator than in any one of the 9 other sixes. The Dictator challenges them all. It's all alone in restful riding... all alone in simple, satisfactory ventilation. It's the world's first six to offer the amazing dual economy of the Fram oil cleaner and the gas-saving automatic overdrive... the world's first six to offer the automatic hill holder plus triply sealed feather-touch hydraulic brakes... the world's only six with doors that shut tightly and stay shut securely without slamming. See and drive this thrilling distinctive Studebaker Dictator today.

SOLD ON PAYMENT TERMS THAT CHALLENGE THE LOWEST IN TOWN



ARTHUR R. LINDBURG, Inc.
Grand at Lindell
DISTRIBUTOR
Cushman Motor Co., 1137 St. Louis Ave., East St. Louis, Ill.

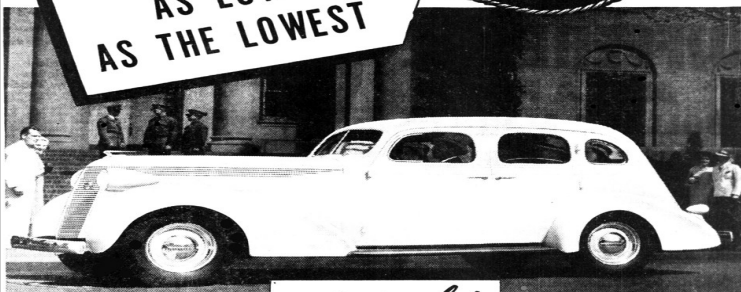
St. Louis, Mo. 5185 Delmar Blvd.
St. Louis Motor Co., Webster Branch, Mo.
Franklin Ave. 34th, 4811 Delmar
St. Louis Motor Co., 1618 Delmar

Peoria Motor Sales, Peoria, Ill.
Leland Road Motor Co., Alton, Ill.
Don Farington Motor Sales, Belleville, Ill.
Rosen Motor Sales, Belleville, Ill.

This Big Studebaker is the best buy in town!

PRICED ALMOST AS LOW AS THE LOWEST

AND HOW IT SAVES YOU GAS AND OIL!



What a lot STUDEBAKER GIVES YOU FOR A LITTLE MONEY

YOU never saw a little money go to work for you in such a big way as a small amount will do right now at any Studebaker showroom.

As a matter of fact, you may not need any cash at all for the down payment on a big, handsome new Studebaker if your present car is in good condition.

And what a knockout of a car you will get in the smartly styled 1937 Studebaker with its gleaming "winged victory" front end and its beautifully air-curved steel body that glistens in a paint finish twelve coats deep!

It's the best riding car in America bar none. It has the simplest, most satisfactory ventilating system. Its extra roomy interior is luxuriously styled in the best of good taste by Helen Dryden. Its wide doors close lightly, tightly and silently

on revolutionary and exclusive rattle-proof rotary latches.

And with its sensational Fram oil cleaner and automatic gas-saving overdrive, it equals and often beats the best economy showing of lowest priced cars. It's the world's first car to offer the double safety of the automatic hill holder and triply sealed feather-touch hydraulic brakes.

Come in and see this Studebaker. We'll give you a top trade-in allowance on your present car. Studebaker insurance rates are very low. Studebaker resale value is very high. Payment terms are very easy.

STUDEBAKER'S C. I. T. BUDGET PLAN OFFERS LOW TIME PAYMENTS
ARTHUR R. LINDBURG, Inc.
Grand at Lindell
DISTRIBUTOR
Cushman Motor Co., 1137 St. Louis Ave., East St. Louis, Ill.

St. Louis, Mo. 5185 Delmar Blvd.
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Peoria Motor Sales, Peoria, Ill.
Leland Road Motor Co., Alton, Ill.
Don Farington Motor Sales, Belleville, Ill.
Rosen Motor Sales, Belleville, Ill.

SMART MOTOR CAR BUYERS LIKE THE FRANKNESS OF STUDEBAKER'S CHALLENGE

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



SEE HOW STUDEBAKER SHOWS UP ALL THE 9 OTHER SIXES!

STUDEBAKER is topping one six after another off its pedestal with this daring challenge. Studebaker is not only asserting, but conclusively proving that the 1937 Dictator is America's finest 6-cylinder car and the year's best automobile buy.

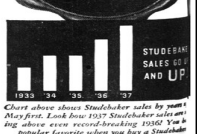
So, don't let what you've heard, or what you've been urged to believe, govern your selection of a six this Spring. Get the facts about them all... and you'll single out the Dictator as the stand-out candidate for your money and America's best driving automobile.

Built with a thoroughness that no other six can match... styled with a distinction that no

other six can touch... the Dictator is the world's first six to offer the amazing economy of the Fram oil cleaner and the gas-saving automatic overdrive... the world's first six to offer the automatic hill holder plus triply sealed feather-touch hydraulic brakes... the world's only six with doors that close lightly and tightly without slamming... the world's finest, simplest ventilating system.

Give the low-priced Dictator a chance to show you what it's got and you'll give the order for your six to Studebaker. That's what tens of thousands of open-minded car buyers are doing enthusiastically this year.

SOLD ON PAYMENT TERMS THAT CHALLENGE THE LOWEST IN TOWN



ARTHUR R. LINDBURG, Inc.
Grand at Lindell
DISTRIBUTOR
Cushman Motor Co., 1137 St. Louis Ave., East St. Louis, Ill.

St. Louis, Mo. 5185 Delmar Blvd.
St. Louis Motor Co., Webster Branch, Mo.
Franklin Ave. 34th, 4811 Delmar
St. Louis Motor Co., 1618 Delmar

Peoria Motor Sales, Peoria, Ill.
Leland Road Motor Co., Alton, Ill.
Don Farington Motor Sales, Belleville, Ill.
Rosen Motor Sales, Belleville, Ill.

The above ads from top left to right and clockwise appeared in the St. Louis Post-Dispatch on 5/10/1937, 5/9/1937, 5/16/1937, 5/23/1937 and 6/6/1937.

Studebaker to Show "Flying Automobile" On Tour This Summer

**Waterman Arrowbile Is Powered
With Studebaker Dictator
100 H. P. Engine.**

The first "flying automobile" will be demonstrated this summer by Studebaker, according to an announcement by Paul G. Hoffman, president of the corporation.

Five "flying automobiles," which may be driven upon the highways and flown in the air, have been purchased by the Studebaker Corporation and will be "toured" and demonstrated in every large city in the late summer. The vehicles are Waterman Arrowbiles, powered with Studebaker Dictator motors and manufactured in Santa Monica, Cal.

The "flying automobile" has airplane wings, which may be detached in less than three minutes and left at the airport hangar while the pilot switches his engine's power from propeller to wheels and takes to the highways. On streets and boulevards, the propeller does not revolve, the two rear wheels of the vehicle being supplied with both forward and reverse power and fitted with brakes.

Desiring to quit the streets, the "flying automobile" owner drives to the airport. There the wings are attached within three or four minutes and, engaging the propeller drive, the pilot may be off to the air lanes.

In air, the flying automobile has a top speed of 125 m. p. h. and cruises at 105 m. p. h. Its gasoline tank holds fuel enough for 400 air miles. It lands at 45 miles per hour.

The Studebaker Dictator engine with minor modifications is used and delivers 100 horsepower to the propeller.

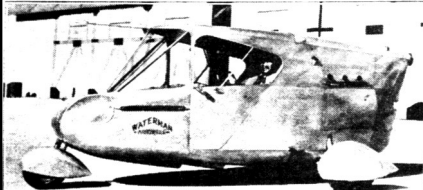
On the ground, the vehicle, which, because of its three wheels, is licensed as a motorcycle, has a top speed of 75 miles an hour and is easily handled in traffic.

Unlike most airplanes, the Arrowbile has no rudder or rudder pedals. It is controlled by a "stick" that extends downward from the cabin ceiling and to which is attached a revolving wheel. In the air, the pilot pushes the stick forward or pulls it towards him to dive or climb and rotates the wheel to make turns. On the ground the driver steers the car as he steers a regular automobile.

Both Plane and Auto



Studebaker-powered Waterman Arrowbile, which can be used as an airplane or automobile. As a plane, it has a top speed of 125 m. p. h. and a cruising speed of 105 m. p. h. and is designed to fly 400 miles without refueling.



The Arrowbile with wings detached and power switched from propeller to wheels so that it may be used as an automobile.

Arthur R. Lindburg Honored



Presentation to Arthur R. Lindburg (at left), president of Arthur R. Lindburg Inc., Studebaker distributor, by C. H. Monahan, regional manager, of a bronze plaque in recognition of his ten years as a Studebaker dealer and distributor in St. Louis and San Francisco. A plaque, marking his five years as a Studebaker dealer, was presented by Monahan to Oscar G. Snippen.

Arthur R. Lindburg To Be Honored as Studebaker Distributor

Arthur R. Lindburg, Inc., has received word from the Studebaker Corporation at South Bend, Ind., that it will soon receive an award from the corporation in the form of a bronze plaque in recognition of 10 years of service as a Studebaker distributor.

Presentation of the plaque will be made by C. H. Monahan, regional manager, Chicago, at the Arthur R. Lindburg, Inc., showrooms.

When informed of the award today, Arthur R. Lindburg expressed his appreciation of this recognition of his services.

"In the past year Studebaker sales in St. Louis have increased substantially, as has been the case nationally," Lindburg said.

Sales of 11,573 Studebaker passenger cars and trucks in April were the largest in eight years, exceeding even those in April, 1929, according to Paul G. Hoffman, president of the Studebaker Corporation.

"A substantial share in the increased volume is due to truck sales," said Hoffman. "We are now selling more trucks than ever before in Studebaker history."

Sales Counselors Order Formed of Studebaker Salesmen

The Studebaker sales counselors' organization is made up of men and women who have sold more than 200 new Studebaker cars at retail.

Although the entire world-wide Studebaker selling organization has not been canvassed, there are already 496 sales counselors. These men and women, all in the American sales forces, have sold a total of 264,488 new Studebaker automobiles.

Forty-six of the 496 sales counselors have sold more than 1000 Studebakers at retail.

Studebaker Sales Gain 21 Per Cent

Paul G. Hoffman, president of the Studebaker Corporation, reports the sale of 2419 passenger cars and trucks in the first 10 days of May, compared with 2110 in the corresponding period of 1936.

Sales from Jan. 1 to May 10, 1937, were 40,340, compared with 33,413 in 1936, an increase of 21 per cent.

Osage Auto Sales Appointed Dealer For Studebaker Cars

The Osage Auto Sales, 4012-14 South Broadway, has been appointed an authorized Studebaker dealer by Arthur R. Lindburg, Inc., distributor.

The firm consists of M. C. Paulette and Lou Julius. Paulette has been in the automobile business for 18 years and at one time was with the Tate Motor Co. as a salesman and later as a dealer.

Julius has been selling automobiles for the past 14 years in St. Louis and previously was a boxer. The firm has on display a complete line of Studebaker cars and has installed parts for service.

Auto Repair Co. Studebaker Dealer

The Auto Repair Co., 2308 South Seventh street, has been appointed a Studebaker dealer by G. H. Lind-



ner, manager of the wholesale division of Arthur R. Lindburg, Inc., Studebaker distributor here.

The firm is headed by L. M. McGroarty, who also operates the St. Louis Express Co., which has been in business for 25 years.

Its salesroom has been completely redecorated for displaying the full line of L. M. McGroarty, Studebaker cars. Also new equipment for service and parts have been installed.

The above Photo-articles articles appeared in the St. Louis Post-Dispatch from top left to right and clockwise on 5/30/1937, 5/30/1937, 6/6/1937, 5/16/1937, 6/6/1937, 6/6/1937, 5/23/1936, and 6/18/1937.

makers at anytime since the stock market crash and the Great Depression in 1929. Plus at 13, Studebaker now had more dealerships in the greater St. Louis, MO area than at any other since the 1929 stock market crash and probably history. Yes people were still suffering, the recovery was uneven with still large swaths of unemployment. Plus I haven't even mentioned the great dust bowl problem sweeping the west which was still peaking about this time in severity. But there were spots in the dark clouds of the depression where the sun was finally starting to break through so we can't begrudge the Studebaker factory and it's St. Louis dealers for being a little optimistic a some of these encouraging Studebaker and industry sales numbers they were witnessing finally after years of nothing but bad news. They even had room now for some silly fun such as stories of the flying Studebaker. A plane on this page powered by a Studebaker Dictator 100 HP engine! Plus a Studebaker sales increase of 21% from January 1st through May 10th compared to last year. There really was a feeling the worst was over. Not true of course.

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

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STUDEBAKER ONLINE

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

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

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

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

MINUTES FOR THE SUNDAY, 3/9/2025 MO/IL "GATEWAY" CHAPTER SDC MEETING BY: *Louetta Bushdiecker*

The Missouri/Illinois "Gateway" Chapter of the Studebaker Drivers Club gathered at 1:30pm at Rookies Bar and Grill, 3721 New Town Blvd., St Charles, Mo 63301.

Members present: Ben Alspach, Gary Krautmann, Tony Stoverink, Dee Stoverink, Joe Bushdiecker, Louetta Bushdiecker, Peg Studebaker, Virgil Studebaker, Nick Tosie and Greg Ford. Visitors: Mark Gummersheimer (possible member prospect) and Vic Valdez, Roger Tailent and Alan Winston members of the STL gateway Hudson, Essex, Teraplane Club.

Chapter President Ben Alspach called the meeting to order at 2:00pm. Ben welcomed visitor Mark Gummersheimer who inherited a 1963 Studebaker Avanti from his Father and is working toward restoring it. Ben also welcomed Vic Valdez, Roger Tailent and Alan Winston (Alan drove his Hudson) members of the Hudson, Essex and Teraplane Club.

Ben asked if there were any questions about the Minutes of the last meeting. There were no questions. A motion was made by Joe Bushdiecker to accept the Minutes. Peg Studebaker seconded, vote taken and the motion passed.

Treasurer Milt Yoder was not present. Ben said there was \$6,460.00 in the bank. 30 members have paid dues for this year. Greg made a motion to accept the report. Nick seconded, vote taken, and the motion passed.

The President said that Jeff Wassilak, Missouri Regional Manager was not present so there was no report.

Gary Krautmann led a discussion on the Easter Car Shows at Forest Park and at The Family Arena in St Charles, Missouri. It was decided that Ben or Lew would send out an E-mail to Club members with more information before April First. Maybe we can get a small Studebaker group together at the St Charles show but we'll need a rough count of those interested.

Gary also discussed the upcoming "French Art Deco" special exhibit at the St. Louis Art Museum. The exhibit will run from late April through mid-July and will include approximately ten exotic French cars from the 1920s and 1930s. It might be possible to coordinate a field trip to the museum with our July meeting. However, we will also need to identify a suitable spot for

lunch. Tickets for the SALM exhibit are approximately \$12 each and, again, we'll need to know who's interested in this program.

EVENTS: May 10, 2025 The Hudson (H.E.T) Car Club is organizing an Orphan Car Show at Gateway Classic Cars, 1237 Central Park Drive, O'Fallon, Illinois. Official start time is 9:00am but the show goes thru early afternoon. No cost to show your car and no judging.

May 17, 2025 the First Capitol Classics Auto Club is sponsoring Wheels in Motion Car Show at Church on the Rock, 900 Birdie Hills Rd., St Peters, Missouri.

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

A location for the July Club meeting has NOT been arranged at this time. We may try to tie into the SLAM exhibit. More info to come.

The Gateway Chapter picnic, September 14, 2025 beginning at 11:30am, at the Jefferson Barracks, Sylvan Springs Park, Artillery Shelter, 300 Halsey Road, St Louis, Missouri, 63125.

Ben asked for questions or announcements. There were none. Gary Krautmann made a motion to adjourn the meeting. The motion was seconded, vote taken, and motion passed. The meeting was adjourned at 2:30pm.

Submitted By,

Louetta Bushdiecker,

Secretary



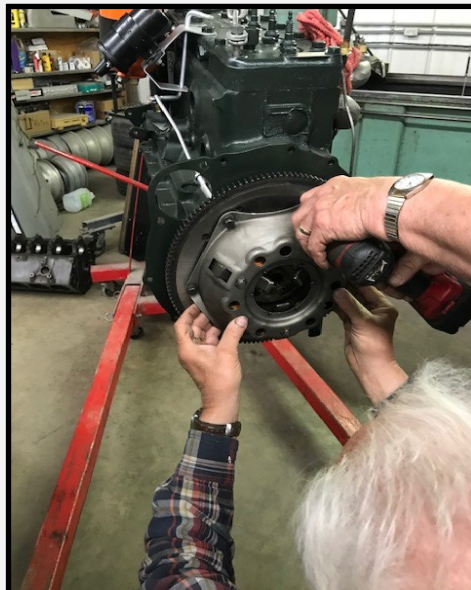
Louetta's 2-seat Thunderbird



Greg Ford's 1962 GT Hawk.

MINUTES CONTINUED ON NEXT PAGE::

ENGINE WORK NEARING COMPLETION ON THE ALSPACH '49 BUSINESS COUPE. BY: *Ben Alspach*



Work has continued through the spring reviving the tired Champion engine & drive train. Despite a few minor set-backs, along with some busted knuckles and "head scratching", things seem on track to have the car ready for our upcoming May meeting in Washington, MO.



The mostly reassembled engine, in it's "raw state" MUCH cleaner now than it was in December!

Installing the pressure plate. Broke a bolt on this step---and had to locate a replacement (three day delay!). A new clutch disc is captured behind the dome.



A good coat of "Studebaker Engine Green" really helps the appearance. A few added accessories also enhance the look.



The manifold in place following a couple of coats of "hi-temp" silver paint. With the gasket, it mates very neatly with the block.



Flywheel installed after the surface was cleaned-up on the big, horizontal milling machine.



Happy Cinco-De-Mayo!



Happy Memorial Day!



Happy June Thirteenth!



Milling the "block face" of the manifold for a better seal. The exhaust port openings were pitted from the heat and there was also some warpage.



The rebuilt engine just nestled into the freshly painted engine bay. Looking pretty good!

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 March: March 1, 1961 Studebaker-Packard acquires Chemical Compounds, Inc. Name later changed to STP., March 2, 1895 Henry Studebaker dies., March 3, 1960 Studebaker-Packard acquires Gravely Tractors, Inc., March 4, 1966 Announcement of Studebaker Canadian plant closing., March 5, 1962 Studebaker-Packard acquires Schafer, Inc., March 12, 1831 Clement Studebaker's born., March 16, 1917 John M. Studebaker dies., March 16, 1962 Studebaker-Packard acquires Paxton Products, Inc., March 17, 1966 Last Studebakers built in Canada., March 19, 1931 Knute Rockne named manager of sales promotion of Studebaker., March 20, 1980 Leo Newman dies., March 21, 1933 Studebaker enters into receivership., March 26, 1868 H & C Studebaker renamed to Studebaker Brothers Manufacturing Company., March 30, 1962 Studebaker receives \$19.5 million contract for military trucks., March 31, 1931 Knute Rockne dies in airplane crash.

The Missouri February report has No 0 NEW members and 4 EXPIRED members (located in Webster Groves, University City, Brookfield, and Moberly).

The Illinois February report has 1 NEW member (located in Arthur) and 6 EXPIRED members (located in Dixon, Arlington, Batavia, Chicago, Nashville, and Bourbonnais).

From Hemmings Daily Sunday January 19 "The 1931 President Speedway is Rooted in Studebaker's Success at Indy" by David LaChance. I missed this last month. Owned by Missouri member Don Armacost Jr.

Story link: https://www.hemmings.com/stories/the-1931-president-speedway-is-rooted-in-studebakers-success-at-indy/?uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm_content=other&utm_source=Mailthru&utm_medium=email&utm_campaign=EDaily%20Recurring%202025-01-19&utm_term=eDaily%20Newsletter

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

Report #2

Some Studebaker, Packard and Avanti history this month of April: April 1, 1836 Peter Studebaker born., April 1, 1887 Rebecca Mohler Studebaker dies., April 5, 1991 Designer Bob Andrews dies., April 9, 1963 Super Larks and Super Hawks introduced., April 14, 1982 Gravely Tractors, Inc. division sold by McGraw-Edison., April 19, 1950 Studebaker Engineer Ray Cole dies., April 19, 1976 Nate Altman dies., April 25, 1962 Avanti sets new world production car record of 21.4 miles in 60.8 seconds. Top speed of 171.10 mph., April 26, 1962 Avanti introduced to the public., April 26, 1962 Packard name dropped from title of Studebaker Corporation., April 27, 1974 Frost & French, Inc. of Los Angeles closes. It was the last Studebaker dealership., April 28, 1986 Michael Kelly assumes ownership of Avanti.

The Missouri March report has No 0 NEW members and 4 EXPIRED members (located in Conway, Willard, Lee's Summit, and Saint Louis).

The Illinois March report has 1 NEW member (located in Oak Brook) and 3 EXPIRED members (located in Fulton, Dietrich, and Effingham).

From Studebaker National Museum "Explore the Collection: Quarter Scale Models" by Curator Kyle Sater. Duration is 4 minutes 48 seconds.

VIDEO LINK: https://www.youtube.com/watch?v=_d_7J3x8m2Q

"The 1955 Studebaker Speedster is Considered the FINEST Ever Made" from ADDvanced. Duration is 8 minutes 37 seconds.

VIDEO LINK: <https://www.youtube.com/watch?v=RMQV5e-A1UQ>

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

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 Draft 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.

Sunday, July 13th, The MO/IL Gateway Chapter (including AOAI) will meet at 1:00 pm at Pat Connolly's Tavern, 6400 Oakland Ave., St. Louis (63139). Following lunch and a brief business meeting, we will head over to Forest Park to the St. Louis Art Museum to visit the special exhibit "ROARING—Art, Fashion and the Automobile in France, 1918-1939". This exhibit includes ten beautifully restored, luxury French automobiles from the time period, many of which feature custom coachwork and interesting histories. Admission to the SLAM exhibit will be \$10 per person and we will have a reserved time slot. Contact: Ben Alspach, 770362-6734.

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.

2025

TREASURERS REPORT

BY: *Milt Yoder*

Hello,

Spring is here and time to get the cars out of storage.

Another sign that age is creeping up is that I use to be able to set the distributor timing by ear. I recently put a timing light on one of the cars and guess what, my ear failed me.

As a Studebaker collector I have also collected things like Studebaker toys, literature and pocket watches. I had one judges once at a International meet and it took best of show. This occurred in 1991 in Springfield MO I have attached a picture of my watches at right, several of which have "The Studebaker" on them when you remove the back cover.

We have \$6459.99 in the treasury with no outstanding bills

Your treasurer,

Milt Yoder



WorthPoint, Inc. - All Rights Reserved



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.

Membership in US

	1 year	3 years	5 years
Regular Members w/periodicals:		Total	Total
<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
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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) ____	\$		
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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: _____

<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**, 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