



# MISSOURI - ILLINOIS "GATEWAY" CHAPTER

# Studebaker

## STEERING WHEEL NEWSLETTER

### THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM JANUARY 1943 THROUGH DECEMBER 1943 FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



#### PRESIDENTS REPORT:

BY: *Ben Alspach*

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### Sellin' the Sizzle (Part 1)

In the years immediately following WWII, the huge pent-up demand for new cars and trucks kept the auto industry humming. The leading marques as well as the "independents" could seemingly sell "anything with wheels" although some popular brands continued offering mildly updated pre-war styling until 1948/49. As we know, Studebaker was positioned well ahead of the pack with their all new (cosmetically, at least) "first by far with a post-war car" Loewy designs introduced for 1947. Business in South Bend was booming, ndespite industry wide problems such as material shortages and labor unrest.



But as the decade of the '40's wound down and vehicle sales volume began to slip, most independents realized that serious challenges lay ahead if they were to hold their ground (and, hopefully, grow) against the "Big Three" and other competitors. And since many of these brands had already made huge post-war investments in extensive redesigns and manufacturing updates, they weren't yet able to consider additional, major expenditures. They'd have to attract buyers with clever marketing, a strong value proposition and annual body-style enhancements (as well as prudent mechanical refinement) to differentiate themselves from the competition and grab customer attention.

Whether by good management or good luck (or both!) Studebaker had grasped this reality and, given an already three-year-old body design, took a big gamble launching the now famous "bullet nose" styling for 1950. And although the basic body shell was a carry-over, the radical "aircraft inspired" front end treatment was the talk of the industry and Studebaker sales continued to climb. Adding to the momentum was the timely introduction of an automatic transmission for '50 which was followed by a well-engineered OHV V-8 in 1951. It seemed Studebaker had read the tea leaves perfectly and was always one step ahead . . . at least for the time being.

But what of the other post-war independent makers? Brands such as Nash, Hudson and Packard were old, well-respected marques which had earned a loyal customer following. How would they respond to the challenges of the new, 1950's marketplace? Let's begin with a quick look at Hudson. An auto industry stalwart since 1909, Hudson was well respected as a maker of quality mid-to-upmarket cars. Hudson boasted a performance heritage but, later, was also considered "conservative" (even stodgy) in design and only average in



performance. Imagine the surprise which swept industry when their all new, 1948 "step down" models with the "Monobilt" body/frame construction debuted in the fall of '47. The modern, low-profile styling was a radical departure from past Hudson designs, and the lower center of gravity delivered excellent handling and a smooth ride. The new cars took Hudson's unit sales volume up 38% vs. their 1947 totals. However, the unique Monobilt body/frame design also brought risk as future styling changes would be limited to minor sheet metal tweaks unless substantial funding was available for major manufacturing changes.

But Hudson had both six- and eight-cylinder engines with models covering many price points and management was optimistic. Furthermore, the new step-down cars were soon developing a reputation for good performance on the 'racetrack . . . particularly in fledgling NASCAR competition. In 1949, Hudson sold 31% more units than they had in '48 and just managed to edge out Nash for 10<sup>th</sup> place in the industry. Sales were down very slightly for 1950 and, despite the new "value priced" Pacemaker line-up, Hudson fell to 13<sup>th</sup> place. In 1951, the auto market softened considerably, and Korean war concerns limited materials availability while also dampening buyer enthusiasm. Hudson sales dropped 35% this year and the brand fell to 15<sup>th</sup> place, with unit sales below Cadillac. Furthermore, Hudson's basic body design was now four years old and only so much could be accomplished styling-wise with new grills and other exterior trim. And while it's NASCAR 'success with the famous Hornet "Twin H Power" performance engines was quite impressive, the market was looking for 'newer styling and modern V-8 engines. Despite an effort to enter the emerging "small car" market in 1953 with the Hudson Jet and continued Hornet stock car racing success, the situation was irreversible. The Jet was a flop and most of the larger '53 and '54 Hudson models continued the "rehashed look" of the basic 1948 body shell. Sales were plummeting.

Other independents were facing many of the same problems and "secret talks" were being held amongst the various company leaders regarding possible mergers and consolidations. By the spring of 1954, Hudson had agreed to merge with Nash-Kelvinator to form the new entity to be called American Motors. The last Hudsons would be thinly disguised, "generic" Nash models through 1957 when the all-new American Motors Ramblers took the stage.

*[Watch for Part 2 of this article in the September/October issue of The Steering Wheel.]*



Introduced in 1948, Hudson's dramatic "step down" design was not only modern looking but also delivered good handling and a smooth ride.



This 1953 Hornet is almost indistinguishable from the '48 model. Seven years with the same body style was a big problem for Hudson!



The '53 Hudson Jet looked somewhat like a "shrunk" Ford. This attempt at a small car market entry was a failure, in part because a Jet cost more than a full-sized Ford, Plymouth or Chevy. The effort also consumed a lot of precious working capital and management focus at the ailing Hudson Corporation.



Finally, in a 1953 move that seems completely illogical, a desperate Hudson management team decided they needed an "exotic sports car" to create excitement and draw traffic to dealer showrooms. The 1954 Hudson Italia used a humble Jet platform (six-cylinder engine) with custom bodies built by Carrozzeria Touring of Milan, Italy. The Italia was priced at \$4,800 (~20% higher than a "base" Cadillac) and only 25 examples were built. Talk about grasping at straws!

**THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM JANUARY 1943 THROUGH DECEMBER 1943.** FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*

Studebaker started 1943 to February 1943 with these 15 greater St. Louis area Studebaker dealerships., #1, Arthur B. Lindburg, Inc. Grand & Lindell, St. Louis, MO., #2. State Motor Co., East St. Louis, IL., #3. Oscar Snipen, Inc., 5180 Delmar Blvd., St. Louis, MO., #4. Leland-Kreig Motor, Alton, IL., #5. Franke Motor Sales, 4811 Delmar, St. Louis, MO., #6. Endres Motor Sales, Belleville, IL., #7. Osage Auto Sales, 4014-14 South Broadway, St. Louis, MO., #8. McAnarney Motor Co., Granite City, IL., #9. Advance Motors, 4709 Natural Bridge, St. Louis, MO., #10. Auto Service Inc., 5621 Gravois, St. Louis, MO., #11. Pefferman Motor Co. in 9403 Lackland, Overland, MO., #12. Merry Motor Co., 5802 Delmar, St. Louis, MO., #13. Clifton Heights Motor Co., 5907 Southwest Avenue, St. Louis, MO., #14. McLanahan Motor Co., Collinsville, IL. and #15. MOTORITE, INC., 273 De Boliviere, St. Louis, MO., 2/2/1943.

From 2/2/1943 to 3/21/1943 Studebaker added and closed GINDLER SERVICE, Troy, IL., Sometime between 12/9/1941 and 2/2/1943 Studebaker lost., #5, Franke Motor Sales, 4811 Delmar, St. Louis, MO., #9. Advance Motors, 4709 Natural Bridge, St. Louis, MO., and the previously mentioned Russel Motor Car Co., 4231 Natural Bridge, St. Louis, MO., Then from 3/21/1943 Studebaker had these 13 greater St. Louis area Studebaker dealerships until December 1944.

Studebaker ended December 1943 with these 13 greater St. Louis area Studebaker dealerships., #1, Arthur B. Lindburg, Inc. Grand & Lindell, St. Louis, MO., #2. State Motor Co., East St. Louis, IL., #3. Oscar Snipen, Inc., 5180 Delmar Blvd., St. Louis, MO., #4. Leland-Kreig Motor, Alton, IL., #5. Endres Motor Sales, Belleville, IL., #6. Osage Auto Sales, 4014-14 South Broadway, St. Louis, MO., #7. McAnarney Motor Co., Granite City, IL., #8. Auto Service Inc., 5621 Gravois, St. Louis, MO., #9. Pefferman Motor Co. in 9403 Lackland, Overland, MO., #10. Merry Motor Co., 5802 Delmar, St. Louis, MO., #11. Clifton Heights Motor Co., 5907 Southwest Avenue, St. Louis, MO., #12. McLanahan Motor Co., Collinsville, IL. and #13. MOTORITE, INC., 273 De Boliviere, St. Louis, MO., 2/2/1943.

Below are the 13 greater St. Louis area Studebaker dealerships that started selling new Studebakers right after WWII ended. As one can see only 7 red of them (in red) are left over from December 1944 and some of them are in different locations. All that hard work and sacrifice from so many Studebaker dealers to survive the Great Depression and WWII and so few survived to enjoy all to brief sellers' market after WWII.

**ONLY 7 LEGACY STUDEBAKER DEALERS SURVIVE AFTER WWII**

NAME	ADDRESS	YEARS OF OPERATION
1. Endres Motor Sales	Belleville, IL.	1945 – 3/1966
2. Leland Kreid Motor Co.,	310 State Street, Alton, IL.	1945 - 2/1955
3. Lowry Motor Co.,	7433 Manchester Ave., Maplewood, MO.	1946 – 11/1952
4. McLanahan Motor Co.,	105 South Seminary Rd., Collinsville, IL.	9/1949 – 3/1955
5. Merry Motor Co.,	5806 Delmar Blvd., St. Louis, MO.	1945 – 12/1954
6. Mixon Motor Co.,	710 St. Louis Ave., East St. Louis IL.	1945 - 12/1954
7. Mixon BUICK CO.	1910 State St., East St. Louis, IL.	12/1959 – 11/1960
8. The Motorite Inc.,	10 North Brentwood Blvd., Clayton, MO.	1945 - 1946
9. The Motorite Inc. (#2)	7055 Olive St. Road, University City, MO.	1949 – 12/1954
10. Osage Sales Co.,	3905 South Grand Ave., St. Louis, MO.	1945 - 3/1954
11. Pefferman Motor Co. Inc.	9405 Lackland Rd., Overland, MO.	1945 – 12/1950
12. Schiechte-Yesci Motor Sales,	21st. & Madison Ave., Granite City, IL.	1945 – 4/1949
13. South Side Motors, Inc.,	3300 South Kingshighway, St. Louis, MO.	1946 - 11/1953



# Keep your car up to par with Studebaker service



*Expert mechanics do the work efficiently, quickly and at moderate cost*

STUDEBAKER dealers are fully mobilized to give first class maintenance care to the vital motor cars and trucks in their communities.

Drive in frequently and have your car inspected, no matter what make it is.

There is no charge for car inspections unless disassembly or other mechanical work is required. Official tire inspections of course must be paid for at the rates set by the government.

If adjustments or repairs on your car seem necessary, you'll be given a check list of what needs to be done—and, usually, the Studebaker dealer can provide you with an exact cost estimate in advance.

Studebaker dealers' mechanics, like all other automobile repair men with the necessary skill and experience, have been classified as essential war workers because America's vital cars and trucks must be kept in sound running condition to help assure essential transportation.

Don't wait until your car starts giving you trouble. Have it checked regularly at any Studebaker dealer's and keep it rolling for victory.

## How rationed mileage and slower driving affect your car

Less frequent driving means more danger to your car from corrosion-sticking parts and leaking engine gaskets.

Slower speeds make small irregularities of engine performance more bothersome.

Your car should be lubricated and inspected on the basis of time rather than mileage intervals.

Sluggish temperature controls can waste fuel in hard starting and slow warm-up. Your battery should be checked regularly and kept charged at all times.

Studebaker dealers have up-to-the-minute information on the effects of rationed mileage and slower driving—and will gladly advise you on the needs of your car without obligation.

### You may be eligible for a brand new Studebaker

Thousands of motorists whose driving is considered essential can apply for brand new Studebaker Champions, Commanders and President Eight built before car production was suspended. You may be eligible—ask your Studebaker dealer. The Studebaker factories are now wholly engaged on war work building Wright Cyclone engines for the Flying Fortress, multiple-drive military trucks and other war materiel.

**ARTHUR R. LINDBURG, Inc.**  
GRAND & LINDELL — Distributor — J.E. 3800

OSCAR G. SNIPEN AUTO CO.  
122 1/2 Grand  
CLIFTON HEIGHTS MOTORS  
970 Southwest  
MOTORITE, INC.  
273 DeBaliviere

PEPPERMAN MOTOR CO., INC.  
9405 Leckland Rd.  
STATE MOTOR CO.  
1212 Shea St.—E. St. Louis, Ill.  
MCANARNEY MOTOR CO.  
Memphis, Ill.

ENDRES MOTOR SALES  
1780 W. Main—Belleville, Ill.  
LELAND KREID MOTOR CO.  
Alton, Ill.  
GINDLER SERVICE  
1747, Ill.

AUTO SERVICE  
1548 Grand  
MERRY MOTOR CO.  
1912 Grand  
OSAGE AUTO SALES  
4012 S. Broadway

# NOW...many more motorists may buy new Studebakers

## Rationing regulations have been liberalized

YOU may be eligible right now for a top-quality, moderately priced, new 1942-model Studebaker—a good-looking, restful-riding, brilliantly engineered new Studebaker Champion, Commander or President Eight that was built by Studebaker's master craftsmen before car production stopped.

Recently liberalized rationing regulations extend the privilege of buying a new car to a great new group of motorists who need cars for essential transportation—and previously could not qualify as new car purchasers.

But now, in general, you are eligible if you come within the preferred mileage provisions for gasoline—and if your present car is a 1939 or earlier model or has been driven 40,000 miles regardless of its age.

You get Studebaker quality and economy for the duration

These new Studebakers, now available, are fresh from dealers' stocks, just as they were built before Studebaker changed over to all-out war production.

They've been engineered to save tires and gasoline remarkably because of Stude-

baker pioneering in eliminating needless excess bulk.

You get a car that doesn't overload your tires—that doesn't overtax your gas tank—when you acquire one of these fine new Studebakers. And you stay remarkably free from the need for frequent and costly repairs, thanks to the quality of Studebaker materials and craftsmanship.

The supply of these Studebakers is strictly limited

If you are hopeful of getting a new car for essential transportation under the liberalized new rationing regulations, it will be

well to bear in mind that no more of these 1942-model Studebakers will be available when Studebaker dealers' present limited stocks are sold.

Come in and we can quickly tell you if you are eligible—and we'll give you every possible help with your application for one of these fine-quality, moderately priced new Studebakers.

**KEEP YOUR CAR UP TO PAR WITH STUDEBAKER SERVICE**

\*\*\* Buy U. S. War Bonds and Stamps \*\*\*



Clifton Heights Motors, 5970 Southwest  
Auto Service, Inc. 5640 Gravois  
Merry Motor Co. 5802 Delmar Blvd.  
Osage Auto Sales 4012-14 S. Broadway  
Oscar G. Snipen 322 N. Sarah  
Motorite, Inc. 273 DeBaliviere

**ARTHUR R. LINDBURG, Inc.**  
DISTRIBUTOR  
JEFFERSON 3080—GRAND AND LINDELL

ILLINOIS  
Leland Kreid Motor Co.  
Belleville Endres Motor Co.  
Collinsville McLanahan Motor Co.  
East St. Louis State Motor Co.  
Nameoki McAnarney Motor Co.

MISSOURI  
Pefferman Motor Co., Inc. 9405 Leckland Rd.

STUDEBAKER BUILDS WRIGHT CYCLONE ENGINES FOR THE BOEING FLYING FORTRESS—MULTIPLE-DRIVE MILITARY TRUCKS—OTHER VITAL WAR MATERIEL

# CAR RATIONING LIBERALIZED!

## Thousands of New 1942 Studebakers now released for sale!

*Buy the car that really saves you tires and gas!*



THE "freeze" is off on thousands of new 1942 Studebakers! And the government has just liberalized its requirements for the purchase of new cars!

According to the OPA, "the necessity for reserving a large stockpile of cars in dealers' hands no longer exists."

Therefore the eligibility list has been liberally expanded and you may now find that you can get a certificate to purchase one of these tire-saving, gas-saving new Studebakers.

Eligibility requirements are easy for many to meet

In general, if you come within the preferred mileage provisions of the gasoline rationing regulations, and your present car is no longer serviceable, you are now eligible for a new Champion, Commander or President Eight.

In most instances, the applications of eligible persons will be approved if their cars are 1939 models or older—or have been driven more than 40,000 miles regardless of age.

No overload on your tires—no overtax on your gas tank!

Studebaker pioneered and still leads in the elimination of excess bulk from cars to assure top economy of operation. This advanced engineering principle enables these new Studebakers to give outstanding tire and gas mileage.

According to figures compiled from data supplied by the Tire and Rim Association, Incorporated, the Studebaker Champion has 133 to 475 pounds more passenger-carrying capacity—without overloading its tires—than any other leading lowest priced car.

And all these new Studebakers are solid and sound in every inch due to Studebaker quality materials and long-lasting craftsmanship.

Act at once and apply for a new 1942 Studebaker

When Studebaker dealers' present limited stocks are gone, there will be no more new

Studebakers available for the duration.

This means that if you are eligible for a 1942 Champion, Commander or President you will find it advantageous to make your application for one now.

Studebaker dealers will gladly advise you as to your eligibility and give you every possible help with your application.

**KEEP YOUR CAR UP TO PAR WITH STUDEBAKER SERVICE**

\*\*\* Buy U. S. War Bonds and Stamps \*\*\*

Clifton Heights Motors, 5970 Southwest  
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MISSOURI  
Pefferman Motor Co., Inc. 9405 Leckland Rd.

ILLINOIS  
Leland Kreid Motor Co.  
Belleville Endres Motor Co.  
Collinsville McLanahan Motor Co.  
East St. Louis State Motor Co.  
Nameoki McAnarney Motor Co.

Under certain circumstances, "A" book and "B" book holders are now eligible for new cars as well as "C" book holders. See your Studebaker dealer and he will help you find out.

# ST. LOUIS "C" BOOK HOLDERS!

## You may be eligible for a New 1942 Studebaker

*if your car is a 1939 or earlier model or has been driven 40,000 miles*

CAR rationing regulations have been liberalized—and thousands of tire-saving, gas-saving new 1942 Studebakers have just been released for sale.

You don't have to be a war-plant worker or government employee. Many are now eligible for new cars who formerly were not.

Thousands of motorists are now eligible

Here's the simple test by which you can tell if you are eligible.

In general, if you come within the preferred mileage provisions for gasoline, you are now considered eligible to buy a new car, if your present car is a 1939 or earlier model—or has been driven 40,000 miles regardless of its age. But don't for-

get—"A" and "B" book holders as well as "C" book holders may be able to qualify.

Top price will be paid for your present car

When our present stocks of new 1942 Studebaker Champions, Commanders and Presidents are sold, no more will be available for the duration. So don't take any chances on being too late for one of these smooth-performing, brilliantly engineered new Studebakers. Come in now.

We'll pay you a top price for your present car—very likely enough to cover the down payment or more on a new Studebaker. And you can pay the balance on monthly terms.

But don't wait. If you're eligible, apply for your new Studebaker at once.



**KEEP YOUR CAR UP TO PAR WITH STUDEBAKER SERVICE**

\*\*\* Buy U. S. War Bonds and Stamps \*\*\*

Clifton Heights Motors, 5970 Southwest  
Auto Service, Inc. 5640 Gravois  
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Nameoki McAnarney Motor Co.

STUDEBAKER BUILDS WRIGHT CYCLONE ENGINES FOR THE BOEING FLYING FORTRESS—MULTIPLE-DRIVE MILITARY TRUCKS—OTHER VITAL WAR MATERIEL

The above Studebaker ads appeared in the St. Louis Post-Dispatch from top left and clockwise on 2/2/1943, 3/21/1943, 4/8/1943, and 5/17/1943.

# Do you need a new car?

Perhaps you can buy one under liberalized rationing rules

## THOUSANDS OF 1942 STUDEBAKERS HAVE BEEN RELEASED FOR SALE

YOU may be one of the great new group of motorists now eligible to purchase new cars.

The rationing regulations formerly in effect have recently been liberally expanded. This means that many thousands of essential transportation users who have wanted Studebaker tire economy and gasoline economy can now enjoy it.

**Studebaker Champions, Commanders and Presidents are available**

These cars are new 1942 Studebakers fresh from dealers' stocks, built before car manufacturing was suspended for war production.

They include the famous Studebaker Champion, outstanding as the quality car of the lowest priced field—as well as the remarkably economical Studebaker Commander and President Eight models.

**Designed free from the overload of excess bulk**

Studebaker engineers for years led the automotive industry in designing cars unburdened by excess bulk.



This reduction in overload has resulted in the remarkable list of economy championships Studebaker cars have won.

It is also one reason for the exceptionally long tire life for which Studebaker cars are recognized.

**Supply of these Studebakers is strictly limited**

When dealers' present stocks are sold, no more of these tire-saving, gas saving new Studebakers will be available for the duration.

So, if you need a new car—and want Studebaker quality and economy—investigate at once and find out if you're eligible. Thousands of people are.

We'll give you every possible help with your application. And the trade-in value of your present car may cover the down payment and more on one of these exceptionally fine quality new Studebakers.

**KEEP YOUR CAR UP TO PAR WITH STUDEBAKER SERVICE**

Buy U. S. War Bonds and Stamps

Clifton Heights Motors, 5970 Southwest Auto Service, Inc. — 5640 Gravois  
Merry Motor Co. — 5802 Delmar Blvd.  
Osage Auto Sales, 4012-14 S. Broadway  
Oscar G. Snipen — 322 N. Sarah  
Motorite, Inc. — 273 DeBaliviere

**ARTHUR R. LINDBURG, Inc.**  
DISTRIBUTOR  
JEfferson 3080—GRAND AND LINDELL  
MISSOURI  
Overland — Pefferman Motor Co., Inc., 9405 Lackland Rd.

ILLINOIS  
Alton — Leland Kreid Motor Co.  
Belleville — Endres Motor Co.  
Collinsville — McLanahan Motor Co.  
East St. Louis — State Motor Co.  
Nameoki — McAnaney Motor Co.

STUDEBAKER BUILDS WRIGHT CYCLONE ENGINES FOR THE BOEING FLYING FORTRESS—MULTIPLE-DRIVE MILITARY TRUCKS—OTHER VITAL WAR MATERIAL

Now ready for eligible motorists who need new cars

# Thousands of new 1942 Studebakers



**Built to highest Studebaker standards of engineering and craftsmanship**

THIS MAY be the best news you've had in a year, if you're one of the many thousands who thought you would have to make your present car do for the duration.

First of all—it's quite possible now that you may be allowed to buy a new car, because the rationing regulations have been liberally expanded.

And next best—if you qualify, your new car can be a new 1942 Studebaker Champion, Commander or President with the high quality, smooth performance and the outstanding economy for which Studebaker cars are justly famed.

**Here's how to tell whether you are eligible**

In general, you are eligible for one of these fine, new, 1942-model Studebakers, if your

need for an automobile for transportation is considered essential—and you either have no car, or are driving a 1939 or earlier model, or a car that has traveled 40,000 miles, regardless of its age.

You don't have to be a war plant worker or a government employee in order to qualify for a new car under the revised regulations.

**Studebaker engineering assures real tire and gas savings**

The new 1942 Studebakers now available to eligible buyers were built before our factories changed over to all-out war production.

**KEEP YOUR CAR UP TO PAR WITH STUDEBAKER SERVICE**

These Champions, Commanders and Presidents are outstanding examples of the pioneering of Studebaker engineers in eliminating excess bulk—thereby increasing the life and decreasing gasoline consumption.

The materials used are the finest. And Studebaker's famous master craftsmen, now busy on war work, have built enduring soundness into every one of these models.

**Come in and find out what your chances for a new car are**

Come in and we'll check your eligibility status for you—and if you seem qualified, we will give you every possible help with your new-car application.

And don't forget this—your present car's value may cover the down payment, or more, on a 1942 Studebaker.

Clifton Heights Motors, 5970 Southwest Auto Service, Inc. — 5640 Gravois  
Merry Motor Co. — 5802 Delmar Blvd.  
Osage Auto Sales, 4012-14 S. Broadway  
Oscar G. Snipen — 322 N. Sarah  
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Alton — Leland Kreid Motor Co.  
Belleville — Endres Motor Co.  
Collinsville — McLanahan Motor Co.  
East St. Louis — State Motor Co.  
Nameoki — McAnaney Motor Co.



STUDEBAKER BUILDS WRIGHT CYCLONE ENGINES FOR THE BOEING FLYING FORTRESS—MULTIPLE-DRIVE MILITARY TRUCKS—OTHER VITAL WAR MATERIAL

# Here's new economy for thousands of essential motor car users

## HIGH QUALITY NEW 1942 STUDEBAKERS

**Now available to eligible buyers under revised rationing rules**



NOT just a few motorists, but many thousands who do essential driving, are included in this opportunity to obtain new 1942 cars.

You are probably eligible yourself, if you must have an automobile for essential transportation, and if your present car is a 1939 or earlier model, or has been driven 40,000 miles, regardless of its age.

**You'll get real economy in a fine new Studebaker**

The new Studebakers available under today's liberalized rationing regulations are high quality 1942 Champions, Commanders and Presidents that were built before car production was suspended for the war.

They come to you with the very latest Studebaker advancements. And they save tires and conserve gasoline remarkably because they have no burdensome excess bulk.

Get one of these fine Studebakers now if you are eligible. Once dealers' present stocks are exhausted, no more will be available for the duration.

We'll gladly help with your application for a new Studebaker. And your present car may cover the down payment or more with balance payment on convenient terms.

**KEEP YOUR CAR UP TO PAR WITH STUDEBAKER SERVICE**

**HOW TO GET MORE OUT OF YOUR CAR**

- 1 Lubricate on a time instead of mileage basis.
- 2 Have an expert inspection made at frequent intervals.
- 3 Drive only when it's absolutely necessary.
- 4 Pool rides with neighbors and fellow workers.
- 5 Have your tires switched regularly to prevent undue wear.

Clifton Heights Motors, 5970 Southwest Auto Service, Inc. — 5640 Gravois  
Merry Motor Co. — 5802 Delmar Blvd.  
Osage Auto Sales, 4012-14 S. Broadway  
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Belleville — Endres Motor Co.  
Collinsville — McLanahan Motor Co.  
East St. Louis — State Motor Co.  
Nameoki — McAnaney Motor Co.



STUDEBAKER BUILDS WRIGHT CYCLONE ENGINES FOR THE BOEING FLYING FORTRESS—MULTIPLE-DRIVE MILITARY TRUCKS—OTHER VITAL WAR MATERIAL

**"I BOUGHT A USED STUDEBAKER TO CUT DOWN REPAIRS"**

**"MY USED STUDEBAKER SAVES ME PLENTY ON GAS AND TIRES"**

USED Studebakers are getting scarce in the markets because more and more essential transportation users recognize there's no substitute for Studebaker economy and stamina.

Top quality materials and craftsmanship keep Studebaker repair costs down.

Advanced engineering principles keep needless bulk out of Studebaker construction—this means no overload on the tires, no overtax on the gas supply.

Don't wait till it's too late. Come in and pick out your used Studebaker Champion, Commander or President now.

**Sell us your used Studebaker**

**We will pay you a top cash price**

We need many more used Studebaker Champions, Commanders and Presidents. The war effort needs them, too, for essential transportation. Don't let your used Studebaker stand idle, if you cannot use it to good purpose under war conditions. We'll pay you a top cash price for your used Studebaker at once. We're in the market also for good used cars of other popular makes.

Clifton Heights Motors, 5970 Southwest Auto Service, Inc. — 5640 Gravois  
Merry Motor Co. — 5802 Delmar Blvd.  
Osage Auto Sales, 4012-14 S. Broadway  
Oscar G. Snipen — 322 N. Sarah  
Motorite, Inc. — 273 DeBaliviere

**ARTHUR R. LINDBURG, Inc.**  
DISTRIBUTOR  
JEfferson 3080—GRAND AND LINDELL  
MISSOURI  
Overland — Pefferman Motor Co., Inc., 9405 Lackland Rd.

ILLINOIS  
Alton — Leland Kreid Motor Co.  
Belleville — Endres Motor Co.  
Collinsville — McLanahan Motor Co.  
East St. Louis — State Motor Co.  
Nameoki — McAnaney Motor Co.



STUDEBAKER BUILDS WRIGHT CYCLONE ENGINES FOR THE BOEING FLYING FORTRESS—MULTIPLE-DRIVE MILITARY TRUCKS—OTHER VITAL WAR MATERIAL

The above Studebaker ads appeared in the St. Louis Post-Dispatch from top left and clockwise on 6/8/1943, 7/22/1943, 8/17/1943, and 10/18/1943.



*The new location of MotoRite, Inc., Studebaker dealers in St. Louis, Mo., permits a diversification of business that is conducive to consistent profits. Revenue from their modern gasoline station supplements the income from their equally modern service station which includes an excellent parts department, a customer waiting room, two lubrication hoists, and four stalls for customer work. A large parking area is provided in the rear. The shadow of the Authorized Service Sign, which is mounted on a post at the curb, can be seen on the pavement foreground.*  
 (Parts & Accessory News April 15, 1942)

The above photo is MOTORITE, INC. 273 De Boliviere, St. Louis, MO., 4/15/1942. Photo courtesy Richard Quinn.



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

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

### STUDEBAKER ONLINE

Visit the MO/IL Gateway SDC Chapter of the SDC at: <http://www.gatewaycdc.org>

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

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

Visit the Studebaker National Museum online at: [www.studebakermuseum.org](http://www.studebakermuseum.org)

The Missouri/Illinois Chapter of the Studebaker Drivers Club gathered at 1:00pm at Denny's Restaurant, 3939 Veterans Memorial PKWY, St Peters, Mo 63376.

Members present: Gary Krautmann, Anthony (Tony) & Dee Stoverink, Rodney Voss, Brian Borgstede, Gregg Ford, Milt Yoder, Joe & Mary Ann Bushdiecker, Jeff Wassilak and Louetta Bushdiecker.

Chapter Vice President, Gary Krautmann called the meeting to order at 1:05pm.

Gary said the minutes from last meeting had already been passed out. Are there any comments? No comments. A motion was made by Rodney that the minutes be accepted. Joe seconded the motion. The motion was approved.

Gary asked Treasurer Milt Yoder if he had a Treasurers report and Milt said no but there is \$5,600.00 in the checking account.

Gary asked Jeff for his report. Jeff said he acquired the 2025-2026 SDC Roster in May. Turning Wheels advertises it can be ordered by mailing a check to Cornerstone Registration. I found I could order and pay for it through the SDC website by logging into my account. Cost is \$25.00. It was shipped by USPS Priority Mail.

He mentioned the Upper Mississippi Valley Zone Meet is July 30 to August 2 in Illinois. Early registration ends on June 30. Jeff said he was in Hobby Lobby yesterday. While walking through the framed art he found an 18 x 24 print (clearance priced) of a rural barn with an abandoned R series Pickup truck that he bought.

Gary said he had – no OLD Business. He also said there had been a question about the drive down old Route 66 and he did not have any new information,

New Business: Gary said his wife Joanna is a member of Daughters of the American Revolution (DAR) and is selling small flags for \$10.00 each to be displayed on the lawn of Webster Grove Masonic Lodge on July 1-5, honoring Military Services Members. He said to call Joanna at 314-805-2198 for more information.

Gary Krautmann said the 4<sup>th</sup> of July Webster Grove parade route is on the street in front of his house. He said if you want to watch it you need to be there by 8:30am and park on a side street. Typically, afterwards, the group enjoys lunch. (Gary usually prepares bar-b-cue pulled pork. Guests are invited to bring a lawn chair and food to share.)

**OTHER UPCOMING EVENTS:**

July 12, 2026 (Sunday) Chapter meeting at 1:30pm at Big Chief Roadhouse, 17352 Manchester Rd, Wildwood

July 30<sup>th</sup> to August 1<sup>st</sup>, 2026, Zone Meet Warrenville, Illinois

September 20, 2026 (Sunday) Chapter Picnic at 11:30am at Jefferson Barracks Sylvan Springs Park, Artillery Shelter, 300 Halsey Road, St Louis, Mo, 63125.

September 23<sup>rd</sup> to 26<sup>th</sup> 2026 The 62<sup>nd</sup> Studebaker Drivers Club International Meet will be held in Waxahachie, Texas.

Milt made a motion to adjourn the meeting, it was second, a vote was taken, and the motion passed. The meeting adjourned at 1:45pm.

Submitted By

Louetta Bushdiecker



Louetta's 2-seat Thunderbird

# 62<sup>nd</sup> Annual Studebaker Drivers Club **INTERNATIONAL MEET**



# Waxahachie, TX

## SEPTEMBER 23 - 26, 2026

VISITWAXAHACHIE.COM

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

1953 & 1954 Studebaker Champion coupes. Car are partially disassembled. Have all pieces. '53 has damaged trunk and kinked rear fender. Rusted front floorboard. Otherwise quite rust-free. '54 has Mustang II steering/suspension as well as 2,25" top chop. Body good with small rust on left rear fender. I have about \$14,000 in the '54. Cars are in Gainesville, MO. And I need to sell. Make offer. Dale Dreckman, email: '[dreckmad@hotmail.com](mailto:dreckmad@hotmail.com)' or 'phone: 417-989-0308.



Car For Sale: 1957 Golden Hawk basket case #1  
04-25-2026, 09:10 PM

This is NOT mine, but I did see it last week in person in Imperial, MO just SW of St. Louis. I told the owner that I'd put anyone interested in touch with him. Honestly, it's as solid an original Hawk as I've ever seen hereabouts. Off the road for decades (1965 St. Louis County windshield sticker) and stored dry. Obviously lots of surface rust, but the only "cancer" is in the LF & RF floorboards. Cowls as shown, and solid below the rear side windows. Doors close solidly. Trunk corners also decent. Apparently taken off the road after a front ender & comes with 2 good used front fenders. Supercharger laying on the floors & spins by hand, carb box is there too.

**If interested in the Studebaker Hawk call Gary at**

**1+ (770) 362-6734.**



## 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](mailto:cleanh2o@sbcglobal.net).

**Some Studebaker, Packard and Avanti history this month of May:** May 9, 1961 Lark V8s place 1st and 2nd in 4100 mile Trans-Canada Rally., May 12, 1959 100,000th Lark built., May 15, 1936 2.5:1 scale big wooden 1931 Studebaker Roadster at Proving Grounds was intentionally demolished by setting on fire., May 19, 1967 Studebaker acquires Wagner Electric Corporation., May 21, 1937 Studebaker becomes a union shop, UAW #5., May 26, 1844 Jacob Studebaker born. May 30, 1924 Studebaker Special driven by Early Campbell finishes 2nd in Indianapolis 500.,

**The Missouri April report** has 3 NEW members (located in Saint Joseph, Springfield, and Springfield) and NO 3 EXPIRED (located in Kearney, Fulton, and Independence).

**I did not receive the April Illinois Report.**

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 for the month of June:** June 1, 1961 Studebaker-Packard awarded \$21 Million contract for military trucks., June 19, 1972 SASCO Studebaker owned parts supplier closes., June 20, 1956 Last Packard built in Detroit, MI. Production moves to South Bend, IN., June 21, 1942 First prototype Weasel built., June 21, 1852 H & C Studebaker Blacksmiths complete their first wagon., June 22, 1954 Announcement of Studebaker-Packard merger., June 30, 1969 Studebaker Worthington vacates Administration Building.

**The Missouri May report** has 2 NEW members (located in Kansas City and Columbia) and NO 5 EXPIRED (located in Joplin, Grandview, Sheridan, St. Louis, and Brookfield) members.

**The Illinois May report** has No (0) NEW members and 7 EXPIRED members (located in Northbrook, Arlington. Glenview, Palestine, Chicago, Aurora, and Fairview Heights).

*I lost some links from Jeff so I took the liberty of substituted these at the last minute. We had some problems with Word and .pdf files. -Ed Meyer)*

**Studebaker Safety Video from 1932 Studebaker National Museum Video Link:** [https://www.youtube.com/watch?v=b\\_xKo-b1HLE](https://www.youtube.com/watch?v=b_xKo-b1HLE)

**Step Up with Studebaker in 1962 Studebaker National Museum Video Link:** <https://www.youtube.com/watch?v=fOI2MgNJ5fM>

**1956 Transtar Truck Promotional Video Studebaker National Museum Video Link:** <https://www.youtube.com/watch?v=KjBsSATuFFs>

**6 Fastest Studebaker Cars That Shocked Detroit Video Link:** <https://www.youtube.com/watch?v=RTq086tB4kA>

**The Significance of Studebaker The Final Years, 1945-1966 Hemmings.com, Video Link:** <https://www.hemmings.com/stories/the-significance-of-studebaker/>

**What if Studebaker's Last Days Took a Different Path?, Hemmings.com, Video Link:** <https://www.hemmings.com/stories/studebaker-speculation/>

**Studebaker Loss and Legacy, Hemmings.com, Video Link:** <https://www.hemmings.com/stories/studebaker-loss-and-legacy/>

**Hail to the Chief! - 1932 Studebaker President, Hemmings.com, Video Link:** <https://www.hemmings.com/stories/hail-to-the-chief-1932-studebaker-president/>

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

**July 12, , Sunday**, 1:30 pm , Wildwood, MO. The Gateway Chapter will meet at the Big Chief Roadhouse, 17352 Manchester Rd., Wildwood (63038—NOTE-This is OLD Manchester Rd., near the town of Pond). Lunch will be followed by a brief business meeting. Plenty of parking—Drive your Stude! Contact Ben Alspach, 770-362-6734. Email: [thealspachs@comcast.net](mailto:thealspachs@comcast.net).

**Thursday, July 30, 2026 – Saturday, August 1, 2026**, The Upper Mississippi Valley Zone Meet, The Black Hawk Chapter of the Studebaker Drivers Club (SDC) is hosting the event, Location: Warrenville/Naperville (Chicago Suburbs), Illinois, Venue: Hilton Garden Inn Naperville/Warrenville (located near I-88 and Winfield Road), The event will feature classic car displays, a parts swap, and a banquet with awards. Further schedule of events and registration will be available directly on the [Studebaker Drivers Club](http://StudebakerDriversClub) website. Meet Chair: Rolf Snobeck, Contact Email: [rsnobeck@tectamerica.com](mailto:rsnobeck@tectamerica.com)

**September, 20th**, Sunday, 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](mailto: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. 21<sup>st</sup>. Thanks!**

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



### TREASURERS REPORT

BY: *Milt Yoder*

#### June 2026 Treasurers Report

Since last report---

Income ---- i  
 \$115 for member dues  
 Expenditures -  
 \$50 for our domain fees  
 \$46.80 for name tags  
 -----



Milt's 1947 Studebaker Champion

**2026 INTERNATIONAL SDC MEMBERSHIP FORM.**

**Membership Application**

Memberships are for 1 year and include 12 issues of *Turning Wheels*®. You can now join/renew for up to 5 years.

	1 year	3 years	5 years
<b>Membership in US</b>			
<b>Regular Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b> .....	\$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 <b>WITHOUT</b> <i>Turning Wheels</i> .....	\$15	\$45	\$75
<input type="checkbox"/> <i>Turning Wheels</i> subscription <b>WITHOUT</b> SDC membership (Libraries, etc.) .....	\$37	\$111	\$185
<b>Membership in Canada</b>			
<b>Regular Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b> .....	\$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
<b>Overseas Membership</b>			
<b>Overseas Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b> .....	\$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
<b>Worldwide</b>			
<input type="checkbox"/> SDC Membership & Digital <i>Turning Wheels</i> .....	\$29	\$87	\$145
<b>Other SDC Items</b>			
<input type="checkbox"/> Donation to SDC Museum Fund .....	\$		
<input type="checkbox"/> Donation to SDC Restoration Fund.....	\$		
<input type="checkbox"/> <b>Donation to BOB PALMA National Museum Internship*</b> .....	\$		
<input type="checkbox"/> Donation to National Museum Endowment Fund* .....	\$		
<input type="checkbox"/> Donation to Studebaker National Foundation* .....	\$		
<small>(*Tax deductible donation)</small>			
<input type="checkbox"/> Membership Pin - (specify year-pin) <b>Prices on p.17</b> (10,15,20,25,30,35,40,45,50 yrs) ___years # of pins (1or2)___	\$		
<b>TOTAL AMOUNT ENCLOSED:</b> .....	\$		

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

**The Studebaker Drivers Club, Inc.**  
P.O. Box 1715, Maple Grove MN 55311-6715  
Or use VISA or Master Card, call 763-420-7829,

or  
**Fax 763-420-7849 or Email: [sdc@cornerstonereg.com](mailto:sdc@cornerstonereg.com)** for information. Or visit:  
[www.studebakerdrivesclub.com](http://www.studebakerdrivesclub.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.

**2026 MEMBERSHIP APPLICATION, MO/IL GATEWAY CHAPTER OF THE STUDEBAKER DRIVERS CLUB**

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email address: \_\_\_\_\_ Spouse's Name \_\_\_\_\_

Studebakers Owned \_\_\_\_\_

**It is required that you be a member of The International Studebaker Drivers Club.**  
Are you presently a member of the National SDC?

Yes \_\_\_\_\_ Member Number \_\_\_\_\_ No \_\_\_\_\_

Would you be willing to serve as a Chapter Officer or in some other capacity?

Yes \_\_\_\_\_ No \_\_\_\_\_ If "YES," in what capacity?

Send Application and Check for \$ 25.00 Made Out to "The Missouri/Illinois Gateway Chapter, Studebaker Drivers Club". (Non-refundable) Membership Fee to: **MILT YODER, 10747 ROXANNA, ST. LOUIS, MO. 63128**, [mryoder@swbell.net](mailto: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**