



MISSOURI - ILLINOIS "GATEWAY" CHAPTER

Studebaker

STEERING WHEEL NEWSLETTER

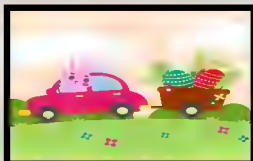
THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM JUNE 1935 THROUGH DECEMBER 1935. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



MARCH-APRIL 2024

Volume #53 Issue #2
Inside This Issue:

President Ben Alspach's Report.	1
FEATURE STORY: RESEARCH REPORT: St. Louis Area Studebaker Dealers And Their Ad's From June 1935 Through December 1935.	2
The 2024 Officer Contact Information & Helpful Online Links.	5
2023 Gateway SDC & AOAI March Chapter Meeting Minutes From Louetta Bushdiecker.	6
Jeff Wassilak's Regional Managers Report 1 & 2.	8
2024 EVENTS Calendar & Treasurers Report From Phil Hendrickson.	9
The Steering Wheel Free Classified Ad's.	10
Orphan Car Show.	12
International and Gateway SDC Membership Forms.	13



PRESIDENTS REPORT: "WIPER WOES"

BY: *Ben Alspach*

Every Halloween, The YMCA here in Washington hosts a "Trunk or Treat" event for local children. You know the drill: folks assemble on the The Y parking lot with their decorated cars, crazy costumes and lots of candy to hand out to kids working the aisles to fill their bags or buckets with treats. This program seems especially popular with young parents who have small kiddos and don't want to worry about hiking door-to-door in the dark with a four-year-old and a toddler, concerned about tripping hazards, moving vehicles and poorly lit intersections. I've participated in this Trunk-or-Treat activity for three years now and our '49 Champion business coupe' is the ideal vehicle for the venue. Very distinctive styling (to say the least!), spooky Velvet Black in color and a trunk big enough to sleep in. I've put together a nice collection of Halloween décor--- a lighted Jack-O-Lantern, a milk jug skeleton, several small pumpkins, some "ghostie" looking fabric, a couple of big, plastic spiders, etc. I even have a small Halloween quilt Janet made some years ago which is a perfect trunk floor covering.

Like many people, we have a big box of old Halloween gear, so I dig around and put together some kind of get-up that's fun . . . and not too scary. Last year (the Friday before Halloween, as I recall), it was a gray, chilly day, though not uncomfortable. I'd found an old fez and a vintage bathrobe and dressed up like a "mystic" from the middle East (see photo below). I parked the Stude in a prime spot and the onslaught began at 5:00 pm. Of course, the kids have no idea what a Studebaker is but seem to be attracted to the strange look of the old car. And I end up chatting with a lot of Dad's and Grandpa's who are still looking over the Stude while their families have already moved several spaces down the line! The event was slated to end at 7:00 (or so) and things were going great. Drove of happy kids, attentive parents, strollers, dogs, Halloween music . . . you name it. It was getting to be about 6:20 and I noticed it felt like it was starting to mist a little. A couple of minutes later, a concerned Mom came by with a report that some sleet could be on the way—and proceeded to rush her brood toward their mini-van.

Sure enough, soon the mist was quite evident and collecting on the cars. I wasn't worried about it . . . I was only a few minutes from home and had driven the old Stude in the rain many times over the past 30+ years. However, I hadn't been caught in the rain recently . . . and probably hadn't checked the wipers in over a year. This wouldn't have been an issue with a modern car, equipped with electric wipers. But those old Studebaker vacuum wipers are a different story. Folks were packing up in a hurry and I did the same. But when I turned the wiper control knob, I barely had enough "umph" to make the blades creep . . . ever so slowly . . . across the sloppy glass. And even when I blipped the gas pedal, there was very little movement. It was going to be a "side window open" ride home with freezing rain . . . and 6 volt lights!

Fortunately, I got home safely . . . but made a mental note to check those wipers ASAP. I'd recalled some chit-chat at a N. Georgia chapter meeting some years ago about the "seal" in the wiper motor vacuum chamber getting old and drying out, which basically puts the wipers out of service. Interestingly, there's nothing in the shop manual about vacuum wiper maintenance, but I checked with a couple of our club members, and they had heard of the "dry seal problem". I also checked the new SDC "GroupWorks" forum. A few guys had resurrected their wiper vacuum motors with a little 3-in-1 oil and some TLC. Others recommended sending the unit off for a complete rebuild. I tried the 3-in-1 remedy first . . . and it seems to have worked. However, I will be checking my vacuum wipers more regularly in the future. Better safe than sorry! See you in St. Peter's on March 10th.



STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM JUNE 1935 THROUGH DECEMBER 1935 BY Ed Meyer

Studebaker started June 1935 with the same 8 greater St. Louis area Studebaker dealerships it had at the end of January.

Studebaker 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, #3. Cookson Motor CO., East St. Louis, IL., #4. Bopp

Broths., Webster Groves, MO., #5. OSCAR G. 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.. And lastly #8. Endres Motor Sales, Belleville, IL..

On 11/28/1935 #9. Franke Motor Sales, 4811 Delmar, St. Louis, MO. was added giving Studebaker

a total of 9 greater St. Louis area dealerships. During this

six months two of the dealerships changed owners/names. Johnson-Leland-Kreid Motor, Alton, IL. became just Leland-Kreig Motor, Alton, IL. On 11/26/1935 according to the ads. Plus Cookson Motor CO., East St. Louis, IL., became Smith Motor Inc., East St. Louis, IL., on 11/14/1935. Also #4. OSCAR G. SNIPEN, Inc., SOUTH SIDE Studebaker, 3456 South Grand, Blvd. St. Louis, MO., was moved to a new location and taking over the previously named #6. "The Motorite, to OSCAR G. SNIPEN, Inc., 5180 Delmar Blvd., St. Louis, MO. So actually Studebakers dealership total was back down to 8 but considering this was still the middle of

It takes very little
TO OWN A STUDEBAKER CHAMPION...AND YOU GET THESE 21 "EXTRAS"



If you're thinking of a car that features a *factory* price around five hundred dollars, you'll do well to consider a Studebaker.

The delivered price of a new 1935 Studebaker Champion, completely equipped, is only a little bit more than cars that *seem* to be priced 'way down.

And when you own a Studebaker, you have a car that's a Champion—in style and roominess, in restful riding, luxurious appointments and performance. You get a body of steel reinforced by steel—compound hydraulic brakes. You get engineering and workmanship that the rest of the motoring industry envies.

Come in and go out for a convincing demonstration. If you try a Studebaker, you'll buy a Studebaker—especially when you realize you can get one for a delivered price as low as this:

S - PASSENGER SEDAN

\$848 Nothing more to pay

DELIVERED IN ST. LOUIS
Completely equipped

ARTHUR R. LINDBURG, Inc.

Distributor

GRAND AND LINDELL BLVDs.

OSCAR G. SNIPEN, Inc.,
 3456 So. Grand Blvd., LA. 2400
 The Motorite, 5180 Delmar, St. Louis, Mo.

Bopp Bros., Webster Groves, Mo.
 Cookson Motor Co., E. St. Louis, Ill.
 Hammond Motor Co., Granite City, Ill.

JE. 8850

Johnson-Leland-Kreig Motor Co.,
 Alton, Ill.
 Enders Motor, Belleville, Ill.

1. Best looking streamlining in America.
2. Fully Automatic Ride Control.
3. Steel reinforced by steel body.
4. Compound hydraulic brakes.
5. One piece steel body with Studebaker's exclusive dual dome cowl.
6. 57 inches of elbow room in rear.
7. Fifty-six inches of elbow room in adjustable front seat.
8. Exceptional leg and head room.
9. A Studebaker Champion 88-horsepower six cylinder engine with 4 point rubber cushioned mountings.
10. Fully automatic choke and spark.
11. Finest body ventilating system, front and rear, in America.
12. Beautifully upholstered, lounge-like interiors with form fitting, luxurious spring cushions, rear seat arm rests, silken grip cords, dome light and onyx and chrome finished hardware.
13. Large package compartment and extra size built in ash receiver.
14. Sun visor, band-it proof door locks and adjustable steering column.
15. Adjustable hood latches, chrome radiator ornament.
16. Windshield wiper operated from below, rear vision mirror, electric fuel gauge, engine thermometer, oil pressure gauge and ammeter.
17. Streamlined single bar bumpers with bumper guards.
18. Metal spring covers.
19. Spare tire, tube, metal tire cover.
20. Twin beam head lamps with non-glare adjustment.
21. Flush type cowl ventilator and adjustable windshield.

The above ads from top left to right and clockwise appeared in the St. Louis Post-Dispatch on 6/19/1935..

"I still challenge

every other dealer to show you a value like this!"



"I'm still waiting for some other auto dealer to match this sedan for value! My challenge includes every car regardless of price or size.

"Too many people think they have to buy one of the lowest priced cars in order to stay within their means. They never even dream of looking at a Studebaker. What a pity to deprive themselves of a car they can easily afford!

"This 1935 Studebaker Champion pictured here is a car you wouldn't even mention in the same breath with the lowest priced. Its body is steel reinforced by steel from wheels to roof panels. It has compound hydraulic brakes. It's inches roomier than any comparably priced car. It's luxuriously upholstered, fitted and finished. And it's engineered and constructed by the best men in the automobile industry.

"Yet it delivers completely equipped in this city for only a trifle more than the lowest cost cars. Come in and try out the cars and see for yourself why I so confidently challenge anyone in town to match this Studebaker value!"

Arthur R. Lindburg

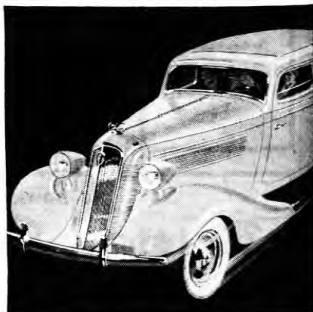
ARTHUR R. LINDBURG, Inc.

GRAND AND LINDELL BLVDs. Distributor **JE. 8850**
OSCAR G. SRIPEN, Inc. Cookson Motor Co., E. St. Louis, Ill.
 3456 So. Grand Blvd. LA. 9400 Hammond Motor Co., Granite City, Ill.
 The Motor Co., 5150 Delmar, St. Louis, Mo. Johnson-Leland-Kreig Motor Co., Alton, Ill.
 Bopp Bros., Webster Groves, Mo. Enders Motor, Belleville, Ill.
© 1935—The Studebaker Corp.

STUDEBAKER

WHAT YOU GET IN THIS BIG, ROOMY STUDEBAKER SEDAN

1. Best looking streamlining in America.
2. Fully Automatic Ride Control.
3. Steel reinforced by steel construction.
4. Compound hydraulic brakes.
5. Exclusive dual dome cowl.
6. 57 inches of elbow room in rear seat.
7. Fifty-six inches of elbow room in adjustable front seat.
8. Exceptional leg room and head room.
9. A Studebaker Champion 88-horsepower six cylinder engine with 4-point rubber-cushioned mountings.
10. Fully automatic choke and spark.
11. Finest body ventilating system, front and rear, in America.
12. Beautifully upholstered, lounge-like interiors with form-fitting, luxurious spring cushions, rear seat arm rests, silken grip cords.
13. Large package compartment and extra size built-in ash receiver.
14. Sun visor, handit-proof door locks and adjustable steering column.
15. Adjustable hood latches.
16. Windshield wiper operated from below, rear vision mirror, electric fuel gauge, engine thermometer, oil pressure gauge and ammeter.
17. Streamlined single bar bumpers with bumper guards.
18. Metal spring covers.
19. Spare tire, tube, metal tire cover.
20. Twin beam head lamps.
21. Flush type cowl ventilator and adjustable windshield.



NEW 1935 5-PASSENGER STUDEBAKER SEDAN

\$838

Delivered

IN ST. LOUIS COMPLETELY EQUIPPED

Nothing More to Pay

"I challenge

'all three' or all twenty-three to show you anything like Studebaker economy!



AND I MEAN GASOLINE ECONOMY AS WELL AS OIL ECONOMY---TIRE LIFE---SERVICING---REPAIRS---EVERYTHING IT TAKES TO RUN A CAR"

BIG, NEW STUDEBAKER 5-PASSENGER SEDAN DELIVERED IN ST. LOUIS

\$838* Completely equipped

NOTHING MORE TO PAY



"I'll match this magnificent Studebaker Champion sedan against any car in America for economy. I'll back it to cost you less to run than any one of the three lowest priced cars—or, for that matter, any of the twenty-three cars that are on the market today.

"It took us a long time to convince people that Studebaker delivers, fully equipped, for almost as little as the lowest priced cars. Now, I'm out to show every motorist in town that when it comes to gasoline mileage . . . oil mileage . . . tire mileage . . . Studebaker is also this year's best buy.

"Bring in your facts about any other car's economy and I'll undertake to bowl them over with my facts about this Studebaker's money-saving performance. And when it comes to repairs . . . well, we hardly have enough work servicing this year's Studebakers to keep us going in that department—that's how lawlessly built these Champions are.

"Why, even your insurance on a Studebaker runs into less money than it does on most cars. You save in the beginning and you save all through your car's life.

"But talk is cheap . . . let's get out our pencils, you and I, and do some figuring. Come in and I'll guarantee that Studebaker will easily win the argument."

Arthur R. Lindburg

ARTHUR R. LINDBURG, Inc.

GRAND AND LINDELL BLVDs. Distributor **JE. 8850**
OSCAR G. SRIPEN, Inc. Cookson Motor Co., E. St. Louis, Ill.
 3456 So. Grand Blvd. LA. 9400 Hammond Motor Co., Granite City, Ill.
 The Motor Co., 5150 Delmar, St. Louis, Mo. Johnson-Leland-Kreig Motor Co., Alton, Ill.
 Bopp Bros., Webster Groves, Mo. Enders Motor, Belleville, Ill.
© 1935—The Studebaker Corp.

HYDRAULIC BRAKES—of course—used the Studebaker compound hydraulics.

STEEL BODY—of course—and it's reinforced by steel in wood.

EXTRA ROOMY—of course—wider, deeper seats—plenty of leg room and head room.

A total of 21 wanted "extras" at no extra charge, such as •
 smartest streamlining in America . . . streamlined single bar bumpers and bumper guards . . . fully automatic ride control . . . fully automatic choke and spark . . . dual dome safety steel cowl . . . metal spring covers . . . spare tire, tube, metal tire cover, etc., etc.

The Great Depression, the dealer network still remained remarkably stable and considering everything, prosperous.

The US economy would slowly recover in the coming months however no one could possibly know there would be a second stock market crash in 1938 almost as bad as 1929 and a second wave of the Great Recession during 1938 that would wipe out the remaining very weakest of the independent automakers. We'll see in coming months what effect this second stock market crash will have on St. Louis Studebaker dealers. 1939 will bring help from the factory in the form of the successful low cost Champion model so if they can survive 1938, things will get better.

1938 will also bring the first of the Raymond Loewy styled Studebaker models so even though sales will drop dramatically for everyone. Studebaker's share of the greatly reduced automotive market will actually rise. Enough context for the future for now though. Right now Studebaker has just emerged from receivership and the best they can do is to try to increase sales by cutting costs and reducing prices on existing models.

From the factory floor to the dealerships the new Studebaker management is asking everyone to keep the faith. They say they have a long term plan in place for prosperity in 1939 and if everyone plays their part now, better times are ahead. People on the factory floor actually deferred part of their pay to help pay for Studebaker ads in newspapers and magazines. Everyone was buying in and doing their parts by all accounts in these difficult times and the dealers were no exceptions when it came to mechanization and promotional opportunities. Cars were donated to support good causes and highly visible events were staged in parks and on streets when possible with the press notified in advance. Studebaker people were car people first and if they could somehow scratch out a living at it in these terrible times, that was simply icing on the cake.

The above ads from top left to right and clockwise appeared in the St. Louis Post-Dispatch on 7/17/1935 and 8/20/1935.

WATCH STUDEBAKER

DON'T COMMIT YOURSELF TO ANY NEW CAR
WAIT FOR THE
NEW 1936

Studebaker Champions

PRICED
AS MUCH AS
\$300
LOWER

STUDEBAKER PRESENTS

*the smartest cars of 1936...for the
smartest buyers of 1936*

**PRICED AS MUCH AS
\$300 LOWER**



\$665
AND UP AT THE
FACTORY

*Easily the stand-out value
of all the new cars!*

16 NEW BEAUTY FEATURES . . .

34 NEW COMFORT FEATURES . . .

14 NEW ECONOMY FEATURES . . .

21 NEW PERFORMANCE FEATURES . . .

12 NEW SAFETY FEATURES . . .

STUDEBAKER proudly releases for your examination and demonstrates the two finest cars in its history . . . a matchless new Dictator Six . . . an incomparable new President Eight.

Unusually low priced . . . as much as \$300 lower than previous Studebakers . . . these big, thrifty new Champions of 1936 unambiguously place Studebaker first among all cars in the world for value.

Smart to be seen in . . . smarter to buy!

Singularly beautiful, impressively large and roomy, masterfully powered, and almost unbeliavably economical, each of these new 1936 Champions is easily the finest car of its type that ever bore the Studebaker name—and the Studebaker veteran craftsmen have built them as no car was ever built before.

Each offers the greatest combination of luxurious spaciousness and scientifically cradled locomotive motoring has known . . . and the complete safety of steel walls, steel floors, steel doors, steel cowl, steel pillars and steel roof. Each has feather-touch hydraulic brakes that bring you to a smooth, swift, easy, straightline stop. Each has the finest triple-insulation against heat, cold and noise ever used in a car.

Styled right . . . built right . . . priced right!

Whether you choose the Dictator or the President, you are sure to get the kind of car you've always wanted at a price you can afford to pay. Savings up to \$300 over former Studebaker prices are in effect. And there isn't a thing from radiator to luggage compartment that could be improved.

But your verdict, after all, is the important thing. And so we cordially invite you to see the Studebaker of your preference—in ride in it and drive it, and particularly to price it. You'll find both the new Dictator and the new President—in all body styles—at our show-rooms now.

Priced as much as \$300 lower!

NEW 90 horsepower Dictator Six . . . \$665 and up

NEW 115 horsepower President Eight . . . \$965 and up

The new Studebaker Co. is a U. S. Corp. offering a new line in cost to the home buyer.

SEE THE NEW STUDEBAKERS AT THE AUTO SHOW

ARTHUR R. LINDBURG, Inc., Distributor

GRAND AND LINDELL BLVDs. JE. 8850

OSCAR G. SWIPEN, 5150 Delmar Blvd., St. Louis, Mo.; Motorita, 5150 Delmar, St. Louis, Mo.; Hopp Bros., Webster Groves, Mo.; Smith Motor, Inc., East St. Louis, Ill.; Hammond Motor Co., Granite City, Ill.; Leland-Heid Motor Co., Alton, Ill.; Endres Motor, Belleville, Ill.

LISTEN TO RICHARD HIMBER'S STUDEBAKER CHAMPIONS—COLUMBIA NETWORK EVERY FRIDAY NIGHT

New Car for Jess Haines



Jess Haines, the Cardinal pitcher, and his third Studebaker car delivered by Arthur R. Lindburg, Inc., distributor. Left to right—B. Armstrong of the Lindburg firm; Jess Haines and Russell F. Good, vice manager for Arthur R. Lindburg, Inc.

'Hill Holder' Device on Studebaker Works Automatically on Grade

The new automatic "hill holder," a feature of the 1936 Studebaker cars, works automatically. With it, one can stop his car facing up a hill. He depresses the brake to stop, disengages the clutch—and the automatic device goes into action.

As long as one keeps the clutch depressed with his left foot the car will stay right there, without danger of backing up after he takes his right foot off the brake pedal. Thus the right foot is free to step on the accelerator. When he wants to start up he gradually releases the clutch as he steps on the accelerator, the hill holder "lets go" and away goes the car.

Smith Motor Co. Studebaker Dealer, In East St. Louis

A. R. Lindburg, Inc., has appointed the Smith Motor Co., 707 Missouri avenue, East St. Louis, to act as exclusive Studebaker dealers in that city.

The firm is composed of H. B. Smith, general yard master for the Wabash Railroad for 23 years. W. H. Peters, its general manager,

is well known in the automobile business in St. Louis and East St. Louis, having been associated with the handling of Studebaker cars for 15 years.

Earl Conrad is in charge of the complete new service department.

Studebaker still tried to push-market it's different/better features for the money though, optional hill holder, optional overdrive, optional independent planar front suspension, hydraulic brakes, all-steel bodies. They hoped a better engineered and styled automobile for a value price that was priced just a little more than those cheap cars would make for a compelling sales pitch. Studebaker sales were doing alright and Studebaker held it's own in market share. Especially noteworthy considering

The above ads and articles appeared From top left to right and clockwise in the St. Louis Post-Dispatch on 11/10/1935, 11/14/1935, 12/22/1935, 12/15/1935 and 9/22/1935.

Studebaker Makes Overdrive Optional For Driving Economy

Planar Front Suspension Available On Both the President and the Dictator.

Two groups of Dictator and President cars, with several novel features, are presented by Studebaker, and Arthur R. Lindburg, Inc., distributor. A device called the "hill-holder" holds the car on an upgrade without the driver having to apply the brakes.

The engines are now on a special mounting to reduce vibration and noise and to aid in eliminating gear-shift "wobble."

A new type of insulating fabric, asphalt treated, has been adopted, and the new cars are said to be efficiently protected from heat and cold.

Through relocation of the fuel line and added insulation the danger of "vapor lock" is now minimized. Cooling and muffling, as well as starting, have been improved.

An overdrive gear, which permits a reduction in engine speed without diminishing car speed, is available optionally, as are also free wheeling and automatic switchkey starting.

Planar independent front wheel suspension may also be obtained in both Dictator and President models.

President models have been designed, styled and trimmed by Miss Helen Dryden, New York artist and decorator, said to be the first woman to have completely designed a car.

Both cars are "clean" in style, with streamlined but not radical lines. Hoods are high and narrow. Spare wheels are carried inside or in fender wells.

Each group comprises the following types—three-passenger coupe, five-passenger coupe, St. Regis custom two-door sedan, St. Regis cruising two-door sedan, custom four-door sedan, cruising four-door sedan and convertible roadster. The Dictator has over-all length of 192½ inches and the President of 201½ inches. The former is powered with a six-cylinder engine of 80 horsepower, the latter with an eight cylinder engine of 115 horsepower. Hydraulic brakes are supplied.

Studebaker Testing Cars by Driving Them Over Railroad Ties

Commander Model Follows Dixie Flyer Train at Speed of 55 Miles Per Hour.

Following the introduction of Studebaker's 1935 cars, the engineers sought a driving surface that would be rougher and more punishing than any of the washboard roads on Studebaker's proving grounds. For two months Studebaker's have been rolling down over railroad ties, sometimes in the company of special trains and sometimes alone, taking switches, frogs, cross-tracks, bridges and trestles at speed.

Luther Johnson, the Indianapolis race driver, drove a Studebaker Commander along the C. & E. I. Railroad in Illinois and the Dixie Flyer acted as pacemaker. Car and train attained speeds in excess of 55 miles an hour at times, and although there were cross-tracks, switches and bridges, the car surmounted them all without untoward incident. Motion pictures of the test show the car jumping three feet into the air at times, yet the car landed safely and kept on going. The new Studebaker individual planar front wheel suspension withstood the shocks.

In another test, Luther Johnson drove the Commander over 150 miles of ties and averaged faster than 33 miles per hour. While the Commander reached speeds in excess of 65 miles per hour on the open road, it must slow down to about 10 miles per hour at cross-tracks, and cross-tracks are frequent. So the maintenance of an average speed of 33 miles per hour is considered remarkable by Studebaker engineers.

The above articles-ads appeared in the St. Louis Post-Dispatch from top left to right and clockwise on 11/10/1935,

AMERICA!

Here's the car you ordered

PRICED AS MUCH AS \$300 LOWER



\$665
AND UP AT THE FACTORY

SMART TO BE SEEN IN SMARTER TO BUY!

with the Studebaker Muscle Ride to make driving under all conditions delightful. The new Studebakers have 37 advancements not combined in any other car. Come in and see them and experience them. You'll agree that no other new cars of the year offer so much for so little as these new Studebakers.

Priced as much as \$300 lower!

New 90 H.P. Dictator Sedan... \$665
New 115 H.P. President Eight \$965
Low prices at factory. Standard equipment extra.

Studebaker's new C. I. T. 8% plan offers a new "low" in cost to the time buyer

ARTHUR R. LINDBURG, INC., Distributor
GRAND AND LINDELL BLVD. JE. 8850

FRANK AUTO SALES, 4811 Delmar
Bopp Bros., Webster Groves, Mo.
Leland-Kreid Motor Co., Alton, Ill.

OSCAR C. SHIPER-MOTORITE
3180 Delmar Blvd.
Endres Motor, Belleville, Ill.

Smith Motor, Inc., East St. Louis, Ill.
Hammond Motor Co., Granite City, Ill.

NEW 1936 STUDEBAKERS

they had no true dedicated entry level models like Terraplane or Lafayette to do battle with in the marketplace as Hudson and Nash did respectively. Studebaker would have a winner in the 1939 Champion but that was still 3 model years and another 1938 stock market crash and second Great Depression dip away.

Until then Studebaker dealers could look forward to two years of steadily increasing sales and feelings of optimism. The good news is that both the Studebaker factory and dealers now had time to put their plans in place and lay the groundwork for success for 1939 and latter. Just as the economy was emerging and recovering from that 1938 stock market crash!

YOUR MO/IL GATEWAY CHAPTER 2024 OFFICERS AND CONTACT INFORMATION:

MEMBERSHIP/SECRETARY:	Louetta Bushdiecker, louettabushdiecker@att.net	(636) 448-0767
PRESIDENT, EDITOR, WEBMASTER:	Ben Alspach, thealspachs@comcast.net	(770) 362-6734
VICE-PRESIDENT:	Gary Krautmann, gkrautmann@sbcglobal.net	(314)-308-4788
TREASURER:	Phil Hendrickson, fishnphil1@aol.com	(314)-420-4114
CHAPTER HISTORIAN:	Mill Yoder, mryoder@swbell.net	(314) 842-5739

STUDEBAKER ONLINE

- Visit the MO/IL Gateway SDC Chapter of the SDC at: www.gatewaysdc.org
- Visit the International Studebaker Drivers Club at: <http://www.studebakerdriversclub.com/index.asp>
- Visit the Avanti Owners Association International at: <http://www.aaoi.org/>
- Visit the Studebaker National Museum online at: www.studebakermuseum.org

MINUTES FOR THE MISSOURI/ILLINOIS "GATEWAY" CHAPTER OF THE STUDEBAKER DRIVERS CLUB

January 14, 2024

The Missouri/Illinois Gateway Chapter of the Studebaker Drivers Club gathered at 2:00pm at Bandana's BBQ at 11750 Gravois Road, St. Louis (Sunset Hills), Missouri.

Members present: Phil Hendrickson, Gary Krautmann, Don Lindner, Jeff Wassilak, George, and Cynthia Yoder. and Milton Yoder. New members Virgil and Peg Studebaker were welcomed.

Chapter Vice President, Gary Krautmann called the meeting to order at 2:10pm.

Secretary Louetta Bushdiecker was not present. Gary asked Acting Secretary Jeff Wassilak to present the Minutes from the last meeting. He read highlights from the November 12, 2023, meeting Minutes that were published in the January-February Steering Wheel newsletter. Phil Hendrickson made a motion to accept the Minutes. Don Lindner seconded. A vote was taken, and the motion was approved.

Gary asked Chapter Treasurer Phil Hendrickson for a report. He said \$6, 092.69 was the current checking account balance. He said the balance reflected the second year since paper printing of the newsletter was replaced with online publishing All members present have paid dues for 2024.

The Vice President asked Jeff Wassilak, Zone Coordinator for his report. Jeff said he had no news.

Don Lindner requested time to speak, which was granted by Gary. Don said on behalf of the Kiwanis Club fundraiser he was selling a large jar of mixed nuts, and a metal tin of chocolate covered treats for \$28 each. He brought a 4 pack of cans of Studebaker Avanti microbrewery beer produced by the Studebaker Brewing Company. \$3 per can at cost. It is located at 620 W. Washington Street (second floor) of Tippecanoe Place. 12 varieties of beer were found on their website www.studebakerbrewingco.com

Don Lindner provided an update on businesses which have moved into the former Studebaker Corporation buildings.

Old Business. Gary announced the next meeting beginning 1 pm Sunday March 10, 2024, at Denny's Restaurant, 3939 Veterans Memorial Blvd., St. Peters, Missouri.

Gary reported he and Don Hart attended the International Meet in Manitowoc, Wisconsin in September. It was a smaller attended meet. They did not participate in any of the tours. They climbed in a submarine. The next International Meet is June 25-29 in Dubuque, Iowa. Antique Studebaker Club Meet June 23-26 also in Dubuque. The Avanti Owners Association Meet is September 17-21 in Detroit, Michigan.

New Business. Gary announced the Orphan Car Show 9am -12pm Saturday April 20 at Gateway Classic Cars, 1237 Central Park Drive, O'Fallon, IL 62269. It is sponsored by the Hudson-Essex-Terraplane Club. Contact Vic Valdez 618-616-2318 for more information.

Milt Yoder made a motion the meeting adjourn. Motion was seconded by Phil Hendrickson. The motion passed and the meeting was adjourned at 3:29pm.

Submitted by

Jeff Wassilak for Secretary Louetta Bushdiecker



Photo from the North Texas Wheel – Ray Chartrand, Editor



Members present: Phil Hendrickson, Gary Krautmann, Don Lindner, Jeff Wassilak, George, and Cynthia Yoder. and Milton Yoder. New members Virgil and Peg Studebaker were welcomed. That's member Don Lindner's sharp Avanti convertible.

Report #1

From Jeff Wassilak, Missouri Regional Manager, Studebaker Drivers Club, 9423 Trillium Drive, Saint Louis, MO 63126-2839. Telephone: 314-849-0591, Cell phone: 314-580-3753, Email: cleanh2o@sbcglobal.net.

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

The Missouri January report has 1 NEW member (located in Wildwood), Nick Tosie and Jack Randolph , 740 State Road, Wildwood, MO 63038, (940) -368-2818, ntos@hotmail.com.

and 5 EXPIRED members (located in Farmington, Pleasant Valley, Imperial, Marshfield, and Lexington).

The Illinois January report has 2 NEW members (located in Batavia and Chillicothe) and 7 EXPIRED members (located in Tinley Park, Fairview Heights, Quincy, Lake in the Hills, Aurora, Liberty, and Naperville).

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

From Hemmings Daily January 21, 2024 "Jerry McClanahan Has Spent A Lifetime Documenting Route 66" by Michael Milne: https://www.hemmings.com/stories/jerry-mcclanahan-has-spent-a-lifetime-documenting-route-66/?utm_medium=email&utm_source=EDaily&utm_campaign=2024-01-21

From Studebaker National Museum YouTube video "Explore the Collection: License" by Kyle Sater, Curator. Duration is 4 minutes, 37 seconds: <https://www.youtube.com/watch?v=R4R5G-MaJTo>

Report #2

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

Explore the collection of childrens vehicles at the Studebaker National Museum: <https://mail.google.com/mail/u/0/#inbox/FMfcgzGxRngxmPKNQjHHqKGkmHDbgSJ?projector=1>

From Studebaker National Museum YouTube video "Drewry's Brewery" by Kyle Sater, Curator. Duration is 3 minutes, 23 seconds: <https://www.youtube.com/watch?v=HfVrWH-mOe8>

Happy Easter! *Jeff Wassilak*
Missouri Regional Manager
Studebaker Drivers Club



Gateway AOAI members to send their \$15 dues for 2024 to secretary Paul Regna, 2631 Glenoak Dr., Maryland Heights, MO. 63043

Sunday, March 10th meeting will be held starting @ 1:00 pm at the Denny's in St. Peter's, located at 3939 Veteran's Memorial Blvd (63376).

Saturday, April 20, 2024, Orphan Car Show, 9 am until 12 pm Gateway Classic Cars, 1237 Central Park Drive, O'Fallon, IL 62269. Call Vic at: 618-616-2318 for more information. Sponsored by the Gateway Chapter of the Hudson-Essex-Terraplane Club.

Sunday, May 19th meeting will be held at starting @ 1: 00 pm at Helen Fitzgerald's restaurant, 3650 S. Lindbergh Blvd. in Sunset Hills (63127). The restaurant is located just south of the Watson Rd./Lindbergh Blvd. intersection (right beside the new BassPro store) and about a mile south of the I-44/Lindbergh interchange. Jeff Wassilak has reserved a meeting room for up to 20 attendees! NOTE—This meeting will be on the THIRD Sunday since the second Sunday (May 12th) is Mother's Day. Drive your Stude if you can. We look forward to seeing you there!

June South Bend Swap Meet! visit avantihouse.com contact Don Lindner @ 314-973-8686 or dlindner@mac.com for super special rates. Officers of the clubs get 50% off and regular members get 25% off room rates. First come, first served!

60TH Annual SDC International Meet will be in Dubuque IA Jun 25-29, 2024, International Meet Host Chairs: Tony and Sue Urish, UrichTony@gmail.com, 2050 Oak Ave., Garner, IA 50438. Register online at: <https://studebakersiowa.com/links#>

We need to determine what we're going to do in July---this year the meeting should fall on Sunday, July 14th.

Avanti Owners Association International again wheels into Metro Detroit, the host city of our international convention in 2024. Next year's host hotel is Embassy Suites Detroit-Livonia/Novi, conveniently located 21 minutes from the Detroit Metro Airport, 28 minutes to Detroit's downtown and 22 minutes to The Henry Ford – home of Greenfield Village and Henry Ford Museum, Host hotel rooms are guaranteed at the published rates and will be accepted at those rates until August 10; after August 10, rooms will be on an "as available basis." So, until September 2024 watch this spot for updates: <https://aoai.org/2024-aoai-meet-information-and-schedule/>

Sunday, 9/8/2023, 11:30 AM Our Chapter Picnic and our September Chapter Meeting at Sylvan Springs Park near Jefferson Barracks – Artillery Shelter – 300 Halsey Rd., St. Louis, MO 63125. Chapter picnic/auction/September chapter meeting, Food, fun Studebakers, Avanti's and fellowship. For info, contact Ben Alspach @ 770-362-6734, Email: thealspachs@comcast.net, Chapter will provide sub lunches in a bag and can soda as in the past Just bring portable seating if desired and Stude parts/memorabilia for the auction.

TREASURERS REPORT

BY: *Phil Hendrickson*

MO-IL Gateway Chapter SDC February 2024 Treasurer's Report

As of today February 21, 2024, We have received 2024 Dues from 23 members, we still have 4 members from last year that have not yet renewed their membership for 2024. We do have a new member, if you have not met them yet, please make it a point to introduce yourself and welcome Virgil and Margaret Studebaker.

The current Enterprise Bank Account Balance is: \$6,217.69

Dues can be mailed to: Phil Hendrickson, 1338 Pine Drive, Arnold, MO 63010 Additional contact information:

Phone: 314-420-4114.

Email: fishnphil1@aol.com

Phil Hendrickson - Treasurer



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

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

STUDEBAKER/AVANTI MECHANIC: James Moore near Springfield, IL, Call: (708)-856-6932

JIMS SALES & SERVICE: All types of antique auto radio repair & service including upgrading to modern stereo, 455 North Gerdes street, Breese, IL, 62230, Call at: (618)-526-8492

NEW PORT ENGINEERING, custom replacements for vacuum wiper systems in classic cars and trucks, 2760 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 or ifo@williamsautodetail.com

It is time to plan for the June South Bend Swap Meet! visit avantihouse.com contact Don Lindner @ 314-973-8686 or dlindner@mac.com for super special rates. Officers of the clubs get 50% off and regular members get 25% off room rates. First come, first served!

Chapter Newsletter Article!

Burma Shave... Studebaker Style!

Remember the old Burma Shave roadside slogans? If you are not familiar with those wonderful signs of poetic advertising of the 1920's through the 60's you can read them all at www.burmashave.org. They are truly a treat.

Wouldn't it have been neat if Studebaker had thought of doing roadside poetry? Well, with apologies to those creative folks who wrote the Burma Shave signs, here are few Studebaker versions that might have been (or not).

Hawks are cool
Larks are neat
Studebakers
Can't be beat!

Driving a Studie
Without seat belts?
Get in a crash
Get a lot of welts!

The Scotsman was
made
For the frugal buyer
Nice ones today
Are priced sky higher!

My Studie is old
Many wrinkles to see
And it drips a little
Just like me

Drive your Studie
Put on some miles
Get many thumbs up
And lots of smiles

The R2 left
The Vette in the dust
Don't race your Studie
(But sometimes you must!)

Please check your brakes
It's a life-saving duty
Or you may find a tree
Stopping your Studie!

Stodie folks
Are a friendly bunch
They never argue
Except over who'll buy lunch!

Feeling poetic? If you come up with a Studebaker-related rhyme, we'd love to share it. Just email it to your friendly newsletter editor!



Left: Studebaker National Museum. Center: Thomas Street, 22 Avantis at grand opening 10/19/2014. Sign: right, back. SNM Archives Bldg. & lot. Back house, Right Avanti (mini) Museum & Guest House. Far left, out of photo: Northern Indiana Center for History.



2024 INTERNATIONAL SDC MEMBERSHIP FORM.

Membership Application

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

	1 year	3 years	5 years
Membership in US			
Regular Members w/periodicals:			
<input type="checkbox"/> New Members 1st year only.....	..	Total	Total
<input type="checkbox"/> Regular Member renewal w/periodical class mail.....	\$37	na	na
<input type="checkbox"/> Regular Member renewal w/1st class mail.....	\$46	\$132	\$220
<input type="checkbox"/> Student & Young Adult Membership (To 22 yrs old) ..	\$73	\$213	\$355
<input type="checkbox"/> SDC Membership WITHOUT <i>Turning Wheels</i>	\$37	\$111	\$185
<input type="checkbox"/> <i>Turning Wheels</i> subscription WITHOUT SDC membership (Libraries, etc.)	\$15	\$45	\$75
<input type="checkbox"/> <i>Turning Wheels</i> subscription WITHOUT SDC membership (Libraries, etc.)	\$37	\$111	\$185
Membership in Canada			
Regular Members w/periodicals:			
<input type="checkbox"/> New Members 1st year only.....	\$55	na	na
<input type="checkbox"/> Regular Member renewal w/periodical class mail.....	\$63	\$183	\$305
<input type="checkbox"/> Regular Member renewal w/1st class mail	\$76	\$222	\$370
Overseas Membership			
Overseas Members w/periodicals:			
<input type="checkbox"/> New Members 1st year only.....	\$55	na	na
<input type="checkbox"/> Overseas Member renewal w/periodical class mail..	\$63	\$183	\$305
<input type="checkbox"/> Overseas Member renewal w/1st class mail	\$76	\$222	\$370
Worldwide			
<input type="checkbox"/> SDC Membership & Digital <i>Turning Wheels</i>	\$29	\$87	\$145
Other SDC Items			
<input type="checkbox"/> Donation to SDC Museum Fund	\$		
<input type="checkbox"/> Donation to SDC Restoration Fund.....	\$		
<input type="checkbox"/> Donation to BOB PALMA National Museum Internship* ..	\$		
<input type="checkbox"/> Donation to National Museum Endowment Fund*	\$		
<input type="checkbox"/> Donation to Studebaker National Foundation*	\$		
(*Tax deductible donation)			
<input type="checkbox"/> Membership Pin - (specify year-pin) Prices on p.17 (10,15,20,25,30,35,40,45,50 yrs) ___years # of pins (1or2)	\$		
TOTAL AMOUNT ENCLOSED:	\$		

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

The Studebaker Drivers Club, Inc.
P.O. Box 1715, Maple Grove MN 55311-6715

Or use VISA or Master Card, call 763-420-7829,
or

Fax 763-420-7849 or Email: sdcc@cornerstonereg.com

For information. Or visit:
www.studebakerdriversclub.com

Call or write with change of address.

- **DO NOT** send ads with your membership;
- **ALL** members of local SDC chapters must also be national SDC members.

Name (first) _____ (last) _____

Spouse _____

Address _____

City _____ State _____ Zip _____

Phone _____ Birth date: _____

E-mail: _____

<input type="checkbox"/> VISA	Card # _____
<input type="checkbox"/> MasterCard	Expiration _____
<input type="checkbox"/> Discover	Signature _____

If new member, source of referral : _____

If renewal, month due: _____

Member # _____

* Please list your Studebakers, including year, model, body style, serial numbers, on a separate page.

2024 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,**

fishnphil1@aol.com, (Do NOT Send Cash)

ORPHAN CAR SHOW



Saturday, April 20, 2024

9:00 AM until 12:00 PM

at

Gateway Classic Cars

1237 Central Park Drive

O'Fallon, IL 62269

(Just 16 miles from downtown St. Louis, MO)

We welcome all makes that are no longer manufactured, such as Hudson, Studebaker, Packard, etc. - and also makes that have been discontinued more recently, such as AMC, Mercury, Plymouth, Oldsmobile and Pontiac.

This show is for display only...there will be no judging or trophies. This event is completely free...there is no cost to display your car and no cost to view the cars on display. In addition, all participants will be allowed free entrance to the Gateway Classic Cars showroom to view the cars on display there.

**Sponsored by the Gateway Chapter
of the Hudson-Essex-Terraplane Club**

Call 618-616-2318 for more information



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