



MISSOURI - ILLINOIS "GATEWAY" CHAPTER

# Studebaker

STEERING WHEEL NEWSLETTER

THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM  
JAUARY 1941 THROUGH DECEMBER 1941. FROM AD'S IN THE POST-DISPATCH ARCHIVES

BY: *Ed Meyer*



MARCH-APRIL

Volume #55 Issue #2  
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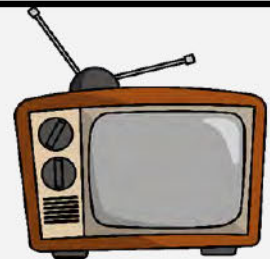
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PRESIDENTS REPORT:

BY: *Ben Alspach*

Do You . . .

# YouTube?



## *Massive Internet Video Library Covers Almost Everything . . . Including Studebakers!*

If you're confused by this headline, I apologize. "Computer geeks" are well acquainted with the popular web information resource called *YouTube*. However, if you're one who limits their on-line activity to e-mail and solitaire, *YouTube* might be new to you.

In a nutshell, *YouTube* is an immense "how to" video repository that contains titles covering everything from home & auto repairs to music, history, geography, pets, health care, cooking, gardening, sports, fitness . . . you name it. Some of the video segments are slick, professional presentations while others are strictly "home-spun" productions, involving no more than a person with a cell phone who thinks they have helpful information about a certain task or topic. [Sometimes that's true--other times it's not.] However, *YouTube* is generally FREE (unless you care to subscribe for "extra benefits") so if you don't like one segment, you can quickly move on to another video option (again, at no cost).

I'm certainly no *YouTube* "junkie" but have learned that it can be a very helpful reference source if you get stuck on a DIY project like installing a ceiling fan, refinishing furniture or making a pie crust. It's remarkable what's out there and, frankly, surfing around a bit (now & then) can be interesting and rather entertaining.

A few weeks ago, a friend of mine (who likely spends more time on his tablet than he should!) sent me note with a *YouTube* link to a Studebaker video he'd stumbled across on-line. The 60-minute documentary was entitled "Inside the Studebaker Plant: The Collapse of an American Auto Icon". Here's the link if you'd like to check it out:

***Inside the Studebaker Plant: The Collapse of an American Auto Icon***

<https://www.youtube.com/watch?v=E5JN6aofQM&t=133s>



PRESIDENTS REPORT CONTINUED: ON NEXT PAGE:

[PLEASE NOTE, you'll have to activate the sound on your computer (unless you have it ON all the time, anyway). Also, there might be a short, unrelated commercial at the beginning of the video. You can watch the commercial if you want or, within seconds, a tab will pop up allowing you to "skip" the ad and go right to the main feature.]

I had an opportunity to watch the entire video the next evening (a good-sized computer screen is much better than trying to play this on your phone!). I'll have to admit I was quite impressed, overall, with the production which includes a lot of Studebaker history as well as some excellent photography (both still and motion picture) taken over the course of many decades. Most of the info provided by the narrator seems to be generally accurate (based on my limited knowledge) and many of the old images shown are quite interesting.

But, as the film critics muse, I do have a couple of minor complaints. First, the video does a rather poor job (in some segments) matching the visuals to the narrator's spiel. When he's talking about WWII truck production, they might be showing a Golden Hawk or a horse drawn ambulance. And when he mentions the introduction of the Lark, they could show a '50 bullet-nose or an illustration of the old 1860 blacksmith shop. Not sure what happened since they seemed to have plenty of good images available. Also, things get a little repetitious toward the end. I believe the video could have been a few minutes shorter which would have actually *improved* the quality and impact of this Studebaker tale.

I hope you enjoy the show--I'll be interested in your thoughts. See you here in Washington on Sunday, March 8th!



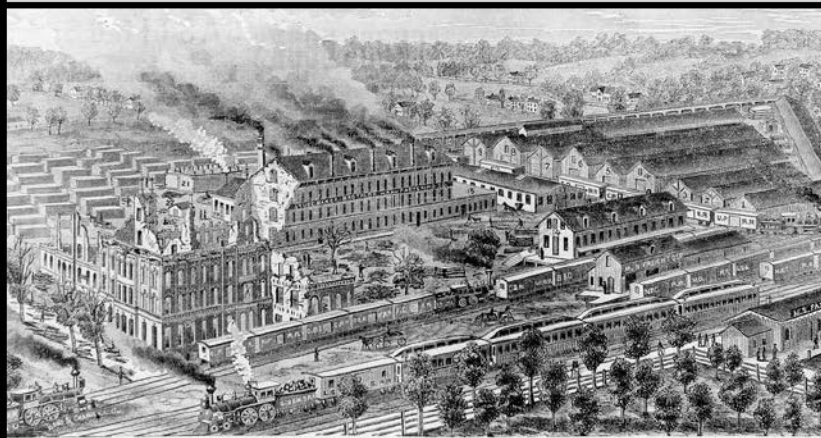
The five Studebaker brothers.



Studebaker's 100th Anniversary Celebration.



A 1947 Studebaker Champion and a Studebaker Electric.



The Studebaker Bros.' Wagon Works, with View of the Ruins, the Unburned Buildings, Lumber Sheds, Etc.



Photos of the South Bend Studebaker plant from left to right in 1875 and in 1963.

THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM JAUARY 1941 THROUGH DECEMBER 1941 . FROM AD'S IN THE POST-DISPATCH ARCHIVES

BY: Ed Meyer

Studebaker ended December 1940 with these 23 greater St. Louis area Studebaker dealerships. #1, Arthur B. Lindburg, Inc. Grand & Lindell, St. Louis, MO., new #2. Big Bend Motor Sales, 2207 Big Bend Blvd., Maplewood, MO., #3. Smith Motor Sales, East St. Louis, IL., #4. Oscar Snipen, Inc., 5180 Delmar Blvd., St. Louis, MO., #5. Leland-Kreig Motor, Alton, IL., #6. Franke Motor Sales, 4811 Delmar, St. Louis, MO., #7. Endres Motor Sales, Belleville, IL., #8. Osage Auto Sales, 4014-14 South Broadway, St. Louis, MO., #9. Grand-Park Garage, 1513 South Grand, St. Louis, MO., #10. McAnarney Motor Co., Wood River, IL., #11. Chas. F. Gateweiler Motor Co., 222.South Main, St. Charles, MO., #12. Advance Motors, 4709 Natural Bridge, St. Louis, MO., #13. Watt Motor Sales, Collinsville, IL., #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. South Side Motor Sales, 3400 Gravois, St. Louis, MO., #18. Clifton Heights Motor Co., 5907 Southwest Avenue, St. Louis, MO., #19. Pefferman Motor Co. in 125 East Lockwood, Webster Groves, MO., #20. Reisert Motor Co., 8315 Gravois, St. Louis, MO., #21. Champion Motor Sales, 5421 Gravois, St. Louis, MO. and #22. Watt Motor Sales, Collinsville, IL. and #23. Howard Motor Sales, Edwardsville, IL., was added on 9/25/1940.

On 5/7/1941 #2. Big Bend Motor Sales, 2207 Big Bend Blvd., Maplewood, MO., was replaced by new #2. Big Bend Motor Sales, 7467 Manchester Road, Maplewood, MO., On 3/18/41 #9. Grand-Park Garage, 1513 South Grand, St. Louis, MO., was replaced by new #9. Paul H. Carter Co., 1651 South Grand, St. Louis, MO., On 4/28/41 #23. Howard Motor Sales, Edwardsville IL., was replaced with new #23. Gravois-Bates Motors, 5621 Gravois, St. Louis, MO., On 9/24/41 #13. Gravois-Bates Motors, 5621 Gravois, St. Louis, MO., was replaced by new #13. Auto Service Inc., 5621 Gravois, St. Louis, MO., On 3/18/41 #16. Shultz Motors, 718 North Kingshighway, St. Louis, MO. Was replaced by new #16. Reisert Motor Co., 8315 Gravois, St. Louis, MO., On 3/18/41 #21. Champion Motor Sales, 5421 Gravois, St. Louis, MO., ceased operation and I've replaced it with a new #21. Kingsland Auto Repair, University City, MO., that Studebaker added on 4/7/41., On 3/18/41 #19. Pefferman Motor Co. on 125 East Lockwood, Webster Groves, MO., became #19. Webster Motors Webster Groves, MO., On 8/14/1941 #3. Smith Motor Sales, East St. Louis, IL., became new #3. State Motor Co., East St. Louis, IL., On 7/8/1941 #11. Chas. F. Gateweiler Motor Co., 222.South Main, St. Charles, MO., was replaced by the new #11. Big Bend Motors, St. Charles, MO., On 9/24/41 the #23. Russel Motor Car Co., 4231 Natural Bridge, St. Louis, MO., was added., On 11/21/41 Studebaker lost the #9. Paul H. Carter Co, 1651 South Grand, St. Louis, MO., dealership, and I put the former #23. Russel Motor Car Co. in its place so we now have a new #9. Russel Motor Car Co., 4231 Natural Bridge, St. Louis, MO., On 10/8/41 Studebaker lost the #20. Reisert Motor Co., 8315 Gravois, St. Louis, MO., Studebaker dealership., On 10/8/41 Studebaker lost the #21. Kingsland Auto Repair, University City, MO., On 10/8/41 Studebaker lost the #17. South Side Motor Sales, 3400 Gravois, St. Louis, MO., On 7/8/1941 Studebaker added Big Bend Motors St. Charles, MO and lost it and #8. Big Bend Motor Sales, 2207 Big Bend Blvd., Maplewood, MO. on 12/9/1941., On 11/21/1941 old #17. Watt Motor Sales, Collinsville, IL., became new #17, McLanahan Motor Co., Collinsville, IL.

Studebaker ended December 1941 with these 17 greater St. Louis area Studebaker dealerships. #1, Arthur B. Lindburg, Inc. Grand & Lindell, St. Louis, MO., #2. Big Bend Motor Sales, 7467 Manchester Road, Maplewood, MO. 3. State Motor Co., East St. Louis, IL., #4. Oscar Snipen, Inc., 5180 Delmar Blvd., St. Louis, MO., #5. Leland-Kreig Motor, Alton, IL., #6. Franke Motor Sales, 4811 Delmar, St. Louis, MO., #7. Endres Motor Sales, Belleville, IL., 8. Osage Auto Sales, 4014-14 South Broadway, St. Louis, MO., #9. Russel Motor Car Co., 4231 Natural Bridge, St. Louis, MO., #10. McAnarney Motor Co., Granite City, IL., #11. Advance Motors, 4709 Natural Bridge, St. Louis, MO., #12. Auto Service Inc., 5621 Gravois, St. Louis, MO., #13. Pefferman Motor Co. in 9403 Lackland, Overland, MO., #14. Merry Motor Co., 5802 Delmar, St. Louis, MO., #15, Clifton Heights Motor Co., 5907 Southwest Avenue, St. Louis, MO., #16. Webster Motors Webster Groves, MO., On 11/21/1941., #17, McLanahan Motor Co., Collinsville, IL. 11/21/1941.

**FINAL** (Closing New York Stock Prices) \*\*  
**ST. LOUIS POST-DISPATCH** SEVENTH WAR EXTRA  
The Only Evening Newspaper in St. Louis With the Associated Press News Service  
Vol. 94, No. 94. (63d Year). ST. LOUIS, MONDAY, DECEMBER 8, 1941—32 PAGES PRICE 3 CENTS

# CONGRESS DECLARES WAR ON JAPAN 1500 KILLED IN ATTACK ON HAWAII

The above headline appeared in the St. Louis Post-Dispatch on 12/8/1941.

**FOR A BETTER DEAL**  
**OSCAR G. SNIPEN**  
 314 N. Sarah at Lindell JE. 4600  
**OLDEST STUDEBAKER DEALER IN ST. LOUIS**  
*No Salesman Will Call Unless Requested*

The above Studebaker ad appeared in the St. Louis Post-Dispatch on 8/24/1941.

Postcard at right mailed to Paul H. Carter Co, 1651 South Grand, St. Louis, MO., on 9/9/1941 courtesy of Mill Yoder.

Dear Sir: **POST CARD** BUY UNITED STATES POSTAGE  
 DEFENSE SAVINGS BONDS AND STAMPS

*Good service for your car is as good a deal on a new car as the better used car, is our way of taking care of your automobile needs. Come in soon before there is a price increase.*

*See J. C. Heingart, Jr.  
 Paul. H. Carter, Co.  
 Studebaker  
 1651 So. Grand Blvd  
 Gr. 4720.*

*Mrs O. Haigand  
 3318 Wyoming  
 City.*

**Lowest priced SIX CYL. sedan in America!**  
**Highest quality car of Lowest price!**

**STUDEBAKER CHAMPION**

PRICES BEGIN AT **\$690** for a Champion Business Coupe

- More miles per gallon, say owners
- Lowest repair cost of any lowest price car
- More money when you trade in

SEE YOUR NEAREST STUDEBAKER DEALER

**Studebaker Champion**

**MORE MILES PER GALLON. SAY HAPPY OWNERS**

Million-dollar ride  
 Lowest repair cost of any lowest price car  
 More money when you trade in

**HIGHEST QUALITY CAR IN THE LOWEST PRICE FIELD**

PRICES BEGIN AT **\$695** for a Champion Business Coupe

SEE YOUR NEAREST STUDEBAKER DEALER

**STUDEBAKER**

**MORE MILES PER GALLON, SAY HAPPY OWNERS**

Million-dollar ride!  
 Lowest repair cost of any lowest price car!  
 More money when you trade in!

**Highest quality car in the lowest price field**

PRICES BEGIN AT **\$695** for a Champion Business Coupe

Champion . . . \$695 and up  
 Commander . . . \$985 and up  
 President . . . \$1115 and up

SEE YOUR NEAREST STUDEBAKER DEALER

**LOWEST PRICED SIX IN AMERICA**  
**LOWER THAN ANY 6! LOWER THAN ANY 8!**

Big, roomy, smartly styled new 1942 **Studebaker Champion**

**TOP QUALITY CAR OF LOWEST PRICE FIELD**

Many special Studebaker features at no extra cost!

- ➔ Finest materials and craftsmanship!
- ➔ Remarkable gas and oil mileage!
- ➔ Low repair cost! Top trade-in value!

PRICES BEGIN AT **\$810** for a Champion Business Coupe

SEE YOUR NEAREST STUDEBAKER DEALER

The above ads appeared From top left to right and clockwise in the St. Louis Post-Dispatch on 3/6/1941, 3/27/1941, 4/1/1941, and 10/27/1941 .



I'm afraid I lost some old newsletter from my cloud account on Microsoft but fortunately I still had my master ad's on my external hard drives I could use for this and future ebook purposes. Needless to say the 1941 calendar year was rough on St. Louis franchise Studebaker dealerships as area Studebaker totals dropped from 23 down to just 17. Plus many of the area franchises change hands as the depression still had a grip on consumers until after WWII despite the success of the economical Studebaker Champion model. Storm clouds were brewing on the horizon as the Studebaker plant was already gearing up for wartime production but Pearl Harbor would still be a year way and hope was eternal that America could somehow avoid becoming involved. The independent vehicle makers were clearly losing the market share battle though and only James Mason of Nash seemed to be aware of this fact and the need for the remaining independent vehicle makers to consolidate to form a new Big-4 to challenge the current Big-3 in economies-of-scale while it could still be done. Unfortunately the cost-plus profits during the war plus the sellers market made the leaders of the rest of the independents forget the hard times, including Studebaker.

**AUTOMOTIVE ENGINEERS'** ingenuity has made the new 1942 cars better than ever before, yet materials vital for national defense have been saved for that purpose, it was declared at a meeting of dealers and salesmen held Monday at Hotel Chase to see the new Studebaker models and discuss advertising and merchandising plans. Studebaker executives taking part in the sessions included M. S. Brooks, assistant to the vice president; John E. Merrin, regional manager, and Arthur R. Lindburg, president of A. R. Lindburg, Inc., Studebaker distributor. Also present was J. P. Roche, president of Roche, Williams & Cunningham, Inc., advertising agency. It was stated that the new cars were in production and would be introduced soon.



**A. R. Lindburg.**

**A LUNCHEON MEETING** held by the Studebaker Corporation Friday at Hotel Chase was attended by more than 150 dealers and salesmen from the St. Louis territory. Arthur R. Lindburg, distributor of Studebaker cars, opened the meeting. K. B. Elliott, vice-president in charge of sales for the Studebaker Corporation, outlined merchandising and service plans which are to be put into effect soon. J. M. Merrin, regional manager, discussed plans for the coming model year and right and wrong ways of merchandising cars. Other Studebaker executives who spoke were J. C. Bagley, in charge of the business management division; W. Vander Menlen, special representative; C. G. Radebaugh, service representative; F. J. Urquhart, district manager and Barney Morehead, local representative. Lee Klein, general manager for Arthur R. Lindburg, Inc., also spoke.



The new location of MotoRite, Inc., Studebaker dealers in St. Louis, Mo., permits a diversification of business that is conducive to consistent profits. Revenue from their modern gasoline station supplements the income from their equally modern service station which includes an excellent parts department, a customer waiting room, two lubrication boists, and four stalls for customer work. A large parking area is provided in the rear. The shadow of the Authorized Service Sign, which is mounted on a post at the curb, can be seen on the pavement foreground. (Parts & Accessory News April 15, 1942)

The above photo is MOTORITE, INC. 273 De Boliviere, St. Louis, MO., 4/15/1942. Photo courtesy Richard Quinn.

stitutions were advances instead of retrogression. "In my opinion," Brooks said, "the sum total of all the feverish activity in which we are engaged is a substantial improvement in the quality of the motor cars."

Brooks asserted that if private automobiles were not unfairly taxed and installment sales not further restricted, the demand for new automobiles would exceed the supply in 1942 because of the increased national income.

He told the dealers that Studebaker was up to schedule on its defense production. It has a vast airplane engine program being carried on in three plants in Chicago, South Bend and Fort Wayne, Ind., as well as the building of large quantities of motor trucks.

The above Studebaker articles appeared in the St. Louis Post-Dispatch on 8/22/1941 and 9/14/1941.

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

MEMBERSHIP/SECRETARY:	Louetta Bushdiecker, <a href="mailto:louettabushdiecker@att.net">louettabushdiecker@att.net</a>	(636) 448-0767
PRESIDENT, EDITOR, WEBMASTER:	Ben Alspach <a href="mailto:thealspachs@comcast.net">thealspachs@comcast.net</a>	(770) 362-6734
VICE-PRESIDENT:	Gary Krautmann, <a href="mailto:akrautmann@sbcglobal.net">akrautmann@sbcglobal.net</a>	(314)-308-4788
TREASURER:	Milt Yoder, <a href="mailto:mryoder@swbell.net">mryoder@swbell.net</a>	(314) 842-5739
CHAPTER HISTORIAN:	Milt Yoder, <a href="mailto:mryoder@swbell.net">mryoder@swbell.net</a>	(314) 842-5739

**STUDEBAKER ONLINE**

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

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

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, 1/11 /20245MO/IL "GATEWAY" CHAPTER SDC MEETING BY: *Louetta Bushdiecker*

January 11, 2026

The Missouri/Illinois Gateway Chapter of the Studebaker Drivers Club gathered at Bandanas Bar-B-Q, 11750 Gravois Road, Sunset Hills, Mo, 63127 at 1:00pm.

Members present: Ben Alspach, Jeff Wassilak, Gary Krautmann, Phil Hendrickson, Don Lindner, Milton Yoder and Louetta Bushdiecker.

Chapter President Ben Alspach, called the meeting to order at 1:35am.

Ben said he thought the club needed to think about training another member that would be able to launch the Newsletter if Lou Schucart was not available. He also announced Bill Bicknell has joined the club.

Ben asked Treasurer, Milt Yoder for a treasurer report. Milt said there is \$5,098.00 in the bank. Some 2026 dues have been received. A vote was taken and the treasurer report was accepted.

Ben then announced he had a few sets of three flash drives from Ed Meyer which contain vintage Studebaker ads and stories, if you are interested, please contact him.

Don Linder announced that the Tippecanoe place Restaurant in Sound Bend, is closing January 5, 2026. There was a discussion on the former Studebaker Proving Grounds now owned by International Motors, LLC (formerly Navistar International Corporation) division of the Volkswagen Group.

A discussion on an event for July was started. Gary Krautmann said the 4<sup>th</sup> of July Webster Grove parade route is on the street in front of his house. There was a short discussion, but no decision was made.

OTHER UPCOMING EVENTS

March 8, 2026 (Sunday) Chapter Meeting at 1:00pm at "The 1869 Draft House", Washington, Missouri.

May 17, 2026 (Sunday) Chapter meeting at 1:00pm at Denny's Restaurant, 3939 Veterans Memorial PKWY, St Peters, Mo 63376

July 12, 2026 (Sunday) Chapter meeting Location and time undetermined.

September 20, 2026 (Sunday) Chapter Picnic at 11:30am at Jefferson Barracks Sylvan Springs Park, Artillery Shelter, 300 Halsey Road, St Louis, Mo. 63125

Sept 23 to 26, The 62<sup>nd</sup> Studebaker Drivers Club International Meet will be held in Waxahachie, Texas,

Meeting was adjourned at 1:50pm

Submitted By,

Louetta Bushdiecker, Secretary



Louetta's 2-seat Thunderbird



# Bridgeton Kiwanis Annual Pancake Breakfast

JOIN US at the **ALL YOU CAN EAT** Pancakes!

Exciting Basket Raffle

**GREAT RAFFLES! GREAT TIME!**

**Sunday, March 29, 7:30 am - 1:00 pm**

**Adults: \$10 | Ages 5-12: \$5**

Children ages 4 and under are free.

**Bridgeton Recreation Center**

4201 Fee Fee Road

Bridgeton, MO



Proceeds Benefit **Bridgeton Kiwanis Service Projects** for the Children and the Community.

For tickets or more information: email [lonhorts@att.net](mailto:lonhorts@att.net) or call 314-291-8041

## 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).

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

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.

**In Case You Missed These:**

From Hemmings Daily Thursday November 28, Friday November 29, and Saturday November 30, 2025 "Grateful Garages: Ten Classic Cars We're Thankful For This Holiday Season" by Tara Hurlin.

[https://www.hemmings.com/stories/ten-classic-cars-were-forever-thankful-for-this-holiday-season/?uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm\\_source=Sailthru&utm\\_medium=email&utm\\_campaign=EDaily%20Friday%202025-11-28&utm\\_term=eDaily%20Newsletter%20-%20All%20Weekly%20Digest](https://www.hemmings.com/stories/ten-classic-cars-were-forever-thankful-for-this-holiday-season/?uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm_source=Sailthru&utm_medium=email&utm_campaign=EDaily%20Friday%202025-11-28&utm_term=eDaily%20Newsletter%20-%20All%20Weekly%20Digest)

From Hemmings Daily Wednesday December 3, 2025 "Studebakers Invade The Muscle Car and Corvette Nationals" by Richard Prince.

[https://www.hemmings.com/stories/studebakers-invade-the-muscle-car-and-corvette-nationals/?uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm\\_content=other&utm\\_source=Sailthru&utm\\_medium=email&utm\\_campaign=EDaily%20Recurring%202025-12-03&utm\\_term=eDaily%20Newsletter](https://www.hemmings.com/stories/studebakers-invade-the-muscle-car-and-corvette-nationals/?uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm_content=other&utm_source=Sailthru&utm_medium=email&utm_campaign=EDaily%20Recurring%202025-12-03&utm_term=eDaily%20Newsletter)

## Report #2

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

The Missouri January report has 1 NEW member (located in Joplin) and 3 EXPIRED members (located in Saint Louis, Napoleon, and Columbia).

The Illinois January report has 1 NEW member (located in Joliet) and 2 EXPIRED members (located in Roscoe and Grayslake).

**In Case You Missed This:**

From Hemmings Daily Tuesday January 6, 2026 "Independent Thinking: The last Stand for The Little Six" by Pat Foster.

[https://www.hemmings.com/stories/independent-thinking-the-last-stand-for-the-little-six/?uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm\\_content=other&utm\\_source=Sailthru&utm\\_medium=email&utm\\_campaign=EDaily%20Recurring%202026-01-06&utm\\_term=eDaily%20Newsletter](https://www.hemmings.com/stories/independent-thinking-the-last-stand-for-the-little-six/?uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm_content=other&utm_source=Sailthru&utm_medium=email&utm_campaign=EDaily%20Recurring%202026-01-06&utm_term=eDaily%20Newsletter)

# ORPHAN CAR SHOW

Saturday, April 18, 2026  
8:00 AM until Noon  
at  
Gateway Classic Cars  
1237 Central Park Drive  
O'Fallon, IL 62269

(Just 16 miles east of downtown St. Louis, MO)

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

This show is for display only and is completely free...there is no cost to display your car and no cost to view the cars on display. All participants will be allowed free entrance to the Gateway Classic Cars showroom to view the cars on display there.

**50/50 DRAWING**  
**AWARD FOR THE MOST UNIQUE CAR**  
(chosen by Gateway Classic Car employees).

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

Plenty of room to park trailers!  
Call 618-616-2318 for more information



62<sup>nd</sup> Annual  
Studebaker Drivers Club  
**INTERNATIONAL MEET**

SINCE 1962  
Studebaker  
DRIVERS CLUB INC.

**Waxahachie, TX**  
**SEPTEMBER 23 - 26, 2026**  
VISITWAXAHACHIE.COM

THE Studebaker DRIVERS CLUB NORTH TEXAS CHAPTER

# 2026 Upper Mississippi Valley Zone Meet

Thursday July 30 to Sunday August 2, 2026

Hosted by the Black Hawk Chapter SDC

Location: Hilton Garden Inn

28351 Dodge Drive, Warrenville, IL 60555

With Awards Banquet Keynote Speaker: Richard Quinn

Room Rates: \$129.00 on Reservations made through June 30<sup>th</sup>. Double Occupancy includes Breakfast.

Registration Form: Mail to: Black Hawk, PO Box 8163, Elburn, IL 60119. Make Check Payable to: Black Hawk Chapter SDC

For information call Rolf Snobeck at 630-514-1867 or [rsnobeck@tectaamerica.com](mailto:rsnobeck@tectaamerica.com) visit: [www.StudebakerZoneMeet.com](http://www.StudebakerZoneMeet.com)

Name: \_\_\_\_\_ Spouse: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

General Registration (Per Family) by June 30.....	\$ 45.00	x	=	\$
Late Registration (Per Family) After June 30th.....	\$ 55.00	x	=	\$
Friday Night Welcome Reception (Per Person).....	\$ 15.00	x	=	\$
Saturday Awards Banquet Buffet (Per Person).....	\$ 59.00	x	=	\$
Indoor Vendor Swap Meet Space (10 x 10).....	\$ 30.00	x	=	\$
Outdoor Vendor Swap Meet Space (10 x 20).....	\$ 40.00	x	=	\$
Judging Fee (Per Car).....	\$ 15.00	x	=	\$
Display Car (Free).....			=	\$ FREE
Trophy Sponsor (Each).....	\$ 35.00	x	=	\$
Polo Shirt (Count/Size) S M L XL XXL.....	\$ 45.00	x	=	\$
Meet Handbook Advertisement: Business Card.....	\$ 10.00	x	=	\$
Half Page Ad: .....	\$ 50.00	x	=	\$
Full Page Ad: .....	\$ 100.00	x	=	\$
Total Due:.....			=	\$

Club Affiliation and Membership No: \_\_\_\_\_

**You must provide an Insurance Company & Policy Number to bring a car.**

Company: \_\_\_\_\_

Policy No.: \_\_\_\_\_

Cars for Judging:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Display Cars:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

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

**March 8th, 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: [jhealspachs@comcast.net](mailto:jhealspachs@comcast.net).

**March 29, Sunday, 7:30 am to 1pm**, Bridgeton Recreation Center, 4201 Fee Fee Road, Bridgeton, MO, Adults \$10, Children 5-12 \$5, Children 4 and under are free. ALL YOU CAN EAT. GREAT RAFFLES, GREAT TIME! Service projects for the children and the community. **This is the 45th year for Don's up the coffee making for the Bridgeton Kiwanis Club annual all you can eat breakfast. He missed his 1st. year of membership and Covid, so he is in his 47th year of membership!**

**April 18, Saturday, 8 am to Noon**, Gateway Classic Cars, 1237 Central Park Drive, O'Fallon, IL 62269. We welcome all makes that are no longer manufactured. The show is free and display only. All participants will be allowed free admittance to the Gateway Classic Car showroom to view the cars are display there! 50/50 drawing for most unique car. Sponsored by the Hudson-Essex-Terraplane Club. Call 618-616-2318 for more information.

**May 17th, Sunday, 1:00 pm**, St. Peters, MO/IL Gateway Chapter will meet at Denny's, 3939 Veterans' Memorial Blvd. Lunch will be followed by a short business meeting. Plenty of parking (and hoping for a nice, spring day!) so drive your Studebaker.

**September, 20th, 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: [jhealspachs@comcast.net](mailto:jhealspachs@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. 21st. Thanks!**

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



### TREASURERS REPORT

BY: *Milt Yoder*

Hello,

Springtime is right around the corner, and it will be time to dust the cars off.

The current balance in our checking account is: \$5088.07  
I have \$150 in Dues renewal funds to deposit.

We have one new member, Bill and Ina Bicknell.

We have 18 memberships that have been renewed for 2026.  
We have 15 memberships that have **not** been renewed.

I plan on sending out emails to those that have renewed thanking them for renewing.

Sincerely, 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>			
<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
<b>Worldwide</b>			
<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"/> <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* .....	\$		
<small>(*Tax deductible donation)</small>			
<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.

**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**, [mrvoder@swbell.net](mailto:mrvoder@swbell.net)

(314) 842-5739 (Do NOI 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**