



# MISSOURI - ILLINOIS "GATEWAY" CHAPTER

# Studebaker

## STEERING WHEEL NEWSLETTER

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



### PRESIDENTS REPORT:

BY: *Ben Alspach*

### The 1958 Packard Hawk

#### *Creative Marketing . . . or the Evil Twin?*

Last month, on the back cover of the May issue of SDC's Turning Wheels magazine, I noticed a photo of a nice black and gold '58 Packard Hawk. At first glance, it closely resembled its half-brother, the Studebaker Golden Hawk . . . except for the unusual "fish mouth" grill design which gave the Packard a look that was quite distinctive. About a week later, I received an e-mail from an acquaintance who, after a lengthy search, finally located his grandfather's '58 Packard Hawk, which was sold at auction twenty plus years ago to help settle the old gentleman's estate. So, two Packard Hawk "encounters" in a week got me thinking. Just a coincidence? Maybe there's something up here . . . and I should do a little research on the odd and obscure Packard Hawk.

Many of you will recall that, following Studebaker's merger with Packard in 1954, things didn't go according to plan. Packard was fading fast and had lost much of the luxury car prestige it enjoyed for decades before--and shortly after--WWII. Sales volume was way down and the marque desperately needed a new V-8 to battle Cadillac, Lincoln and Chrysler. Studebaker was also challenged as the post-war seller's market was over and they had experienced serious delays and quality issues working the bugs out of the new '53 Loewy designed cars. Despite the striking new "European styling", sales were well below expectations and profits equally slim.

By 1955 the handwriting was on the wall. The last true Packards rolled off the assembly line in Detroit as '56 models. And for the next two years the S-P Corporation would grapple with the future of the Packard brand while also trying to keep Studebaker viable given a serious economic recession, labor woes and epic price wars among the "Big Three" U.S. auto makers. Within the S-P Corp., the Packard faithful still believed the name had value in the marketplace. In desperation, and with almost no capital, it was decided to offer a few transitional Packard models based on "upscaled" Studebaker products. Perhaps this tactic would buy the company enough time to stabilize and launch a new generation of fine Packards. The '58 Packard Hawk was to be the "poster child" for these improvised Packard models . . . and it was obvious the S-P purse strings were extremely tight!

Without belaboring the point, the '58 Packard Hawk was a very *mildly* modified Studebaker Golden Hawk. Aside from the aforementioned "fish mouth" fiberglass nose, cosmetic tweaks for differentiation included a rather nifty "continental spare" dish mounted on the trunk lid, a large (but non-functional) hood scoop, plush leather interior and unique, exterior padded arm rests on the door ledges *outside* the windows. Naturally, Packard badging and wheel covers were applied, and the S-P (Studie) supercharged 289 provided the power.



#### JULY-AUGUST 2024

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The Standard Catalog of American Cars 1946-1975 reports that the '58 Packard Hawk carried a sticker price of \$3,995 and a total of 588 units were built. By contrast, the '58 Stude Golden Hawk carried an MSRP under \$3,300 (although I gather some up-grades could have been added at extra cost). The Standard Catalog indicates 878 Golden Hawks were built for 1958. And since the Golden Hawk only outsold the higher priced Packard Hawk by a surprisingly narrow 3 to 2 margin, I'd have to presume the Packard didn't steal many customers from Studebaker . . . but actually *bolstered* S-P's overall sales of this pricey, high-performance model.

So who, you might ask, would have bought a '58 Packard Hawk when the well-known (and better looking!) Studebaker Golden Hawk could have been purchased for considerably less? I'm guessing a fair number went to owners of Packard dealerships who correctly surmised this would be Packard's last gasp and wanted to own a copy of the final, top-of-the-line offering. Others likely went to wealthy doctors, lawyers and business executives who had once been loyal Packard customers and now couldn't resist the tug of nostalgia---and, perhaps, the chance to own a rare, distinctive "sports car" that might increase in value over time. Interestingly, I've read that some of these "fish mouth" Packard Hawks languished in dealerships for a year or more. And this certainly didn't help Studebaker as the S-P Corp. tried to work with dealers to liquidate discontinued Packard inventory through 1959 . . . and perhaps even into 1960.

**IMPORTANT NOTICE!!** The location has been changed for our July 14<sup>th</sup> Gateway Chapter meeting. The meeting will now be held at Wente's Food Shack & Saloon located at 18000 Chesterfield Airport Rd., 63005 ([www.wentes.com](http://www.wentes.com)). The meeting will begin at 1:30. Drive your Studie if you can--We look forward to seeing you there!





Studebaker started May 1936 with 8 greater St. Louis area Studebaker dealerships. Studebaker had #1. Arthur R. Lindburg, Inc., exclusive St. Louis Studebaker Distributor, Grand and Lindell, St. Louis, MO., #2. Reihl Motor Co., Webster Groves, MO., #3. OSCAR G. SNIPEN, Inc., 5180 Delmar Blvd., St. Louis, MO. #4. Franke Motor Sales, 4811 Delmar, St. Louis, MO. #5. Leland-Kreid Motor, Alton, IL. #6. Endres Motor Sales, Belleville, IL., #7. Kasey Motor Co., Studebaker-Packard, 5626 Gravois Rd. St. Louis, MO. #8. Cookson Motor Co. 1131 St. Louis

# Studebaker

... Within a few dollars of lowest priced cars

SMART  
To be seen in  
SMARTER  
To buy



Again . . .  
**STUDEBAKER**  
Shows a Big Gain Over  
Last Year . . .  
and Also Other Convincing Gains

The average increase during April of all passenger cars in St. Louis and St. Louis County over April last year was only **2.6%** . . . **BUT** Studebaker Sales increased during the same time **71.4%**. Every year one great car flashes to the front.

**\$195** PLUS INSURANCE  
AND NEW  
6% FINANCE  
PLAN  
DOWN

*Studebaker automatic hill holder is like having an extra foot!*

When you stop on an upgrade, you simply hold the clutch pedal down and you don't roll back. Your right foot is freed for the accelerator.

*Automatic overdrive and world's largest one-piece steel top!*

Studebaker's overdrive gives you 3 miles of travel for 2 miles of engine work. The Studebaker all-steel body has the world's strongest steel-girder reinforcements.

*Flat, restful floors . . . 58 1/2 inches of rear seat elbow room.*

**This New Stylish Dictator Big  
6-Passenger 4-Door Sedan**

**\$29<sup>50</sup>**

**A MONTH**

**ARTHUR R. LINDBURG, Inc.**

**Grand and Lindell**

RIEHL MOTOR CO.  
Webster Groves, Mo.

KASEY MOTOR CO.  
5626 Gravois

ENDRES MOTOR SALES  
Belleville, Ill.

**Jefferson 8850**

OSCAR G. SNIPEN  
5180 Delmar Blvd.

FRANKE MOTOR SALES  
4811 Delmar

LELAND-KREID MOTOR CO.  
Alton, Ill.

**Listen to Richard Humber's Studebaker Champions—KSD Every Friday Night at 8 O'Clock**

Ave., East St. Louis, IL.. On 6/16/1936 Advance Motor Co., Madison IL., was added giving Studebaker 9 dealerships in the greater St. Louis area according to the official Studebaker factory backed advertisements in the Post-Dispatch. I just noticed via Google Earth that the #7. Kasey Motor Co., Studebaker-Packard, 5626 Gravois Rd. St. Louis, MO., dealership building is right next to and physically attached to the building that Ben Lindenbusch would use for his last Studebaker dealership on 5616 Gravois

The ad above right appeared in the St. Louis Post-Dispatch on 9/12/1936.



-- of course they like the New  
**STUDEBAKER**  
 It's Really Sensational







**\$ 29<sup>50</sup>**

-  I like Studebaker's Automatic Hill Holder. You can't roll back.
-  I like Studebaker's "Miracle Ride." Bumpy streets don't bother.
-  I like Studebaker's Feather-Touch Hydraulic Brakes.
-  The strongest steel body in the world appeals to me.
-  I like the amazingly roomy and luxurious interior.
-  Studebaker is smartly styled by Helen Dryden, too.

**A MONTH BUYS A...  
 NEW 4-DOOR  
 DICTATOR  
 6-PASSENGER  
 STYLISH SEDAN**

**\$195 DOWN**  
Plus Insurance and Interest  
**6% FINANCE PLAN**

Your Old Car May More Than Cover the Down Payment

-  Studebaker savings on gas and oil appeal to me.
-  I like Studebaker's lightning-fast acceleration for getaways at stoplights.
-  Studebaker can be tilted 8 1/2 degrees and not turn over.
-  Studebaker gives you heavier Brake Linings, 1/4 inch.
-  Studebaker gives you driver's visibility and easy steering that's unsurpassed.
-  I find lots of room for luggage, too, in the rear compartment.

**ARTHUR R. LINDBURG, Inc.**

Grand and Lindell

Jefferson 8850

RIEHL MOTOR CO. KASEY MOTOR CO. OSCAR G. SNIPEN FRANKE MOTOR SALES  
 Webster Groves, Mo. 5626 Gravois 5180 Delmar Blvd. 4811 Delmar  
 ENDRES MOTOR SALES LELAND-KREID MOTOR CO.  
 Belleville, Ill. Alton, Ill.

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

**STUDEBAKER**

St. Louis... Here's the Car You Ordered  
 At the Price You Want to Pay!

FIRST  
 IN ALL  
 THE THINGS  
 YOU ASKED  
 FOR



**1<sup>ST</sup>**  
 ... in BEAUTY  
 ... in COMFORT  
 ... in PERFORMANCE  
 ... in ECONOMY  
 ... in SAFETY

This New Stylish  
 Dictator  
 6-Passenger  
 4-Door Sedan

**\$29<sup>50</sup>**  
 A MONTH

**\$195 DOWN**  
Plus Insurance and Interest  
**6% FINANCE PLAN**

Your Old Car May More Than Cover the Down Payment

**ARTHUR R. LINDBURG, Inc.**

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 Belleville, Ill. Alton, Ill.

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Rd. What are the odd's of that happening? Truth really is stranger than fiction sometimes. I do know the inside service facilities of that former Kasey Motor Co. Studebaker/Packard dealership building was used for service by both the latter Chevy dealership, Ben Lindenbusch Studebaker and the current Southside City Speed Shop that presently occupies the location.

I did notice one HUGE change during the months of May and June of 1936. Suddenly the Studebaker factory backed no less than 7 huge quarter page ad's in the Post-Dispatch newspaper. Before now Studebaker had only ran one quarter page ad for the whole year on 2/25/1936! Studebaker had only run 15 quarter page ad's for the whole 1935 calendar year and here, out of no where they suddenly post 7 ad's. What gives? I have no idea except for the facts the Studebaker factory suddenly has some money, the greater St. Louis area dealers have shown suddenly they are not invincible. So maybe Studebaker finally decided they had better start giving them a little marketing support now that they can? That's my guess anyway based on what little facts I have.

The above ads from top left to right and clockwise appeared in the St. Louis Post-Dispatch on 5/13/1936, 5/26/1936 and 6/11/1936.



**SAFE! The Beautiful**

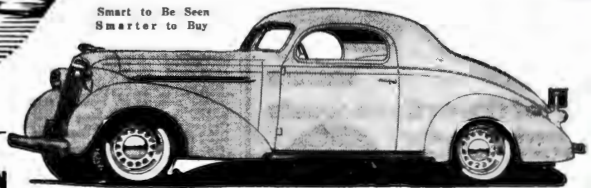
**Studebaker**

With the ALL-STEEL BODY  
 —World's Strongest Steel-Girder Reinforcements

And The **AUTOMATIC HILL HOLDER**

An Exclusive Studebaker Feature—Means More Built-In SAFETY

Smart to Be Seen  
 Smarter to Buy



**WITHIN  
 A FEW  
 DOLLARS  
 OF THE  
 LOWEST  
 PRICED  
 CARS**

**With AUTOMATIC HILL HOLDER**

When you stop on upgrade you simply hold the clutch pedal down and you do not roll back. Your right foot is free for the accelerator. Safety, sure enough!

Studebaker feather touch hydraulic brakes are safe and sure. Heavier brake lining, 1/4 inch. And many other super-safe features make Studebaker safe... "First, Last and All the Time."

This New Coupe or the Stylish Dictator  
 6-Passenger 4-Door Sedan

**\$29<sup>50</sup> a Month**  
**\$195 Down**  
Plus Insurance  
**6% FINANCE PLAN**

YOUR PRESENT CAR MAY MORE THAN COVER DOWN PAYMENT

**ARTHUR R. LINDBURG, Inc.**

Grand and Lindell

Jefferson 8850

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

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

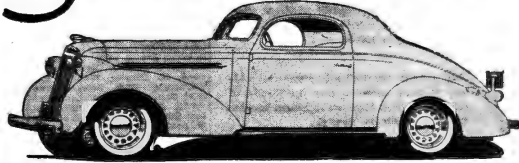


# VACATION DAYS are here!



Enjoy a Safe Vacation Trip  
and a Happy One in a New

## Studebaker



First in Safety..First in Comfort..First in Beauty  
First in Economy..First in Performance

**A Few of the Safety Features**

- Automatic Hill Holder, You Can't Roll Back.
- Strongest Steel Body in the World.
- You Can Tilt a Studebaker 57½ Degrees, Safely.
- Feather Touch Hydraulic Brakes, Heavier Brake Lining, ¼ Inch.
- World's Largest One-Piece Steel Top.
- You Steer Easily and See Clearly.

This New Coupe or the Stylish Dictator 6-Passenger 4-Door Sedan

**\$29<sup>50</sup> 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 and Lindell

Jefferson 8950

REINHOLD MOTOR CO. Webster Groves, Mo.	KAREY MOTOR CO. 5226 Gravois	OSCAR G. SHIPER 5150 Delmar Blvd.	FRANKE MOTOR SALES 4511 Delmar
ENDRES MOTOR SALES Belleville, Ill.	ADVANCE MOTOR CO. Madison, Ill.	COOKSON MOTOR CO. 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



The Car for Your Vacation  
and Every Day in the Year  
...for Years and Years

## STUDEBAKER



Gracefully combining line, proportion and color in smooth flowing, symmetry, these new Studebakers are easily the most eye-appealing car you'll see.

Besides beauty, Studebaker offers you 34 new Comfort Features... 21 new Performance Features... 14 New Economy Features and 12 new Safety Features.

THIS NEW COUPE OR STYLISH DICTATOR 6-PASSENGER 4-DOOR SEDAN

**\$29<sup>50</sup> A MONTH**

**\$195 DOWN**

Plus Insurance and New 6% FINANCE PLAN

YOUR PRESENT CAR MAY MORE THAN COVER DOWN PAYMENT

**BIG TRADE-IN ALLOWANCE**

### ARTHUR R. LINDBURG, Inc.

Grand and Lindell

Jefferson 8950

REINHOLD MOTOR CO. Webster Groves, Mo.	KAREY MOTOR CO. 5226 Gravois	OSCAR G. SHIPER 5150 Delmar Blvd.	FRANKE MOTOR SALES 4511 Delmar
ENDRES MOTOR SALES Belleville, Ill.	ADVANCE MOTOR CO. Madison, Ill.	COOKSON MOTOR CO. East St. Louis, Ill.	LELAND KREID MOTOR CO. Alton, Ill.

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Newspaper advertising was number 1 for automakers at this time and Studebaker was definitely making up for lost time during May and June here. These new owners of older Studebaker franchises/locations plus the owners of all-new franchise locations had to be pleased with this new merchandising support from the Studebaker factory. Especially after almost nothing was done during the first 4 months of 1936.

Meanwhile Studebaker President Paul G. Hoffman reported that May, 1936 factory sales and dealer deliveries in the USA of 8,440 exceeded every one of the preceding 81 months. That's almost 7 years of single months of deliveries. Sales were slowly getting better for Studebaker and most manufacturers except for Hupmobile, Graham, Pierce-Arrow and a few other of the undercapitalized, Independents who were destined to soon go out of business after the second stock market crash in 1938 or soon after.

As for Studebaker's newest dealership on the east side, #9. Advantage Motor Co., Madison IL.. I'm not certain if that dealership is really brand new or if the Studebaker factory has decided to just now start counting it as a greater St. Louis area dealership since the closing of the Hammond Motor Co., in Granite City, IL.? It's no secret the financing for the sale of #8. Cookson Motor Co. 1131 St. Louis Ave., East St. Louis, IL. fell through and since then Cookson Motor

# VETERANS

## Hold on to your bonds!

Set the world an example of level-headed thrift. In the mad scramble for your money—keep your heads.

Don't spend for the sake of spending. Don't "blow in" your nest egg. Don't even cash your bonds unless from necessity or to get out of debt.

We at Studebaker want to sell automobiles, and Studebaker dealers have the best automobile values in the world to offer you —new or used—but we refuse to

be drawn into the hysterical, high pressure clamor for the immediate distribution of your bonus funds.

Take your time!

If you spend, be sure that you spend wisely, that you get the utmost for your every dollar. But give serious thought to saving rather than spending.

Studebaker—oldest name in transportation—won world fame through integrity plus thrift.

HOLD ON TO YOUR BONDS!

*Paul G. Hoffman*  
Chairman  
President  
THE STUDEBAKER CORPORATION

# STUDEBAKER

PIONEER AND PACEMAKER

The above ads appeared From top left to right and clockwise in the St. Louis Post-Dispatch on 6/16/1936, 6/23/1936 and 6/9/1936.



## Car 30 Years Old Still Running



A 1905 Studebaker car emerging from the Holland Tunnel, New York City. It is the oldest automobile that ever has gone through the tunnel. It still is in good mechanical condition, and can run faster than 50 miles per hour.

## Judges Check Claims of Longest Continuous Studebaker Ownership

Judges are now examining and investigating the records of more than 2000 Studebaker owners who filed their claims to being the person living in the United States who has owned Studebaker automobiles for the longest continuous period of time.

The name of the winner will be announced soon.

Studebaker began the manufacture of self-propelled vehicles in 1902, and in that year 20 electric runabouts and trucks were produced. In 1904, the company began manufacturing gasoline propelled automobiles, and in the next seven years built and sold 2481 passenger cars and trucks. In 1910 Studebaker acquired ownership of the Everitt-Metzger-Flanders Co. and in 1911 the Studebaker Corporation was organized.

## Studebaker Reports Best Month in Years

Record-breaking Studebaker factory sales and dealer deliveries are reported by Paul G. Hoffman, president of the Studebaker Corporation.

Retail deliveries by Studebaker dealers in the United States only were 8440 in May, which substantially exceeded every one of the preceding 81 months.

Companies name placement at the bottom of ad's placed by the Studebaker factory in the Post-Dispatch has been inconsistent. There have been times when I've the name has been missing for a few months leading me to believe the dealership went out of business. Only for me to see the name pop up once again at the bottom of ad's forcing me to go back and re-write and update my text. I'm not sure Studebaker was certain exactly how fiscally stable Cookson Motor Co. was at this time. Adding Advantage Motor Co., Madison IL. Gave them another, hopefully more stable location, on the east side just in case Cookson Motor Co. was unable to find a new buyer or new financing.

Everything is definitely starting to get more chaotic economically for Studebaker dealers. More like I was expecting things to be for auto dealers suddenly thrown into the worst economic conditions in US history. Overall though they are still doing better than I thought they would and collectively they are still performing far more competently than the Studebaker factory did!

The above articles appeared in the St. Louis Post-Dispatch from top left to right and clockwise on 6/14/1936, 6/14/1936, 6/5/1936 and 6/14/1936.

**HURRY!**  
Before It's Too Late  
YOU CAN BUY A  
FINE CAR AT A REAL  
BARGAIN PRICE  
FROM  
**ARTHUR R. LINDBURG, Inc.**  
STUDEBAKER DISTRIBUTORS  
AND PAY

**NO  
FINANCE  
CHARGE  
AND  
NO  
INTEREST  
IMPORTANT!**

In order to get out from under the biggest stock of used cars in their history Arthur R. Lindburg, Inc., is making this sensational offer. For a limited time only—you can purchase any car in their great selection on time payments, and absolutely pay no finance charge or interest. Think of it! All the red tape and the extra expense of financing is disposed of—and you obtain the car of your dreams at the lowest price possible.

### REMEMBER!

This is only because the sales of 1936 Studebakers have swamped us with the greatest array of "trade-ins" in our history. We admit we can't handle all these cars. We haven't got the room. And so because Arthur R. Lindburg, Inc., maintains its own finance department we are able to make the astounding offer of selling cars on time without requiring you to pay a finance charge or interest.

### LOOK!

IN ADDITION, ALL CARS HAVE BEEN SENSATIONALLY REDUCED IN PRICE FOR IMMEDIATE CLEARANCE. THESE ARE NOT FICTITIOUS REDUCTIONS, BUT ACTUAL LEGITIMATE REDUCED PRICES OF FROM 30% TO 70% PER CAR.  
\$1000 cars now low as \$785  
\$800 cars now low as \$595  
\$500 cars now low as \$295  
\$350 cars now low as \$195  
\$200 cars now low as \$ 85

### CHOOSE

From one of the largest groups of cars in St. Louis. There are Fords, Chevrolets, Plymouths, Buicks, Pontiacs, Oldsmobiles, Dodges, Chryslers, Packards, Studebakers, etc.—In Sedans, Coupes and sport models—and all offered at prices that astound you.

### ACT QUICKLY!

First come, first served!  
Five days' driving trial.

**ARTHUR R. LINDBURG, Inc.**  
STUDEBAKER DISTRIBUTORS  
TWO LOCATIONS  
Grand & Lindell      Wells & Evergreen  
St. Louis              in Wellington  
JE.H. 8850              EV. 3447

## 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](http://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.aoui.org/>

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

## MINUTES FOR THE SUNDAY, MAY 19, 2024 MEETING OF THE MISSOURI/ILLINOIS "GATEWAY" CHAPTER OF THE STUDEBAKER DRIVERS CLUB

The Missouri/Illinois Gateway Chapter of the Studebaker Drivers Club gathered at 1:00pm at Helen Fitzgerald's Irish Pub & Grill at 3650 S. Lindbergh Blvd, Sunset Hills, Missouri 63127.

Members present: Ben Alspach, Phil Hendrickson, Ray Hobert, Gary Krautmann, Denny and Susan LaBantschnig, Paul Regna, Lew Schucart, Virgil and Peg Studebaker, Jeff Wassilak, and Milt Yoder. Also, Guest Kit Alspach (Ben's son) was present.

Chapter President, Ben Alspach called the meeting to order at 1:15pm.

### OLD BUSINESS

Ben referred to the minutes from the last meeting March 10 published in the May-June Steering Wheel and requested revisions or additions. There were none. Denny LaBantschnig made a motion to accept the minutes as published. Paul Regna seconded. A vote was taken, and the motion was approved.

Ben asked Chapter Treasurer Phil Hendrickson for a report. Phil said the checking account balance of \$6,292.69 was the same as published in the latest newsletter. A motion to accept the Treasurer's report was made by Paul Regna and seconded by Peg Studebaker. A vote was taken, and the motion was approved.

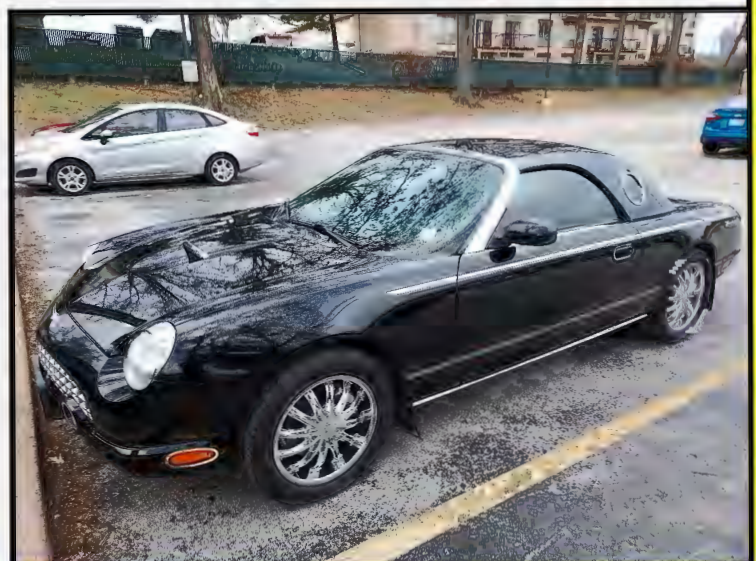
Ben asked for a discussion on using or donating a portion of the treasury. The chapter previously sponsored the Packard Predictor at the Studebaker National Museum. There seemed to be a consensus to possibly adopt another vehicle, preferably a Studebaker. Ben asked Jeff Wassilak to investigate the availability and procedure. Jeff agreed.

The President asked Jeff Wassilak, Zone Coordinator for a report. Jeff mentioned the passing of Duane Miller, former Upper Mississippi Valley Zone Coordinator. Recently opened exhibitions at the Missouri History Museum located in Forest Park are "The 1904 World's Fair" and "Eads Bridge at 150". Of note Studebaker made history having the only horse drawn and horseless vehicles on display at the World's Fair in St, Louis. These exhibitions are open Tuesdays through Sundays 10am to 5pm at no charge.

Ben asked about member Brad Bez status. Lew said Brad was having health issues and requested help with his auto repair/restoration business.

Lew thought someone affiliated with McPherson College automobile restoration program was helping.

Ben asked who planned to attend the Swap Meet in South Bend, IN. on May 31 to June 1. Virgil and Peg Studebaker said they planned to attend.



Louetta's 2-seat Thunderbird



Members who are planning to attend the International Meet June 25-29 at Dubuque, IA. are Milt Yoder, Gary Krautmann and Don Hart. Gary & Don will travel together.

Ben announced the next meeting is scheduled for 1pm, July 14 at Murphy's Bar and Grill, 1229 Castilian Arcade & Plaza, Creve Coeur. UPDATE- Ben was contacted by this venue May 23 with news they have closed their kitchen. A different location will be sought and announced. Updated info elsewhere in this issue!

Our annual picnic will be held Sunday September 8<sup>th</sup> beginning 11:30am at Sylvan Spring Park, Artillery Shelter. Officers to be elected. Phil Hendrickson announced he wants to end his run as Treasurer. President Ben Alspach and Vice President Gary Krautmann said they are also willing to pass their positions to others.

#### NEW BUSINESS

Gary Krautmann invited members to his house for Webster Groves 4<sup>th</sup> of July parade. Bring a food side or dessert to share and arrive by 9:00am. The parade passes by his street beginning about 10:30AM. Please notify Gary if you plan to attend.

Milt Yoder made a motion the meeting adjourn. Seconded by Ray Hobert. The motion passed and the meeting adjourned at about 2:30pm.

Submitted by Jeff Wassilak for Secretary Louetta Bushdiecker

#### MO/IL GATEWAY CHAPTER STEERING WHEEL NEWSLETTER WINS AWARD! BY: *Ben Alspach*

Just before going to press Lew Schucart notified the chapter and Editor/President Ben Alspach that the chapter had received a second place award in the JUNIOR BI-MONTHLY DIVISION for the Missouri-Illinois "Gateway" chapter 'Steering Wheel' newsletter. The newsletter had received a 87.5 score for the Junior 2nd award. Congratulations to Ben and to the chapter and the members who contribute articles to the newsletters success!

#### 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 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](http://www.williamsautodetail.com) or [info@williamsautodetail.com](mailto:info@williamsautodetail.com)

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



## Report #1

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

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

Obituary of Duane Miller, former Upper Mississippi Valley Zone Coordinator and member of Avanti Owners Association International. Duane R. Miller, 81, a resident of Eldridge, Iowa passed away on Wednesday, May 1, 2024, at the Clarissa Cook Hospice House in Bettendorf, Iowa. Duane was also a member of the Quad-Cities Antique Ford Club, the Studebaker Drivers Club, the Big 6 River Bend Chapter of the SDC and the Avanti Owners Association International. For many years, he served as the Upper Mississippi Valley Zone Coordinator for the Studebaker Drivers Club. He restored and owned several interesting automobiles in his lifetime.

From YouTube What it's Like "1951 Studebaker Commander, Bullet Nose". Duration is 17 minutes 53 seconds.

URL: <https://www.youtube.com/watch?v=IkK3JRaY8XQ>

From YouTube What it's Like "1951 Studebaker Commander, Bullet Nose". Duration is 17 minutes 53 seconds.

URL: [https://www.youtube.com/watch?v=SPJUp\\_3Wwbc](https://www.youtube.com/watch?v=SPJUp_3Wwbc)

For this and future months: I encourage your chapter to reach out and contact all NEW members in the Member Reports in your region. Also, why not contact RENEWED SDC members who are not current members of your chapter? Ask them about their interest in Studebaker, then invite them to upcoming local events. I believe telephone calls or voice mail messages are more effective than emails, which can be easily forgotten. Follow up an initial contact with a mailed newsletter and/or an email (with newsletter or calendar of upcoming events attached.) If their name is on the EXPIRED list, I suggest contacting them and asking why they did not renew. If you know them tell them they are missed and invite them to chapter events as a guest. Again follow up with a newsletter by mail. I believe cordial persistence (and don't let rejection stop you) can produce some positive responses. Best wishes, Jeff Wassilak

## Report #2

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

The Missouri May report has 0 NO members and 3 EXPIRED member (located in Independence, Salem, and Lees Summit). The Illinois May report has 1 NEW member (located in Collinsville, Eugene Buffard, Sangamomananeicloud.com) and 4 EXPIRED members (located in Huntley, Aurora, Alhambra, and Lombard).

From Studebaker National Museum "Explore the Collection: 1928 Fire Truck" by Kyle Safer. Duration 3 minutes, 50 seconds.

<https://www.youtube.com/watch?v=0MxQDRDZGkQ>

From Studebaker National Museum "Speaker Series: The Speedway's Studebakers" by Andrew Beckman. Duration 46 minutes, 30 seconds.

<https://www.youtube.com/watch?v=qSuTLObZvRs&t=25s>

From Hemmings Daily May 15, 2024 "Chrysler's 1960 Valiant Was a Cleaver Compact" by Mark J. McCourt. Note Studebaker Lark and Virgil Exner mentioned.

[https://www.hemmings.com/stories/chrysler-s-1960-valiant-was-a-clever-compact/?](https://www.hemmings.com/stories/chrysler-s-1960-valiant-was-a-clever-compact/?utm_medium=email&utm_source=EDaily&utm_campaign=2024-05-15&uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619)

[utm\\_medium=email&utm\\_source=EDaily&utm\\_campaign=2024-05-](https://www.hemmings.com/stories/chrysler-s-1960-valiant-was-a-clever-compact/?utm_medium=email&utm_source=EDaily&utm_campaign=2024-05-15&uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619)

[15&uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619](https://www.hemmings.com/stories/chrysler-s-1960-valiant-was-a-clever-compact/?utm_medium=email&utm_source=EDaily&utm_campaign=2024-05-15&uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619)



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

Sunday, July 14-1:30PM. The Gateway Chapter will meet at Wente's Food Shack & Saloon, 18000 Chesterfield Airport Rd. Chesterfield, MO 63005, [www.wentes.com](http://www.wentes.com). Drive your Stude if you can---look forward to seeing you there! Contact: Ben Alspach 770-362 6734 Email: [thealspachs@comcast.net](mailto:thealspachs@comcast.net) Website: [www.gatewayfdc.org](http://www.gatewayfdc.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](mailto: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 37<sup>th</sup> 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 July-August 2024 Treasurer's Report

As of today June 19, 2024, we have received 2024 Dues from 26 members, we still have 2 members from last year that have not yet renewed their membership for 2024. We have added 2 new members this year, if you have not met them yet, please make it a point to introduce yourself and welcome Virgil and Margaret Studebaker and Nick Tosie.

The current Enterprise Bank Account Balance is: **\$6,292.69**

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

Additional contact information: Phone: 314-420-4114

Email: [fishnphil@aol.com](mailto:fishnphil@aol.com)

Phil Hendrickson - Treasurer



9/19/2024



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

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

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

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

**Fax 763-420-7849 or Email: sdc@cornerstonereg.com** for information. Or visit:  
[www.studebakerdriversclub.com](http://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](mailto:fishnphil1@aol.com), (Do NOT Send Cash)



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

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



**Ed Meyer**  
**708 Lynn Haven Lane**  
**Hazelwood, MO 63042-3413**

**STAMP**