

MISSOURI – ILLINOIS “GATEWAY” CHAPTER

Studebaker

STEERING WHEEL NEWSLETTER

THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM JANUARY 1938 THROUGH DECEMBER 1938. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



SEPTEMBER-OCTOBER 2025

Volume #53 Issue #5
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PRESIDENTS REPORT:

BY: *Ben Aslpach*

Gateway SDC Group Visits The SLAM to View European Art Deco Autos in “Roaring” Exhibit

This spectacular, one-of-a-kind Bugatti Type 57C cabriolet below was a wedding gift to the Shah of Iran in 1939. I guess they didn't need new dishes or towels!



On Sunday, July 13th, fourteen members (and friends) of the Gateway Chapter visited the St. Louis Art Museum to experience an extraordinary exhibit entitled “ROARING—Art, Fashion and the Automobile in France, 1918-1939”.

This unusual (and very popular!) display featured about a dozen fantastic, luxury cars (most with exotic, custom coachwork) designed and built in the “art deco” era between the two World Wars. This enlightened, dynamic time brought innovative, modern design concepts into the “everyday”, public realm. In addition to the cars, this exhibit also offered examples of other period artwork (paintings, sculpture, advertising prints) along with distinctive furniture, household items and leading-edge fashions.

Please RSVP to Ben so we'll have a sub sandwich for you at the JB picnic on Sept. 21st. THX!!



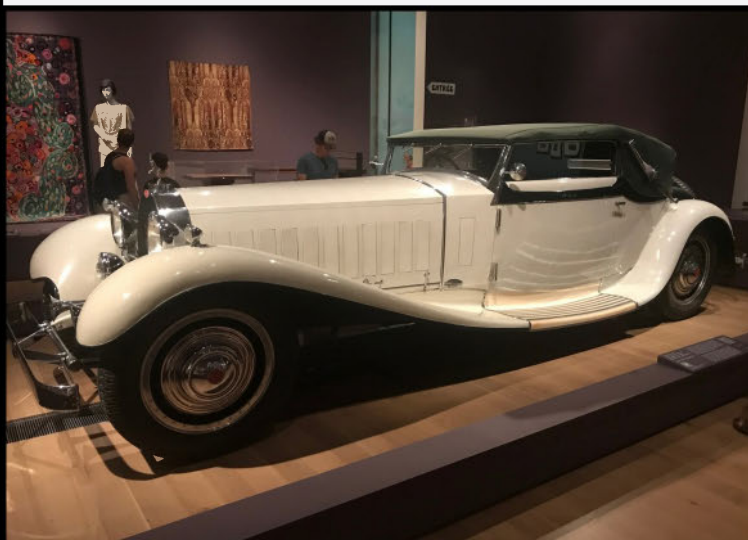
Following lunch and a brief business meeting at Pat Connolly's Tavern (Oakland & Tamm Aves.), the group made the short drive north to the Art Museum in Forest Park for a 3:00 pm tour of the exhibit. Greeting visitors in the lobby was a stunning, black 1939 Bugatti Type 57C cabriolet with custom coachwork by French "carrosserie" (carriage builder) Vanvooren. This magnificent automobile was originally a wedding gift to the Shah of Iran (and his bride) but now resides in the Peterson Museum in Los Angeles. A SLAM docent was overheard stating that this car was insured for \$40 million dollars! Our crew couldn't wait to get into the main display areas . . .

Once inside the large exhibit space, we were treated to many interesting sights with the beautiful cars interspersed amongst other themed groupings and collections such as rare, art deco auto posters, custom radiator caps (silver, crystal and stainless steel), photos, clothing and futuristic-looking household accessories like lamps and coffee sets. One amusing display addressed the role of women in early automobile racing with video clips of a famous French debutant pushing her Bugatti speedster to the limits on a banked oval track, then hob-knobbing with reporters after her highspeed driving demonstration. Another memorable exhibit showed video of an early concours de 'elegance from the mid 1930's featuring wealthy, French society types showing off their ultra-elegant Delahayes, Voisins, and Talbot-Lagos. What a parade!

Obviously, everyone in our group enjoyed the ROARING exhibit immensely and we spent about 90 minutes exploring every corner of the display area. A special THANKS goes out to VP Gary Krautmann for all his work in planning and coordinating our tour arrangements with the SLAM.

I'll include a few "printed" photos here with the article but for a look at all the cars and some additional info, please click on the link provided which will take you directly to the official website materials (car pix & details) posted by the Art Museum. Looking forward to seeing everyone at our JB Picnic on September 21st!

<https://www.slam.org/read-watch-listen/roaring-automobile-details/>



This massive Bugatti Royale had a 21' frame and was equipped with a 12.7L (775 cu. in.), 300 hp engine. Only eight Royales chassis were produced and this one sports formal German coachwork.



A sleek, 1937/38 Delage featuring a special, lowered frame and a 4.7L straight-8 engine backed by an electronically motivated 4-speed transmission.



This exotic Talbot-Lago Aero "teardrop" coupe' was a smash hit when it debuted at the New York auto show in 1938. Note the decorative grills over the headlights.



Perhaps even "swoopier" than the Shah's Bugatti was this '37 Delahaye roadster showcasing Figoni & Falaschi bodywork. The windshield could be lowered for the ultimate streamlined look!

ARTHUR R. LINDBURG, INC., has been appointed distributor of Willys cars in the St. Louis territory, and will handle the line in addition to its Studebaker car distributors here. A two-door sedan is being added to the Willys line, which already includes a coupe, four-door sedan in standard and deluxe types, and commercial cars, half-ton trucks and pickups, and an exclusive type semi-cab-over-engine panel-body model. The Lindburg



firm, whose president, Arthur R. A. R. Lindburg Lindburg, has been in the automobile business for many years, will distribute Willys cars in Eastern Missouri, Illinois south of Jacksonville, and in the Paducah (Ky.) area. It is showing the complete Willys line and has put in a full line of parts as well as added factory-trained mechanics to its service department.

ONE OF THE STUDEBAKER cars with dual driving controls, which are used in teaching persons to drive autos scientifically and safely, was driven to St. Louis the past week by Dorwin Dragstrem of the Studebaker factory, for demonstrations to school teachers and pupils, the police department and safety organizations. The car is a 1938 Studebaker, in which are duplicate steering wheels, braking systems, clutches, accelerator pedals, hand brakes, starters and rear vision mirrors. The gear shift lever is forked, so that an instructor, sitting beside the learner, can guide the shifting. In such a car, a novice can learn to drive in the proper way from the outset without danger of confusion or fear of accident, as the instructor has full control of the car and controls at all times.

While in St. Louis, Dragstrem made his headquarters at Arthur R. Lindburg, Inc., the Studebaker distributor, and was accompanied on his trips around the city by William Newman, wholesale manager for the firm.

A NEW SIX-PASSENGER SEDAN model of the Studebaker President line, just announced, has two extra wheels carried in fender wheels. The trunk at the rear contains 22.5 cubic feet of luggage space. Among mechanical features are planar front suspension, automatic hill holder, rotary door locks, horizontal transmission and variable ratio steering.

The American economy took a sharp downturn in mid-1937, lasting for 13 months through most of 1938. Industrial production declined almost 30 percent, and production of durable goods fell even faster. This new dip in the Great Depression in the fall of 1937 continued through most of 1938. Production and profits declined sharply. Unemployment jumped from 14.3% in 1937 to 19.0% in 1938. The recession was caused by both monetary and fiscal contractionary policies which worked to reduce aggregate demand. Cuts in federal spending and increases in taxes at the insistence of the US Treasury caused many Americans to lose their jobs, with knock-on effects on the broader economy. Roosevelt responded by sending a new large-scale spending program to Congress and received \$3.75 billion, which was split among Public Administration Works (PWA) Works Progress Administration (WPA), and various relief agencies. Other appropriations raised the total to \$5 billion in the spring of 1938, after which the economy recovered. Although the American economy began to recover in mid-1938, employment did not regain the early 1937 level until the United States entered World War II in late 1941. Personal income in 1939 was almost at 1919 levels in aggregate, but not per capita.

What All of this means for Studebaker and its greater St. Louis area dealers is arguably the hardest 10 month period since the 1929 stock market crash and the beginning of the Great Depression. For 10 months from 12/14/1937 until 10/4/1938 Studebaker placed no ads in the St. Louis Post-Dispatch. Few ads were placed by other automakers also but none of them completely quit like Studebaker did. The above 3 articles were the only 3 mentioning Studebaker in the St. Louis Post-Dispatch during this 10 month period.

According to the last Studebaker ad placed on 12/14/1937, Studebaker started 1938 with 10 greater St. Louis area Studebaker dealerships. Studebaker had #1. Arthur R. Lindburg, Inc., exclusive St. Louis Studebaker Distributor,

The ad above left and top 3 articles appeared in the St. Louis Post-Dispatch on 3/20/1938, 3/20/1938 and 5/22/1938.

[illegible][illegible]**FEATURE STORY CONTINUED ON NEXT PAGE:**

exclusive St. Louis Studebaker Distributor, Grand and Lindell, St. Louis, MO., #2. OSCAR G. SNIPEN, Inc., 5180 Delmar Blvd., St. Louis, MO. #3. Franke Auto Sales, 4811 Delmar, St. Louis, MO. #4. Leland-Kreid Motor, Alton, IL. #5. Endres Motor Sales, Belleville, IL., #6. Cookson Motor Co. 1131 St. Louis Ave., East St. Louis, IL., #7. Pirtle Auto Sales, 7318 Natural Bridge, St. Louis, MO. #8 was Lowry Sales Co., 7423 Manchester, Maplewood, MO., #9. Grand-Park Garage, 1513 South Grand, St. Louis, MO. and #10. Osage Auto Sales, 4014-14 South Broadway, St. Louis, MO.. It appears sometime during the previous 10 months since that last previous 12/14/1937 Studebaker ad in the Post-Dispatch Studebaker lost #7. Pirtle Auto Sales, 7318 Natural Bridge, St. Louis, MO. And gained 2 new dealerships in the new #7. K. Hammond, 2017 Granite City, IL., IL., and #11. Chas. F. Gateweiler Motor Co., 222.South Main, St. Charles, MO. On 11/8/1938 Studebaker gained a third new dealership in #12. Advance Motors, 4709 Natural Bridge, St. Louis, MO.. On 10/25/1938 Studebaker added Meier-Watt, Collinsville, IL, This brings Studebaker's Greater St. Louis, MO area dealership total now to 13.

It's hard to believe the Studebaker factory expected it's dealers to go 10 months from 12/14/1937 until 10/25/1938 with no newspaper advertising support but they did. At no other time during the Great Depression, even during Studebaker's receivership, was Studebaker's factory marketing support this lacking.

Studebaker Announces for 1939

WORLD'S SMARTEST MOTOR CARS

**Acclaimed by Europe's Famed Designers!
Priced almost as low as the lowest!**



DE LIVE MODELS AT STANDARD-MODEL PRICES

STYLED BY Raymond Loewy, 1200 Madison Ave., New York City, the most famous designer of the world...famed designer of New York's 1939 World's Fair! The magnificent new Studebaker Commanders and Presidents for 1939 are so far in front they make all other cars look dead!

See for yourself! See why these great new Studebakers have been acclaimed by Europe's best design authorities as a triumph of form, vigorous lines, deep-bodied contours, a handsome and one-pointed of finish!

See, now, how far Studebaker has gone to bring prices down to today's level. Imagine how far Studebaker prestige and performance—built by Studebaker master craftsmen—at prices that challenge the lowest!

Go for a 10-mile ride drive. Try Studebaker's new steering wheel gear shift lever—it's standard equipment! For the new 10-point "Climatizer," a central fresh air heating, blading and ventilating system—the new, simplified automatic gear-saving overdrive—they're optional at small added cost.

Drive a new Studebaker first! It's the 1939 car that gives you the only standard by which to judge a truly modern car. Your present car may cover the down payment—with balance car easy C. T. budget plan.

**ARTHUR R. LINDBURG, Inc., Distributors
GRAND & LINDELL BLVD.**

FRANKIE AUTO SALES	OSAGE AUTO SALES	OSCAR G. SNIPEN	GRAND-PARK GARAGE
4811 Delmar St. Louis, Mo.	4014-14 South Broadway St. Louis, Mo.	5180 Delmar St. Louis, Mo.	1513 South Grand St. Louis, Mo.
4811 Delmar St. Louis, Mo.	4014-14 South Broadway St. Louis, Mo.	5180 Delmar St. Louis, Mo.	1513 South Grand St. Louis, Mo.

The more '39 cars you see...the more you'll go for Studebaker!



EXCLUSIVE! REVOLUTIONARY!

STUDEBAKER'S NEW CENTRAL CLIMATIZER

Studebaker's new Climatizer is a new, simplified automatic gear-saving overdrive—they're optional at small added cost.

It's soaring up and up in sales! It's thrilling America's most critical car buyers with its year ahead style, its sound construction, its advanced features, its dollar value!

If you've looked around at all, you know you're picking a winner when you buy this big, stunningly beautiful 1939 Studebaker—the car that Europe's foremost stylists have enthusiastically approved.

And best news of all, this envied new Studebaker is selling at prices that challenge the lowest because Studebaker is an independent manufacturer—offering you the lowest distinction at standard-model cost.

Show your own independence. Don't blindly follow the herd to some conventional car. Give this brilliant performing, sensationally economical 1939 Studebaker the toughest anyone can think of—dash!

Plan independent suspension, automatic hill holder, non-slam Hancock every door latch, steering wheel gear shift lever and many other indispensable at no extra cost. Your present car will cover part, perhaps all the down payment on C. T. terms.

STRAIGHT-THINKING American is picking a red-hot sales sensation for its favorite 1939 car. Motorists who know a winner when they see it are voting unanimously for Studebaker.

First, see words, tell the story of Studebaker's superiority—facts such as Studebaker's impressive exterior style and deep-bodied interior luxury... Studebaker's convincing gas and oil economy... Studebaker's automatic hill holder... non-slam Hancock every door latch... safety need body reinforced by rigid steel box-section girders... steering wheel suspension that makes every mile a minute of comfort and joy... steering wheel gear shift lever... and the most brilliant performance you'll get in any car!

A de luxe model car at an incredibly low standard-model price—no wonder Europe's famed designers acclaim the '39 Studebaker! You'll go for it in a big way, too—see it drive! Your present car will cover part, perhaps all the down payment on easy C.T. budget plan terms.

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ARTHUR R. LINDBURG, INC. DIST.

OSCAR G. SNIPEN	STAPFORD-SAGAN MOTOR	OSAGE AUTO SALES	OSCAR G. SNIPEN
5180 Delmar St. Louis, Mo.	4709 Natural Bridge St. Louis, Mo.	4014-14 South Broadway St. Louis, Mo.	5180 Delmar St. Louis, Mo.
5180 Delmar St. Louis, Mo.	4709 Natural Bridge St. Louis, Mo.	4014-14 South Broadway St. Louis, Mo.	5180 Delmar St. Louis, Mo.

What's the hot tip for '39?

Studebaker all the way!



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Every year there's one stand-out car

For '39 it's Studebaker



EXCLUSIVE! REVOLUTIONARY!

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The above ads rom top left to right and clockwise appeared in the St. Louis Post-Dispatch on 10/4/1938, 10/25/1938, 11/26/1938 and 11/29/1938.

**No Driving Habits
Need Be Changed for
Studebaker Gear Shift**
Studebaker has placed the shift lever on the new 1939 models at the

drivers' finger tips, conveniently on the steering post directly beneath the wheel.
The conventional shift "H" has simply been turned on its side so no new driving habits need be learned. It works manually and mechanically, therefore positively. Mechanically, the system is as simple as the operation of it. The shift lever is mounted on the top end of a tube of small diameter which runs up alongside the steering post. Fore and aft movement of the lever controls the fore and aft movement of the transmission gears through another lever at the lower end of the tube. The cross shift, as when changing from low to second gear, is made by vertical movement of the hand lever. This operates a rod within the "carrying" tube and, through the medium of a bell crank and another rod, changes the controls from one transmission shift rail to the other. The new shift is standard equipment on all 1939 Studebaker cars.

Fine Beautiful
**NEW 1939
STUDEBAKER**

Gives you . . . the
Gas Economy of a
small car.

See Them at the Auto
Show and

ARTHUR R. LINDBURG, Inc.
Distributors
GRAND AND LINDELL JE. 8850

In the Exquisite
**NEW 1939
STUDEBAKER**

You have both
beauty and com-
fort . . . you could
ride blindfolded—
and not know when
you were on rough
roads.

See Them at the Auto Show
and
ARTHUR R. LINDBURG, Inc.
Distributors
GRAND AND LINDELL JE. 8850

The Luxurious
**NEW 1939
STUDEBAKER**

Exclusive 10-Point
"Climatizer" gives
you fresh central
air heating, filter-
ing and ventilating
system.

See Them at the Auto Show
and

ARTHUR R. LINDBURG, Inc.
Distributors
GRAND AND LINDELL JE. 8850

The Stunning
**NEW 1939
STUDEBAKER**

Gives you new lux-
ury at prices that
challenge the low-
est.

See Them at the Auto Show
and . . .

ARTHUR R. LINDBURG, Inc.
Distributors
GRAND AND LINDELL JE. 8850

AWARD PINS FROM THE
Studebaker Corporation were given to five members of the MotoRite, Inc., at a dinner Thursday night at the Roosevelt Hotel. Those who received the pins in recognition of years of service were: C. P. Cruce, 20 years; Robert A. Moman and John F. Grassmuck, 15 years each; Clarence Harter, 10 years, and Norman Mero, five years. MotoRite, Inc., a Studebaker sales and service firm, was organized by C. P. Cruce and Robert Moman in 1928 on Delmar boulevard, and a year ago moved to 4067 Lindell, at Sarah.

**Change From Overdrive
To Another Gear
Simple in Studebaker**

With the 1939 Studebaker over-
drive, the cut-in speed is less than
35 miles per hour, but a driver can
change from overdrive to conven-
tional at will above these speeds,
or straight conventional operation
can be had throughout by pulling
the dash control.

To make the shift from overdrive
to conventional ratio at the high-
way driving speeds, the driver sim-
ply does as he always has done
when he wanted quick acceleration
—depresses the foot accelerator
pedal all the way to the floorboard.
By solenoid control, the change is
made instantly from overdrive to
conventional gear ratio. When the
accelerator pedal is released, over-
drive engagement is remade auto-
matically and the accelerator must
again be depressed beyond wide
open throttle when change to con-
ventional gear ratio is again de-
sired. Thus the transmission will
remain in the overdrive ratio ex-
cept when the operator, by reason
of a steep grade or in passing an-
other car, desires the safety of in-
creased pickup. Then the conven-
tional ratio is available at wide open
throttle assuring the desired peak
performance.

This overdrive results in economy
of gasoline, oil and engine wear, the
speed of the engine being reduced
approximately 30 per cent when the
overdrive cuts in.

**Studebaker Introduces
New Models of Trucks
And Also Bus Chassis**

Among the 1939 Studebaker
trucks, the half-ton Coupe Express
is featured as a two-purpose mod-
el, while the one-ton Fast Transport
is available in chassis and four
body types.

In the ton-and-a-half field,
Studebaker models come in both
standard and cab-forward types on
wheelbases from 101 to 162 inches.
The cab-forward units, which are
of the cab-over-engine design, range
in size from 12,000 to 20,000 pounds
gross capacity.

Studebaker heavy duty trucks, in
both standard and cab-forward
types, come in 18 different chas-
sis in two ton, 2½-ton and three-
ton capacities.

There are three Studebaker bus
chassis, a conventional one of 11,-
000 pounds gross rating and two
forward-control chassis, of 14,000
and 17,000 pounds rating.

The above articles appeared in
the St. Louis Post-Dispatch from
top left to right and clockwise
on 11/13/1938, 11/13/1938,
11/13/1938, 11/13/1938,
11/6/1938, 11/13/1938,
11/13/1938 and 11/13/1938.

Other automakers support wasn't much better but they didn't cut newspaper advertising off completely like Studebaker did. In response, the St. Louis Post-Dispatch cutout it's Sunday automobile section completely after January 1938 and it often was 4 pages and even longer with auto ads, auto photos and local and national auto industry news and features. Plus the automobile used car classified sections that dealers had grown to be quite large daily and especially on Sunday since about 1932 also all but suddenly disappeared.

This second wave of the Great Depression was doubly cruel in the sense that no one expected it, it cut so deep, and it hit the country just as everything seemed to be getting better and the country was turning the corner.

As we all know Studebaker dealers as well as most of the Independents were simply not as well capitalized as their Big-3 competitors were. That became extremely obvious right before, during and after this second wave of the Great Depression. So many Studebaker dealerships came and went during this period because they were simply undercapitalized and Studebaker felt they had little to lose and everything to gain by letting so many undercapitalized individuals try even though their chances of success were slim. This was a period when even some of the better capitalized outlets with Packard outlets to go with their Studebaker franchises couldn't make it after a run of a couple of years. At least those outlets had a fighting chance. The ones that opened and close after 2-3 months should never have even tried.

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: <http://clubs.hemmings.com/gatewaysdc/>

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

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

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



MEETING MINUTES OF THE MISSOURI-ILLINOIS GATWAY CHAPTER OF THE STUDEBAKER DRIVERS CLUB

Sunday, July 13, 2025

The Missouri/Illinois Gateway Chapter of the Studebaker Drivers Club gathered at 1:00pm at Pat Connolly's Tavern, 6400 Oakland Ave., South of Turtle Park and I-64. After lunch and the meeting we will travel to the Art Museum in Forrest Park at 3:00pm to view the exhibit "ROARING-ART, FASHION and the AUTOMOBILES in FRANCE 1918--1939".

Members present: Ben Alspach, Nick Tosie, Jack Randolph, Gary Krautmann, Louetta Bushdiecker, Joe and Mary Ann Bushdiecker, Jeff Wassilak, Andy and Joanne Schwartz, Phil Hendrickson, Milt Yoder and Don Hart brought his grandson Nolan McGowan to visit the club.

Chapter President, Ben Alspach, called the meeting to order at 1:30pm

Ben asked if there were any revisions to the Minutes of the last meeting. There were none. A motion was made by Joe Bushdiecker to accept the Minutes, Jeff seconded, vote was taken, and the motion passed.

Ben asked Milt Yoder for the Treasures report. Milt said he did not have a Treasures report but the club has \$6,509.99 in the bank. Phil made a motion to accept the Treasures report, Nick seconded, vote was taken, and the motion passed.

Ben asked Jeff Wassilak, for the Missouri Regional Manger's report. He mentioned the Orphan Car Show September 6-7 in Branson, Missouri.

Ben asked Jeff about the Swap Meet in South Bend. Jeff gave a briefing on the Swap Meet, Studebaker National Museum visit, and all manufacturers Car Show June 6-7 attended with Gary Krautmann and Don Hart.

The President mentioned he had a few tickets to the Studebaker Museum in South Bend, Indiana and if anyone wanted to visit the Museum, he would be glad to share them.

UPCOMING EVENTS:

September 6-7, 2025, Orphan Car Show, Branson, Missouri sponsored by Ozark Trails Chapter.

September 16-20, 2025, SDC International Meet in Washington Country, Pa. It is a joint meeting with Avanti Owners Association (AOAI). The Antique Studebaker Club Meet overlaps the SDC Meet in same area.

September 21, 2025, Chapter Picnic beginning at 11:00am, at Artillery Shelter, Sylvan Springs Park (near Jefferson Barracks), Saint Louis, Missouri.

Don Hart asked if the November meeting should be moved to December for the Christmas party with the AOAI Club. After a short discussion Don said he would check with the Double Tree Hotel at West Port for a date to have the dinner. Phil made a motion that our club should donate \$1,000.00 to the AOAI Club towards expenses for the Christmas Party. Motion seconded by Nick, vote was taken, and the motion passed.

Don Hart asked when the renewal for the Adopt-A-Car club at the Studebaker National Museum in South Bend is due. He said he would like to have a discussion and vote. In past years when the club sponsored the Packard Predictor renewal had taken place without a yearly vote.

Motion to adjourn the meeting was made by Joe Bushdiecker. The motion was not seconded, vote was taken, and the motion passed. The meeting was adjourned at 1:45pm.

Submitter By, Louetta Bushdiecker, Secretary



Louetta's 2-seat Thunderbird



The top photos were taken of members who attended the July 13, 2025 Gateway Chapter SDC meeting at Pat Connolly's Tavern. The bottom photo is from the Art Museum in Forest Park and from their exhibit "ROARING-ART, FASHION and the AUTOMOBILES in FRANCE 1918 --1939" members visited after the meeting concluded. All photos are courtesy of member Jeff Wassilak. Chapter President Ben Alspach adds the car is a 1928 Citroen. It was later hand painted in the style of a famous French artist named Sonia Delaunay who designed clothing and other items using similar "quilt block" patterns. Ben presumes that's what qualifies it as an "art deco piece".



GATEWAY GALLERY



Crimson Commander!

Longtime Gateway member Orville Bushdiecker poses with his gleaming '57 Commander four-door sedan. As a younger man, Orville owned many Studebakers (as had his father) and after 40 years with McDonnell Douglas (now Boeing) he began looking for a fun retirement project. The Commander was advertised in the local paper and Orville "took the leap". As it turned out, the car was formerly owned by a Mr. Earl Hayley who had once been a Studebaker Corp. employee. Unfortunately, Orville soon discovered that our St. Louis winters had inflicted some serious rust damage so he replaced the floors, repaired several body panels, did a good bit of mechanical work and then repainted the Commander this striking shade of red. He drove the car for about five years before selling it and moving on to a '65 Cruiser. [Note the Commander's very strong resemblance to the adjacent Packard.]



The Gateway SDC Chapter was saddened to learn of the passing of long-time club member Orville Bushdiecker on Monday, August 4th, 2025. Orville was 90 years of age and had lived his entire life in the St. Charles area. He and Louetta have been active SDC members for over 25 years and Louetta has served several years as our Gateway chapter secretary.

Orville had been employed as a machinist at McDonnell-Douglas/Boeing for nearly 40 years and was a skilled mechanic. Over the decades, he repaired and restored many Studebakers and was a great source of advice (and inspiration!) to other club members. He will certainly be missed! A memorial service was held on Saturday, August 9th at the Paul Funeral Home in St. Charles. Our thoughts and prayers are with Louetta and their family.

PHOTOS OF SDC SWAP MEET, SNM, AND CAR SHOW, JUNE 6-7, 2025 BY: *Jeff Wassilak*





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

The Missouri June report has 2 NEW members (located in Concordia and Union) and 3 EXPIRED members (located in Saint Charles, Chillicothe, and Stanberry).

The Illinois June report has 0 No NEW members and 5 EXPIRED members (located in Sparland, E. Dandee, Metropolis, Erie, and Collinsville).

From Studebaker National Museum "Unveiling the Studebaker Historical Marker" Friday June 6 by the relocated, refurbished plant Guard House. Duration is 10 minutes, 49 seconds.

Story Link: <https://www.youtube.com/watch?v=ccTYpDPxUic&t=68s>

From Studebaker National Museum "Speaker Series: Music in Motion" by Kyle Sater, Museum Curator. Duration is 36 minutes 31 seconds.

Story Link: <https://www.youtube.com/watch?v=X6FdO4JEcBk>

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

The Missouri July report has 0 NO NEW members and 2 EXPIRED members (located in Jackson, and Lee's Summit).

The Illinois July report has 1 NEW member (located in Arlington Heights) and 4 EXPIRED members (located in Decatur, Pekin, Momence, and Bourbonnais).

From Studebaker National Museum "Concours D'Elegance 2025 Recap" by LaVine Restorations & The JBS Collection. . Duration is 3 minutes 48 seconds.

Story Link: <https://www.youtube.com/watch?v=NKyvYjhdNII>

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

Saturday, 6th, 9 am, Church of the Rock, Wheels In Motion Car Show, 900 Birdie Hills Rd, St Peters, MO 63376-3821, United States, 900 Birdie Hills Rd, St Peters, MO 63376-3821, United States, Cottleville., \$25/car paid at event.

Friday-Saturday, September 5-6, 2025 Orphan Car Show, Branson, Missouri sponsored by Ozark Trails Chapter. Contact: Gary Sanders; (417) 582-0608; (417) 569-3866; sanders@cebridge.net

September 16-20, 2025 SDC International Meet in Washington Country, Pa.

Sunday, September, 21th, 11:30 AM, Chapter Picnic and our September Chapter Meeting at Sylvan Springs Park near Jefferson Barracks – Artillery Shelter – 300 Halsey Rd., St. Louis, MO 63125. Chapter picnic/pick-n-choose parts & donation table/ September chapter meeting, Food, fun Studebakers, Avanti's and fellowship. For info, contact Ben Alspach @ 770-362-6734, Email: thealspachs@comcast.net, Chapter will provide sub lunches in a bag and can soda as in the past. **Please RSVP to Ben so we'll have a sub sandwich for you at the JB picnic on Sept. 21st. THX!!**

Saturday, December 13th, at 1 PM, Holiday luncheon at the Westport DoubleTree Hotel ,1973 Craigshire Rd. St. Louis, MO, 63146.(same location as last year). Here's a link to the DoubleTree Westport: <https://www.hilton.com/en/hotels/stlwpdt-doubletree-st-louis-westport/>. **RSVP request to Don Hart by Nov. 28.** 314-277-1065 or dscth@swbell.net. Free to all members.

Word Search

By Larry Northington

Every word here is contained within the letter grid. Words in the list can be found in a straight line horizontally, vertically, or diagonally. Words may be either forward or backward.

AVANTI
BIGSIX
CHAMP
CHAMPION
COMMANDER
DICTATOR
ERSKINE
FLANDERS
GARFORD
LARK
PRESIDENT
ROCKNE
SPEEDSTER
STARLIGHT
STARLINER
TRANSTAR
WAGONAIRE

G	J	A	N	M	I	A	R	O	T	A	T	C	I	D	R	I	U	N
E	Y	M	Z	L	A	W	A	V	A	N	T	I	H	J	A	S	F	T
R	G	A	R	U	K	Z	H	I	E	G	M	R	I	T	K	T	C	X
I	N	Y	L	E	G	T	M	D	T	S	F	H	A	J	A	S	N	T
A	U	I	K	O	T	G	I	J	R	K	T	I	K	N	F	S	R	H
N	A	S	V	R	D	S	L	E	C	C	S	X	X	C	S	A	L	G
O	N	C	K	O	E	O	D	B	C	Y	H	F	H	B	T	T	A	I
G	O	L	F	R	L	N	R	E	Q	O	A	A	X	I	A	R	A	L
A	A	C	P	J	A	H	I	E	E	I	M	W	M	E	A	A	C	R
W	E	R	I	L	K	L	H	L	N	P	Y	M	F	P	O	N	W	A
C	K	O	F	S	X	A	O	E	R	T	S	B	A	T	I	A	P	T
R	D	C	S	O	K	K	I	I	K	A	D	V	A	N	F	O	J	S
F	P	K	C	D	R	N	I	A	Q	O	T	X	D	E	D	C	N	M
H	V	N	C	A	Q	D	L	T	Y	H	D	S	U	C	W	E	S	Q
H	N	E	B	I	G	S	I	X	A	F	B	E	N	I	K	S	R	E



**HERBLOCK'S
LAW**

If something is any good,
they quit making it....

Word Search courtesy of Larry Northington and Lew Schucart.

TREASURERS REPORT

BY: *Milt Yoder*

Sept.-Oct. 2025 Treasurer report.

This has been an interesting couple months. My plan for the summer was to play with the cars and spend time with the grand kids I did not plan on any more car projects After the cruise I brought home a 1950 Champion that has not ran in over 24 years. I have been fighting through some issues with the electrical. Some of the wiring is aged, some was incorrect and some of the electrical components were incorrect. I now have it running but it still needs some adjusting

My plan was to get it running and then move it on the lift for brakes, fuel and whatever else I found that needed TLC. I placed it outside when I got it as it had been a home for many small critters for many years and wanted all of them to leave before taking it inside. I went to move it on the lift to do brakes etc., and found that the rear brake drums did not have the keys in the axle shafts so it could not move on its own.

Thus I jacked it up in the grass to find the rear drums with not only no keys but also no brake shoes. Hopefully once it get shoes on the rear of the car and drums back on I can move it into the garage and lift This laying on the ground stuff to fix cars is something that I had hoped was in my past. Getting up and down is not anything I do gracefully any longer

We got another member since the last report. We have \$6,534.99 in our account.



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**, mryoder@swbell.net,

(314) 842-5739 (Do NOT Send Cash)

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

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



Ed Meyer

708 Lynn Haven Lane

Hazelwood, MO 63042-3413

STAMP