



MISSOURI - ILLINOIS "GATEWAY" CHAPTER

Studebaker

STEERING WHEEL NEWSLETTER

THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM JANUARY 1936 THROUGH APRIL 1936 ON PAGE 2. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



MAY-JUNE 2024

Volume #53 Issue #3
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These photos of the Orphan Car Show at right and on the second page are all courtesy of Vic Valdez of the Hudson club.

PRESIDENTS REPORT:

BY: *Ben Alspach*

"Orphan" Cars Get Lots of Love!

Hudson Club Hosts Great Show in O'Fallon, IL

If you thought odd, discontinued marques were generally unwanted and forgotten (except, of course, for Studebaker!), you weren't in attendance at the Hudson Club's "orphan" car show held Saturday, April 20th on the giant parking lot of Gateway Classic Cars in O'Fallon, Illinois.

With over forty interesting examples on display, there was something for enthusiasts representing all stripes of the old car hobby. From majestic Packards to boxy Gremlins and cult classic DeLoreans to hot Pontiac muscle machines, every car seemed to prompt a pleasant automotive memory from decades past.

Naturally, as show organizers, the Hudson-Essex-Terraplane folks were out in force with a nice selection of low-slung Hudsons (including several Hornets) plus a few pre-war Terraplanes. And given the logical family tie-in, there were also some later AMC products along with a distinctive '54 Nash Statesman Super sedan, built in Kenosha, Wisconsin.

For those seeking more "exotic" viewing, there was a beautiful mid-20's Moon roadster (built in St. Louis) that looked like a ride straight out of "The Great Gatsby". In the next row, a stunning '54 Kaiser Darrin sports car (in bright red, no less!) was a rare sight. Folks were impressed by this little roadster's fiberglass body with unusual "sliding doors" that disappeared into recesses in the front fenders. With only about 430 made, this car was the focus of considerable interest.

Other makes represented included DeSoto, Oldsmobile, a couple of vintage Plymouths and a sharp '67 Mercury Cougar. And when was the last time you saw a Checker Marathon station wagon?!

As a bonus, exhibitors were given free access to the Gateway Classic Cars huge showroom building where they could browse a large display of antique, classic, muscle and sports cars . . . all shined up and available for sale.

The weather was nice and the crowd was in good spirits. The only thing that would have made this show better would have been the presence of a few Studebakers in the mix. Well, perhaps next year . . . ?



ADDITIONAL PHOTOS FROM THE HET ORPHAN CAR SHOW.



At left is a fancy '54 Hudson Hornet coupe'. The last of the "step down" Hudson's and at right is a rare '54 Kaiser Darrin. This car was a floor shift 3-speed with a Willy's six engine.



At left is a great original color scheme on this "streamlined" '54 Nash Statesman Super sedan and at right is a stunning '38 Packard V-12 limo with divider window and removable top over the chauffeur.



At left is a beautiful, St. Louis built mid-20's Moon rumble seat roadster. Note the R/R style radiator and at right this trio of post-war Packards drew lots of lookers. The '51 drop top had a continental spare!

Studebaker started January 1, 1936 with the same 8 greater St. Louis area Studebaker dealerships it had at the end of December 1935. Studebaker had #1. Arthur R. Lindburg, Inc., exclusive St. Louis Studebaker Distributor, Grand and Lindell, St. Louis, MO., #2. Smith Motor Inc., 1131 St. Louis Ave., East St. Louis, IL., #3. Bopp Broths., Webster Groves, MO., #4. OSCAR G. SNIPEN, Inc., 5180 Delmar Blvd., St. Louis, MO. #5. Leland-Kreid Motor, Alton, IL. #6. Endres Motor Sales, Belleville, IL., #7. Hammond Motor Co., Granite City, IL., #8. Franke Motor Sales, 4811 Delmar, St. Louis, MO. Things quickly changed on January 5, 1936 however with the addition of #9. Kasey Motor Co. Studebaker-Packard, 5626 Gravois Rd. St.

Louis, MO. On February 16, 1936 #3. Reihl Motor Co., Webster Groves, MO., took over the former Bopp Broths. Webster Groves, MO., Studebaker dealership. In the first Studebaker ad of the new year on 2/25/1936 it appears the deal for #2. Smith Motor Inc., 1131 St. Louis Ave., East St. Louis, IL., to take over Cookson Motor Co. didn't go through and the location became Cookson Motor Co. again. Then on 4/28/1936, #7. Hammond Motor Co., Granite City, IL., suddenly went out of business. So Studebaker suddenly went down to just 8 dealerships representing the Greater St. Louis, MO area.

STUDEBAKER

DICATOR SIX WINS GAS ECONOMY CLASSIC
GILMORE—YOSEMITE 352-MILE RUN

AVERAGING
24.27
MILES
PER
GALLON



This New Stylish 4-Door
6-Passenger Dictator Sedan

\$ **29** ⁵⁰
NOW
A MONTH

A FEW OF THE MANY FEATURES

- Automatic Hill Holder, Means Safety.
- Thrifty as Lowest Price Cars on Gas and Oil.
- Strongest Steel Body in the World.
- Feather-Touch Hydraulic Brakes.
- Heavier Brake Lining, 1/4-Inch.
- Smartly Styled by Helen Dryden.
- Amazingly Roomy and Luxurious Interiors.
- Lots of Room for Luggage, Tire, Etc.
- Studebaker Miracle Ride.
- Lightning Fast Acceleration.
- Exclusive 4-Way Ventilation.

\$195 DOWN
Plus INSURANCE and New
6% FINANCE PLAN

YOUR PRESENT CAR MAY MORE
THAN COVER THE DOWN PAYMENT

ARTHUR R. LINDBURG, Inc.

Grand at Lindell

Jefferson 8850

RIEHL MOTOR CO.,
Webster Groves, Mo.

KASEY MOTOR CO.,
5626 Gravois

OSCAR G. SNIPEN,
5180 Delmar Blvd.

FRANKE MOTOR SALES,
4811 Delmar

ENDRES MOTOR SALES,
Belleville, Ill.

COOKSON MOTOR CO.,
1131 St. Louis Ave., East St. Louis, Ill.

LELAND-KREID MOTOR CO.,
Alton, Ill.

Listen to Richard Himber's Studebaker Champions—KMOX Every Thursday Night at 9 O'Clock

With #4. OSCAR G. SNIPEN, Inc., 5180 Delmar Blvd., St. Louis, MO. And #8. Franke Motor Sales, 4811 Delmar, St. Louis, MO. Studebaker now had 2 dealerships on Delmar but they have lost 2 on the east side in Illinois and one in south St. Louis in the previous OSCAR G. SNIPEN, Inc. location at 3456 South Grand, Blvd. St. Louis, MO.,

So at the heart of the Great Depression while many existing Studebaker dealerships are changing owners and Studebaker has lost even a few actual older locations. Studebaker has managed to add a few new locations too, one of which, Kasey Motor Co., sells both Studebakers and Packards.

Even though Smith Motor Inc., was not able to follow through on it's purchase of Cookson Motor Co.

1131 St. Louis Ave., East St. Louis, IL On 2/25/1936 it appears Cookson Motor Co. was able to re-take control of the franchise and successfully run it until at least the end of the year as I jumped ahead to spot check.

I thought it odd that Studebaker was claiming in it's articles in newspapers at right and on the next page that the Studebaker President Coupe was styled by well known New York designer Helen Dryden. I've only read that a section of Studebaker engineering styled Studebaker cars until Raymond Loewy was brought on board and this responsibility was outsourced to him in 1937 by Harold Vance and Paul Hoffman. Everything I've been able to research says Helen Dryden was brought in to brighten up interiors of Studebaker cars and make them more fashionable. Studebaker ad's of the day reflect this. Maybe this promotion was what gave Vance and Hoffman the idea of getting Loewy, the actual father of industrial design? I they wanted to promote something like this, Raymond Loewy was the superstar to recruit, and they shortly did

The above ads and articles from top left to right and clockwise appeared in the St. Louis Post-Dispatch on 2/25/1936, 4/21/1936, and 4/12/1936.

EVERY YEAR ONE GREAT CAR FLASHES TO THE FRONT

Studebaker

WINS ECONOMY GAS TEST
AVERAGING 24.4 MILES A GALLON

Extra
Liberal Trade-In
Allowance on Your
Old Car on the New
4-Door Dictator
Pictured Below

Studebaker economy is the stand-out of 1936! Under A. A. supervision, a stock Dictator . . . the same kind of car, as pictured below . . . led its field in the national gas economy classic . . . with an average of 24.27 miles per gallon! Excelling the low gas economy of even very lowest priced cars!



For a small amount a month for the luxurious Studebaker, pictured above, than the lowest priced. What an opportunity to own the only 1936 car with automatic hill holder. Largest 10-piece steel top—strongest all steel body! Surprising roominess. Of course thrifty on oil and gas, and there are many, many other features, too.

\$195 DOWN PLUS INSURANCE
AND NEW **6% FINANCE PLAN**
YOUR PRESENT CAR MAY COVER THE DOWN PAYMENT

NOW---This BIG New 4 Door DICTATOR 6 Passenger Sedan

\$29⁵⁰

A MONTH

Other Models as Low as \$25 a Month!

If you know automobiles, we urge you to come in. See it! Drive it! We believe no other car built matches this big, new, money-saving Studebaker!

ARTHUR R. LINDBURG, INC.

Grand at Lindell RIEHL MOTOR CO., Webster Groves, Mo. FRANKE MOTOR SALES, 4811 Delmar ENDRES MOTOR SALES, Belleville, Ill. Listen to Richard Nimber's Studebaker Champions—KMOX Every Friday Night at 9 O'Clock	KASEY MOTOR CO., 5626 Gravois	JEFFERSON 8850 OSCAR G. SNIPEN, 5180 Delmar Blvd. COOKSON MOTOR CO., 1131 St. Louis Ave., East St. Louis, Ill. LELAND-KREID MOTOR CO., Alton, Ill.
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SMART TO BE SEEN IN...SMARTER TO BUY

"I Have Seen 'Em All. Studebaker Is Today's Big Buy. It's Got What it Takes to Give You What You Want. And the Terms Are Right, Too."



\$29⁵⁰ A MONTH Buys A

STUDEBAKER

DICTATOR SIX, BIG 4-DOOR, 6-PASSENGER SEDAN

These and Other Features Appeal to The Motor Wise

- Thrifty as lowest price car on gas and oil.
- Heavier brake lining, 1 1/4-in.
- Lightning fast acceleration.
- Smoothly styled by Helen Dryden.
- Automatic choke, spark and heat control.
- Automatic Hill Holder, assures safety.
- Feather touch Hydraulic Brakes.
- Amazingly roomy and luxurious interiors.
- Strongest steel body in the world.
- Studebaker "Miracle Ride."
- Motor set in live rubber, no side-to-side swing.

Black and White Cab Drivers are Finding Out More People Prefer the New Studebaker "Miracle Ride" Than Only Studebaker Can Give.

\$195 DOWN PLUS INSURANCE and New **6% FINANCE PLAN**
Your Present Car May Cover The Down Payment

ARTHUR R. LINDBURG, Inc.

Grand at Lindell RIEHL MOTOR CO., Webster Groves, Mo. FRANKE MOTOR SALES, 4811 Delmar ENDRES MOTOR SALES, Belleville, Ill. Listen to Richard Nimber's Studebaker Champions—KMOX Every Friday Night at 9 O'Clock	KASEY MOTOR CO., 5626 Gravois	JEFFERSON 8850 OSCAR G. SNIPEN, 5180 Delmar Blvd. COOKSON MOTOR CO., 1131 St. Louis Ave., East St. Louis, Ill. LELAND-KREID MOTOR CO., Alton, Ill.
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President Coupe
In Studebaker Line,
Winning Popularity

The Studebaker President coupe of 1936 is occupying an increasingly prominent place in the Studebaker sales.

The President coupe is considered the "personality" car of the Studebaker line. It was styled by Miss Helen Dryden, well-known New York designer, around the "Champion" chassis and motor.

Built upon a wheelbase of 125 inches, the President coupe has an eight-cylinder, 115-horsepower engine. Equipped with over drive, the President does 90 miles an hour.

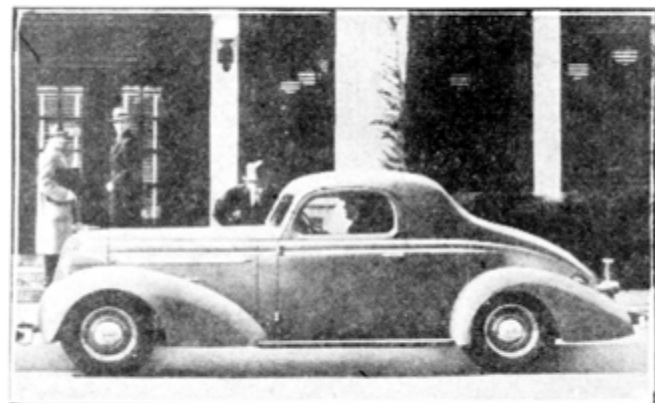
The swift-flowing contours, the ultra-modern streamlining of the body, especially the rear sections, make this the most attractive coupe ever produced by Studebaker. The rear of the body curves gracefully to rear deck, which houses the comfortable two-passenger rear seat and capacious baggage compartment. The heavily insulated body has an all-steel roof and is a single sphere of welded steel, heavily reinforced by box sections. Fenders are molded skillfully into the body design and add strength and safety.

For Taxi Service



Eleven Studebaker cars delivered to the Black and White Cab Co. by Arthur R. Lindburg, Inc., as part of a fleet ordered.

Specially Styled Coupe



Studebaker President coupe, styled by Helen Dryden, noted artist and designer. Among the features of this eight-cylinder model is the "hill holder," which prevents the car from rolling backward when stopped on a grade and make starting on an incline easier.

just that. It's always fun to speculate of course.

I can't help but noticing the Big-3 are pushing finance buying very heavily in the newspapers. This has forced the Independents to respond and most seem to try to come up with a way to adjust the down payment so that the monthly payments at this time range from \$25/month for your Ford/Chevy/Plymouth/Terraplane to \$29.50/month for your for premium vehicles such as Buicks/Zephyr's/Chryslers/Hudson's/Studebakers. The down payments can very quite a bit in order to get that enticing monthly payment that is advertised in such HUGE letters. It all depends on how expensive a car one is buying and what kind of trade in one has. They like to point out that in many case ones trade in can more than cover any down payment so that there is often nothing down. I imagine during the Great Recession if there was any way to make a deal, they would find it. Dealers would probably find a way to take almost anything they could re-sell some where in trade.

The above ads and articles appeared From top left to right and clockwise in the St. Louis Post-Dispatch on 4/12/1936, 4/7/1936, 4/28/1936 and 4/12/1936.

It's Easy to Own a Big Dictator Six

STUDEBAKER

4-Door, 6-Passenger Sedan

WHEN YOU ONLY PAY

\$29⁵⁰

A MONTH

\$195 DOWN
Plus Insurance and New
6% FINANCE PLAN

YOUR PRESENT CAR MAY MORE THAN COVER DOWN PAYMENT

Enjoy a "Miracle Ride" Demonstration in a new Studebaker or in one of the many Studebaker Black and White Cabs, on the streets of St. Louis.



She Will Like These and Many Other Studebaker Features

- Automatic Hill Holder, assures safety.
- Smartly styled by Helen Dryden.
- Feather Touch Hydraulic Brakes.
- Front Seat visibility that is unsurpassed.
- Concession lever adjusts front seat.
- Amazingly roomy and luxurious interiors.
- Extra wide doors open the right way.
- Extra large package compartment in instrument panel.
- An instrument panel that's almost too good looking.

He Will Like These and Many Other Studebaker Features

- Thrifty as lowest price car on gas and oil.
- Heavier brake lining, 1/2 in.
- Lightning fast acceleration.
- Concealed rear compartment holds ample luggage, spare tire, tools, etc., etc.
- Strongest steel body in the world.
- Automatic choke, spark and heat control.
- Studebaker "Miracle Ride."
- Exclusive new 4-way system of ventilation.
- Motor set in live rubber, no side to side swing.

ARTHUR R. LINDBURG, Inc.

Grand at Lindell

Jefferson 8850

RIEHL MOTOR CO., Webster Groves, Mo. KASEY MOTOR CO., 5626 Gravois. OSCAR G. SNIPEN, 5180 Delmar Blvd. FRANKIE MOTOR SALES, 4811 Delmar. ENDRES MOTOR SALES, Belleville, Ill. COOKSON MOTOR CO., 1121 St. Louis Ave., East St. Louis, Ill. LELAND-KREID MOTOR CO., Alton, Ill.

Listen to Richard Himber's Studebaker Champions—KMOX Every Thursday Night at 9 O'Clock

BABY'S SAFETY SHOULD COME FIRST



Protect mother's love with a Super-Safe Studebaker. Know the car your children ride in have these safety first features that have made Studebaker famous

- Strongest Steel Body in the World!
- Automatic Hill Holder. You Can't Roll Back!
- Feather Touch Hydraulic Brakes!
- Studebakers Can Be Tilted 57 1/2 Degrees!
- Unsurpassed Driver's Visibility and Easy Steering.
- Studebaker "Miracle Ride" Lets Baby Sleep on Bumpy Roads.

GET A BIG 4-DOOR DICTATOR 6-PASSENGER SEDAN

STUDEBAKER

\$29⁵⁰

In Addition to the SAFETY FEATURES You Also Get THESE IN A STUDEBAKER

- Thrifty as lowest price car on gas and oil.
- Heavier brake lining, 1/2 in.
- Smartly styled by Helen Dryden.
- Amazingly roomy and luxurious interiors.
- Automatic choke, spark and heat control.
- Motor set in live rubber, no side to side sway.

COMPLETELY EQUIPPED AND DELIVERED FOR ONLY

A MONTH

\$195 DOWN
Plus Insurance and New
6% FINANCE PLAN

YOUR PRESENT CAR MAY MORE THAN COVER DOWN PAYMENT

ARTHUR R. LINDBURG, Inc.

Grand at Lindell

Jefferson 8850

RIEHL MOTOR CO., Webster Groves, Mo. KASEY MOTOR CO., 5626 Gravois. OSCAR G. SNIPEN, 5180 Delmar Blvd. FRANKIE MOTOR SALES, 4811 Delmar. ENDRES MOTOR SALES, Belleville, Ill. COOKSON MOTOR CO., 1121 St. Louis Ave., East St. Louis, Ill. LELAND-KREID MOTOR CO., Alton, Ill.

Listen to Richard Himber's Studebaker Champions—KSD Every Friday Night at 8 O'clock

**ALBERT KASEY
STUDEBAKER AND
PACKARD DEALER**



ALBERT KASEY,

Who has formed the Kasey Motor Co., 5626 Gravois, to be a metropolitan dealer for Studebaker and Packard automobiles.

Kasey has been associated with Arthur R. Lindburg since 1928, starting with him at Fresno, Cal. Since that time he has served in various capacities in the Lindburg organization, which distributes Studebaker cars in the St. Louis area.

The firm's modern building occupies 9600 square feet. The showroom is 80 by 40 feet and the service department 80 by 80 feet.

The building has been completely redecorated and equipped with modern machinery and tools to take care of service. A complete line of parts will be handled for both Packard and Studebaker cars and there will be displays of these cars.

Associated with Kasey will be Max F. Grothman in the sales department, E. H. "Slim" Bainbridge in the service department and George Lynch as office manager.

The above Photo-articles articles appeared in the St. Louis Post-Dispatch from top left to right and clockwise on 1/5/1936, 2/16/1936, 2/16/1936, 3/29/1936, 2/23/1936 and 2/9/1936.

**Riehl Motor Co.
Studebaker Dealer
in Webster Groves**

The Riehl Motor Co., 720 E. Big Bend road, Webster Groves, has been appointed a Studebaker dealer by William Newman of wholesale department of the Arthur R. Lindburg, Inc., Studebaker distributors in St. Louis.

Edward H. Riehl is president of the firm and C. F. Riehl, vice-president. The firm has been selling automobiles for the past 15 years and its building, which has more than 12,000 square feet of floor space, has been completely redecorated and remodeled, and equipped with modern facilities for service and parts.

It has on display a complete line of Studebaker cars.

**Roy Cole Becomes
Chief Engineer for
Studebaker Factory**

D. G. (Barney) Roos, vice-president in charge of engineering of the Studebaker Corporation, announces the appointment of Roy Cole as chief engineer in direct charge of all engineering.

Cole has been connected with the automotive industry for many years in posts of importance. His most recent connection, before going to Studebaker, was as chief engineer for Dodge.

W. S. James continues as Studebaker's chief research engineer; J. R. Hughes as chief body engineer; O. C. Kreis as consulting engineer in charge of experimental production.

**Person Having Owned
Studebaker Cars for
Longest Period Sought**

A nation-wide search for the most faithful Studebaker owner in the United States was started last Monday when civic and business leaders of South Bend, Ind., gathered to honor Studebaker's eighty-fourth anniversary.

The owner will be given the first Studebaker to come off the assembly lines in the corporation's eighty-fifth year. Production schedules indicate that this car will be a Dictator St. Regis custom sedan.

The person sought is the man or woman who has the best record of continuous ownership of active Studebaker automobiles over the longest period of time, driving at least 5000 miles each year. Continuous ownership of a car not actively used will not count.

STUDEBAKER'S NEW HOME IN WEBSTER GROVES



RIEHL MOTOR COMPANY

720 East Big Bend Road

STUDEBAKER SALES AND SERVICE

Offers newest equipment, factory-trained mechanics assuring you prompt, satisfactory service . . . in this modern 12,000 sq. ft. building.

Edward H. Riehl,
Pres.

Phone
REpublic 4191

C. F. Riehl,
Vice-Pres.

Modern Delivery of New Cars



Picture showing how hundreds of new automobiles are delivered in St. Louis daily from the factories to the distributors and dealers. With this method, the cars reach the showrooms without having been "driven away" from the auto plants. The photograph shows a truckload of new Studebaker cars being delivered from the South Bend, Ind., plant to A. R. Lindburg, Inc., the St. Louis distributor.

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

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STUDEBAKER ONLINE

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

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

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

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

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

March 10, 2024

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

Members present: Ben Alspach, Gary Krautmann, Brian Borgstede and a visitor, Raymond Hobert, Peg Studebaker, Virgil Studebaker, Susan LaBantschnig, Denny LaBantschnig, Louetta Bushdiecker, Jeff Wassilak, Don Lindner, Joe Bushdiecker, Don Hart and Greg Ford. We also had a nice display of 4 Studebakers (52 Champion, 55 Speedster, 62 GT Hawk and 07 Avanti II Convertible) in the Denny's parking lot.

Chapter President Ben Alspach called the meeting to order at 2:10pm.

Ben thanked Joe (and Louetta) Bushdiecker for helping set up Denny's for the meeting today.

The secretary passed out the Minutes from the January 14, 2024 meeting. Ben asked for comments. None was received. Don Lindner made a motion the Minutes be accepted. Joe Bushdiecker second. The vote was taken and, the motion passed.

Chapter Treasurer Phil Hendrickson was not present. Ben reported from Phil that \$6,092.69 was the amount in the club's checking account.

The President asked Jeff Wassilak Zone Coordinator for his report. Jeff said from January and February Heart of America (Kansas City area) Chapter newsletter Wendy Armacost, wife of Dan, passed away on January 3, 2024. Chapter President Andy Herrold is battling cancer. Update afterwards, March newsletter reported he passed away on February 8, 2024 at the age of 48.

Jeff talked of finding modified 1960 Lark 2-door Station Wagon and modified 1956 Commander (with 1953 Coupe body) on sale on Hemming's. They are at Revheads dealership, 5626 Gravois, St Louis, Mo 63116. It is next door to Southside City Speed Shop (which also services vintage vehicles). former location of Ben Lindenbusch, Studebaker-Packard dealership

Jeff spoke of finding his 1961 Hawk with NOS replacement gas tank leaking gas and advised members to periodically check their stored vehicles for potential safety issues.

Ben reported the Hudson-Essex-Terraplane Club is sponsoring the Orphan Car Show on April 20, 2024 from 9:00am to 12:00pm at Gateway Classic Cars, 1237 Central Park Drive, and O'Fallon Park, Illinois, 62269. Contact Vic Valdez 618-616-2318 for more information.

Ben announced a May meeting scheduled for 1:00pm on May 19, 2024 at Fitzgerald's Irish Grill & Pub (private room Boardroom), 3660 South Lindbergh Blvd, Sunset Hills, Missouri 63127 (southeast of I-44). Arranged by Jeff Wasilak.

Ben asked if anyone had a suggestion for the July meeting. No one spoke. He said the September picnic meeting would be at the Sylvan Spring Park at the Artillery Pavilion.

Don Lindner reported renovations of the club's room were progressing at Studebaker National Museum, South Bend, Indiana. The Avanti Houses have vacancies for the Swap Meet May 31, to June 1, 2024. Chapter member receive a discount.

Brian Borgstede handed out a flyer for the Oktoberfest Antique Car Show, September 29, 2024 from 9:am to 4:30pm on Main Street, St Charles, Missouri.

Peg Studebaker made a motion to adjourn the meeting. Louetta second the motion. The motion passed and meeting adjourned at 3:00pm.

Submitted by: Louetta

Bushdiecker, Secretary



PHOTO'S FROM THE 3/10/24 MO/IL "GATEWAY" CHAPTER SDC MEETING AT DENNY'S IN ST. PETERS



Good food, friends, Studebakers and Avanti's. Thanks to Jeff Wassilak and Ben Alspach for the photos.



Report #1

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

Some Studebaker, Packard and Avanti history this month of March: March 1, 1961 Studebaker-Packard acquires Chemical Compounds, Inc. Name later changed to STP., March 2, 1895 Henry Studebaker dies., March 3, 1960 Studebaker-Packard acquires Gravely Tractors, Inc., March 4, 1966 Announcement of Studebaker Canadian plant closing., March 5, 1962 Studebaker-Packard acquires Schafer, Inc., March 9, 1935 Studebaker out of receivership., March 12, 1831 Clement Studebaker's born., March 16, 1917 John M. Studebaker dies., March 16, 1962 Studebaker-Packard acquires Paxton Products, Inc., March 17, 1966 Last Studebakers built in Canada., March 19, 1931 Knute Rockne named manager of sales promotion of Studebaker., March 20, 1980 Leo Newman dies., March 21, 1933 Studebaker enters into receivership., March 26, 1868 H & C Studebaker renamed to Studebaker Brothers Manufacturing Company., March 30, 1962 Studebaker receives \$19.5 million contract for military trucks., March 31, 1931 Knute Rockne dies in airplane crash.

The Missouri February report has 0 NO members and 1 EXPIRED member (located in O'Fallon).

The Illinois February report has 1 NEW member (located in Springfield) and 4 EXPIRED members (located in Decatur, Chicago, New Lenox, and Erie).

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 Studebaker National Museum YouTube video "From the Archive: Engineering Drawings" by Andy Beckman. Duration is 3 minutes, 47 seconds. URL: <https://youtu.be/Kmi1WGuLqww>

From Studebaker National Museum YouTube video "Explore the Collection: Studebaker Gold" by Kyle Sater, Curator. Duration is 5 minutes, 7 seconds. URL: <https://youtu.be/2neCHF8ucmE>

Report #2 **The passing of Heart of America Chapter President Andy Herrold is a great loss. I am grateful having spent some time with him at regional and international meets.**

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

From Studebaker National Museum YouTube video "Studebaker Gen Awareness". Duration is 30 seconds. URL: <https://www.youtube.com/watch?v=f2p5SU16ynM>

From Studebaker National Museum YouTube video "Studebaker Family Hauler Exhibit" Duration is 30 seconds. URL: <https://www.youtube.com/watch?v=SbEMtKLCvEs>

From Hemmings Daily March 4, 2024 "Origins of the Light-Duty Pickup Truck" by Jim Richardson. Note Studebaker Coupe Express mentioned and picture of Studebaker Champ. URL: https://www.hemmings.com/stories/origins-of-the-light-duty-pickup-truck/?utm_medium=email&utm_source=EDaily&utm_campaign=2024-03-

2024 MO/IL GATEWAY STUDEBAKER DRIVERS CLUB CHAPTER CALENDAR OF EVENTS

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!

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

Sunday, July 14th—1:00PM. The Gateway Chapter will meet at Murphy's Bar & Grill, 1229 Castillion Arcade Plaza, Creve Coeur (63141). The restaurant is located in a small shopping complex about a mile west of I-270 on Olive (at Olive & FeeFee Rd.). Look for the GREEN DOOR in the NE corner! Drive your Stude if you can---look forward to seeing you there! Contact: Ben Alspach 770-362-6734 E-mail: thealspachs@comcast.net Website: www.gatewaysdc.org

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, September/8th, 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.

Sunday, September/29th, from 9 AM until 4:30 PM, The 37th Annual Oktoberfest Antique Car Show hosted by the First Capitol Classics Auto Club in St. Charles, MO on Main Steet in St. Charles, MO. There is a \$25 entry fee.

TREASURERS REPORT

BY: *Phil Hendrickson*

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

We have received 2024 membership renewals from 25 members, plus we have 1 new member. Welcome Nick Tosie!

Currently there are 2 members that have not renewed their membership. There has been No other transactions since the March Treasurer's report.

As of 5/1/2024, the Chapter checking account balance is:

\$6292.69

Outstanding 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



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

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

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

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

NEW PORT ENGINEERING, custom replacements for vacuum wiper systems in classic cars and trucks, 2760 Newport Rd., Washington MO 63090. phone: (636) 239-1698, <https://newportwipers.com/>

ST. PETERS GARAGE, INC., 108 Main ST., ST. Peters, MO 63378, 636-278-3841, <http://www.stpetersgarage.com/>, Member Tony Stoverink said they did a great job on his Studebaker business coupe and worked well with supplier Studebaker International.

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

WILLIAMS AUTO DETAIL Top notch paint detailing by hand . You will not believe how he can make tired paint look like new. 1002 Hanley Industrial Ct., Brentwood, MO 63144, phone: (636)-851-7333 or (314)-733-5212, email: www.williamsautodetail.com or info@williamsautodetail.com

SPARKS TIRE & AUTO All types of new and antique auto repair. (636)-945-5900 or www.sparksfireandauto.com 7:30 am to 5 pm M-F, 1665 Scherer Pkwy, St. Charles, MO 63303, ASE Master Certified

FOR SALE: 1954 Studebaker Conestoga Wagon, contact Jaclyn Clay at: 618-339-1888 or jaclay@vandals203.org

This was longtime Gateway & National SDC member Johnny Thieles c



Happy Cinco De Mayo!



Happy Memorial Day!



Happy June Thirteenth!

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.....	\$37	na	na
<input type="checkbox"/> Regular Member renewal w/periodical class mail.....	\$46	\$132	\$220
<input type="checkbox"/> Regular Member renewal w/1st class mail.....	\$73	\$213	\$355
<input type="checkbox"/> Student & Young Adult Membership (To 22 yrs old) ..	\$37	\$111	\$185
<input type="checkbox"/> SDC Membership WITHOUT <i>Turning Wheels</i>	\$15	\$45	\$75
<input type="checkbox"/> <i>Turning Wheels</i> subscription WITHOUT SDC membership (Libraries, etc.)	\$37	\$111	\$185
Membership in Canada			
Regular Members w/periodicals:			
<input type="checkbox"/> New Members 1st year only.....	\$55	na	na
<input type="checkbox"/> Regular Member renewal w/periodical class mail.....	\$63	\$183	\$305
<input type="checkbox"/> Regular Member renewal w/1st class mail	\$76	\$222	\$370
Overseas Membership			
Overseas Members w/periodicals:			
<input type="checkbox"/> New Members 1st year only.....	\$55	na	na
<input type="checkbox"/> Overseas Member renewal w/periodical class mail..	\$63	\$183	\$305
<input type="checkbox"/> Overseas Member renewal w/1st class mail	\$76	\$222	\$370
Worldwide			
<input type="checkbox"/> SDC Membership & Digital <i>Turning Wheels</i>	\$29	\$87	\$145
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: sdc@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)

FROM RICHES TO RAGS

By and Thanks to Dan Kuhl

One 1936 Studebaker President magazine ad stated: "Styled Throughout by Gifted Helen Dryden". In her day she was the best, however, her story is somewhat sad and thought provoking as to how her career ended so abruptly.

Helen Dryden was born on November 26, 1882 to a wealthy Baltimore family. Her future as a socialite in a prominent family was cut short with the failure of the family business. Soon after the business failed the family moved to Pennsylvania where she attended the Pennsylvania Academy of Fine Arts to study landscape art. She soon found her real interest was 18th

Century French design and dress. Sometime in 1908 she moved to New York City to show her fashion portfolio to the publishing industry. After numerous rejections she was hired by *Vogue Magazine* where she flourished until 1923. It was at this time she became a trendsetter for the social elite while becoming the highest paid female artist in America. Her first encounter with Raymond Loewy, who was also a fashion illustrator, was also at this time. It is worth noting that she was cultivating a second career as a Broadway costume designer.

By 1929 her influence on automotive design is documented in *Automobile Topics*, a weekly automotive news magazine. In 1930 she appeared with several celebrities in a Studebaker ad that stated "styled as befit champions by those whose word in art carries authority". (Author's note: There's that name "Champion" that Studebaker would name their last all new car in 1939).

In 1935, in an article about the New York Auto Show in the *New York Times*, Ms. Dryden is listed as an industrial design and style expert. The following year she and Raymond Loewy were contracted as design consultants by Studebaker. Her salary at this time was reported to be \$100,000. This relationship continued through the 1938 model year, in which the Studebaker line was reported as the most beautiful car manufactured by the *Magazine of Art*.

By 1940 Helen Dryden's art deco style was no longer fashionable and with the pending war, she was no longer in the limelight. Her future was beginning to change at age 58. She was now on welfare and would be until her death in 1972. Although a sad ending, she should be remembered for her contributions: in the art world for her fashion designs; three of the most beautiful Studebakers ever manufactured that bore the red lazy "S" emblem that she created; and most of all that women could function in a man's automotive world. She also realized that women were important automobile consumers and that cars should be attractive to this segment of the buying public. Justifiably so, her work was the foundation of things to come as exemplified in the 2018 book *Damsels of Design*, about the ladies who designed auto interiors for GM during the Golden Age of Automobiles.

References: Fox, Fred K. "1936 Studebakers, A new Styling For Fast Paced Times" *Turning Wheels* Vol 41 No. 12 (December 2009): pp. 6-14.

Smith, Constance. "Damsels of Design: Women Pioneers in the Automobile Industry, 1939-1959". (2018). Shiffler Publishing Ltd.

Check out another good article about Helen Dryden here: <https://www.hemmings.com/stories/article/helen-dryden>



There is a nice picture of a 1936 President coupe styled by Helen Dryden "noted artist and designer" on page 4 of this issue.

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