



# MISSOURI - ILLINOIS "GATEWAY" CHAPTER

# Studebaker

## STEERING WHEEL NEWSLETTER

THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM JANUARY 1940 THROUGH DECEMBER 1940. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



AUGUST 2024

Volume #53 Issue #8  
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PRESIDENTS REPORT:

BY: *Ben Alspach*

## By The Numbers??

As a long time "car guy" I recently re-subscribed to Hemmings Motor News & Marketplace, a publication I've received "off and on" for many years. Hemmings was "the bible" for the collector car hobby before the advent of the internet and, although I'm not usually shopping for anything special, I still enjoy thumbing through the classified ads covering antique and classic cars (and motorcycles), along with related parts, services, etc.

Naturally, I always check the Studebaker listings but also have a soft spot for other vintage oddball and "orphan" marques which are sprinkled in between the big sections focusing on Chevys, Fords and the MOPAR brands. In a recent issue, I came across an ad that really caught my eye. The car was a striking, bright red 1949 Kaiser Deluxe **4-door convertible** which the seller was touting as "the rarest of the rare, a fabulous AACA winner". The asking price? A seemingly modest \$35,000—which sounded surprisingly reasonable to me.

I had a friend in Atlanta who was a serious Kaiser buff, and he once told me they'd only made about 40 of those convertibles during the 1949-50 run. The Standard Catalog of American Cars 1946-1975 confirms that claim (I checked--42 total). So, even if 20% of these Kaiser convertibles have survived, that means just eight such cars remain in circulation today. You could own a superb example of "one of eight" for substantially less than the current price of a decent '57 Chevy Bel-Air ragtop, of which GM built 47,000+ copies!

## KAISER



Kaiser 1949 Deluxe, rarest of the rare, fabulous AACA winner, hydraulic convertible top, hydraulic windows, continental six-cylinder and three-on-the-tree manual with overdrive, a real award winner. \$35,000 firm.



2006



What gives? How could an ultra-rare Kaiser 4-door convertible be *less valuable* than a rather common, somewhat comparable Chevy . . . which was produced at a volume of over 1,000 to 1? That's one of the many quirks of the old car hobby. Scarcity is certainly a factor . . . but buyer demand and the related market pricing forces involve a lot more than just rarity.

The popularity and perceived value of a vintage car can also depend on a complex blend of factors such as personal taste, nostalgia, serviceability, image and even "peer pressure". In the case of a '57 Chevy, maybe you like (or dislike?) big fins. Perhaps your favorite, "cool" uncle drove one when you were a kid. The "practical you" might feel better about owning a hobby car supported by a huge parts supply and owner resource network. Or maybe a few of your pals happen to be "bow tie" guys and you want to fit into the group. You get my point.

To some extent, I feel Studebaker vehicles often suffer from this "odd brand bias". Many Studebaker models are quite rare today plus the marque is well respected in hobby circles. Yet few Studebakers command lofty market prices—and especially those cars from the post WWII era. Apart from the very best Golden Hawks or super-charged Avanti's, it's unusual for a South Bend product to notch a sale much over \$50-60K.

I guess you could say we Stude folk (and, apparently, some Kaiser-Frazier fans) enjoy the best of both worlds. Interesting, distinctive and beloved cars at bargain, "Chevy 210" prices. So, who's complaining?!



Over a Century of Studebaker Transportation on the Roadways of the World 1852 to 1966

From A Century of Progress: 1852 to 1952 'Studebaker Wheels on the Roadways of the World'.



According to the best data we had from Studebaker ads ending on December 1938. Studebaker started January 1940 with 25 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. OSCAR G. SNIPEN, Inc., 5180 Delmar Blvd., St. Louis, MO. #3. Franke Auto Sales, 4811 Delmar, St. Louis, MO. #4. Leland-Kreid Motor, Alton, IL. #5. Endres Motor Sales, Belleville, IL., #6. Cookson Motor Co. 1131 St. Louis Ave., East St. Louis, IL., #7. Barcroft Auto Sales, Granite City, IL., #8 Griffin & Cook Motor Co., 2207 Big Bend Blvd., Maplewood, MO., #9. Grand-Park Garage, 1513 South Grand, St. Louis, MO., #10. Osage Auto Sales, 4014-14 South Broadway, St. Louis, MO., #11. Chas. F. Gateweiler Motor Co., 222. South Main, St. Charles, MO., #12. Advance Motors, 4709 Natural Bridge, St. Louis, MO., #13. Stafford-Egan Motors, 3142 Morganford Rd., St. Louis, MO. #14. Pefferman Motor Co. in 9403 Lackland, Overland, MO. #15. Merry Motor Co., 5802 Delmar, St. Louis, MO. #16. Shultz Motors, 718 North Kingshighway, St. Louis, MO., #17. J. Auffenberg, 718 North Kingshighway, St. Louis, MO., #18. McMahon Motor Co., 3504 South Grand, St. Louis, MO., #19. Clifton Heights Motor Co., 5907 Southwest Avenue, St. Louis, MO., #20. Burt's Motor Co., 5023 Goodfellow, St. Louis, MO., #21. Rex Ryffel, 5811 Easton, St. Louis, MO., #22. Webster Groves Motors, Webster Groves, MO., #23. Reisert Motor Co., 8315 Gravois, St. Louis, MO., #24. Champion Motor Sales, 5421 Gravois, St. Louis, MO. #25. Meier-Watt, Collinsville, IL,

# Your money can't buy this much in *any other* lowest price car STUDEBAKER CHAMPION

PRICES  
BEGIN AT  
**\$660**

for a Champion coupe,  
delivered at factory,  
South Bend.

*The greatest advance in 10 years in beauty,  
in riding comfort and in gas-saving*



Studebaker Champion Club Sedan illustrated, \$700 delivered at factory



"I've driven my Champion 14,000 miles and it's saving me at the rate of \$65 a year over my previous lowest price car," says Mr. Floyd Egan, Assistant Vice-President, Central National Bank of Chicago.



Workmanship that never lets you down gives this Champion a big advantage in low repair cost and high trade-in value. It's expertly and painstakingly built by the same master craftsmen who build Studebaker's Commander and President.

**H**OW about giving yourself and your family the thrilling distinction and lasting satisfaction of driving this lowest price car that's styled by internationally famous Raymond Loewy?

Here's the dollar-saving lowest price car that decisively defeated all the other largest selling lowest price cars in this year's famous Gilmore-Yosemite Sweepstakes. This Studebaker Champion averaged 29.19 miles per gallon in that contest.

And thousands of "just average" Champion owners are consistently getting exceptional mileage per gallon in all kinds of driving—as

well as remarkable oil and upkeep economy that increases their savings.

You pay nothing extra for this Studebaker Champion's planar independent suspension, finest hydraulic shock absorbers, variable-ratio shockless steering, front-compartment hood lock, non-slam rotary door latches, steering wheel gear shift, sealed-beam headlamps and other indispensables.

Come in and go for a revealing 10-mile Champion trial drive. You don't need a lot of ready cash to be a proud Studebaker Champion owner. Use your present car as part payment on easy C.I.T. terms.

PRICED ON A LEVEL WITH THE  
3 OTHER LARGE-SELLING  
LOWEST PRICE CARS!

Only car with all these  
"extras" at no extra cost

Planar independent suspension  
Finest hydraulic shock absorbers  
Non-slam rotary door latches  
Front-compartment hood lock  
Foot-regulated hydraulic brakes  
Steering wheel gear shift  
Sealed-beam headlamps  
Shockless variable-ratio steering

And, at slight added cost, we equip your Champion with automatic hill holder, automatic overdrive and Studebaker's exclusive fresh-air Climatizer for cold weather comfort and safety



Averaged 29.19 miles per gallon in America's greatest gas economy test. With an expert driver and Studebaker's low-extra-cost overdrive, a stock Studebaker Champion averaged 29.19 miles per gallon in this year's Gilmore-Yosemite Sweepstakes conducted under A. A. A. supervision.

McMAHON MOTOR SALES & SERVICE  
3504 S. Grand  
THE CLIFTON HEIGHTS MOTOR INC.  
5970 Southwest Ave.  
PEFFERMAN MOTOR CO., INC.  
Overland

SCHULTZ MOTOR COMPANY  
718 N. Kingshighway  
OSAGE AUTO SALES  
4014 S. Broadway  
CHAMPION AUTO SALES  
5421 Gravois Ave.

ARTHUR R. LINDBURG, INC.  
3556 Lindell Blvd.

MERRY MOTOR COMPANY  
5806 Delmar Blvd.  
GRAND PARK GARAGE  
1513 South Grand

OSCAR G. SNIPEN  
314 N. Sarah  
ADVANCE MOTOR COMPANY  
4709 Natural Bridge  
REISERT MOTOR COMPANY  
8315 Gravois Ave.

BURT'S MOTOR COMPANY  
5023 Goodfellow Ave.  
REX RYFFEL MOTOR SALES  
5831 Easton Ave.  
FRANKE AUTO SALES CO.  
4811 Delmar Blvd.

MISSOURI  
Cape Girardeau  
Columbia  
Festus  
Hannibal  
Jefferson City

Brer Tractor Sales & Service  
Roy McMillan Motor Co.  
Eye Motor Co.  
Frank Hickman  
Capital Motor Co.

MISSOURI, continued  
Maplewood  
Mexico  
St. Charles  
Springfield  
Webster Groves

Alton  
Belleville  
Cairo  
Carbondale  
Centralia  
Collinsville

ILLINOIS  
Leland Kreid Motor Co.  
Endres Motor Sales  
Howard Motor Co.  
Huligens Motor Sales  
Briley & Kolkmeyer Motor Sales  
Watt Motor Sales

Du Quoin  
East St. Louis  
Jacksonville  
Granite City  
Marion  
Springfield

ILLINOIS, continued  
R. W. Redleman Motor Co.  
Cookson Motor Co.  
Gordon Auto Co.  
McAnaney Mtr. Co.  
Paul Kierker  
Lindburg Utilities Co.

KENTUCKY—Paducah

Vaughn & Vaughn



## AMERICA'S STAND-OUT BUY IN THE LOWEST PRICE FIELD



**NOW ON DISPLAY**  
AT  
STUDEBAKER SHOWROOMS  
EVERYWHERE

**10% TO 25%  
GREATER  
GAS MILEAGE**

**HIGHER  
TRADE-IN  
VALUE**

**LOWER  
MECHANICAL  
UPKEEP**

*Now backed by a billion miles of proof!*

# 1941 STUDEBAKER CHAMPION

Longer, wider, lower, roomier, torpedo-type bodies  
Stratoliner-style luxurious interiors

THIS year it's easy to get the ultimate, stand-out buy in a low-price car, if you make sure to put your money in this longer, lower, wider, roomier, more beautiful new 1941 Studebaker Champion.

Delighted owners have now rolled up a billion miles of proof of Studebaker Champion quality and dependability.

This bigger, finer Studebaker Champion for 1941 has a handsome new torpedo-type body that's styled as luxuriously as a stratoliner inside.

It rides more restfully and sure-footedly, handles more easily and responsively than any other lowest price car you've driven.

And, you get the same welcome

**\$690**

Learn for yourself why this grand new Studebaker Champion is motor-wise America's first choice for 1941. Come in now and go for a revealing trial drive. Become a proud Studebaker Champion owner—with your present car as part payment—on easy C.I.T. terms.

**Grand and Lindell, ARTHUR R. LINDBURG, Inc., DISTRIBUTOR, JEFFERSON 8850**

## FIRST IN QUALITY, FIRST IN STYLE! COST LESS TO RUN, LEAST TO BUY!

# Lowest priced sedans in America!

You save 10% to 25% on gas! You get more when you trade in!

IN ANY 6 OR 8 CYLINDER CAR



**NOW ON DISPLAY**  
AT STUDEBAKER SHOWROOMS  
EVERYWHERE

**NEW SLIP-STREAM TORPEDO BODIES**

**STRATOLINER-STYLE INTERIORS**

**LOWER MECHANICAL UPKEEP**

*Big, roomy, beautiful, new 1941*

# STUDEBAKER CHAMPION

**ONLY LOWEST PRICE CAR WITH ALL THESE FEATURES**

Automatic choke for easier starting in cold weather—prevents stalling—increases economy on any grade of traffic.

Shock-proof variable ratio steering that makes parking easier and keeps your Champion on the same even keel whether rounding turns or driving straight ahead.

Economic shift with overdrive eliminates practically all use of the clutch in shifting—saves you 2 to 3 miles per gallon free. You do what you want to do, when you want to do it. Because in the lowest price field with the Studebaker Champion, Optional at \$100 extra.

Angle-set front door ventilating vanes that provide draft-free ventilation and keep it in, out and shut.

Fresh air climaticizer with windshield defroster provides a constant supply of fresh, filtered, warm air throughout the car in the coldest weather. This exclusive Studebaker feature is built in at no extra cost. Available at slight added cost.

Planer independent suspension that's self-maintaining and gives you the most restful, most easy-riding ride in any lowest price car.

Harmonizing two-tone interiors and exteriors at low extra cost.

Oversize luggage compartment built in your trunk for extra family traveling equipment. Weather-tight and secure. Holds everything your luggage bag couldn't hold.

AND BEHOLD, YOU GET—ONE COMPROMISED LESS... First hydro-bolts shock absorbers... Non-rattle door latches... Fast-regulating hydraulic brakes... Strong light switch... Power windows... Spring doors... A wheel gunner shift... All standard, no extra equipment... Automatic hill holder is available at slight added cost.

**RESTFUL RIDING  
EASY HANDLING**

**TOP ALLOWANCE  
FOR YOUR  
PRESENT CAR**

**\$690**

Champion Club Sedan with trunk \$730  
Champion Sedan with trunk \$770  
Champion Sedan with trunk \$770  
Champion Sedan with trunk \$770

**Grand and Lindell, ARTHUR R. LINDBURG, Inc., DISTRIBUTOR, JEFFERSON 8850**

## Studebaker Champion costs nothing to try...little to buy

29.39 MILES PER GALLON  
IN GILMORE-TOLSONITE ECONOMY RUN

**NEW SLIP-STREAM TORPEDO BODIES**

**STRATOLINER-STYLE INTERIORS**

**LOWER MECHANICAL UPKEEP**

**RESTFUL RIDING**

**EASY HANDLING**

**TOP ALLOWANCE FOR YOUR PRESENT CAR**

**Only lowest price car with all these features**

Automatic choke for easier starting in cold weather—prevents stalling—increases economy on any grade of traffic.

Shock-proof variable ratio steering that makes parking easier and keeps your Champion on the same even keel whether rounding turns or driving straight ahead.

Economic shift with overdrive eliminates practically all use of the clutch in shifting—saves you 2 to 3 miles per gallon free. You do what you want to do, when you want to do it. Because in the lowest price field with the Studebaker Champion, Optional at \$100 extra.

Angle-set front door ventilating vanes that provide draft-free ventilation and keep it in, out and shut.

Fresh air climaticizer with windshield defroster provides a constant supply of fresh, filtered, warm air throughout the car in the coldest weather. This exclusive Studebaker feature is built in at no extra cost. Available at slight added cost.

Planer independent suspension that's self-maintaining and gives you the most restful, most easy-riding ride in any lowest price car.

Harmonizing two-tone interiors and exteriors at low extra cost.

Overize luggage compartment built in your trunk for extra family traveling equipment. Weather-tight and secure. Holds everything your luggage bag couldn't hold.

AND BEHOLD, YOU GET—ONE COMPROMISED LESS... First hydro-bolts shock absorbers... Non-rattle door latches... Fast-regulating hydraulic brakes... Strong light switch... Power windows... Spring doors... A wheel gunner shift... All standard, no extra equipment... Automatic hill holder is available at slight added cost.

**THIS Christmas**  
GIVE THESE  
KEYS TO HAPPINESS



**EXTRA ROOMY, EXTRA COMFORTABLE, EXTRA SMART**

# STUDEBAKER CHAMPION

THIS big, roomy Studebaker Champion comes to you completely equipped. Think of it—the lowest priced 2-door in-door waxy-lined sedan in America—yet you choose from nine distinctive body colors and bedford and in standard cloth upholstery at no extra cost.

One lowest price includes the world's strongest, most comfortable spring suspension, super-soft variable ratio steering, twin tail lights, bumper guards, glove compartment lock, cross-country

seat trunk, literally scores of quality features—and you pay less money than for any other nice-riding sedan!

Comparison proves that no other car on the market comes close to Studebaker Champion value. See for yourself.

Come in and drive this distinctive, easy-handling Studebaker Champion 19 thrilling miles. Then become a proud Studebaker Champion owner—with your present car as part payment—on easy C.I.T. terms. Studebaker serves in a unique way.

**PRICES BEGIN AT \$690**

See a Champion Sedan with trunk \$730  
Champion Sedan with trunk \$770  
Champion Sedan with trunk \$770  
Champion Sedan with trunk \$770

**Grand and Lindell, ARTHUR R. LINDBURG, Inc., DISTRIBUTOR, JEFFERSON 8850**

## Studebaker Champion cuts your first cost and your operating cost

# LOWEST PRICED SIX CYL. SEDANS IN AMERICA!

YOU SAVE 10% TO 25% ON GAS!  
YOU GET MORE WHEN YOU TRADE IN!

29.39 MILES PER GALLON  
IN GILMORE-TOLSONITE ECONOMY RUN

**NEW SLIP-STREAM TORPEDO BODIES**

**STRATOLINER-STYLE INTERIORS**

**LOWER MECHANICAL UPKEEP**

**RESTFUL RIDING**

**EASY HANDLING**

**TOP ALLOWANCE FOR YOUR PRESENT CAR**

**\$690**

Champion Club Sedan with trunk \$730  
Champion Sedan with trunk \$770  
Champion Sedan with trunk \$770  
Champion Sedan with trunk \$770

**Grand and Lindell, ARTHUR R. LINDBURG, Inc., DISTRIBUTOR, JEFFERSON 8850**

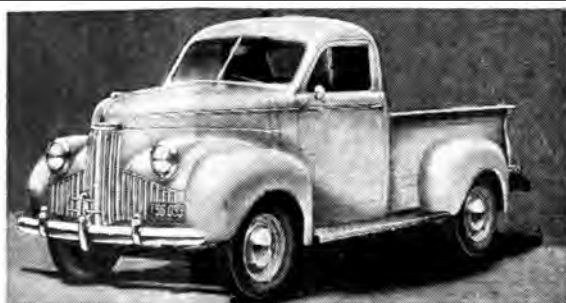
The above ads from top left to right and clockwise appeared in the St. Louis Post-Dispatch on 9/5/1940, 10/2/1940, 11/12/1940 & 12/10/1940.







Louis, MO failed after just one month and that was far from the only one that failed after just one month during the 1930's. I can remember at least 2 more and a few more that failed after just a few months. I'm guessing so many businesses failed during the Great Depression that Studebaker felt it just wasn't that big a deal by 1940 anymore. Studebaker probably hoped the more dealerships they signed, the greater chance they had discovering the next Ben Lindenbusch type dealer that could come out from



Coupe express model of the 1941 Studebaker line of trucks and commercial cars which were introduced the past week at a meeting of dealers in St. Louis.

A MEETING ATTENDED BY more than 200 dealers and salesmen from the St. Louis territory was held by the Studebaker Corporation at the Coronado Hotel Thursday to introduce the new 1941 trucks and commercial cars. The meeting was in charge of Arthur R. Lindburg, president of Arthur R. Lindburg, Inc., the local Studebaker distributor. Studebaker selling plans were outlined by Courtney Johnson, assistant general sales manager for the Studebaker Corporation, and R. G. Hudson, manager of the truck division, discussed specifications and improvements in the new trucks. Among those attending from Studebaker headquarters was B. L. Moorhead.

The new Studebaker line includes commercial cars of three types—the coupe express, a 113-inch dual-purpose car with a six-foot six-inch express body, a standard truck for general hauling purposes on 120-inch, 128-inch and 152-inch wheelbases with eight, nine and 12 foot bodies—and also a heavy-duty truck on 128, 152 and 195 inch wheelbases. Improvements include better driver vision, heavier frames, greater power, lowered centers of gravity and other features not generally found in commercial cars.

THE EIGHTY-EIGHTH ANNIVERSARY of the Studebaker Corporation was observed Tuesday with a luncheon meeting at Hotel Chase which was attended by more than 200 dealers and salesmen from the St. Louis area. F. A. Thomas, Studebaker regional manager here, was in charge of the meeting at which the principal speaker was Courtney Johnson, regional supervisor with headquarters in Chicago. Johnson said that the Studebaker spring sales and advertising campaign would be one of the largest in the history of the corporation.

A two-reel talkie movie of the Studebaker cars was shown. Also it showed the number of employees who have been with Studebaker for a number of years, especially H. V. Kimble, who has been with Studebaker since Jan. 16, 1882, and was acquainted with the five Studebaker brothers who founded the business in 1862 with a capital of \$68. More than 50 per cent of the 6000 Studebaker craftsmen, according to Johnson, are 40 years old and older and hundreds of father and son teams are working side by side in the Champion plant.

Other speakers were Arthur R. Lindburg, who is the distributor for St. Louis and surrounding territory of Studebaker cars, William McDonald, of the Studebaker commercial department at South Bend, Ind., Fred Kester, of the sales promotion division at South Bend, and B. L. Moorhead, assistant to Thomas in St. Louis.



## TWO GREAT AMERICAN INSTITUTIONS

### Thanksgiving and STUDEBAKER

Thanksgiving --- An American Custom Since 1623

Studebaker --- An American Custom Since 1852

Through the ages people have set aside days for giving thanks. In the time of the Patriarchs, burnt offerings were made. The first Thanksgiving offered for deliverance from an enemy was for deliverance from the Spanish Armada, November 24, 1588, and was attended by Queen Elizabeth. In America, Governor Bradford in 1623, made provision for a day of Thanksgiving after a successful harvest. Gradually the custom prevailed of appointing this day annually. New York adopted Thanksgiving as an annual custom which spread through the states. In 1863 Abraham Lincoln appointed a day of Thanksgiving, and since then the presidents have issued a Thanksgiving proclamation, designating usually a Thursday of November.

Almost a century ago the firm of H. & C. Studebaker was founded in South Bend, Indiana, to build wagons. These Studebaker-built wagons were favored by emigrants going to California and Utah, purchased by the U. S. Government during the Civil War and praised by Lord Roberts in his official Boer War report before the British Parliament. After the Studebaker wagon came the Studebaker buggy. Forty-five years later the first electrically propelled "horseless vehicle" was proudly shown and then seven years later Studebaker began the manufacturing of gasoline propelled automobiles. 2,000,000th Studebaker was sold. And also in the Spring of 1939, the hopes and dreams of Studebaker engineers for years came true—the Studebaker Champion.

## THE 1941 CHAMPION

Gives You So Many More Added Advantages

GOOD LOOKS

For Your Money

HANDLING EASE

Big, roomy, slipstreamed torpedo bodies — aerodynamic interiors.

Only lowest price car with variable ratio steering.

GAS ECONOMY

It has all other largest selling lowest price cars in official Gilmore-Yonville Sweepstakes.

PRICE BEGIN AT \$690

LOW REPAIR COST

Only lowest price car with planar independent suspension and fluid shock absorbers.

Try to buy a used Studebaker Champion — if you can find one for more than \$1000.

TRADE-IN VALUE

Proven by a billion miles of money-saving, enthusiastically satisfied Champion owners.

Proven by a billion miles of money-saving, enthusiastically satisfied Champion owners.

LOWEST PRICED SIX-CYLINDER SEDANS IN AMERICA

GRAND AND LINDELL ARTHUR R. LINDBURG, Inc. DISTRIBUTOR JEFFERSON 8850

ADVANCE MOTOR CO. 4709 Madison Blvd. CHAMBERLAIN AUTO SALES 2501 S. Grand CLIFFORD HENRIKSON MOTORS 1970 Jackson St. GRANITE AUTO SALES 4811 Madison Blvd. HARRIS-JONES GARAGE 1212 S. Grand HOLLYN MOTOR CO. 2802 Delmar Blvd.	OSAGE AUTO SALES 4012-14 S. Broadway REBERT MOTOR CO. 8113 Grand SCHULTZ MOTOR CO. 714 N. Washington OSAGE & SUTHER 1000 S. Grand SOUTH SIDE MOTOR SALES 2402 Grand	SHAS F. GATZWILER MOTORS 10. Duane BIG BEND MOTOR SALES 2307 Big Bend, Westwood PEPPERMAN MOTOR CO. 10. Duane PEPPERMAN MOTOR CO. 10. Duane ENDERS MOTOR CO. Bellefontaine	HOWARD MOTOR SALES Bellefontaine LELAND KREID MOTOR CO. Adair MANARNEY MOTOR CO. Grand St. SMITH MOTOR SALES East St. Louis WATY MOTOR SALES Gallatinville
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nowhere and just take off and dominate a market in sales. What we've learned so far is the second stock market crash and second wave of the Great Depression that started in early 1938 had far greater effect on the auto industry and its dealer network than I had previously known. Like in 1939, for all of 1940, the Studebaker factory only placed 9 large ads in the St. Louis Post-Dispatch for the entire 1940 calendar year. Considering how important newspaper advertising was to the auto industry during the 1920's and the 1930's these tiny totals for these last 2 years were surprising and unprecedented. Sales seemed to be starting to pick up again in late 1940 but one wouldn't know it based on the lack of factory backed advertising from Studebaker. The other automakers, even the other independents, were doing a much better job of merchandising in the newspaper. Even little Willys, in spite of its tiny size, has managed to place a couple of large ads for its new Americar. Studebaker's Champion now had a LOT of similarly priced good-looking competition. The new Nash Ambassador 600 and especially the new Hudson Super 6, it was not a time to relax.

The above articles & ad's appeared in the St. Louis Post-Dispatch from top left to right & clockwise on 12/22/1940, 11/21/1940 & 3/10/1940.

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

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### STUDEBAKER ONLINE

Visit the MO/IL Gateway SDC Chapter of the SDC at: <http://clubs.hemmings.com/gatewaysdc/>

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](http://www.studebakermuseum.org)



## MINUTES OF THE 12/13/2025 MO/IL GATEWAY CHAPTER OF THE SDC MEETING BY: *Jeff Wassilak*

**Saturday, December 13, 2025**, The Missouri - Illinois Gateway Chapter of the Studebaker Drivers Club and Avanti Owners Association St. Louis Chapter gathered for a Holiday Luncheon and Party at 1:00pm at the Doubletree Westport, 1973 Craigshire Road, Maryland Heights, Missouri, 63146. According to gala organizer and program director Don Hart, there were 25 attendees. Following a delicious (and bountiful!) catered luncheon, Chapter President, Ben Alspach, called the meeting to order at 2:19pm.

After thanking Don for the great job planning the luncheon, Ben asked if there were any revisions to the minutes of the last meeting (September 21st picnic). There were none. Jan Lindner made a motion to accept the minutes. Phil Hendrickson seconded. A vote was taken and the motion passed.

Ben asked Treasurer Milt Yoder for a report. Milt said he did not bring a report. He announced the club has over \$5,000 in the bank account and he has received some renewal dues for 2026.

Ben said our 2025 sponsorship of the 1953 Studebaker Champion at the Studebaker National Museum had expired but was still available for the club to renew. The donation amount is \$500 for next year. There was a brief discussion and a vote was taken. By a show of hands (plus votes Ben received from those who left prior to the business meeting) there were 16 votes to renew and 9 opposed. Therefore, the donation motion passed.

Ben then announced he had a few sets of three flash drives from Ed Meyer which contained vintage Studebaker ads and interesting stories. Two members requested sets.

Jeff Wassilak said the next meeting is Sunday January 11, 2026, at Bandanas Bar-B-Q, 11750 Gravois Road, Sunset Hills, MO 63127. Ben said the March meeting is scheduled to be in Washington, Missouri.

Member Nick Tosie was thanked by Ben and Don Hart for generously donating sample assortments of Mothers, Inc. car care polishes, waxes, cleaners, etc. as table and game prizes. Lucky recipients were VERY pleased at their good fortune! A vote was taken to adjourn the meeting at 2:27 pm.



Santa works the room to warm up the crowd!



A holiday feast for all!



Rod Vos show off his car care prize package.



Christine Laughlin is all smiles as she claims her prize!



25 members of the Gateway SDC and AOAI chapters attended the 2025 Holiday Party on December 13, 2025 at the Westport DoubleTree hotel. They enjoyed a luncheon buffet of 3 Italian dishes and sides courtesy of the Chapters. Following lunch, a brief business meeting was held by Ben Alsapach. SDC member Nick Tosie graciously donated a mixed bag of Mothers Wax products for table prizes for each of the 5 tables. A dice or card game was played at each table to determine winner of the table prize. Following was a game of Let's Make a Deal to allow each table prize winner to surrender their table prize in order to choose from one of three large packages. Two of which contained car wash buckets containing additional Mothers products and the third a box of Kleenex. Santa did not make an appearance this year, but a festive time was still enjoyed by all.

Don Hart



The contents of one of the Mothers Car Care Products prize bundles above left.



Harry Irwin standing beside his 1965 Studebaker Cruiser.



Don Lindner's 2007 Avanti convertible.



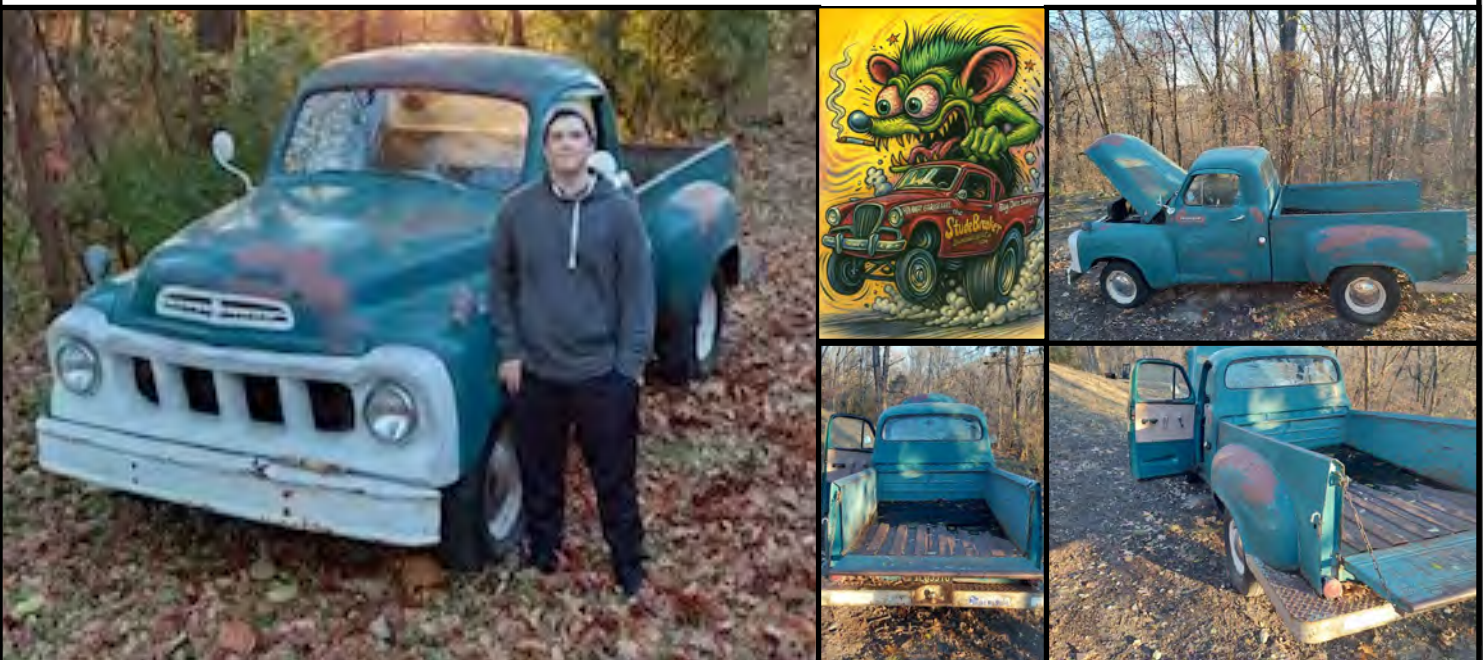
## MO/IL GATEWAY CHAPTER OF THE STUDEBAKER DRIVERS CLUB FREE CLASSIFIED ADS

**FOR SALE:** 1949 Studebaker 2R5 1/2-ton pickup. Asking \$21,900. Older restoration that presents very well and is a solid, straight, drivable classic. This truck features a 350ci Chevy small-block V8 (4-barrel) paired with a GM Turbo-Hydramatic automatic transmission, making it an easy and enjoyable driver. It starts, runs, and drives well. Highlights: Straight, solid body, no rust, bright red exterior with smooth, glossy paint, minor chips and blemishes, original metal bed under wood bed covering, Chevrolet steel wheels with hubcaps and beauty rings, wide whitewall tires (older), odometer shows 53,804 miles (TMU). Interior: fair interior upholstery and trim, original dash gauge cluster, aftermarket gauges mounted. Call Sabrina Castilleja by phone at: 636-751-5195 or text at: [brinaskye10@icloud.com](mailto:brinaskye10@icloud.com)



**AVAILABLE LODGING IN SOUTH BEND.** Go to [avantihouse.com](http://avantihouse.com) the booking person is Cassadra (574) 993-9312) and she has a warm heart for Avanti and Studebaker people. If you have any trouble call me, Don Lindner, at 314-973-8686. We have 4.9 reviews out of 5 and Super Host status from Airbnb and are adjacent to and in the famous S. Bend Studebaker Museum corridor. There are two houses, 1/2 block apart, Avanti House 1 and Avanti House 2, (where I live 2/3rds of the time).

**FOR SALE:** 1957 Studebaker Transtar Half-Ton Pickup. HD 259 V-8 engine, 3-speed manual (column) shift, 12V electrical system with electric fuel pump added. Very straight, solid body with minimal rust and nice, original patina. Passenger door has been replaced. This truck runs, drives and stops. Would make a great restoration project or give it a little TLC and drive just as-is for fun. Lots of personality! Truck is in Hillsboro, MO Asking \$7,800 Contact Jon @ (314) 220-0946 or [jonferrell842@hotmail.com](mailto:jonferrell842@hotmail.com)





## 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 November:** November 1, 1965 Studebaker's Chemical Compounds division changes name to principal product STP., November 2, 1902 Studebaker Automobile Company formed., November 5, 1893 Raymond Loewy born., November 6, 1899 Packard Motor Car Company founded., November 14, 1958 Studebaker Lark introduced., November 19, 1984 Avanti convertible introduced., November 25, 1963 Sherwood Egbert resigns as President and Byers Burlingame is appointed President of Studebaker., November 27, 1901 Clement Studebaker dies, age 70.

The Missouri October report has 1 NEW member (located in Brookline) and 5 EXPIRED members (located in De Soto, Colombia, Mt View, Saint Peters, and Warsaw).

The Illinois October report has 1 NEW member (located in Mount Prospect) and 6 EXPIRED members (located in Biggsville, Woodstock, Metropolis, Addison, Aurora, and Huntley).

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.

**From Hemmings Daily Tuesday October 21, 2025 "Stand Out From the Crowd With One of These Six Independents" by David LaChance.**

**STORY LINK:** [https://www.hemmings.com/stories/stand-out-from-the-crowd-with-one-of-these-six-independents/?uclid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619utm\\_content=otherutm\\_source=Sailthruutm\\_medium=emailutm\\_campaign=EDaily%20Recurring%202025-10-21utm\\_term=eDaily%20Newsletter](https://www.hemmings.com/stories/stand-out-from-the-crowd-with-one-of-these-six-independents/?uclid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619utm_content=otherutm_source=Sailthruutm_medium=emailutm_campaign=EDaily%20Recurring%202025-10-21utm_term=eDaily%20Newsletter)

**YouTube video " The Studebaker Mansions: Tippecanoe Place & Erskine Manor" from This House. Duration is 9 minutes, 23 seconds.**

**STORY LINK:** <https://www.youtube.com/watch?v=kkJgpDzGtc8>

## Report #2

**Some Studebaker, Packard and Avanti history this month of December:** December 1, 1996 Designer Bob Bourke dies., December 9, 1963 Studebaker announces closing of South Bend plant., December 14, 1961 Studebaker-Packard sells Gering Plastics Division., December 15, 1877 John Clement Studebaker dies., December 15, 1931 Rockne automobiles production begins., December 15, 1961 Studebaker-Packard forms Defense Products Division., December 17, 1887 Jacob Studebaker dies., December 20, 1963 Production of Lark types and Hawks at South Bend plant ends., December 24, 1962 Studebaker Drivers Club forms., December 26, 1963 Last Studebaker Avanti built., December 27, 1963 Last non-military truck built., December 29, 1964 Studebaker announces sale of Mercedes-Benz distribution rights., December 31, 1910 Studebaker acquires Everitt-Metzger-Flanders (EMF) Company.

The Missouri November report has 2 NEW members (located in Rolla and Clinton) and 5 EXPIRED members (located in Jefferson City, St. Charles, Harrisonville, Bucklin, and Jackson).

The Illinois November report has 1 NEW member (located in Yorkville) and 2 EXPIRED members (located in Grayslake and Mokena).

**From Hemmings Daily Wednesday November 5 and Thursday November 6, 2025 "Take Flight in One of Studebaker-Packard's stylish, Powerful Hawks" by David LaChance.**

**STORY LINK:** [https://www.hemmings.com/stories/take-flight-in-one-of-studebaker-packards-stylish-powerful-hawks/?uclid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619utm\\_content=otherutm\\_source=Sailthruutm\\_medium=emailutm\\_campaign=EDaily%20Recurring%202025-11-05utm\\_term=eDaily%20Newsletter](https://www.hemmings.com/stories/take-flight-in-one-of-studebaker-packards-stylish-powerful-hawks/?uclid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619utm_content=otherutm_source=Sailthruutm_medium=emailutm_campaign=EDaily%20Recurring%202025-11-05utm_term=eDaily%20Newsletter)



Hello Gateway Members, This was a great meet as they all are. This is my yearly meet since 1997 except for Covid. In 2022, there were two meets being the AOA official meet in Milwaukee, Wi. and Indiana Chapter meet in S. Bend along with the Studebaker National Museum concourse de Elegance.

This September, Mike Nicolella and Mike Baker were the meet chairs on the Avanti side. Super job to both. Don Hart, Virgil Studebaker and myself were the fortunate ones to attend from the Gateway Chapter. To clarify, this was a joint SDC and AOA meet that creates a problem for me. I like the tours, of both but there is so much to do that I have to choose and miss out on so many tours, lectures, etc.

Of the three of us from the Gateway Chapters attending, I was the only one to show a Studebaker or Avanti. My red 2007 Avanti received 98.66 out of 100. I had a simple parking light out that cost me a point and one of the judges deducted .33 of a point for the engine compartment. In 2026, it is at Palm Springs, CA (home of the design house) for the Av. Side. Then back in S. Bend for 2027. Sincerely, Don Lindner 314-973-8686 [dlindner@mac.com](mailto:dlindner@mac.com)



Judges in red & Yellow shirts.



My 2007 Avanti red. Next to the last Avanti ever built.



## 2026 MO/IL GATEWAY STUDEBAKER DRIVERS CLUB CHAPTER CALENDAR OF EVENTS

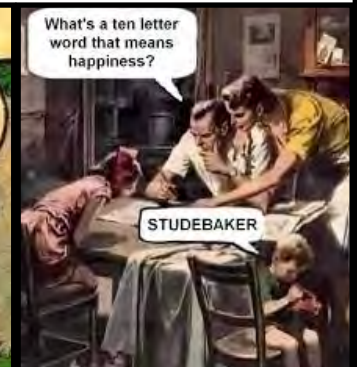
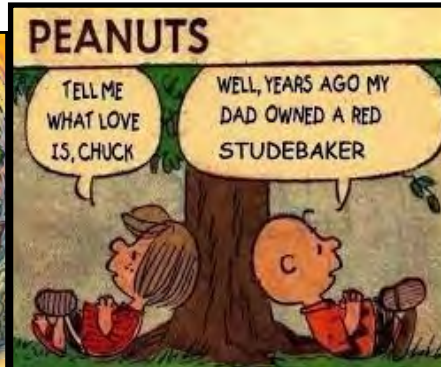
**January, 11<sup>th</sup>, 2026**, Sunday, St. Louis, MO/IL Gateway Chapter will meet at 1:00 pm at Bandana's BBQ, 11750 Gravois Ave. Sunset Hills, 63127 (near Gravois & Lindbergh). Lunch will be followed by a short business meeting. Plenty of parking so drive your Stude! Contact: Ben Alspach, 770-362-6734, Email: [thealspachs@comcast.net](mailto:thealspachs@comcast.net).

**March 8<sup>th</sup>**, Sunday Washington, MO/IL Gateway Chapter will meet at 1:00 pm at the 1869 Draft Room Tavern, 216 Front St. (across from the RR Station). Lunch will be followed by a brief business meeting. Plenty of parking so drive your Stude! Contact: Ben Alspach, 770-362-6734. Email: [thealspachs@comcast.net](mailto:thealspachs@comcast.net).

**September, 20<sup>th</sup>**, Sunday, 11:30 AM, Chapter Picnic and our September Chapter Meeting at Sylvan Springs Park near Jefferson Barracks – Artillery Shelter – 300 Halsey Rd., St. Louis, MO 63125. Chapter picnic/pick-n-choose parts & donation table/September chapter meeting, Food, fun Studebakers, Avanti's and fellowship. For info, contact Ben Alspach @ 770-362-6734, Email: [thealspachs@comcast.net](mailto:thealspachs@comcast.net). Chapter will provide sub lunches in a bag and can soda as in the past.

*Please RSVP to Ben so we'll have a sub sandwich for you at the JB picnic on Sept. 21<sup>st</sup>. Thanks!*

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



### TREASURERS REPORT

BY: *Milt Yoder*

## January Treasurer's Report

Welcome to 2026.

We enjoyed the Christmas party last month. It is always nice to see and chat with our Studebaker friends. I have all my cars covered and ready for the winter. Winter time for me is spending time in the basement workshop gathering parts to list on ebay and repairing various things that broke and were waiting for repairs in the winter time. I miss going to the grandkids soccer games but February will come around faster than I realize. When I was younger the old timers said time goes by faster as you age and I laughed it off thinking "OH SURE". Well I am now finding out how right they were.

Now for the Treasurer's report. Our treasury has been pretty consistent for the past 6 months. In December I paid our part of the Christmas party for a total of \$1082.13.

I also sent of a check for \$500 as sponsorship for the 1954 Champion to the Studebaker museum for \$500.

I have \$250 in 2026 dues renewals to deposit in the near future. If I include these deposits we have a balance of \$5088.07 in our checking account. In 2025 we had 32 paid members/12 of those members have renewed for 2026. **Hopefully our 20 members that have not renewed for 2026 will do so shortly.**

**If you have not renewed for 2026 and wish to do so, please send me a check for \$25 made out to MO-ILL SDC. Please include any contact changes you may have. (Milt Yoder 10747 Roxanna Dr. St. Louis MO 63128)**

Happy Studebaking,  
Milt Yoder



Milt's 1947 Studebaker Champion



## 2026 INTERNATIONAL SDC MEMBERSHIP FORM.

### Membership Application

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

#### Membership in US

	1 year	3 years	5 years
<b>Regular Members w/periodicals:</b>		<b>Total</b>	<b>Total</b>
<input type="checkbox"/> <b>New Members 1st year only</b> .....	\$37	na	na
<input type="checkbox"/> Regular Member renewal w/periodical class mail.....	\$46	\$132	\$220
<input type="checkbox"/> Regular Member renewal w/1st class mail .....	\$73	\$213	\$355
<input type="checkbox"/> Student & Young Adult Membership (To 22 yrs old) .....	\$37	\$111	\$185
<input type="checkbox"/> SDC Membership <b>WITHOUT</b> <i>Turning Wheels</i> .....	\$15	\$45	\$75
<input type="checkbox"/> <i>Turning Wheels</i> subscription <b>WITHOUT</b> SDC membership (Libraries, etc.) .....	\$37	\$111	\$185

#### Membership in Canada

<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

#### Overseas Membership

<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

#### Worldwide

<input type="checkbox"/> SDC Membership & Digital <i>Turning Wheels</i> .....	\$29	\$87	\$145
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#### Other SDC Items

<input type="checkbox"/> Donation to SDC Museum Fund .....	\$		
<input type="checkbox"/> Donation to SDC Restoration Fund.....	\$		
<input type="checkbox"/> <b>Donation to BOB PALMA National Museum Internship*</b> .....	\$		
<input type="checkbox"/> Donation to National Museum Endowment Fund* .....	\$		
<input type="checkbox"/> Donation to Studebaker National Foundation* .....	\$		

(\*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) ____	\$		
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**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.

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

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

Address \_\_\_\_\_

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

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

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

It is required that you be a member of The International Studebaker Drivers Club.

Are you presently a member of the National SDC?

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

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

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

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

(314) 842-5739 (Do **NOT** Send Cash)



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

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



**Ed Meyer**

**STAMP**

**708 Lynn Haven Lane**

**Hazelwood, MO 63042-3413**