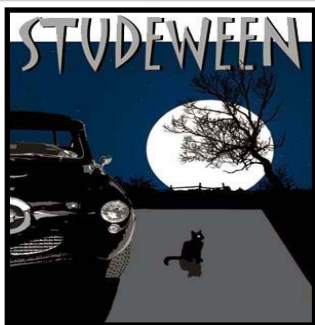




MISSOURI - ILLINOIS "GATEWAY" CHAPTER

Studebaker

STEERING WHEEL NEWSLETTER

THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM JANUARY 1944 THROUGH DECEMBER 1944. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



SEPTEMBER-OCTOBER 2026

Volume #54 Issue #5

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PRESIDENTS REPORT:

BY: *Ben Aslpach*

Sellin' the Sizzle (Part 2)

A brief look at the challenges facing independent U.S. auto makers in the decade following WWII.



Nash was another well-respected marque that had appeared just prior to WWI. Charles Nash was an early president of GM and aspired to build a car under his own name. Soon after acquiring the Thos. Jeffery Co. of Kenosha, WI (maker of the original Rambler auto) in 1916, Nash introduced a line of well-engineered six-cylinder cars with overhead valve engines--an advanced design feature at the time. Always an innovator, Nash also pioneered rubber motor mounts, a dual coil ignition system and was one of the first to adopt Synchronesh transmissions in the early '30's.

A solid seller through the '20's and '30's, Nash merged with appliance giant Kelvinator in 1936 and was in the "top 10" among U.S. auto marques at the start of WWII. In 1941, Nash introduced a smaller, innovative "unibody" six-cylinder model called the "600" as a lower priced companion to its well-known Ambassador line. And while the Ambassador continued as Nash's flagship model, the 600 became a good seller and, when auto production resumed after the war, it accounted for most of the brand's volume and profits.

Unlike most other independents, Nash elected to wait on a major redesign effort and did not introduce new styling until the '49 model year. At that time, the company unveiled the dramatic "Airflyte" design featuring rounded, streamlined, fastback styling built on a new unibody platform. Features included enclosed wheel wells, OHV engines and novel, fold-down "sleeper" seats. In 1950, Nash capitalized on the success of the smaller 600 model and relaunched the "Rambler" nameplate as the first new American compact car since the pre-war Bantam and Crosley. The Nash Rambler line included a convertible, a two-door wagon and a two-door hardtop, all offering nice interiors and great fuel economy.

In 1952, Nash celebrated its Golden Anniversary with some updated styling for its larger models provided by Italy's Pininfarina. The company also introduced the very limited production Nash-Healey sports car as a "halo model". However, despite the freshened designs, combined Nash and Rambler sales totaled just over 150,000 units, down about 6% from '51. This represented only about 3.5% of the U. S. auto market for that model year.





1949 Nash Ayrflyte Two-Door Sedan. This full-sized car employed "unibody" construction technology.



.The compact 1951 Nash Rambler Two-Door Hardtop. Do you remember Lois Lane's convertible?!



An exotic (and expensive!) 1953 Nash-Healey Roadster. Production was very limited.



An unusually flashy 1956 Nash Ambassador Super Sedan. It would have been tough to compete with a contemporary Chevy or Ford.

Visionary Nash president George Mason, realizing the gravity of the situation, had been working behind the scenes in an attempt to bring together several of the independent brands (including Studebaker and Packard) but wasn't attracting much interest. Nash sales continued to slide and, in the spring of 1954, Mason finally succeeded in merging Nash with Hudson to form the new American Motors Corp. The Nash and Hudson brands limped long for a couple of transition years (using basic Nash designs, including the tiny, imported Metropolitan) until the all-new Rambler branded line-up debuted in 1957.

No discussion of the post-war automobile market would be complete without covering Packard. Like other manufacturers, Packard benefited from many large government contracts during the war and was in excellent financial condition when civilian vehicle production resumed in late 1945. Not surprisingly, the first cars assembled were updated '42 designs with minor grill and trim changes to indicate they were new, '46 models. This situation continued into 1947 with no dramatic styling updates.

At this time, Packard still embraced its unique "series" designation system (for example, '46 and '47 models were considered the 21st Series) rather than labeling their vehicles strictly by model year. The prestigious Packard brand believed its loyal, affluent customers were more interested in superior quality and unmatched mechanical refinement as opposed to "superficial" annual styling changes. As such, some Packard series might span two (or even portions of three) model years, depending upon the platform. The company did not officially switch to the "model year" coding practice until 1951.

The big news for Packard came in August of '47 with the unveiling of the new 22nd Series (1948) models. Curiously, the initial '48 factory production focused on convertibles, which Packard had not offered since before the war. These fancy rag-tops provided attractive examples of Packard's new streamlined styling and, despite lofty pricing, sold briskly due to pent-up consumer demand. In fact, Packard initially won several awards for its new designs, although the look didn't translate as well to the "ordinary" sedans—which, of course, were Packard's main seller. Soon Packard's styling became the brunt of sarcastic jabs such as the "inverted bathtub" or "pregnant elephant" look.

The basic '48 styling carried on through the 1950 model year, with sales sliding and many customers defecting to more stylish-looking Cadillac, Buick or Chrysler offerings. Other key factors were the lack of a new, OHV V-8 engine (Packard was legendary for "straight eights") and the late arrival of an automatic transmission, tarnishing Packard's image as an industry



A stately 1948 Packard Deluxe Touring Sedan. This was the first new Packard body style after the war.



This 1952 Packard 250 convertible shows off the completely new design introduced for '51.



A 1955 Patrician four-door sedan. This look would be carried through to the last models built for '56.



Richard Teague led the design team on this 1956/57 Packard Predictor concept car (body crafted by Ghia in Italy).

leader. A total redesign for '51 did help address the styling issue but, without a modern V-8, sales dropped to the point where profitability would be difficult to attain.

As we know, Packard and Studebaker merged in 1954 (both having passed on the American Motors deal). One final, new Packard design would debut in 1955 (finally offering a modern V-8) but it was too late. The last true Packards rolled off the Detroit assembly line as 1956 models. Badge engineered Studebakers were used to keep the brand going until 1958.

Despite the challenges, Packard did produce some attractive and innovative cars in its last few years, including the striking, ultra-luxury Caribbean. The company also built several "show and concept" vehicles, including the Balboa (a design study for the Caribbean) and the futuristic Packard Predictor, which now resides in the Studebaker National Museum.

"Watch for the third (and final) installment of this article in the Nov./Dec. Issue. In preparing this article, information was gleaned from the following sources: *The Standard Catalog of American Cars 1946-1975* by John Gunnell; *The Complete Encyclopedia of Motorcars* by G. N. Georgano; *The History of Hudson* by Don Butler; *The Packard Story* by Robt. Turnquist; Various issues of *Old Cars Weekly News & Marketplace*, Iola, WI.; Various issues of *Turning Wheels Magazine*."





Wartime drivers find Studebaker the ideal economy car

DEPENDABLE transportation means more than ever these days to busy wartime drivers.

Here's what a big-city physician, name on request, recently said: "In my general practice, I can always count on my Studebaker these war days for reliable, low-cost performance."

That doctor is one of many hard-working civilians who are getting exceptional tire, gas and maintenance economy from their Studebaker Champions, Commanders and Presidents.

In fact, today, after well over two years of war, hundreds of thousands of essential motorists from coast to coast are still enjoying dependable transportation at low cost, thanks to the quality of Studebaker craftsmanship and the advanced principles of Studebaker engineering.

You are fortunate if your wartime car is a Studebaker. When the fighting ends, new Studebakers that excel in economy and performance will add new luster to the great Studebaker reputation.

*Keep on
buying
War Bonds*

Your pledge to America's
fighting men
Your safeguard for
the future

Jefferson 3080

Clifton Heights Motors — 5970 Southwest
Auto Service, Inc. — 5640 Gravois
Merry Motor Co. — 5802 Delmar Blvd.
Osage Auto Sales — 4012-14 S. Broadway

LINDBURG COMPANY, Distributor

Oscar G. Snipen — 322 N. Sarah
Pefferman M. Co., Inc. — 9405 Lackland

ILLINOIS

Alton — Leland Kreid Motor Co.

GRAND AND LINDELL

ILLINOIS

Belleville — Endres Motor Co.
Collinsville — McLanahan Motor Co.
East St. Louis — State Motor Co.
Nameoki — McAnarney Motor Co.

Studebaker Authorized Service Also Available at Motorite, Inc., 273 De Baliviere

Studebaker . . . Pioneer and Pacemaker in Automotive Progress

BUILDER OF WRIGHT CYCLONE ENGINES FOR THE BOEING FLYING FORTRESS—MULTIPLE-DRIVE MILITARY TRUCKS—OTHER VITAL WAR MATERIEL

Studebaker ended August 1943 with only 13 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., Studebaker lost Franke Auto Sales, 4811 Delmar, St. Louis, MO., but still had new #3. Leland-Kreid Motor, Alton, IL., and new #4. Endres Motor Sales, Belleville, IL. With new #5. State Motor Co., East St. Louis, IL., and new #6. McAnarney Motor Co., Granite City IL. Big Bend Motor Sales, 7467 Manchester., Maplewood, MO. was gone as was Russel Motor Car Co., 4231 Natural Bridge, St. Louis, MO. New #7. Osage Auto Sales, 4014-14 South Broadway, St. Louis, MO., still existed as did new #8. Auto Service Inc., 5621 Gravois, St. Louis, MO. Advance Motors, 4709 Natural Bridge, St. Louis, MO., was now gone as was Webster Motors Webster Groves, MO. However new #9. Pefferman Motor Co. in 9403 Lackland, Overland, MO., still existed as well as new #10. Merry Motor Co., 5802 Delmar, St. Louis, MO. Studebaker also had a new #11. Clifton Heights Motor Co., 5907 Southwest Avenue, St. Louis, MO., and a longtime Studebaker dealer that had never been acknowledged by the factory until now in #12. MOTORITE, INC., 273 De Boliviere, St. Louis, MO., and #13. McLanahan Motor Co., Collinsville, IL.,

As of March 3, 1944 Studebaker had the same 13 greater St. Louis area Studebaker dealerships they had at the end of August 1943. As far as we know Studebaker ended December 1944 with these same 13 dealerships. This marked an unprecedented 16 months at least were Studebaker neither added nor subtracted any dealers. That hadn't happened at any time since the stock market crash and the start of the Great Depression in late 1929. **These solid wartime 13 Studebaker Dealerships were:**

#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. Leland-Kreid Motor, Alton, IL., #4. Endres Motor Sales, Belleville, IL., #5. State Motor Co., East St. Louis, IL., #6. McAnarney Motor Co., Granite City IL., #7. Osage Auto Sales, 4014-14 South Broadway, St. Louis, MO., #8. Auto Service Inc., 5621 Gravois, St. Louis, MO., #9. Pefferman Motor Co. in 9403 Lackland, Overland, MO., #10. Merry Motor Co., 5802 Delmar, St. Louis, MO., #11. Clifton Heights Motor Co., 5907 Southwest Avenue, St. Louis, MO., #12. MOTORITE, INC., 273 De Boliviere, St. Louis, MO., and #13. McLanahan Motor Co., Collinsville, IL.,

For the first 5 months of the year Studebaker emphasized the importance of dealer service for customers to fully utilize to maximize the lifespan of their vehicles. Since many needed their vehicles to go to work to maintain the 'arsenal of democracy' this was framed as an almost patriotic responsibility to perform. The ad's from Studebaker and other makers often noted their vehicles were used as part of voluntary car pools to conserve on gas, tires and oil. Starting in 9/6/1944 Studebaker ran their first ad showing their M-28C Weasel that Studebaker engineer Churchill always said he was most proud of next to the creation of the Lark. This was a product Studebaker engineers created and sold the US Military on and was the exclusive source of for the War and civilian use afterwards. After the war Studebaker sold the manufacturing rights to another company. It was from this point on that in the St. Louis Post-Dispatch Studebaker mostly ran ads highlighting their military war production such as aircraft engines, heavy duty military trucks and the Weasel. I know this from having previously started from January, 1945 in my the first research effort from 1945 to December, 1970.

Well, we saw the greater St. Louis Studebaker dealers survive some of the greatest economic hardships the USA ever faced during the 1929 through 1944 time period covered here. From the 1929 stock market crash and the Great Depression, Studebaker itself entering and exiting receivership from 1932 through 1934 and then entering WWII. This was a period where there was a constant turnover in the number of Studebaker dealerships in the area as consistent sales and the business Capital needed to simply normally operate a business and finance new vehicles was hard to come by. Jobs so people could earn steady incomes so they could buy vehicles were almost impossible for many to come by. It was one of the toughest economic times in modern US history by everyone's account.

Nevertheless, as soon as one Studebaker dealership folded the Studebaker factory seemed to have little trouble finding someone else willing to try their hand in seemingly almost impossible times at making a livelihood if not a fortune selling Studebakers. Some of these attempts were laughingly underfunded as even though they were announced as coming soon in the St. Louis Post-Dispatch business pages, there was zero evidence they ever opened their doors for actual business even one day. Some dealerships actually did open for business and actually were listed at the bottom of factory backed ads but only lasted for a few months. Anyone who's been through business school knows one should have Capital to fund losses for at least 5 years. Few new businesses can be expected to be profitable as start-ups and one should have enough Capital to cover losses for at least those 5 years until a reasonable profit can then be expected. If the new business isn't profitable by then one has a problem and the business is likely not going to make it. When these Studebaker dealerships are going out of business in 3 or 4 months though, that's under Capitalization, even during a Great Depression the people involved are simply not giving the location a fighting chance and they should have never started the operation if that's their best response. They should have put that limited Capital into something less risky and Capital intensive, and more realistic. Since banks were pretty much bankrupt and the rest were paranoid to lend on much of anything heaven only knows where these limited venture Capital funds were coming from on the riskiest of the franchise opportunities?

Money wanted at once to put **ADOLF HITLER OUT OF BUSINESS**

- \$4 return guaranteed for every \$3 you lend
- Quick action assured by 10 million American fighting men
- Buy your extra War Bonds today

LET'S all pitch in and help wipe Hitler off the map without delay—and then do the same thing with Tojo.

We can deliver the knockout punch fast, if we will. But it's going to take superhuman effort. The total plus strength of this entire nation must be forcefully thrown in—not just on the fighting line but back here at home as well.

It can be done—and it will be done—if every one backs the attack by investing to the limit in America's Fourth War Loan right now.

Let's force the decision on our enemies as soon as possible this year. Let's make *this* War Loan the average man's and the average woman's own War Loan. Let's not depend on the banks, the insurance companies and the other big investors to supply most of the needed funds.

Just a little extra from everybody—invested in War Bonds right now will put this Fourth War Loan over.

And remember, this is no gift we're making—it's a loan at good interest to the strongest government on the face of the earth.

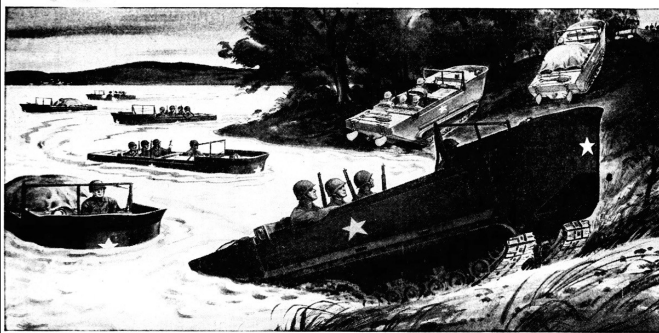
This advertisement prepared and contributed by

THE STUDEBAKER CORPORATION

Let's
**ALL BACK THE
ATTACK!**
**4th
WAR
LOAN**



*Amazing new war vehicle travels in water...
glides like a ghost over swamp or sand*



Army's latest Weasel M-29C
Built by Studebaker and powered by famous
Studebaker Champion engine

HERE'S a brand-new example of the teamwork of the Office of Scientific Research and Development, the War Department and Studebaker engineers... It's the latest model of the Army's versatile track-laying vehicle known as the Weasel... This new M29C is just as much at home in water as it is on sand, mud, swamp or solid ground... It not only propels itself in deep water, fully loaded, but it also climbs up and down steep, slippery

banks with amazing ease... This new Weasel M29C is built by Studebaker under contract with the Ordnance Department, Army Service Forces. It's powered by the famous Studebaker Champion engine... It adds another important unit of war production to an impressive Studebaker list that already includes Studebaker-built Wright Cyclone engines for the mighty Boeing Flying Fortress and heavy-duty, multiple-drive Studebaker military trucks.



They know doesn't fear the Weasel... It's a small, compact, and maneuverable vehicle that can be driven on land, water, or through deep snow.



It's a small, compact, and maneuverable vehicle that can be driven on land, water, or through deep snow.

Studebaker... Pioneer and Pacemaker in Automotive Progress

BUILDER OF WRIGHT CYCLONE ENGINES FOR THE BOEING FLYING FORTRESS—MULTIPLE-DRIVE MILITARY TRUCKS—THE ARMY'S NEW M-29 WEASELS

"ARE YOU MY DADDY?"

"YES, sonny boy, I'm your daddy—the daddy you don't remember because you were just a few months old when I left for war."

War is heartless, little man. It doesn't give much heed to family ties. But, along with millions of other men and women in uniform, your daddy is certainly doing everything he can to keep another war from starting when you're grown up and have children of your own.

None of us in civilian life can match the sacrifices that fathers away from home and fireside—and many others in the armed services—are making for us on the fighting fronts.

But this much we all *can* do... we can make

sure that the America they're fighting for stays strong. We can help them protect the way of life they left behind by putting every dollar we can spare into U. S. War Bonds.

It's more than good Americanism for every one of us to invest to the limit in War Bonds... it's downright good business. Let's buy more Bonds than we planned, now during the 5th War Loan Drive... and let's keep on doing so!

5th WAR LOAN
**BUY MORE
THAN BEFORE**

This advertisement prepared and contributed by

THE STUDEBAKER CORPORATION

As I researched the auto and Studebaker factory and dealer stories through this 1929 through 1944 period I couldn't help but be affected by all the human suffering during this time. The high unemployment, the dust-bowl, the deaths from that and WWII. That all affected the Studebaker factory and dealers and it's people everywhere deeply every day, and nonstop during this period. Never had the USA experienced such a depressing period for so long. It's a reflection to their inner strengthen and professionalism they kept everything together as well as they did against insurmountable odds for so long. Their reward was a few good years during the sellers market after WWII that went by way too quickly but at least there was some reward for a little while. It wasn't all for nothing.

Had Erskine agreed to sell Studebaker to Chrysler back in 1926. Or better yet had he not screwed up his attempt to make Studebaker a full-line vehicle maker so badly this chapter might have had a happy ending. But Erskine 'gave away the store' by issuing huge dividends to shareholders during the depression on profits Studebaker didn't have. Plus he messed up the

The above ads appeared From top left to right and clockwise in the St. Louis Post-Dispatch on 1/20/1944, 6/23/1944 and 9/6/44.

Give your car a step-up in pep with a Studebaker Spring service tonic



DON'T let wartime wear put your car out of commission unexpectedly.

Get a complete check-up now by expert Studebaker mechanics. Remember, every step you take to save your car for essential transportation helps the war effort—helps conserve critical repair parts, gasoline, tires.

Your car is in good hands when Studebaker mechanics take care of it. They follow special wartime servicing procedures devised by factory experts in the great Studebaker engineering laboratories and on the famous 800-acre Studebaker proving ground.

Whatever make you drive, get a car-saving Studebaker inspection now.



ST. LOUIS
Clifton Heights Motors, 5970 Southwest
Auto Service, Inc., — 5640 Gravois
Merry Motor Co., — 5802 Delmar Blvd.
Orange Auto Sales, 4012-14 S. Broadway
Oscar G. Snipen — 322 N. Sarah

LINDBURG COMPANY
DISTRIBUTOR
JEFFERSON 3080—GRAND AND LINDELL
MISSOURI
Overland—Pefferman Motor Co., Inc., 9405 Lackland Rd.

ILLINOIS
Alton — Leland Kreid Motor Co.
Belleville — Endres Motor Co.
Collinsville — McLanahan Motor Co.
East St. Louis — State Motor Co.
Nameoki — McAnaney Motor Co.

Studebaker Authorized Service Also Available at Motorite, Inc., 273 De Baliviere

Studebaker . . . Pioneer and Pacemaker in Automotive Progress

BUILDER OF WRIGHT CYCLONE ENGINES FOR THE BOEING FLYING FORTRESS—MULTIPLE-DRIVE MILITARY TRUCKS—OTHER VITAL WAR MATERIAL

Put your car in ship shape for summer... Studebaker service is More Mileage service



AS each week of the war goes by, tens of thousands of irreplaceable cars and trucks go out of service.

Don't let your car become one of those war casualties. Guard your car's mileage with frequent inspections—and with timely attention to needed adjustments and repairs.

Our nation needs every mile of transportation our cars can deliver. Car conservation is everybody's responsibility—without exception.

Don't wait till serious trouble starts. It may then be too late. Have your car checked over regularly—even when there seems to be nothing wrong.

You can depend upon your nearby Studebaker dealers' mechanics for good work. They use special factory-devised wartime servicing methods that save your time, your tires, your gasoline, your money and your car.

HELP YOUR COUNTRY!
HELP YOURSELF!



ST. LOUIS
Clifton Heights Motors, 5970 Southwest
Auto Service, Inc., — 5640 Gravois
Merry Motor Co., — 5802 Delmar Blvd.
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introductions of Studebaker's entries in the entry market with the Erskine and Rockne models. He waited too long to try to acquire White trucks and all of this led to Studebaker entering receivership. All of this was collectively something Studebaker never really recovered from even though they exited receivership and had some success in the sellers market right after WWII. Studebaker needed to get larger through merger if not on their own and they never really learned that lesson.

So now that this section is finished we have covered the January 1929 through December, 1970 period of greater St. Louis Studebaker dealer history. I will now be jumping to the January, 1900 through December, 1929 time period. As one can see this will actually start a couple of years before Studebaker's first electric vehicle in 1902 that was sold to Thomas A. Edison. I've done this for a reason so we can get an idea of what Studebakers dealer network was like at the height of it's wagon/buggy days and see what the automobile competition was like just before Studebaker entered the market with it's own

electric/gasoline cars. I know from checking in the past that the St. Louis Post-Dispatch is a lot smaller back then with a lot fewer automobile ads so I'll probably be able to go through the early part of the 1900's pretty fast. I don't expect a lot of car ads/articles until around 1910 or so. Let the new experience and adventure begin!

The above ads appeared in the St. Louis Post-Dispatch from top left to right on 4/3/1944 and 5/12/1944.

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://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



MEETING MINUTES OF THE MISSOURI/ILLINOIS GATEWAY CHAPTER OF THE STUDEBAKER DRIVERS CLUB

July 12, 2026

The Missouri/Illinois Gateway Chapter of the Studebaker Drivers Club gathered at 1:30pm, at Big Chief Roadhouse, 17352 Manchester Rd, (Wildwood).

Members present: Phil Hendrickson, Bill Bicknell, Nick Tosie, Dave & Diane Prokopf, Travis Roberts, Joe & Mary Ann Bushdiecker, Louetta Bushdiecker, Ben Alspach, Rodney Voss, Gary Herget, Jeff Wassilak, Gary Krautmann, Milt Yoder, and Don Hart.

Chapter President, Ben Alspach called the meeting to order at 1:45pm. He welcomed everyone to the meeting and said he was pleased to see so many people present.

Ben, said copies of the Minutes from the last meeting had been passed out. He asked if there were any comments. None were received. Joe made a motion that the minutes be accepted. Milt seconded the motion. A vote was taken and the motion was approved with no dissents.

Ben, asked Treasurer Milt Yoder for a report. Milt said there was \$5,600.00 in the bank and there is a new Chapter member: Mr. Gary Sanders, Nixa, Mo, who recently became SDC Upper Mississippi Valley Director. A motion was made to accept the Treasure's report. Don seconded the motion. A vote was taken and the motion was approved.

Ben said he had talked to Donna McNew Belker, daughter of deceased member Don McNew. She has a '62 Champ truck of her Dad's that her grandson wants to restore-but he'll need some help/advice. Ben said if anyone is interested in getting involved, he will put them in contact with Donna.

Don said the 2027 Avanti Owners Association International (AOAI) meeting would be held the same week as the Studebaker International Meet in South Bend, Indiana.

Ben said the officers for 2027 would be elected during the Chapter Picnic in September. The Holiday Party was discussed briefly—should we have that event again this year or just hold a “regular meeting” in November? The party is always fun but also expensive. Don will check with the AOAI group to see if they want to co-sponsor the party again and, if we decide to proceed, he offered to handle the arrangements with the Westport Double Tree.

Ben asked Jeff for the Missouri Region Manager report. He mentioned the Upper Mississippi Valley Zone Meet July 30-August 2 in Warrenville, IL. Jeff said he had registered for the meet and made host hotel motel reservation from the online link in the announcement in Turning Wheels.

OTHER UPCOMING EVENTS:

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

September 11-12, 2026, 31st. Annual Ozark Trails Orphan Car Show at Angel Inn, Branson, Mo., September 20th, 2026 (Sunday), Chapter Picnic at 11:30am at Jefferson Barracks, Sylvan Springs Park, Artillery Shelter, 300 Halsey Road, St Louis, Mo, 63125.

September 23rd to Sept 26th 2026, The 62nd Studebaker Drivers Club international Meet in Waxahachie, Texas.

Bill made a motion to adjourn the meeting. Phil seconded the motion. A vote was taken and the motion passed. The meeting adjourned at 2:30pm.

Submitted By, Louetta Bushdiecker, Secretary



Louetta's 2-seat Thunderbird

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

1953 & 1954 Studebaker Champion coupes. Car are partially disassembled. Have all pieces. '53 has damaged trunk and kinked rear fender. Rusted front floorboard. Otherwise quite rust-free. '54 has Mustang II steering/suspension as well as 2,25" top chop. Body good with small rust on left rear fender. I have about \$14,000 in the '54. Cars are in Gainesville, MO. And I need to sell. Make offer. Dale Dreckman, email: 'dreckmad@hotmail.com' or 'phone: 417-989-0308.



Car For Sale: 1957 Golden Hawk basket case #1
04-25-2026, 09:10 PM

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 July: July 1, 1933 Albert R. Erskine dies., July 4, 1903 Harold Churchill born., July 6, 1956 Agreement reached between Studebaker-Packard and Curtis-Wright for three year management contract., July 7, 1907 Construction begins on Studebaker Administration Building., July 10, 1930 Studebaker offers "Free Wheeling" on automobiles., July 13, 1958 Last Packard built., July 14, 1986 Raymond Loewy dies., July 21, 1984 James Nance dies., July 22, 1904 First Studebaker gasoline powered car sold., July 23, 1926 First Studebaker President model introduced., July 27, 1956 James Nance resigns as President of Studebaker-Packard., July 28, 1969 Sherwood Egbert dies.

The Missouri June report has no (0) NEW members 2 EXPIRED (located in Eolia, and Kansas City).

The Illinois June report has 1 NEW member (located in Glenview) and 4 EXPIRED members (located in Chicago, Anna, Schaumburg, and Washington)

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 Thursday June 4, 2026 "Independent Thinking: No Order Too Tall For The Wagonaire" by Pat Foster.

STORY LINK: https://www.hemmings.com/stories/independent-thinking-no-order-too-tall-for-the-wagonaire/?utm_content=latest_stories&uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm_campaign=eDaily&utm_source=Sailthru&utm_medium=email&utm_term=eDaily%20Newsletter

Report #2

Some Studebaker, Packard and Avanti history this month of August: August 7, 1928 Studebaker's \$2 million purchase of Pierce-Arrow approved by stockholders., August 8, 1965 Avanti II introduced., August 10, 1945 Last WWII military truck assembled., August 13, 1936 Frederick S. Fish, Studebaker president and son-in-law of John M. dies., August 14, 1962 Avanti sets 29 speed records at Bonneville Salt Flats., August 15, 1928 Pierce-Arrow purchase agreement signed., August 16, 1980 Harold Churchill dies., August 22, 1890 Harold S. Vance born., August 22, 1996 Jim Lange achieved 211.292 mph in Studebaker powered Avanti at Bonneville Salt Flats., August 24, 1874 Studebaker Wagon Works destroyed by fire., August 25, 1958 Mercedes-Benz Sales, Inc. formed to sell vehicles through Studebaker-Packard dealerships., August 26, 1933 Studebaker sells Pierce-Arrow for \$1 million to group of Buffalo, NY, businessmen., August 31, 1853 John M. Studebaker arrives in Dry Diggings (nicknamed "Hangtown" and renamed to Placerville in 1854), California, during the Gold Rush., August 31, 1959 Harold S. Vance dies.

The Missouri July report has no (0) NEW members and no (0) EXPIRED members.

The Illinois July report has no (0) NEW members and 2 EXPIRED members (located in Effingham, and Wauconda).

From Hemmings Daily Wednesday July 8, 2026 "Independent Thinking: the Case of the Disappearing Hawk" by Pat Foster.

STORY LINK: https://www.hemmings.com/stories/independent-thinking-the-case-of-the-disappearing-hawk/?utm_content=latest_stories&uemlid=fa64fdcd0ca47f9cebc2c505714c3bdac7be7d66f967761ac315a5c42de9c619&utm_campaign=eDaily&utm_source=Sailthru&utm_medium=email&utm_term=eDaily%20Newsletter

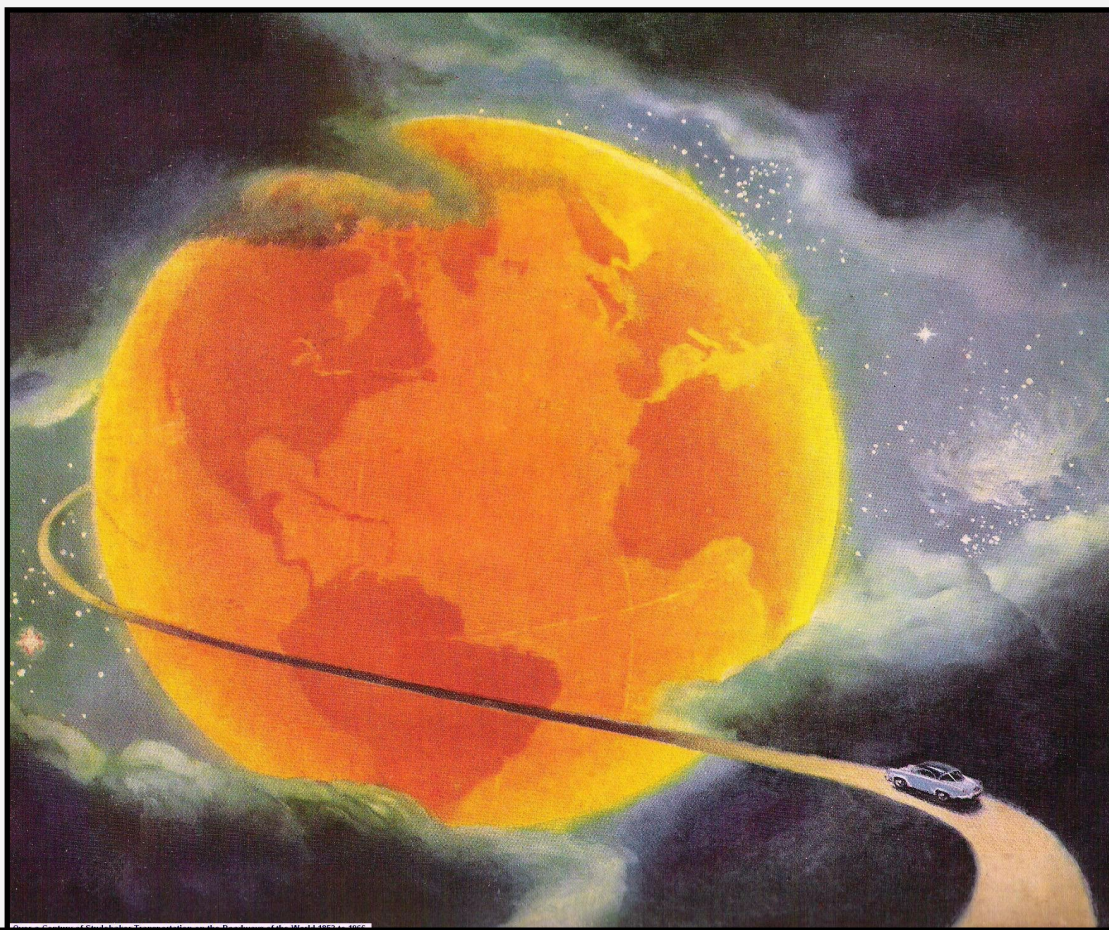
From Studebaker National Museum YouTube Video: "Speaker Series: Frank Lloyd Wright and the Automobile" by Brandon J. Anderson, Executive Director & CEO of the Auburn Cord Duesenberg Automobile Museum. Duration 55 minutes 15 seconds.

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

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

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](tel: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>



TRANSISITONS...

Longtime Gateway AOAI member Lillian Palmquist passed away on August 18, 2026. Lillian and her late husband, Allen owned a 1963 Avanti and daily drove it for many years. They were not members of the Gateway SDC. Her obituary can be viewed here at: <https://www.legacy.com/us/obituaries/stltoday/name/lillian-palmquist-obituary?id=62250947>

TREASURERS REPORT

BY: *Milt Yoder*

Income ----

\$25 for member dues un-deposited

Expenditures -

None

Checking balance \$5,564.27

We have 2 members that did not renew for 2026

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

Membership in Canada

Regular Members w/periodicals:			
☐ New Members 1st year only	\$55	na	na
☐ Regular Member renewal w/periodical class mail.....	\$63	\$183	\$305
☐ Regular Member renewal w/1st class mail	\$76	\$222	\$370

Overseas Membership

Overseas Members w/periodicals:			
☐ New Members 1st year only	\$55	na	na
☐ Overseas Member renewal w/periodical class mail.....	\$63	\$183	\$305
☐ Overseas Member renewal w/1st class mail	\$76	\$222	\$370

Worldwide

☐ SDC Membership & Digital <i>Turning Wheels</i>	\$29	\$87	\$145
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Other SDC Items

☐ Donation to SDC Museum Fund	\$		
☐ Donation to SDC Restoration Fund.....	\$		
☐ Donation to BOB PALMA National Museum Internship*	\$		
☐ Donation to National Museum Endowment Fund*	\$		
☐ Donation to Studebaker National Foundation*	\$		

(*Tax deductible donation)

☐ Membership Pin - (specify year-pin) Prices on p.17 (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: _____

☐ VISA	Card # _____
☐ MasterCard	Expiration _____
☐ 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

(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