



MISSOURI - ILLINOIS "GATEWAY" CHAPTER

Studebaker

STEERING WHEEL NEWSLETTER

THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM MAY 1937 THROUGH JUNE 1937. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



MAY-JUNE 2026

Volume #54 Issue #3
Inside This Issue:

PRESIDENTS REPORT_ Ben Alspach.	1
FEATURE STORY: St. Louis Area Studebaker Dealers And Their Ad's From January 1942 Through December 1942.	3
The 2025 Officer Contact Information & Helpful Online Links & What's A Larkette?	6
2025 Gateway SDC & AOAI Chapter Meeting Minutes From Louetta Bushdiecker.	7
Pedal Car Articles.	8
The Steering Wheel Free Classified Ad's.	9
Jeff Wassilak's Regional Managers Report 1 & 2.	10
2025 EVENTS Calendar & Treasurers Reports.	11
International and Gateway SDC Membership Forms.	12

PRESIDENTS REPORT:

BY: *Ben Alspach*



Despite Gray Skies, Orphan Cars "Shine"!

This striking 1936 Cord Westchester would be a rare sight at most any show. It was selected as the "most unique" car in attendance.

A cold, cloudy morning may have limited the crowd but those in attendance had plenty to see at the annual "Orphan Car Show" held on Saturday morning, April 18th in Shiloh, IL. Organized by the St. Louis Area Hudson-Essex-Terraplane Club, this year's show attracted about 40 interesting and unusual "now defunct brand" autos to the spacious parking lot of Gateway Classic Cars, just off I-64 at the O'Fallon/Shiloh exit.

The diverse vehicle assortment included a few excellent examples from the 1930's parked side-by-side with more contemporary models built as recently as 25 years ago (think Pontiac, Mercury, Plymouth & Oldsmobile). The decades of the 1940's, 50's, 60's and 70's seemed to account for the majority of the cars on hand, but there were also a number of later muscle machines and cruisers along with a few quirky surprises (like FIVE DeLorean's parked in a row!). Not surprisingly, the Hudson group made a nice presentation as did the Packard folks. We even had a couple of great looking Studebakers in the mix thanks to our own Gateway SDC's Virgil Studebaker (with his beautiful 1930 Dictator sedan) and Jeff Ryan (showing his impressive turquoise '63 Avanti R1).

TRANSITIONS, We were deeply saddened to learn of the recent passing of Peg (Margaret) Studebaker, who, along with her husband Virgil, have been active members of the MO/IL Gateway Chapter for about three years. Peg passed away in early January, after a brief battle with cancer. In addition to their long time interest in Studebaker vehicles, Peg was also an avid collector of Studebaker watches and was involved in showing and judging watches at SDC International meets. Our thoughts and prayers are with Virgil and his family—Peg will be sorely missed by ALL!



PRESIDENTS REPORT CONTINUED ON NEXT PAGE:



PRESIDENTS REPORT CONTINUED FROM PREVIOUS PAGE:

One especially rare and exotic entry (selected as the "most unique" car in the show) was a stunning maroon, 1936 Cord Westchester sedan . . . a design created by the legendary Gordon Buering. This streamlined, "coffin nosed" Cord still sported its original Lycoming V-8 engine along with front wheel drive and a complex, electrically assisted gear shifting system controlled through a novel "ring selector pod" mounted on the steering column. A small crank handle on the dashboard operated the disappearing head lights, which "flipped over" into the front fenders. This was the second-to-last year of Cord production, with only a short run of '37's made before the once mighty Auburn-Cord-Duesenberg concern finally succumbed to the Great Depression.

In addition to the show "outside", attendees were invited to check out the large selection of collectible classics, street rods and muscle cars on display (and for sale!) inside the huge Gateway Classics showroom. Happily, it was comfortably warm inside AND Gateway Classics had a couple of more Studebakers on display!



The Hudson club provided a nice grouping of cars, including a couple of '37 Terraplanes.



A cute Gremlin X equipped with a V8 and a four-speed. Hard to believe this is a Hudson/Nash descendent.



A gaggle of DeLorean's with their "wings" up! You rarely see this many in one show.



A pair of Plymouths ('48 & '63?) share an area with a few odd Oldsmobiles sprinkled about.



A sweet, early '50's Chevy pick-up cruiser with a decidedly "non-stock" snow white paint scheme.



A few big Packards made their presence known!



Jeff Ryan's great looking '63 Avanti attracted lots of lookers.



Virgil Studebaker's 1930 Dictator was the oldest car in the show and, arguably, the nicest restoration.



THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM JANUARY 1942 THROUGH DECEMBER 1942. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*

Studebaker started January 1942 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.

However, Studebaker started February 1943 with only 13 greater St. Louis area Studebaker dealerships. Sometime during January 1942 through February 1943 Studebaker greater St. Louis area dealerships underwent these changes. #10. McAnarney Motor Co., Granite City, IL., became #10. McAnarney Motor Co., Nameoki, IL., on 2/2/1943., On 2/2/1943 #2. Big Bend Motor Sales, 7467 Manchester, Maplewood, MO. was gone as was #9. Russel Motor Car Co., 4231 Natural Bridge, St. Louis, MO., Advance Motors, 4709 Natural Bridge, St. Louis, MO., was now gone as was Webster Motors Webster Groves, MO., A longtime Studebaker dealer that had never been acknowledged by the factory in their ads at their 273 De Boliviere until now in #15. MOTORITE, INC., 273 De Boliviere, St. Louis, MO., 2/2/1943.

Studebaker ended December 1942 to February 1943 with these 15 greater St. Louis area Studebaker dealerships., #1, Arthur B. Lindburg, Inc. Grand & Lindell, St. Louis, MO., #2. State Motor Co., East St. Louis, IL., #3. Oscar Snipen, Inc., 5180 Delmar Blvd., St. Louis, MO., #4. Leland-Kreig Motor, Alton, IL., #5, Franke Motor Sales, 4811 Delmar, St. Louis, MO., #6. Endres Motor Sales, Belleville, IL., 7. Osage Auto Sales, 4014-14 South Broadway, St. Louis, MO., #8. McAnarney Motor Co., Granite City, IL., 9. Advance Motors, 4709 Natural Bridge, St. Louis, MO., #10. Auto Service Inc., 5621 Gravois, St. Louis, MO., #11. Pefferman Motor Co. in 9403 Lackland, Overland, MO., 12. Merry Motor Co., 5802 Delmar, St. Louis, MO., #13, Clifton Heights Motor Co., 5907 Southwest Avenue, St. Louis, MO., #14, McLanahan Motor Co., Collinsville, IL. and #15. MOTORITE, INC., 273 De Boliviere, St. Louis, MO., 2/2/1943.

As one can see the calendar year 1942 was completely lost for Studebaker as far as the company and its dealers being mentioned in any way in the pages of the St. Louis Post-Dispatch. The only mention of note was two ads which mention the government's rationing programs eligibility requirements customers must meet to be able to purchase one of the few new 1942 cars left. The ad listed the dealers for all makes that participated in this new car rationing program and for Studebaker that was Arthur R. Lindburg, Inc., the exclusive St. Louis Studebaker Distributor, at Grand and Lindell, St. Louis, MO.

Beyond this the GM divisions ran a few ads on the importance of maintaining one's existing vehicles at one GM dealership so that they could last as long and safely possible. It wasn't until 1943 when Ford, Chrysler the independents and even Studebaker started running some ads once again. GM stuck with the dealer service ads mostly with a few ads promoting the rationing rules and a few Pontiac ads even pointing out their dealers would pay cash for your used car. Nash, Ford, GMC, GM. Packard and International stuck with patriotic WWII theme ads and ads dealing with their wartime products. Studebaker finally jumped in on 2/2/1943 and continued with one ad every month until October, missing only September, with ad's featuring product and ration rules on how to buy a new 1942. At the same time the ads would also mention either the importance of dealer service or of Studebaker's wartime products.

A DEALER AND DISTRIBUTER meeting and luncheon was held by the Studebaker Corporation Thursday at the Coronado Hotel. As was the case with meetings held here by Studebaker last fall, it was designed to suggest methods whereby dealers might conduct their business on sound lines in view of the ban on production of new automobiles, and to give an intensive one-day course in service merchandising and business management.



C. S. Fletcher.

The meeting was in charge of J. W. Merrian, regional manager for Studebaker. Others present included C. S. Fletcher, general sales manager for Studebaker; Don O. Wilson, general service manager; Herbert L. Crawford, used car manager; David R. Osborne, sales training director; B. L. Morehead, local branch manager, and Arthur R. Lindburg, head of Arthur R. Lindburg, Inc., the St. Louis Studebaker distributor.

The above Studebaker article appeared in the St. Louis Post-Dispatch on 1/18/1942.

YOU CAN STILL BUY A NEW AUTOMOBILE FROM THESE ST. LOUIS DEALERS

Provided You are Classified as an "Eligible Buyer"

HERE'S WHAT TO DO:

Contrary to a widespread belief, sales on all of the new 1942 automobiles in St. Louis have not been prohibited. The undersigned St. Louis automobile dealers have a comparatively complete stock of the cars which are to be sold in compliance with the Government new-car rationing program. The first step in any sale today is for the eligible buyer to fill out the proper application forms.

In order to more clearly show just who is an eligible buyer, we list below the various groups. If you are in the market for a new car and are included in one of the eligible groups, see one of the dealers listed below, who will gladly help you fill out the application and give you complete information on the new-car rationing program.

PRINCIPAL ELIGIBLE GROUPS GENERAL REQUIREMENTS

GROUP A —Physicians, Surgeons, Visiting Nurses, and Farm Veterinaries	-----	When required for professional services
GROUP B —Regularly practicing ministers of a religious faith	-----	Same requirements as above
GROUP D —Persons engaged in Fire-Fighting Service	-----	When required in direct line of duty
GROUP E —Persons engaged in Police Services	-----	When required in direct line of duty
GROUP F —Persons engaged in Public Health Services	-----	When required in direct line of duty
GROUP G —Persons engaged in Mail Services	-----	When required in direct line of duty
GROUP H —Persons furnishing transportation to the public	-----	When required in the interest of Public Safety and convenience
GROUP I —Persons engaged in highway construction and maintenance of equipment	-----	When required in direct line of duty
GROUP J —Persons engaged in the prosecution of the war, directly or indirectly, including executives, engineers, technicians and workers (also in allied industries and services)	-----	When required for transportation, to and from, or within factories, power plants, transportation or communication facilities, farms, lumber camps, mines, military or naval establishments—when the work done at such places of employment is essential, directly or indirectly, to the prosecution of the war, providing proof of necessity is established
GROUP L —Persons transporting produce and supplies to and from a farm	-----	When applicant does not own or possess a truck or other practicable means of transportation
GROUP M —Traveling salesmen	-----	When required in selling machinery or equipment to farms and factories, mines, oil wells, lumber camps or similar productive establishments. And of foods and medical supplies, providing proof of necessity is established
GROUP N —Persons delivering newspapers	-----	When required for wholesale delivery

CYRUS McCORMICK III, CHIEF OF THE OPA'S AUTOMOBILE AND TRUCK SECTION: "It is not a crime to own a new automobile. It is a crime for a person who needs a new automobile to war work not to have one."—Post Dispatch, April 3, 1942.

NOTE!

In the event you are engaged in an essential service, directly or indirectly connected with the prosecution of the war—even though you are not listed in the groups mentioned—you are cordially invited to call upon any of the undersigned dealers for assistance in filing your application for a new car.

For Complete Details on "HOW TO GET A NEW CAR" See One of These Dealers:

CADILLAC
Forest Cadillac-Olds Co.
4100 Laclede

CHEVROLET
Barford Chevrolet Co.
7 N. Bemiston, Clayton

Big Four Chevrolet Co.
2400 S. Jefferson

Bilgers Chevrolet Co.
2820 N. Grand

Epstein Chevrolet Co., Inc.
4320 Easton

Gebhart Chevrolet Co.
5616 Gravois

Hilmar Chevrolet Co.
2244 S. Kingshighway

Hoehn Chevrolet Co.
3949 Lindell

Kuhs-Meyer Motor Co.
8345 N. Broadway

Rauscher Chevrolet Co.
120 N. Clay, Kirkwood

CHEVROLET—Continued
Reichardt Motor Co.
220 W. Lockwood, Webster Groves

Roberts Chevrolet Co.
5877 Delmar

Shearer Chevrolet
7256 Manchester

South Side Chevrolet Co. of St. Louis
3645 S. Grand

Standard Chevrolet Co.
1325 State St., E. St. Louis

CHRYSLER-PLYMOUTH
L. M. Stewart, Inc.
3228 Locust

DE SOTO-PLYMOUTH
Gateway Motor Co.
2001 S. Seventh

DODGE-PLYMOUTH
Chambers Motor Co., Inc.
3863 S. Grand

Sidney Weber, Inc.
2218 Locust

FORD
Community Motors
5244 Natural Bridge

MacCarthy Motor Co.
6153 Delmar

HUDSON
Pallen Motors, Inc.
4525 Delmar

Shy Motor Sales
3806 S. Kingshighway

LINCOLN-MERCURY
Fred Evans Motors, Inc.
4202 Lindell

Bender-Schulz, Inc.
4315 S. Kingshighway

Mendenhall Motor Co.
2315 Locust

E. M. Silvers, Inc.
6320 Delmar

OLDSMOBILE
Forest Cadillac-Olds Co.
4100 Laclede

Fred F. Vincal Co.
3401 Washington

PACKARD
Berry Motor Co.
2201 Locust

PONTIAC
Downtown Pontiac Co.
3333 Washington

Thoms Pontiac Co.
5225 Delmar

C. E. Vincal Pontiac Co.
3527 S. Kingshighway

STUDEBAKER
Arthur R. Lindberg, Inc.
Grand and Lindell

The above Studebaker ad appeared in the St. Louis Post-Dispatch on 4/7/1942.



Cyrus McCormick III, Chief of the OPA's Automobile and Truck section: "It is not a crime to own a new automobile. It is a crime for a person who needs an automobile in war work not to have one."—Post-Dispatch, April 3, 1942.

Flash

Liberal New Car Rationing Ordered by OPA
 CLEVELAND.—The government will abandon new-car rationing, if necessary, in order to get all Pool A cars into consumers' hand by March 1, 1943.
 This cheering message was carried to nearly 1,000 dealers and manufacturers' representatives by OPA's Cyrus McCormick at a meeting here Thursday called by the Cleveland Automotive Trade Assn.
 —From Automotive News, April 6, 1942.

NEW 1942 AUTOMOBILES ARE NOW AVAILABLE FROM THESE ST. LOUIS DEALERS To Those who are classified as "Eligible Buyers"

THERE are many who are of the opinion that sales on all new 1942 automobiles have been completely frozen. This is not the case. There are a number of eligible groups who are entitled to buy new cars in accordance with the new car rationing program.

The undersigned St. Louis dealers have a large inventory of various types and priced new cars which are offered for sale to these eligible groups.

As in all other rationed commodities, there is a regular procedure to be followed. The first step being the filling out of the proper application form which is available at each of the undersigned dealers. These dealers will gladly help you fill out this form as well as give you any other information relative to the purchase of a new car under this new car rationing program.

IMPORTANT NOTICE

In the event you are engaged in an essential service, directly or indirectly connected with the prosecution of the war, you are cordially invited to call upon any of the undersigned dealers for assistance in filling your application for a new car.

For Complete Details on
"HOW TO GET A NEW CAR"

See One of These Dealers:

- | | | | |
|--|--|---|--|
| <p>BUICK
 Kuhs-Buick Co.
 2837 N. Grand
 Southside Buick Co.
 3454 S. Grand
 West Side Buick Auto Co.
 490 N. Kingshighway
 Willcockson Motors
 3901 Loclede</p> <p>CADILLAC
 Forest Cadillac-Olds Co.
 4100 Loclede</p> <p>CHRYSLER-PLYMOUTH
 L. M. Stewart, Inc.
 3228 Locust
 Joe Lennemann, Inc.
 5841 Delmar</p> | <p>DE SOTO-PLYMOUTH
 Gateway Motor Co.
 2001 S. Seventh</p> <p>DODGE-PLYMOUTH
 Chambers Motor Co., Inc.
 3863 S. Grand
 Johnson-Grimm Motor Co.
 218 W. Lockwood, Webster
 Nick Strider, Inc.
 8025 S. Broadway
 Sidney Weber, Inc.
 2218 Locust</p> <p>HUDSON
 Pallen Motors, Inc.
 4525 Delmar
 Shy Motor Sales
 3806 S. Kingshighway</p> | <p>FORD
 Community Motors
 5244 Natural Bridge
 MacCarthy Motor Co.
 6153 Delmar
 Mendenhall Motor Co.
 2315 Locust
 Reiffing Automobile Co.
 2327 S. Jefferson
 Sunset Automobile Co., Inc.
 Gravois Road</p> <p>OLDSMOBILE
 Forest Cadillac-Olds Co.
 4100 Loclede
 Tucker Motor Co.
 3415 S. Grand</p> | <p>PACKARD
 Berry Motor Co.
 2201 Locust</p> <p>PONTIAC
 Downtown Pontiac Co.
 3333 Washington
 Thoms Pontiac Co.
 5225 Delmar
 C. E. Vincel Pontiac Co.
 3537 S. Kingshighway</p> <p>STUDEBAKER
 Arthur R. Lindburg, Inc.
 Grand and Lindell</p> <p>WILLYS
 Willys St. Louis Co.
 4601 Delmar</p> |
|--|--|---|--|

The above Studebaker ad appeared in the St. Louis Post-Dispatch on 4/12/1942.

“WOW, A LARKETTE, JUST WHAT I WANTED FOR CHRISTMAS”!

WHAT’S A LARKETTE?

You are probably asking yourself “what is a Larkette”. No, it isn’t a pedal car like most would think in looking at it in the photo above. It is actually a miniature Lark for children (and some adults) to enjoy just like Mom or Dad’s full size Lark.

The Larkette, was often used by Studebaker dealers as a promotional device in the early 1960’s. Some were given away as a promotion to come into the dealerships and take a new Lark for a demonstration ride and also register for the Larkette give away. Some ads even stated you didn’t have to buy anything, just take a demonstration ride and you could enter to win. I found one ad that called it Larkette “Midget Car”. I don’t believe that would be acceptable in this day to advertise this way, but this was back in the 1960’s. Things are different today.



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

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



March 8, 2026

The Missouri/Illinois Chapter of the Studebaker Drivers Club gathered at 1:00pm at the 1869 Draft House at 216 Front Street, Washington, Missouri.

Members present: Ben Alspach, Jeff Wassilak, Gary Kaufmann, Virgil Studebaker, Gary Herget, Don Hart, Rodney Voss, Nick Tosie, Joe & Mary Ann Bushdiecker, Raymond Hobert, Bill Bicknell and Louetta Bushdiecker. Visitors: David & Diane Prokopf and Todd Studebaker.

Chapter President, Ben Alspach called the meeting to order at 1:30pm.

Ben said he was very sorry to inform the club that Peggy Studebaker had passed away in January.

Ben welcomed our visitors and new member Bill Bicknell.

Ben said there was no Treasurer's report. Milt Yoder was absent due to illness. He said there were some yearly dues had not paid and there was about \$5,200.00 in the bank account. Gary said he had a list of members not paid for 2026 and those present could check with him. Ben requested a motion the report be accepted. Don made a motion, it was seconded, vote taken, and the motion passed.

Ben said copies of the minutes had been passed out and asked for any additions, subtraction or questions. There were none, Mary Ann, made a motion to accept the report, Bill seconded, a vote taken, and the motion passed.

Nick Tosie asked if anyone had information on Route 66 Drive the Illinois Studebaker Club was talking about trying to arrange. There was a short discussion. No one had any information.

Ben mentioned the Packard Club meeting Sunday, February 22 at the Art Deco Fortress (on S. Broadway) in St Louis. There was a small group of members who attended.

Gary Krautmann said the 4th of July Webster Grove parade route is on the street in front of his house. He said if you wanted to watch it you needed to be there by 8:30am and park on a side street. Afterwards, the group enjoys lunch. (Gary usually prepares bar-b-cue pulled pork. Guests are invited to bring food to share.)

Gary announced that Red Lamoure Auto in Webster Groves was closing. However, long term storage of vehicles would be available. If interested contact the business for information,

Gary said his wife is a member of Daughters of the American Revolution (DAR) and will be selling small flags for \$10.00 each to be displayed on the lawn of Webster Grove Masonic Lodge on July 1,-5, honoring Military Service members. He had applications or call a DAR member at 314-218-8435 for more information.

OTHER UPCOMING EVENTS:

April 18, 2026 (Saturday) , Orphan Car Show in O'Fallon, Illinois at Gateway Classic Cars starting at 8:30am.

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

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

(Check the calendar on page 12 for complete meeting details.)

July 30th to August 1st, 2026, Zone Meet Warrenville, Illinois

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

September 23 to 26, 2026, The 62nd Studebaker Drivers Club International Meet will be held in Waxahachie, Texas.

Gary made a motion to adjourn the meeting, Don seconded, a vote was taken, and the motion passed. The Meeting adjourned at 2:00pm.

Submitter By, Louetta Bushdiecker, Secretary



Louetta's 2-seat Thunderbird

1951 Pedal Car Made By Giordani in Italy

At the 60th Annual International Studebaker Drivers Club Meet in Dubuque, Iowa in June, a gentleman brought this pedal car in for judging. It is a 1951 Studebaker Pedal Car made by Giordani in Italy. These are pretty rare to find in the United States. There is an interesting history behind this particular one. It was originally found by Mike Wolfe of American Pickers at Jim Bahr's property in Wisconsin when they were there in July 2015.

We actually did watch that episode when it aired. Mike Wolfe had offered Jim \$500 for the car but decided to call his long-time friend and "Pedal Car Guy", Elmer Duellman at Elmer's Auto & Toy Collection in Fountain City, Wisconsin. Elmer said he would give Jim \$1,000 for it as the car was quite rare. Well, then Mike had to up his offer and purchased it for \$800. Elmer ultimately purchased this pedal car from Mike.



After Elmer passed away in 2019 the family had an auction in 2022 and sold the cars, pedal cars and other items of Elmer's collection. The gentleman who bought the pedal car at the auction is the one who brought it to the meet. John and I were fortunate to be able to visit Elmer's Auto & Toy Collection on September 28, 2013 after we had attended the Swap Meet in Menomonie, Wisconsin. There were only certain weekends the Museum would be open and we happened to be in the area at one of those times. Wow, what a place it was. There were motorcycles, bicycles, cars, pedal cars, snowmobiles and oh so many toys and too many other items to name. All 5 buildings on the property were full as well as the house.

MORE ON THE GIORDANI PEDAL CAR AND ELMER'S AUTO & TOY MUSEUM



The photo at the left is a clip from the American Pickers show where Mike was on the phone with Elmer. Jim Bahr had just told him he had raced with Elmer and Elmer commented "Yep, I raced with him".

The photo at the right shows the Giordani Pedal Car on display at Elmer's noting that it came from the American Pickers. This is a clip taken from a YouTube video before the auction in 2022. Elmer had over 700 Pedal Cars, Pedal Tractors and Pedal Airplanes. It may have been the largest collection in the world. He purchased his first pedal car in 1971. There was even a 1921 Ford



in their Living Room as well as a display of dolls, etc. Now that is what I call enjoying your collections. These Giordani Pedal Cars came in several different

colors. Obviously, this one was painted blue, but the current owner painted it Ivory which is one of the colors it came in according to Jim Geary's "Toy Treasures" book.



I took the photo at the left back in 2013 when we visited this Museum. It was a rainy day with lots of people attending. So many things to see, but we did get to say hi to Elmer as he was sitting in the toy building visiting with folks.

The Museum had been open since 1994 with so many folks being able to enjoy this huge collection.

The toys in Elmer's collection were not sold at the auction in 2022. They are now being sold at auction with about 800 at a time through an auction house in Ohio. With between 25,000 and 35,000 toys to be sold, it will take a while to get them all sold.

By: Diane Crooks Kaw Valley Chapter

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



This is NOT mine, but I did see it last week in person in Imperial, MO just SW of St. Louis. I told the owner that I'd put anyone interested in touch with him. Honestly, it's as solid an original Hawk as I've ever seen hereabouts. Off the road for decades (1965 St. Louis County windshield sticker) and stored dry. Obviously lots of surface rust, but the only "cancer" is in the LF & RF floorboards. Cows as shown, and solid below the rear side windows. Doors close solidly. Trunk corners also decent. Apparently taken off the road after a front ender & comes with 2 good used front fenders. Supercharger laying on the floors & spins by hand, carb box is there too.

If interested in the Studebaker Hawk call Gary at 1+ (770) 362-6734.



Report #1

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

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

The Missouri February report has NO (0) NEW members and 1 EXPIRED member (located in Grain Valley).

The Illinois February report has No (0) NEW members and 6 EXPIRED members (located in Martinsville, Bolingbrook, Antioch, Salisbury, Roodhouse, and Normal).

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

From Hemmings Daily Sunday February 8, 2026 "The First Supercharged Muscle Car Probably Isn't the Classic Car You're Thinking of" by Tara Hurlin".

STORY LINK: https://www.hemmings.com/stories/the-first-supercharged-muscle-car-probably-isnt-the-classic-car-youre-thinking-of/?uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm_content=other&utm_source=Sailthru&utm_medium=email&utm_campaign=EDaily%20Recurring%202026-02-08&utm_term=eDaily%20Newsletter

Report #2

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

The Missouri March report has NO (0) NEW members and NO (0) EXPIRED members.

The Illinois February report has 2 NEW members (located in Joliet and St. Jacob) and 3 EXPIRED members (located in Winthrop Harbor, Marquette Heights, and Marengo).

Information on the Route 66 Centennial Festival activities at the following link.

INFORMATION LINK: <https://mohistory.org/festival>

From Hemmings Daily Wednesday March 4, 2026 "Independent Thinking: The Three P's" by Pat Foster.

STORY LINK: https://www.hemmings.com/stories/independent-thinking-the-three-ps/?uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm_content=other&utm_source=Sailthru&utm_medium=email&utm_campaign=EDaily%20Recurring%202026-03-04&utm_term=eDaily%20Newsletter

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

May 17th, Sunday, 1:00 pm, St. Peters, MO/IL the 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.

July 12, , Sunday, 1:30 pm , Wildwood, MO. The Gateway Chapter will meet at the Big Chief Roadhouse, 17352 Manchester Rd., Wildwood (63038—NOTE-This is OLD Manchester Rd., near the town of Pond). Lunch will be followed by a brief business meeting. Plenty of parking—Drive your Stude! Contact Ben Alspach, 770-362-6734. Email: thealspachs@comcast.net.

July 30th to August 1st, 2026, Zone Meet Warrenville, Illinois

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: 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. 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>



Happy Cinco-De-Mayo!



Happy June Thirteenth!

TREASURERS REPORT

BY: *Milt Yoder*

The MO/IL Gateway SDC Treasurers Report as of 4/27/2026.

We have several new members in this period. Please welcome our new members for 2026, Bill & Ina Bicknell and Dave & Diane Prokopf. We have two members that have not renewed for 2026. Thank you to everyone that renewed.

Our monies:

Checking account balance	\$5,546.07
Outstanding deposits	\$115.00
Recent expenditures	<u>-\$46.80</u>
Current MO-IL Balance	\$5,614.27

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

Membership in Canada

	1 year	3 years	5 years
Regular Members w/periodicals:		Total	Total
<input type="checkbox"/> New Members 1st year only	\$55	na	na
<input type="checkbox"/> Regular Member renewal w/periodical class mail.....	\$63	\$183	\$305
<input type="checkbox"/> Regular Member renewal w/1st class mail	\$76	\$222	\$370

Overseas Membership

	1 year	3 years	5 years
Overseas Members w/periodicals:		Total	Total
<input type="checkbox"/> New Members 1st year only	\$55	na	na
<input type="checkbox"/> Overseas Member renewal w/periodical class mail..	\$63	\$183	\$305
<input type="checkbox"/> Overseas Member renewal w/1st class mail	\$76	\$222	\$370
Worldwide			
<input type="checkbox"/> SDC Membership & Digital <i>Turning Wheels</i>	\$29	\$87	\$145

Other SDC Items

<input type="checkbox"/> Donation to SDC Museum Fund	\$		
<input type="checkbox"/> Donation to SDC Restoration Fund.....	\$		
<input type="checkbox"/> Donation to BOB PALMA National Museum Internship*	\$		
<input type="checkbox"/> Donation to National Museum Endowment Fund*	\$		
<input type="checkbox"/> Donation to Studebaker National Foundation*	\$		
<small>(*Tax deductible donation)</small>			
<input type="checkbox"/> Membership Pin - (specify year-pin) Prices on p.17 (10,15,20,25,30,35,40,45,50 yrs) ___years # of pins (1or2)___	\$		
TOTAL AMOUNT ENCLOSED:	\$		

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

The Studebaker Drivers Club, Inc.
P.O. Box 1715, Maple Grove MN 55311-6715
Or use VISA or Master Card, call 763-420-7829,

or
Fax 763-420-7849 or Email: sdc@cornerstonereg.com for information. Or visit:
www.studebakerdriversclub.com
Call or write with change of address.

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

Name (first) _____ (last) _____

Spouse _____

Address _____

City _____ State _____ Zip _____

Phone _____ Birth date: _____

E-mail: _____

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

If new member, source of referral: _____

If renewal, month due: _____

Member # _____

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

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**, mryoder@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
708 Lynn Haven Lane
Hazelwood, MO 63042-3413

STAMP