



# MISSOURI - ILLINOIS "GATEWAY" CHAPTER

# Studebaker

## STEERING WHEEL NEWSLETTER

THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM AUGUST 1933 THROUGH DECEMBER 1933. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



MARCH-APRIL 2023

Volume #52 Issue #3-4  
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### PRESIDENTS REPORT

BY: *Ben Alspach*

### So, What Is It About Studebaker?!

Last month, Janet and I took a long weekend trip to Atlanta to attend a party and visit several good friends there. We stayed with a couple we've known for 15+ years who were aware I was an avid "car guy". Shortly after our arrival, we were discussing plans for the weekend when, out of the blue, our hosts mention that a "great antique car museum" had recently opened in a small town about 25 miles north of their home. They'd heard some glowing reports about this place (The Savoy Museum in Cartersville, GA) and thought we might like to check it out. Our friends are not car buffs so I took it as a real stroke of luck that they would even suggest such an outing.

After a little on-line research, we headed for Cartersville the next afternoon. The Savoy is, indeed, a very impressive operation. The new building is stunning and looks more like a modern art museum than a "car warehouse". The interior is spacious, well-lit and spotlessly clean, with lots of big windows and several "galleries" containing some of the nicest re-stored cars I've ever seen. The museum docent told me they had 43 cars on display that week plus about 60 more in storage which were regularly "rotated in" to keep the exhibit fresh and interesting.

Naturally, I was keeping an eye open for Studebakers and quickly spotted an impressive, black 1950 Commander Star-Lite coupe'. The "bullet nose" front end is legendary, so I wasn't too surprised to find an example of this iconic design on display. Continuing into the next room, we happened upon a very nice Dictator sedan (from 1935, as I recall) parked with a group representing the "art deco era". The Dictator did look pretty "slick" with its steeply raked radiator, fender skirts and flowing chrome trim and was every bit as handsome as the Buick, Chrysler Airflow, Nash and Packard parked nearby.

Down the hall, among a gang of 50's "cruisers", I was pleased to find a stunning '57 Golden Hawk sporting the signature "gold-body/white fins" paint scheme. The sign in front of the Hawk noted the potent, super-charged V8 engine which made that Studebaker coupe' one of the fastest cars on the road at the time. Quite a ride! Finally, in the last gallery we came upon a small group of sports cars with fiberglass bodies. And there, along with a couple of early Corvettes, a '54 Kaiser Darrin and a Woodhill Wildfire (pretty obscure, I'll admit) sat a beautiful, red '63 Avanti. Fiberglass was rather "high-tech" stuff back in those days yet Studebaker was right there on the cutting edge.

So, out of 43 cars on display at The Savoy, four were Studebakers . . . basically 10%! One more validation of the popularity of Studebakers, even today. But what makes them so special? A rich history of quality and innovation? Memorable styling? Proven performance? Something for everyone? One of the last great independents? Studebaker had (has?) it all . . . and we didn't even get into trucks! See you in Arnold on Sunday, March 12th. Safe travels! Ben



Studebaker started June 1933 with the same 8 greater St. Louis area Studebaker dealerships it had at the end of May. Plus on 3/5/1933, Studebaker actually added Dierl Motor Sales, 1335 South 7th Boulevard, St. Louis, MO., to sell the Rockne band of cars but not Studebaker.

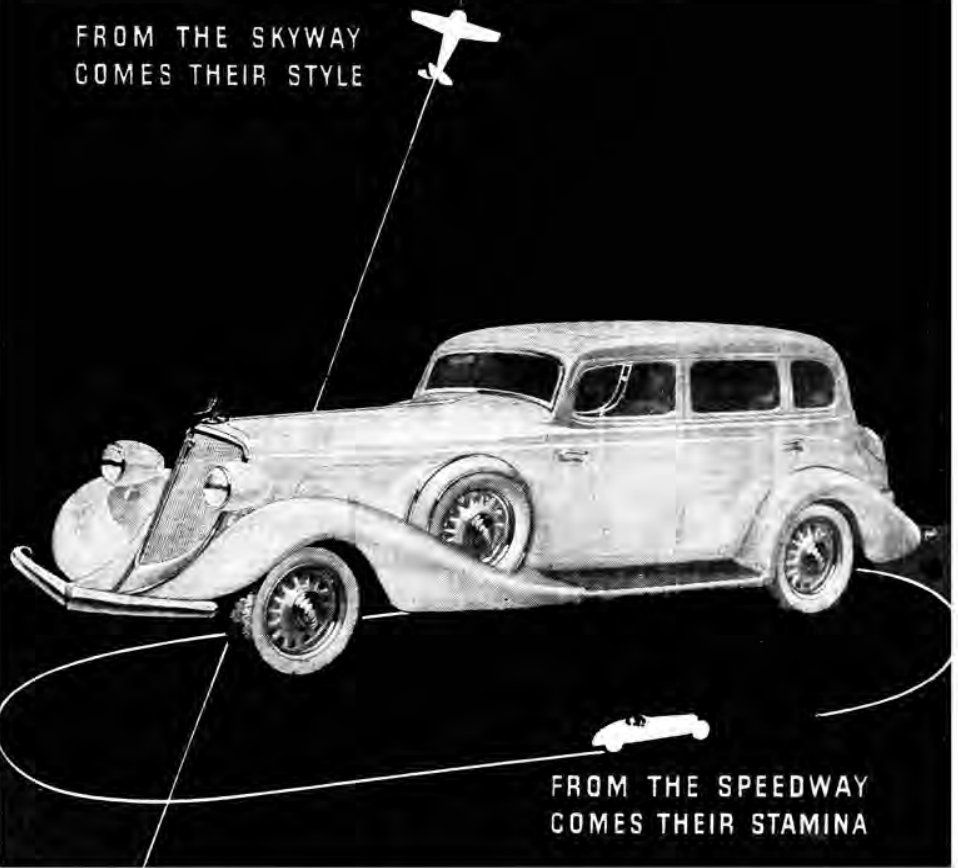
Studebaker still had 1. Arthur R. Lindburg, Inc., Exclusive St. Louis Studebaker Distributor, Grand and Lindell, St. Louis, MO., 2. Hammond Motor Car Co. Granite City, IL, was added to sell Rockne only. 3. Cookson Motor CO., East St. Louis, IL., 4. Bopp Broths., Webster Groves, MO., 5. KOERNER-SNIPEN, Inc., SOUTH SIDE Studebaker, 3456 South Grand, Blvd. St. Louis, MO., 6. T. H. Johnson Motor Co., Alton, IL., 7. The Moto-Rite, 5180 Delmar Blvd. —at Lake, St. Louis, MO..

The ad above right appeared in the St. Louis Post-Dispatch on 10/12/1933.

*They're here!*

# The Startling New STUDEBAKERS OF 1934

FROM THE SKYWAY  
COMES THEIR STYLE



FROM THE SPEEDWAY  
COMES THEIR STAMINA

**\$645**  
and up, at the factory

Continuance of these amazing low introductory prices is not assured. Now is the time to take advantage of them before possible revision upward is made necessary by higher costs of materials.

*Sensationally designed!*  
*Sensationally priced!*

STUDEBAKER is presenting the lowest priced fine cars in American motoring history in these startling new Studebakers of 1934!

At a single stroke, Studebaker has stepped down into new fields of low price and actually stepped up traditional Studebaker quality in so doing. All your old standards of car cost, accordingly, must change.

*Armor-plated bodies of breath-taking beauty!*

The bodies of these new Studebakers of 1934 are sensational in their beauty, strength and quiet. Forming a veritable unit with the rigid new-type Studebaker frame, they go farther than any standard production bodies in the world in approximating the air-curve symmetry of the latest giant speed planes.

Appealing in external appearance, these bodies are utterly alluring when you open the doors . . . with capacious seats, luxurious tailored upholstery and the finest fittings ever provided in cars so low priced.

A new ventilating system assures utmost comfort for all occupants even when windshield is raised.

*Studebaker championship quality throughout!*

These new and most wonderful Studebakers of all time have that stamina and brilliance of performance which enabled five 85% stock Studebakers to finish among the first twelve in the great Indianapolis Speedway race on May 30 last—and go through the entire contest without a single adjustment or repair!

The engineering leadership of these Studebakers is further evident in uncanny "mechanical brains" that make driving almost entirely automatic!

*It's easy now to own a fine Studebaker!*

The test of driving will fully convince you that no car you can buy is nearly as good a "buy" as these startling new low-priced Studebakers. Even the very lowest priced cars require almost as much of a cash outlay as Studebaker's brilliant new Dictator Six at \$645. And incredible as it may seem, you can now get a Studebaker Commander Eight for as little as \$845—a Studebaker President Eight for as little as \$1045!

Come in today and take out one of these new Studebakers of 1934 for a convincing trial drive.

**DICTATOR**  
as low as \$645  
**THE COMMANDER**  
as low as \$845  
**THE PRESIDENT**  
as low as \$1045

Prices at the factory. Bumpers, spare tires and government taxes extra

All models are fully equipped for use of latest style Phiko custom-built radio set—standard Studebaker accessory—with attractive and convenient dial and control built into instrument panel

**ARTHUR R. LINDBURG, Inc.**

Distributor Grand and Lindell Bldgs.

Open Evenings Until 9 O'Clock; Sunday Until 6 O'Clock. Phone JE 11, 8850

ASSOCIATE DEALERS

**KOERNER-SNIPEN, INC., SOUTH SIDE STUDEBAKER**  
3456 South Grand Bl, Laclede 9400

BOPP BROS., Webster Groves, Mo.  
T. H. JOHNSON MOTOR CO., Alton, Ill.  
COOKSON MOTOR CO., East St. Louis, Ill.

HAMMOND MOTOR CAR CO.  
Granite City, Ill.  
ENDRES MOTOR SALES, Belleville, Ill.





### Studebaker-Built Cars Complete Elks' Tour to Every State

Six Studebaker-built automobiles have just completed a goodwill tour in behalf of the Elks, visiting every state.

Three Studebaker Commander convertible sedans and three Rockne Six convertible roadsters were in the tour. Their total mileage at the end of the tour exceeded 52,000 miles. The cars were driven by Mark Love, Ralph Jones, George Wightman, Gus Schoenfeld, Fred Roberts and Joe Downing, all well known in the fraternal order.

The tour began in May. Three routes were mapped out, one covering the South, one the East and one the West, and two cars, a sedan and a roadster, traveled as a "team" over each route. At each city the two-car caravan was met by Elks, who were invited to attend the Elks national convention in July in Milwaukee, Wis. Invitations to Chicago's "A Century of Progress" were also delivered.

The six cars made official stops in more than 300 cities. Other unofficial short stops in more than 300 other cities were made. All six cars finished the tour in perfect condition.

### New Studebaker Cars' Debut Is Set For Late This Week

That new models in three complete lines of automobiles, at the lowest prices in Studebaker history, will be announced this week, probably Oct. 6, is confirmed by George D. Keller, sales manager of the Studebaker Sales Corporation of America.

It is said here that although the new models are finer, more powerful and more comfortable and include costly improvements over previous models, their prices will be approximately \$200 lower than those of any previous Studebaker cars.

The new models will be produced in three complete lines—the Dictator, the Commander and the President. They are distinguished by ultra modern streamlining taken from the liners of the sky and stamina developed from tests on speedway and proving ground. It is understood that all of the automatic "brains" pioneered by Studebaker, plus new features of convenience and comfort such as a new ventilating system, are included.

The factory is running on a schedule that will produce 8000 cars in October.

### Studebaker Raises Salaries and Hour Rates for Workers

A 15 per cent increase in the hourly rates of all factory employes and a 10 per cent increase in all salaries of \$35 per week or less have been put in effect by Studebaker.

The payroll increase will affect 5800 plant workers and about 1000 salaried employes at the home office and branches.

The hours of factory operation

will be controlled to produce an average of not more than 35 hours per week during the remainder of this year with a maximum of 48 hours in any one week.

The regular hours for all office employes will be reduced from 44 to 40 hours per week.

### Pierce-Arrow Again Operating As an Independent

Repurchased From Studebaker and Merger of the Two Companies Dissolved.

Arthur J. Chanter, president of the Pierce-Arrow Motor Car Co., Buffalo, N. J., announces that his company has been completely separated from the Studebaker Corporation which had held control since 1928. Henceforth Pierce-Arrow will operate as an independent unit in the fine-car field, as it did from 1901 to 1928. The order authorizing the purchase was signed in South Bend, Ind., by Judge Thomas W. Slick.

The re-establishment of Pierce-Arrow as an independent industry was initiated by the Pierce-Arrow management with a group of Buffalo (N. Y.) business men and bankers, most of whom had been associated with the company for years.

In a statement regarding the purchase, Mr. Chanter said: "We are pleased to announce the independence of Pierce-Arrow. The plans for recapitalization insure that Pierce-Arrow will go forward on a clean-cut and solid financial foundation."

"Since January, 1930, more than \$2,000,000 has been spent on improving our 45-acre plant. This plant is self-adequate from the manufacture of engines through to the construction of bodies. Pierce-Arrow sales this summer have been twice as good as last year. Since 1928, our share of sales in the fine-car field has been doubled."

Operations of the Pierce-Arrow Motor Car Co. in the second quarter of 1933 show a net profit of \$4770 compared with a net loss of \$878,000 in the second quarter of 1932, according to the company's report for the first six months of 1933 to stockholders. The six months' period showed a net loss of \$254,785 against net losses of \$1,072,324 in the same period in 1932 for the company and its subsidiaries.

In the report Chanter says: "You will note that the entire loss for the first six months of 1933 occurred in the first quarter, when economic conditions were at their worst and automobile buying had receded to extremely low levels."

### Studebaker Dealers Meet to Discuss Merchandising Plans

A dealers' meeting was held at the Chase Hotel on Monday by Arthur R. Lindburg, Inc., to show the new cars to Studebaker dealers from the surrounding territory and hear the merchandising program outlined by the Studebaker factory.

Arthur R. Lindburg acted as host and introduced James M. Cleary, who outlined a unique advertising program for the coming year.

C. L. Manley of the Studebaker factory explained in detail the improvements in the 1934 cars. C. Dubois of the Budd Manufacturing Co. showed a moving picture of the steel bodies with which the Studebaker cars are equipped.

Simultaneously with the announcement of the new models, Arthur R. Lindburg, Inc., has completed the remodeling of its salesroom into one of the finest automobile display rooms in St. Louis. Decorations are different from anything in other St. Louis automobile showrooms.

### Studebaker's Chief Engineer Nominated For S. A. E. President

Delmar G. Roos, chief engineer of the Studebaker Corporation, has been nominated for president of the Society of Automotive Engineers, Inc. Nomination is equivalent to election.

Roos, a graduate of Cornell University, was formerly connected with General Electric. Since 1912 he has been continuously active in the automotive industry, serving the Locomobile Co. until 1925, when he resigned as vice-president to join the Marmon Motor Car Co. as chief engineer. A year later he became chief engineer of the Studebaker Corporation.

Roos has been prominent in S. A. E. work for years, having been vice-president for "Passenger Car Activity" in 1932.

### Studebaker Ventilating System



New ventilation system used in the 1934 Studebakers just announced. Vanes in the front side windows, adjustable windshield, hinged rear quarter windows and adjustable coil ventilator are features.

8. Endres Motor Sales, Belleville, Ill.. And 9. Dierl Motor Sales, 1335 South 7th Boulevard, St. Louis, MO., was added to sell Rockne only.

Right now from August to December 1933 only one, quarter page, factory ad appeared in the pages of the St. Louis Post-Dispatch promoting the new 1934 Studebakers on Thursday, October 12, 1933. That ad can be seen on the page 2 of this newsletter. That is the longest period, 5 months, I had ever noticed with only one factory Studebaker placed ad bring placed in the paper. The affects of the Great Depression and Studebaker entering

The above ads rom top left to right and clockwise appeared in the St. Louis Post-Dispatch on 8/27/1933, 10/1/1933, 8/13/1933, 9/3/1933, 11/26/1933, 10/22/1933, 10/8/1933 and 10/15/1933

### Studebaker Makes Edwards General Truck Sales Manager

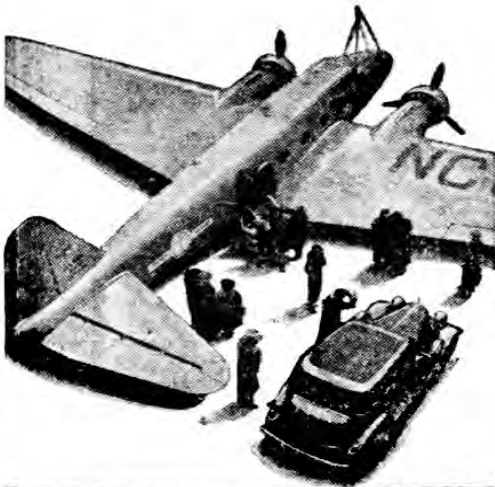
W. H. (Cap) Edwards, veteran manufacturer, has been appointed general manager of all truck activities and will supervise a program of expansion in this branch of Studebaker's business in 1934.

C. H. Wondries will continue in charge of sales of the truck division, a post that he has held since 1925.

J. I. Engels, director of sales promotion and truck advertising since 1925, will also continue, with the title of sales promotion manager,



# Studebaker's dramatic *Skyway style*... thrills the show crowds!



**T**HE real marvel of these new Studebakers is the price at which they're selling. Studebaker is actually giving you the best workmanship and materials in its long history—plus such tremendous advantages as the famed Studebaker "mechanical brains" which make your driving almost entirely automatic.

The economies of gasoline and oil established by the new Studebakers are already the talk of owners in every section of the country. Studebaker's luxurious appointments vie with those of the costliest cars. Rear seats are so restfully comfortable, they ride like front seats.

At the National Shows . . . or in your local showroom . . . you can quickly convince yourself that the new Studebakers offer more than you ever dreamed of getting in advancements and in value. Arrange today for a thrilling demonstration drive.



FROM THE SPEEDWAY COMES THEIR STAMINA

FROM THE SKYWAY COMES THEIR STYLE

**QUADRIPOISE SUSPENSION—THE MILLION-DOLLAR COMFORT RIDE**  
 Studebaker has invested over a million dollars in developing quadri-  
 poise suspension. Pitch and sway are so effectively over-  
 come that Studebaker rear seats ride like the front seats in most  
 cars. With more than half of weight within 2 7/8 inches of ground  
 —the new Studebakers can safely tilt to a 58 degree angle.

**Arthur R. Lindburg, Inc.**  
 Distributor  
 Grand and Lindell Bldgs.  
 KOERNER-SNIPEN, Inc., SOUTH SIDE STUDEBAKER,  
 2436 South Grand Blvd.

... and look at the price!

**\$665**

AND UP AT THE FACTORY:  
 DICTATOR . . . \$665  
 COMMANDER \$895  
 PRESIDENT \$1095

## New Studebakers, 'Skyway' Styled and Highly Streamlined

Prices Lowered — Roominess Increased—Power Ranges From 88 to 110 for Various Models.

The new 1934 Studebaker cars, announced, are to be shown at the National Shows by A. R. Lindberg, Inc., distributor, and dealers. Prices of the new Studebakers are \$200 under those for the 1933 models, starting at \$646 at factory for the Dictator and \$848 for the Commander and \$1048 for the President line. The designers have adopted the aerodynamic symmetrical lines of present-day aircraft for the new models. Features of this design are numerous. Bodies approach the shape of a solid steel sphere and are stronger than previous types. Top speeds are higher and are achieved and sustained with less power-plant energy. The sloping windshield permits better visibility. There are five different models in the Dictator group, five in the Commander group and four in the President group. All models are equipped with steel-spoke artillery wheels, and are offered with either regular or optional equipment. Regular equipment includes six steel-spoke artillery wheels, the spares being mounted in tender wells.

**Ventilating System.** This is an efficient system of ventilation and air-conditioning of the car. The front windows have been provided with ventilating vanes which are integral with the window. These vanes may be adjusted to scoop air into the bodies of the car, create a venturi effect which blows off stale air or smoke. The entire front window may be tilted down, if desired, this being made possible by the integral vane, which is flush with the pane when tilted position. The rear quarter windows are tilted at their forward sides and swing outward, producing a venturi effect for drawing in fresh air. Safety glass windshields are adjustable. Flush-type cowls are also provided. Two different systems of ventilation are possible by different adjustments of all of these features. Another feature of the new cars is the position headlamps, which are adjustable to driving safety. The beams have beams that are adjustable to three different levels—high, medium and low. The instrument panel toggle switch and a toe button on the instrument board permits these beams to be thrown to the right of the car when passing oncoming traffic. The beams are powered with globes of 32 candle power.

**Other Features.** The new cars have increased the amount of leg room in the front compartment by an ingenious arrangement of two sections to the floor. Much insulating material has been used to shut off the front compartment from the engine. All of the automatic features are included in the new models. Automatic switch-key starting, auto-choke, a fast and slow carburetor idle for warming up, anti-lag fire device, free wheeling and over-brakes on the larger model are all standard equipment. A feature of the chassis is the box-frame construction. On Commander and President models a box frame has four sides, welded in one single long, strong "box" of steel. Coupled with x-tube members in center and heavy tubular members in front, these frames give a chassis stiffness that exceeds by 25 times any previous models. Dictator models have 88 horsepower. Commanders deliver 103 horsepower and President motors are rated at 110 horsepower. Motors are anchored in live rubber at four points of suspension.

The above ad appeared in the St. Louis Star and Times on 1/17/1934 and is being used to add interest in a scarce time for Studebaker ads. That article at right appeared in the Post-Dispatch on 10/8/1933.



receivership were finally starting to show at the dealership level in the way of greatly reduced advertising. Managements decision to drop the Rockne at the start of the new 1934 model year would soon be another big blow the St. Louis area dealer network would soon feel.

To counter this, Studebaker's advertising department was busy as usual sending free articles out to newspapers to publish regarding the latest engineering and styling features of Studebaker vehicles and their latest racing and hill climbing feats or styling awards. And newspapers were happy to publish these knowing it might soon bring paying ads later when money allowed.

This slow period for car ads in the Post-Dispatch wasn't just with Studebaker, although Studebaker was clearly hurt the worst during this 5 month period with just one factory backed car ad. For example little Hupmobile had 6 car ads during this time and Hudson 4 with a couple from Graham and Franklin each. It was becoming clear that if this kept up, Studebaker dealers would be becoming increasingly responsible for marketing their vehicles. Studebaker dealers had no way of knowing this at the time but Studebaker would not be leaving receivership for another year, in January 1935. Plus Studebaker wouldn't have an all new line of normal, revolving, operating credit, until March of 1935. While everyone was confident of Studebakers eventual survival. It was far from a done deal until Studebaker secured their own line of credit in March, 1935 after exiting receivership in January 1935.

But this is getting ahead of ourselves. For now things looked bleak but the people of Studebaker both at the factory and in the dealerships refused to give up.

They made the best of circumstances now.

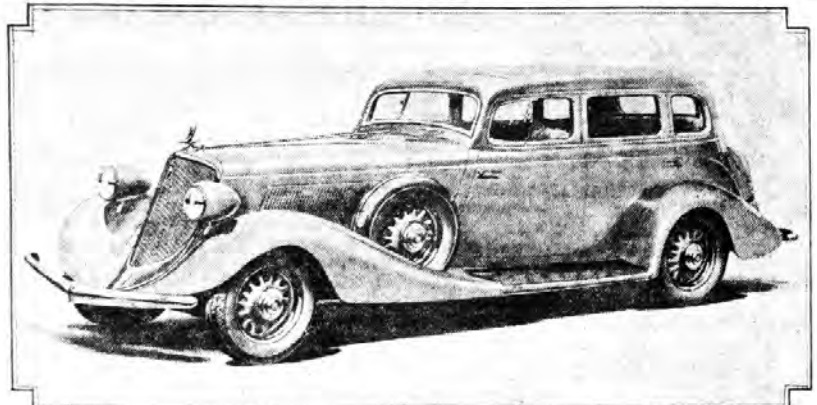
The above Photo-articles articles appeared in the St. Louis

## Put Through Real Cold Test



*A Studebaker Dictator sedan frozen in two tons of ice, photographed immediately after it was removed from the cold room in the Studebaker Research Laboratory. The car was in the cold room for 50 hours at temperatures ranging as low as 20 degrees below zero. But when it was rolled out, it was started in three-fifths of a second. Miss Eloise Metz sat in the car while it was being frozen. It was necessary to chop the ice away from the windows and doors before she could get out.*

## How the New Studebaker Cars Look



*One of the closed car models in the new 1934 Studebaker line just announced. The new Studebakers come in three lines—Dictator, Commander and President and in numerous models.*

## YOUR MO/IL GATEWAY CHAPTER 2023 OFFICERS AND CONTACT INFORMATION:

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## STUDEBAKER ONLINE

Visit the MO/IL Gateway SDC Chapter of the SDC at:

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

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

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

## 2023 MO/IL GATEWAY STUDEBAKER DRIVERS CLUB CHAPTER CALENDAR OF EVENTS

*Our March chapter meeting is on: Sunday, March 12th @ 2:00 pm. at Wesley Rogers Steak & Buffet, 3601 Jeffco Blvd., Arnold, MO 63010, (Located at the SW corner of Jeffco and Richardson Rd.)*

Sunday May 7th at 1:00 PM. We will be touring the car collection of Gateway member Richard (Dick) Koop. The name and address of Dick's facility is: The Place, 600 Spirit Valley East Drive, Chesterfield, MO 63305. There is a party room we can use for lunch and our meeting. Lunch plans will be discussed at our March meeting. [Thanks to Phil for getting this set-up!]

June 13-16, 2014, AOA INTERNATIONAL MEET, St. Louis, MO., The host hotel, DoubleTree Westport is just across Highway 364 from the Westport Plaza complex, the location for our 2015 meet. We have arranged with the Meet Hotel for a room rate of \$129 a night excluding taxes and fees. Included with each room is breakfast for two. Doubletree Hotel Reservations On Line: <https://group.doubletree.com/bab0a4> AOA MEET REGISTRATION ONLINE: [https://aoai.org/shop/cari.php?target=product&product\\_id=52](https://aoai.org/shop/cari.php?target=product&product_id=52) Doubletree Hotel Telephone Reservation: 800-445-8667. Meet information: Email Meet director [Don Hart](#) REGISTER FOR THE MEET AS SOON AS POSSIBLE TO ASSURE YOURSELF OF A ROOM AT THE REDUCED RATE. RESERVATIONS CLOSE May 23, 2023.

**September 12-16, 2023, 59th Studebaker International Meet, Manitowoc, Wisconsin, Tuesday, September 12 - Saturday, September 16. More information to come.**

9/17/2023, 10:30 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, Studebaker's & Avanti's. Chapter will provide sub lunches in a bag and can soda. Just bring portable seating if desired to eat and Stude parts/memorabilia for the auction.

### TREASURERS REPORT

BY: *Phil Hendrickson*

#### MO-IL Gateway Chapter SDC – February 2023 Treasurer's Report

Our PNC checking and money market accounts were closed, and our new Enterprise Bank, free checking account was opened January 18, 2023.

As of 2/25/2023, the checking account balance is: \$5,872.05

Our Fictitious Name Registration has been accepted by the State of Missouri as a Non-Profit organization. This does not make us Tax Exempt, since we make minimal purchases and do little to no fund raising, I would like to get membership's opinion; Do we really need to pursue Tax Exempt Status?

**2023 membership renewals are slowly progressing, currently 23 members have paid their dues, leaving 10 members from the 2022 membership roster, that have not yet renewed their membership.**

Please mail your dues to:  
Phil Hendrickson, 1338 Pine Drive, Arnold, MO 63010

Phil

Hendrickson

Treasurer





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

The Missouri December report has 0 NEW members and 1 EXPIRED member (located in Joplin)

The Illinois December report has 1 NEW member (located in Bourbonnais) and 3 EXPIRED members (located in New Boston, Marion, and Herrin)

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.

From Studebaker National Museum YouTube video "1960 Studebaker Press Preview" No sound. Duration is 17 minutes 22 seconds. Primarily Studebaker Larks, trucks, and Mercedes-Benz. Note President Harold Churchill greeting dealers:

<https://www.youtube.com/watch?v=2fecPLkoOIQ>

I hope to see you at upcoming chapter events. Sincerely, Jeff Wassilak

## Report #2

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

The Missouri January report has 0 NEW members and 2 EXPIRED member (located in Birch Tree and Republic).

The Illinois January report has 1 NEW member (located in Erie) and 3 EXPIRED members (located in Palatine, Manteno, and O'Fallon).

From Studebaker National Museum YouTube video short "It's not winter without at least one video of the Studebaker bush sign in the snow!": <https://www.youtube.com/shorts/o1Dh7D2zTmc>

From Studebaker National Museum YouTube video "Bonnie Doon's Special". Duration is 4 minutes 10 seconds. Studebaker midget race car: <https://www.youtube.com/watch?v=7BDm7QwGDec>

I hope to see you at upcoming chapter events. Sincerely, Jeff Wassilak

**MINUTES FOR THE JANUARY MEETING OF MO/IL GATEWAY SDC & AOAI CLUBS** BY: *Louetta Bushdiecker*

Sunday, January 8, 2023

The Mo-Il Gateway Chapter of SDC Club gathered at 2:00pm at Denny's restaurant on Dorset Rd. in Maryland Heights, Missouri for their January meeting.

Members Present: Ben Alspach, guest Kit Alspach, Gary Krautmann, Greg Ford, Jeff Wassilak, Lewis Schucart, Phil Hendrickson, and Don Linder, guest Rich Repra, Paul Regna, Cyndy Schwab, Brian Borgstede and Louetta Bushdiecker.

Ben Alspach Mo-Il Gateway President called the meeting to order at 3:15pm.

Ben welcomed guest Rich Repra. He said Rich had grown up in South Bend, Indiana the home of all things Studebaker.

Ben passed out small cards with blanks for adding member's contact information for handing out at a car show or to someone interested in more information on the Gateway Chapter or the SDC. Thanks to Lew for printing the cards.

Minutes for the December club meeting were passed out and Ben asked for comments. There were none. Phil Hendrickson made a motion the minutes be accepted, Jeff Wassilak seconded and the motion passed.

Phil Hendrickson gave a verbal Treasure's report of \$938.90 in the checking account and \$4,920.87 in the savings account. He said 30 members had paid their dues for 2023 and was expecting a few more. Phil then said he had not received "Not For Profit" status and planned to continue the effort. Paul Regna made a motion to accept the Treasure's report, seconded by Don Linder, and the motion passed.

Ben mentioned that a member of the SDC Mr. Bob Palma, Turning Wheels Co-Operator Editor, was very ill. He resides in Indiana.

Ben asked Jeff Wassilak for a Regional Managers Report. Jeff provided a briefing on GroupWorks web site development for members mentioned in SDC President's Turning Wheels column. It is an initiative of SDC Officers and Directors to provide more direct communication to Coordinators and members. A chapter in Pennsylvania and Iowa is trying it too. Jeff receives weekly updates.

Ben asked for update on Chapter website. Lew said he is working on acquiring a domain first. Then he would coordinate with Tony West on free website development and Facebook page updates.

Ben said an updated club roster is on his to do list. Phil offered to help. This list will be e-mailed to members soon.

Ben mentioned he was contacted by the Hudson Club about an overnight tour to Pontiac, IL. Not much interest from our members. The Hudson Club would also like us to participate in a car show this fall on the old Chain of Rocks Bridge. More info to come. He also mentioned a day tour proposed by the Packard Club, to a site near Germantown, IL. Again more info to come.

Phil Hendrickson said he was aware of an AOAI member Dick Koop who has a car museum by the Spirit of St Louis Airport. He will contact him with the idea it may be a good place for a meeting in May.

Ben asked Lewis Schucart if he had any new information about the AOAI Meet scheduled for June 12 through 17, 2023. Lewis said the schedule is on AOAI.org.

Don Linder said anyone attending the Swap Meet in South Bend, Indiana in June of 2023, and in need of lodging he has rooms at the Avanti House.

The 50/50 was won by Paul Regna.

Our March meeting to be held Sunday, March 12, 2023, at 2:00pm at Wesley Rogers Steak & Buffet, 3601 Jeffco Blvd., Arnold, Missouri 63010. It is Located at the SW corner of Jeffco and Richardson Rd.

Paul Regna made a motion to adjourn the meeting, seconded by Cyndy Schwab, and the motion carried.

Submitted by

Louetta Bushdiecker, Secretary



Louetta's 2-seat Thunderbird at the January meeting!



PHOTOS OF THE CARS AT THE JANUARY MEETING OF MO/IL GATEWAY SDC & AOAI CLUBS



The blue 1952 Studebaker Champion sedan belongs to Brian Borgstede and the white 2006 Avanti convertible belongs to Don Lindner. Thanks to Kt Alspach for taking the photos!



# Studebaker





## MO/IL GATEWAY CHAPTER OF THE STUDEBAKER DRIVERS CLUB FREE CLASSIFIEDS

**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., ISA AM, (314) 821-4015, cell: (314) 808-7838, [autoappraisal7@sbcglobal.net](mailto:autoappraisal7@sbcglobal.net)

**BEZ AUTO ALCHEMY** Classic car restoration services specializing in Avanti & Studebaker vehicles. Cell: (573)-318-8948, email: [bez-hawk@outlook.com](mailto: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 New- port 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.

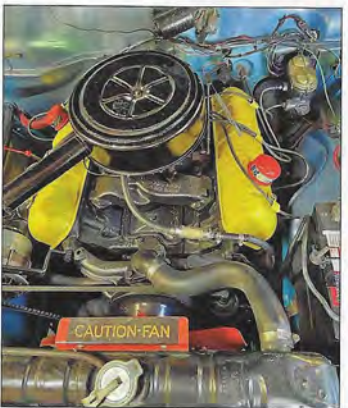
**TAYLOR LOCK & KEY SERVICE**: 512 W. Gallatin St., Vandalia, IL 624-71, Phone: (618)-283-0421, Cell: (618)-367-1913

**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](mailto:www.williamsautodetail.com) or [in-fu@williamsautodetail.com](mailto:in-fu@williamsautodetail.com)

**GATEWAY SDC MEMBER ROBERT VINLUAN'S 1963 STUDEBAKER LARK DAYTONA CONVERTIBLE IS FOR SALE AT RIGHT. MAKE OFFER:**



1963 Lark Daytona convertible, V8, automatic, rebuilt carburetor, new brake shoes, bearings repacked, new exhaust, new Goodyear 215-75+15R tires. Always garaged and driven to car shows only. Manual steering and brakes, original



AM radio, 68,999 miles on the odometer. Convertible top is sluggish going down and up. \$13,000 or make reasonable offer. Contact Robert Vinluan, email: [ravcorvette@aol.com](mailto:ravcorvette@aol.com). (11/22fp3)

**FOR SALE**: 1954 Studebaker Conestoga Wagon, contact Jaclyn Clay at: 618-339-1888 or [jaclay@vandals203.org](mailto:jaclay@vandals203.org)

This was longtime Gateway & National SDC member Johnny Thieles car.



**FOR SALE**: 1949 Studebaker 2 ton dually flatbed truck with staked sides that lifts up and dumps. The odometer says 25,356. The carburetor has recently been rebuilt, the brakes are new and the truck runs well. Contact Ann Skelton at: [anna1974ma-r@hotma.com](mailto:anna1974ma-r@hotma.com) to make offer.



**FOR SALE**: 1947 Champion 4-door sedan, 3-speed manual, radio, 46,999 miles, good paint & interior, car has been garaged and not started since 1985, in Glen Carbon, IL, Call: Mrs. Normal Hall at: (618)-980-0921, \$3,000 or make offer.

**FOR SALE**: 1952 Champion convertible, 327 Chevy engine, runs seats from a Chrysler New Yorker. Dad's first car since 1967 and have title. Went through brakes, body work done, needs paint. Call for pictures, price negotiable. Car in Marion, IL about 10 miles from Carbondale, IL. Contact Micah Thorn at (618) 713-3440 or [mthorn@tech@yahoo.com](mailto:mthorn@tech@yahoo.com).





**2023 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>Total</b>	<b>Total</b>
<b>Regular Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b> .....	\$29	na	na
<input type="checkbox"/> Regular Member renewal w/periodical class mail	\$36	\$99	\$161
<input type="checkbox"/> Regular Member renewal w/1st class mail	\$62	\$183	\$300
<input type="checkbox"/> Student & Young Adult Membership (To 22 yrs old)	\$29	\$87	\$145
<input type="checkbox"/> SDC Membership <b>WITHOUT</b> <i>Turning Wheels</i>	\$12	\$36	\$60
<input type="checkbox"/> <i>Turning Wheels</i> subscription <b>WITHOUT</b> SDC membership (Libraries, etc.)	\$29	\$87	\$145

**Membership in Canada**

	1 year	3 years	5 years
<b>Regular Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b> .....	\$46	na	na
<input type="checkbox"/> Regular Member renewal w/periodical class mail.....	\$52	\$144	\$236
<input type="checkbox"/> Regular Member renewal w/1st class mail .....	\$66	\$186	\$306

**Overseas Membership**

	1 year	3 years	5 years
<b>Overseas Members w/periodicals:</b>			
<input type="checkbox"/> <b>New Members 1st year only</b> .....	\$46	na	na
<input type="checkbox"/> Overseas Member renewal w/periodical class mail.....	\$52	\$144	\$236
<input type="checkbox"/> Overseas Member renewal w/1st class mail .....	\$66	\$186	\$306

**Other SDC Items**

- Donation to SDC Museum Fund .....\$ \_\_\_\_\_
- Donation to SDC Restoration Fund.....\$ \_\_\_\_\_
- Donation to National Museum Endowment Fund\* .....\$ \_\_\_\_\_
- Donation to Studebaker National Foundation\* .....\$ \_\_\_\_\_  
(\*Tax deductible donation)
- Membership Pin - (specify year-pin) **Prices on p.5**  
(10,15,20,25,30,35,40,45,50 years) \_\_\_\_\_ years  
Number of pins (1 or 2).....\$ \_\_\_\_\_

**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: [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.

**2023 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: **PHIL HENDRICKSON, 1338 PINE DRIVE, ARNOLD, MO 63010, 636-461-1633,**

[fishnphil@aol.com](mailto:fishnphil@aol.com), (Do **NOT** Send Cash)

## ANOTHER FEATHER IN HIS CAP

By, and Thanks to Dan Kuhl

We, in the Studebaker world are celebrating the 60th Anniversary of the Avanti debut. I believe this celebration should include all aspects of this car's great history, including a little-known achievement by Raymond Loewy.

In my search for material concerning the anniversary, I chose a subject that was in its infancy in the 1950's and became one of the dominate features on the cars manufactured today. This feature is automobile safety.

With the rising death toll from auto accidents the Liberty Mutual Insurance Company and Cornell University embarked on a joint project in 1957, the first "research based" safety car.

Ford was responsible for the engineering and Raymond Loewy the esthetic design aspects of the safety car. According to media hype the car would allow its occupants to walk away, unharmed from a 50 mph collision.

Features of the Cornell-Liberty safety car included a rollover bar, shock absorbing bumpers, and side protection to protect the occupants during a side crash. Other features included seat belts that would protect the occupants from the "second collision" with the dash/steering wheel or the windshield.

For those that are interested the original 13- page manual describing the features of this car, it is available at the Henry Ford Museum web site. This car clearly demonstrated that safety can be achieved without destroying the cars aesthetic aspects.

Somebody at Studebaker was paying attention. The Avanti designed by Raymond Loewy's team in Palm Springs just four years later clearly demonstrates that safety and design can go hand-in-hand. The Avanti came with a padded dash, rollbar, seat belts, bucket seats, and special door locks, all of which were to keep the driver and occupants secure in the Avanti. And, to prevent accidents the Avanti came with disc brakes, very much ahead of other American manufacturers at the time of its debut. The Avanti was truly ahead of its time, and a real example of the Cornell-Liberty safety car. In closing the Cornell-Liberty safety car is on display at the Henry Ford Museum.

### References:

Jacobus, John L. And Evelyn Jacobus, Contributor (Spring 2022). U.S. Automobile Safety Principles and Strategies of the 1950s and 1960s. *Automotive History Review*, No. 63, pp. 24-43.

The Henry Ford Museum at:

<https://www.thehenryford.org/collections-and-research/digital-collections/artifact/368754#slide=gs-226103>





**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 Illinois areas. We are dedicated to the preservation of Studebaker vehicles and 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, offer help in locating parts and vehicles and fellowship. The Steering Wheel 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 contained classified ad's. Ad's will be placed as long as needed but notification to the editor once the item has been sold is appreciated. 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 each month for the next months issue.



**Ed Meyer, Editor**  
**1363 Heritage LNDG.**  
**St. Charles, MO 63303-6175**

**STAMP**