

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*

, PRESIDENTS REPORT: BY: *Ben Alspach*

NOVEMBER-DECEMBER 2026

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President Ben Alspach's Report. *Sellin' the Sizzle (Part 3)* 1

FEATURE STORY: RESEARCH REPORT: St. Louis Area Studebaker Dealers And Their Ad's From January 1944 Through December 1944. 4

The 2027 Officer Contact Information & Helpful Online Links. 8

2026 Gateway SDC & AOAI Chapter Meeting Minutes From Louetta Bushdiecker. 9

Jeff Wassilak's Regional Managers Report 1 & 2. 11

2026 EVENTS Calendar & Milt Yoder's Treasurers Report. 12

International and Gateway SDC Membership Form 13



Sellin' the Sizzle *(Part 3)*



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

The post-war arrival of the all-new Kaiser/Frazier line-up was another interesting market development. Famous industrialist Henry J. Kaiser had amassed a huge fortune (built, in part, on his WWII Liberty ship production) and decided it might be a good time to enter the auto business. For assistance he tapped Joe Frazier, a seasoned auto industry executive who had been leading Graham-Paige before (and during) the war.

The new Kaiser/Frazier cars were technically the first completely fresh designs of the post-war era, preempting even the new '47 Studebakers. The clean, modern styling was quite appealing compared to other makers' "warmed over" pre-war offerings and sales took off with the car-starved public. Oddly, the Frazier cars were the "upscale" models and Kaisers received more modest appointments. Despite start-up delays and production problems, K-F sold over 140,000 units for the '47 calendar year and the future looked bright.



However, it wasn't long before the established brands started bringing their own new designs to market and the relatively high-priced K-F cars were hard pressed to compete. Sales began to slide and the company was in a financial pinch by 1949. A big loan from the postwar Reconstruction Finance Corp. kept the concern afloat, but operating on a smaller scale. Total production for the '49-'50 model year was ~95,000 units. The slower selling Frazier branded cars were dropped in 1951 and Mr. Kaiser soon fired Joe Frazier, as well.

PRESIDENTS REPORT CONTINUED ON NEXT PAGE:



1947 Kaiser Special Sedan. A brand-new make with fresh, new styling attracted many buyers immediately after the war.



1953 Kaiser Manhattan Sedan. Dutch Darrin's styling was very dramatic . . . and distinctive!

Focusing now on just the Kaiser brand, the company hired legendary designer Howard "Dutch" Darrin to reinvent the image of their cars. His striking new designs shed the old, "boxy look" with flowing lines (including Darrin's signature "dip" contour just aft of the front doors) and much larger window areas. Several innovative new models were created from this body template including a hatchback sedan (The Traveler), a four-door hard top sedan (the Virginian) and a flashy, topline offering with a padded vinyl roof and exotic interior appointments dubbed "the Dragon". In fact, most Kaisers now received upgraded interiors, offering a wider choice of colors and materials. Also new was the compact "Henry J" (sold concurrently through the Sears-Roebuck catalog as an "Allstate").

The early unveiling of the new '51 cars (February 1950) along with the late introduction of the '52 models (March, 1952) made for a good model year on paper but actually translated into only about 75,000 cars per calendar year--in spite of the new automatic transmission option. The absence of a V-8 was also a concern. Kaiser sales were dropping precipitously and production for '52 dipped to ~32,000 units.

Oddly, given this alarming trend, Mr. Kaiser (apparently to appease his wife) reluctantly agreed to build Dutch Darrin's "dream" fiberglass bodied sports car, which would be called the Kaiser "Darrin". This stylish two-seat roadster featured sliding doors and was powered by a Willys six-cylinder engine (Kaiser had acquired Willys Overland in 1952). Limited production Darrin examples appeared in late 1953 as '54 models but only about 430 units were built. Meanwhile, production of the "regular" Kaiser line-up had shrunk to less than 6,000 cars for the 1954 model year.

The last Kaisers were 1955 Manhattan models (all of which were supercharged!). Most of the ~1,200 cars produced for '55 were built to fill a special order from Argentina. Following this final run, Kaiser halted U.S. production and shipped the cars plus all related dies and equipment to Argentina where IKA continued to build Kaisers well into the 1960's. It's reported that a few of these old Kaisers are still on the road in South America today!

Other familiar names still active after the war included Willys, which did resume some auto production with their compact cars in the early 50's. Logically, most of Willys immediate post-war focus was on their popular Jeep vehicle, which was developed for the military and became famous thru its legendary WWII service. Willys soon expanded the Jeep line-up with a pick-up version, a boxy station wagon and the sporty Jeepster. Once Kaiser became involved, small cars like the Willys Aero, Eagle and Bermuda appeared—most bearing a striking resemblance to the compact K-F "Henry J".

Crosley also returned after the war and, for a time, enjoyed some limited success with its bare bones, "sub-compact" offerings. Small station wagons and panel vans were Crosley's best sellers but the firm even took a fling into the sports car realm with its Hot Shot and Super Sport models. A few of these cute roadsters were equipped with disc brakes, the first offered on a U.S. built car. Another interesting Crosley entry was the tiny, Jeep-like "Farm-O-Road which, with optional attachments, could be used by a hobby farmer to plow, cultivate and even dig post-holes. However, as the market shifted and vehicle supply outpaced demand, Crosley was forced to throw in the towel—the last models being marketed as 1952's.

In addition to Kaiser, a few other new "start-ups" also tried entering the market following the war. The Tucker is certainly the best known, but others such as Keller and Davis (a three-wheeler that looked

REMINDER: January 10th, Sunday 1:30 pm, Fenton, MO. The Gateway Chapter will meet at The Old Spaghetti Factory, 17384 Chesterfield Airport Rd. (63005). Lunch will be followed by a brief business meeting.



1952 Kaiser Henry J. Henry J's were also "private branded" as All-states and sold through the Sears catalog.



1954 Kaiser Darrin sports car (fiberglass body). Only about 430 were built.



A 1954 Willys Aero Eagle two door sedan. 1955 would be the last year for these cute, post-war Willys cars.



A 1948 Tucker Torpedo. For more (entertaining) info, look up the Tucker movie starring Jeff Bridges.

like a spaceship!) managed to build only a few pre-production examples before slipping into the footnotes of automotive history. So apart from a fledging AMC and a struggling Studebaker, the U.S. auto industry was firmly in the grasp of the "Big Three" by the late 1950's. And no one could have predicted the growing influence of imports and the interest in "compact cars" which would redefine a large portion of the U. S. market in the '60's.

— 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."

Photos Gateway SDC chapter President Ben Alspach took at the Studebaker Drivers Club Waxahachie International Meet!



This massive '31 President roadster was in surprising good unrestored condition. Note the rumble seat lid behind Janet.



A '58 Packard Hawk in an unusual "salmon" color. Not many made like this one!



A stunning '39 Coupe' Express that likely looks sharper now than when it left the factory brand new.



A nice looking '61 Hawk with stylish Halibrand cast wheels.



This '37 Dictator business coupe' had the unusual "bat wing" rear window.





Here's a shot of a '32 Rockne grill sporting some "mini" steer horns. At right Only in Texas!

FEATRUE STORY: 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*

STUDEBAKER DEALER ADS FROM JANUARY TO DECEMBER 1944

From 3/21/1943 Studebaker had these 13 greater St. louis area Studebaker dealerships until December 1944 as far as can be determined from the ads placed in the St. Louis Post-Dispatch. #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. Endres Motor Sales, Belleville, IL., #6. Osage Auto Sales, 4014-14 South Broadway, St. Louis, MO., #7. McAnarney Motor Co., Granite City, IL., #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, McLanahan Motor Co., Collinsville, IL. and #13. MOTORITE, INC., 273 De Boliviere, St. Louis, MO., 2/2/1943.



For the first 5 months of 1944 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 ads from Studebaker and other makers often noted their vehicles were used as part of voluntary carpools 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 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 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

The above Studebaker ad appeared in the 1944 Automotive News Almanac. I used all o the 1944 Post ads in the last newsletter so these are relevant 1944 Studebaker ads from my private collection. —Ed Meyer)

FEATURE STORY CONTINUED ON NEXT PAGE:



© 1944 The Studebaker Corporation

They're neither too young nor too old to help farm this summer

But now, more than ever, all farm truck operators need Studebaker's free booklet on truck care

THIS summer, it's a big load off any farmer's mind if he has a reliable motor truck to haul his crops and do his errands.

It's just as important to get food to market as to grow it. Yet, too many farm trucks that could have been saved have gone out of service because there is nobody around who knows how to make simple truck adjustments and repairs.

But there's a simple answer to many of the motor truck maintenance problems on a farm. And tens upon tens of thousands of farmers have found that answer. They use the handy 48-page booklet on farm truck care in wartime that's now offered free by Studebaker as one of its many continuing transportation helps.

For trucks of all makes

This booklet is no advertising piece in any sense. It applies to all makes of trucks —it's written in simple, non-technical language—and it's conveniently indexed so you can locate the right remedy for truck or tire trouble in a jiffy. Every farm should have this booklet for quick reference in emergencies and as a daily guide to better truck and tire performance.

Get your free copy now

Don't wait. Get *your* free copy at once from the nearest Studebaker dealer—or mail the coupon right away to Studebaker headquarters in South Bend, Indiana. No charge—no obligation of any kind.

Studebaker Truck Division, Dept. F-11, South Bend 27, Ind.
Please rush to me free and postpaid, "Care and Maintenance of the Farm Truck in Wartime."

Name_____

Address_____

KEEP YOUR FARM EQUIPMENT FIT AND FIGHTING — FOOD FIGHTS for freedom

STUDEBAKER

PIONEER AND PACEMAKER IN AUTOMOTIVE PROGRESS

Now building Wright Cyclone engines for the Boeing Flying Fortress —multiple-drive military trucks—other vital war materiel



Stora truppsammandragningar i Indien — Studebakers lastbilar sköter transporterna

I Indien bereder sig de förenade nationerna sedan flera månader för den avgörande stöten mot Japan.

Från Burmagränsen till Khaibarpasset rapporterar korrespondenterna en sjudande aktivitet. I de större städerna får till och med de offentliga parkerna tjäna som militärläger.

För att genomföra en uppmarsch i ett land av Indiens storlek krävs framför allt ett effektivt transportsystem. De amerikanska soldaterna i Indien kan berätta om de ansvarsfyllda uppgifter som i dessa dagar anförtros at Studebakers stora terränggående armélastbilar.

Liksom i Indien har Studebaker kraftiga och driftsäkra armélastbilar spelat en viktig roll på den ryska fronten, där de utfört ett enastående transportarbete för de segerrika sovjetarméerna. Förutom armelastbilar bygger man vid Studebakers fem väldiga fabriksanläggningar ocksa hyperstarka Wright Cyclone-motorer för Boeings berömda flygande fästningar jämte en mängd annan viktig krigsmateriel.

The Studebaker Export Corporation

South Bend, Indiana, U. S. A.
Telegramadress: STUDEBAKER

REPRESENTANTER I SVERIGE:
AB. GJESTVANG & Co., Stockholm
AB. MOSSBERG & BLOMKVIST, Sundsvall

operate a business and finance new vehicles simply normally 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.

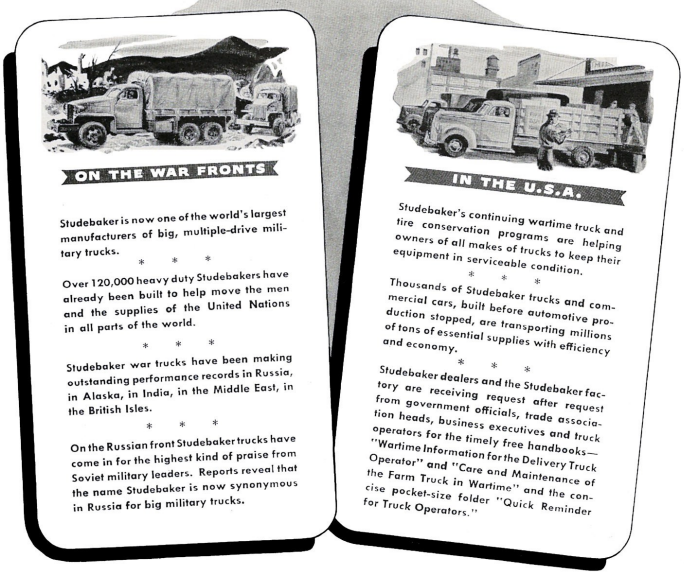
Nevertheless, as soon as one Studebaker dealership folded the Studebaker factory seemed to have little trouble finding someone else willing to try their hand in seemingly almost impossible times at making a livelihood if not a fortune selling Studebakers. Some of these attempts were laughingly underfunded 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 for even one day. Some dealerships did open for business and 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.

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 dustbowl, the deaths from that and WWII. That all affected the Studebaker factory and dealers and its 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.

The above ads from top left to right and clockwise appeared in the 7/1944 Farm Journal and 10/ 1944 Swedish Readers Digest.

FEATURE STORY CONTINUED ON NEXT PAGE:

Studebaker's wartime truck record *speaks for itself*



ON THE WAR FRONTS

Studebaker is now one of the world's largest manufacturers of big, multiple-drive military trucks.

* * *

Over 120,000 heavy duty Studebakers have already been built to help move the men and the supplies of the United Nations in all parts of the world.

* * *

Studebaker war trucks have been making outstanding performance records in Russia, in Alaska, in India, in the Middle East, in the British Isles.

* * *

On the Russian front Studebaker trucks have come in for the highest kind of praise from Soviet military leaders. Reports reveal that the name Studebaker is now synonymous in Russia for big military trucks.

IN THE U.S.A.

Studebaker's continuing wartime truck and tire conservation programs are helping owners of all makes of trucks to keep their equipment in serviceable condition.

* * *

Thousands of Studebaker trucks and commercial cars, built before automotive production stopped, are transporting millions of tons of essential supplies with efficiency and economy.

* * *

Studebaker dealers and the Studebaker factory are receiving request after request from government officials, trade association heads, business executives and truck operators for the timely free handbooks—"Wartime Information for the Delivery Truck Operator" and "Care and Maintenance of the Farm Truck in Wartime" and the concise pocket-size folder "Quick Reminder for Truck Operators."

STUDEBAKER

Pioneer and pacemaker in automotive progress

NOW BUILDING WRIGHT CYCLONE ENGINES FOR THE BOEING FLYING FORTRESS
BIG MULTIPLE-DRIVE MILITARY TRUCKS—OTHER VITAL WAR MATÉRIEL

JUNE 1944

167

Studebaker dealers *get the kind of help that counts in wartime*



YOU can't win a war by standing still—on the home front or on the battle front. Automobile dealers know this. They want action.

They know that Studebaker dealers get action all the time through factory-devised plans and programs that help them help their customers.

Studebaker started these activities right after the war began—and they've been increasing in effectiveness and timeliness week after week.

Studebaker summarizes and interprets all government automotive regulations and amendments as soon as they're issued—and sends every one of its dealers a special bulletin on the subject.

Studebaker provides its dealers periodically with a complete summary of government regulations affecting automobile and commercial vehicle outlets.

Studebaker spends millions of dollars in national magazine, radio and local newspaper advertising to keep the public informed on the company's war production activities and the wartime services available through Studebaker dealers.

Studebaker issues special manuals for the guidance of dealers' service departments in the wartime maintenance of cars and trucks.

Studebaker publishes booklets for dealers on the training of women in automotive maintenance—the A.B.C.'s of automobile construction and design—truck sales and service opportunities—used car buying and selling.

Studebaker helps the public direct by supplying dealers with handbooks for distribution on the Care and Maintenance of the Farm Truck in Wartime and Wartime Information for the Delivery Truck Operator plus other booklets and information for the benefit of passenger car users.

No pep talks—no generalizations—these practical, pertinent Studebaker dealer helps are supplemented by direct mail programs designed to promote the conservation of cars and trucks and build customer good will.

Monthly "action" programs with special emphasis on business management and wartime operating programs round out the continuing and constructive Studebaker endeavors in the dealer's interest.

STUDEBAKER

PIONEER AND PACEMAKER IN AUTOMOTIVE PROGRESS

Now building Cyclone engines for the Boeing Flying Fortress—multiple-drive military trucks—other vital war materiel

JANUARY, 1944

When writing to advertisers please mention Motor Age



These things will live

There will be a hush that deepens with the night as the noisy tremors of a world at war subside . . . Mankind again will live with dignity and pride in the clean atmosphere of triumph over tyranny . . . Hope is justifiably strong as another Yuletide draws near that a great new epoch in the affairs of men and nations may not be too far away—that out of the suffering and destruction of war will flower a lasting peace truly worthy of the sentiments men voice at Christmas.

STUDEBAKER

Part of America's life and traditions since 1852





© 1944 The Studebaker Corporation

"Seabee" Balaban and his father helped build many a Studebaker in peacetime

And they're comrades in craftsmanship still



Studebaker's Joe Balaban has another son and a daughter in the Navy—Like thousands of Studebaker automotive veterans, Joe Balaban is doing his share for the war effort in one of Studebaker's aircraft engine plants. Other Studebaker automotive employees are busy building big multiple-drive Studebaker military trucks and "Weasel" personnel and cargo carriers.

KEEP ON BUYING WAR BONDS AND KEEP ALL THE BONDS YOU BUY!

THE whole nation is justly proud of the accomplishments of our Navy's Seabees, the fighting construction battalions on whose banners is blazoned: "We do the difficult immediately—the impossible takes a little longer."

One fine example of the resourceful Seabees at their best is First Class Seaman Milan Balaban of South Bend, Indiana. He learned his way around with tools as an apprentice millwright in the Studebaker automotive plants—working close by his father who has been a Studebaker employee for more than 26 years.

Today, Joe Balaban, the father, is putting his skill and experience to good account in the Studebaker Aviation Division—from which tens upon tens of thousands of Studebaker-built Wright Cyclone engines for the famous Boeing Flying Fortress have been steadily streaming forth.

It's largely because of the painstaking craftsmanship in peacetime, of numerous Studebaker father-and-son teams like the Balabans, that wartime America is getting such dependable performance from Studebaker Champion, Commander and President passenger cars and Studebaker trucks and commercial cars.

Awarded To All Studebaker Plants

STUDEBAKER

Now building Wright Cyclone engines for the Boeing Flying Fortress—multiple-drive military trucks—and the Army's new M-29 Weasels

The above ads and articles appeared From top left to right and clockwise on and in 7/11/1944, MOTOR AGE 1/23/1944 MOTOR AGE, 12//1944 SOURCE UNKNOWN, and 1944 SOURCE UNKNOWN.

FEATURE STORY CONTINUED ON NEXT PAGE:

FEATURE STORY CONTINUED:

Studebaker ended December 1944 with these13 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. Endres Motor Sales, Belleville, IL., #6. Osage Auto Sales, 4014-14 South Broadway, St. Louis, MO., #7. McAnarney Motor Co., Granite City, IL., #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, McLanahan Motor Co., Collinsville, IL. and #13. MOTORITE, INC., 273 De Boliviere, St. Louis, MO., 2/2/1943.

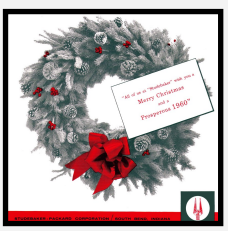
After WWII ended and Studebaker started selling new cars once again, they had the 13 greater St. Louis area Studebaker dealerships below to do so with. Unfortunately, only the seven in red were left over from December 1944 from where this study ended. Of the 13 below only Endres survived until Studebaker stopped making automobiles in March of 1966. There was a total of 76 different Studebaker dealerships in the greater St, Louis, MO area between January 1929 and December 1944 and only 7 managed to survive the Great Depression and WWII so they could enjoy the buyers' market once the war ended.

ONLY 7 LEGACY STUDEBAKER DEALERS SURVIVE AFTER WWII

NAME	ADDRESS	YEARS OF OPERATIOTION
1. Endres Motor Sales	Belleville, IL.	1945 – 3/1966
2. Leland Kreid Motor Co.,	310 State Street, Alton, IL.	1945 - 2/1955
3. Lowry Motor Co.,	7433 Manchester Ave., Maplewood, MO.	1946 – 11/1952
4. McLanahan Motor Co.,	105 South Seminary Rd., Collinsville, IL.	9/1949 – 3/1955
5. Merry Motor Co.,	5806 Delmar Blvd., St. Louis, MO.	1945 – 12/1954
6. Mixon Motor Co.,	710 St. Louis Ave., East St. Louis IL.	1945 - 12/1954
7. Mixon BUICK CO.	1910 State St., East St. Louis, IL.	12/1959 – 11/1960
8. The Motorite Inc.,	10 North Brentwood Blvd., Clayton, MO.	1945 - 1946
9. The Motorite Inc. (#2)	7055 Olive St. Road, University City, MO.	1949 – 12/1954
10. Osage Sales Co.,	3905 South Grand Ave., St. Louis, MO.	1945 - 3/1954
11. Pefferman Motor Co. Inc.	9405 Lackland Rd., Overland, MO.	1945 – 12/1950
12. Schiechte-Yesci Motor Sales,	21st. & Madison Ave., Granite City, IL.	1945 – 4/1949
13. South Side Motors, Inc.,	3300 South Kingshighway, St. Louis, MO.	1946 - 11/1953

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.aoai.org/

Visit the Studebaker National Museum online at: www.studebakermuseum.org



MINUTES FOR THE MO/IL SDC CHAPTER MEETING AND CHAPTER PICNIC BY: *Louetta Bushdiecker*

Sunday, September 20. 2026
The Missouri/Illinois Gateway Chapter of the Studebaker Drivers Club gathered at 11:30am for the Chapter Picnic at Jefferson Barracks, Sylvan Springs Park, Artillery Shelter, 300 Halsey Road, St Louis, Mo. 63125.
Members present: Ben Alspach, Joe & Mary Ann Bushdiecker, Jeff & Christine Ryan, Rod & Joy Vos, Raymond Hobert, Phil Hendrickson, Gary Krautmann, Don Hart, Jeff Wassilak, Gary Hergert, Brian & Valerie Borgstede, Don & Jan Lindner, Milt Yoder, Dave & Diane Prokopf, and Louetta Bushdiecker.
Chapter President, Ben Alspach called the meeting to order at 12:30pm. Ben thanked Don Hart for making arrangements to use the Shelter.
Ben said copies of the minutes from the last meeting had been passed out. He asked if there were any comments. None were received. Ray made a motion that the minutes be accepted. Milt seconded. A vote was taken and the motion approved with no dissent.
Ben asked Treasurer Milt Yoder for a report. Milt passed out the treasurer's report and said there was $5,614.27 in the bank. Ben asked if there were any comments. None were received. Phil made a motion to accept the report. Don seconded. A vote was taken and the motion was approved.
Ben said it was the time of the year to elect new offices. Since no one had asked about taking one of the offices, the 2026 officer group had agreed to continue for the 2027 year. There were no comments, but everyone gave the officers a round of applause.
Ben asked who attended the recent Zone meet in Warrenville, Illinois. Don Hart and Jeff Wassilak responded and provided details. It was a good meet. Don Hart, Gary Krautmann and Jeff Wassilak from the chapter attended. Vehicles were on display and judged. There were vendor's presentations, cooperative question and answer sessions. The National Studebaker Museum trailered in the recently restored 1951 Commander Muppet Car from the movie. Richard Quinn gave a presentation at the banquet on his collection of memorabilia and brought some interesting items.
The Orphan Car Show in Branson, Missouri was the next topic. Don Hart, Gary & Sherry Hergert, Gary Krautmann and Jeff Wassilak attended from Mo-Il chapter. Jeff said Studebakers and Avanti's were abundant. Don Cox, President of SDC and Ed Smith, President of Antique Studebakers Club were present. Car Show, Hospitality Room, Silent Auction, and live band Friday night were the main events. Next year the event will be held at the same location, Angel Inn by IMAX theaters, the weekend after Labor Day.
Ben said the 62nd Studebaker Drivers Club International Meet would be held September 23rd through 26th in Waxahachie, Texas. He asked who was planning to attend. There was no response. Ben said he is hoping to attend for a couple of days.
Ben asked Don Linder if he had any news from South Bend: Don said The 63rd Studebaker Drivers Club International Meet would be held June 2nd through June 5th, 2027 in South Bend, Indiana. Two of the tours would be the old Studebaker factory and the Oliver Mansion. The proving grounds which are 100 years old may be included. He said the Avanti club and the Avanti House were looking for old advertisements such as Avanti Post Cards, Dash Placks and H. O. slot cars, etc.
Ben said that there will NOT be a holiday dinner in December, and there would be a regular meeting in November. When requested by Ben, Gary Hergert offered to look for a suitable place for the January meeting

OTHER UPCOMING EVENTS:
November 8, 2026 (Sunday) Chapter meeting for November will be at 1:30pm at the OLD Spaghetti Factory, 17384 Chesterfield Airport Rd., Chesterfield, Mo 63005
The meeting was adjourned at 1:20pm
Submitted By
Louetta Bushdiecker, Secretary



Louetta's 2-seat Thunderbird

MINUTES CONTINUED ON NEXT PAGE:

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SMembers cars photographed on 20th, Sunday, 11:30 am, chapter picnic and our September chapter meeting at Sylvan Springs Park near Jefferson Barracks – Artillery Shelter – 300 at Halsey Rd., St. Louis, MO 63125.

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 September: September 1, 1736 Studebaker family arrives in Philadelphia aboard English ship "Harle" from Rotterdam, The Netherlands., September 1, 1979 McGraw-Edison merges with Studebaker Worthington., September 5, 1962 1963 models begin rolling off the assembly line., September 6, 1960 Studebaker-Packard acquires Clarke Floor Machine Company., September 12, 1966 Studebaker Worthington donates Studebaker historical vehicle collection to City of South Bend, Indiana., September 17, 1987 Last Avanti built in South Bend, Indiana., September 22, Ron Hall recorded 200.426 mph driving Studebaker powered Avanti at Bonneville Salt Flats., September 29, 1958 Lark production began., September 29, 1960 Studebaker-Packard dealer association agreed to sponsor syndicated Mr. Ed TV show. First episode aired January 5, 1961., September 30, 1987 First Avanti built in Youngstown, Ohio.

The Missouri August report has one (1) NEW member (located in Cadet) and two (2) EXPIRED members (located in Moberly and Concordia).

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

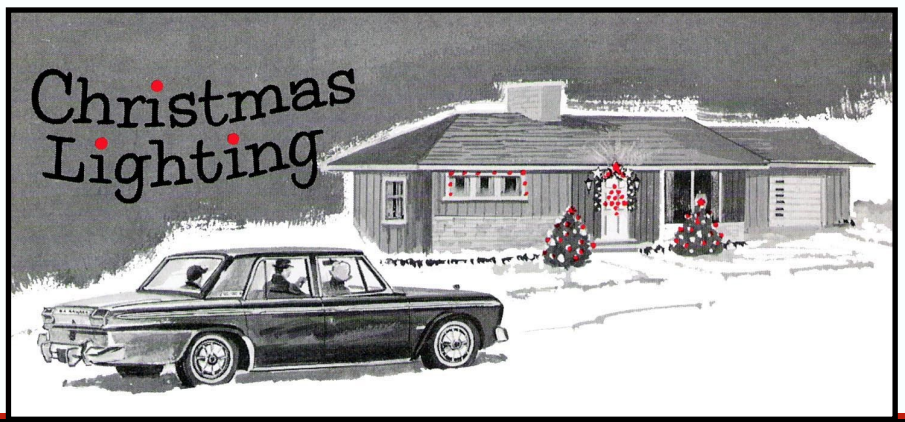
Studebaker in St Joseph, Missouri, The first Studebaker dealership was opened by Peter Studebaker in St. Joseph, MO.

VIDEO LINK: https://www.youtube.com/watch?v=PWsBB1i12rQ

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

November 8th, Sunday, 1:30 pm, Chesterfield, MO. The Gateway Chapter will meet at The Old Spaghetti Factory, 17384 Chesterfield Airport Rd. (63005). Lunch will be followed by a brief business meeting. Plenty of parking so give your Stude some exercise! Contact Ben Alspach, 770-362-6734 , E-mail: thealspachs@comcast.net

January 10th, Sunday 1:30 pm, Fenton, MO. The Gateway Chapter will meet at The Grand Slam Restaurant, 519 Mae Ct., Fenton (63026). Lunch will be followed by a brief business meeting, including discussion of possible club activities for '27. Warm up your Stude and join us in Fenton! Contact Ben Alspach, 770-362-6734, E-mail: thealspachs@comcast.net



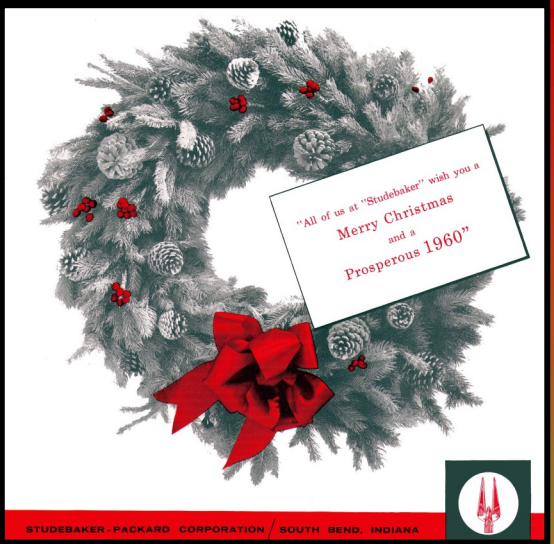


TREASURERS REPORT

BY: *Milt Yoder*

Since our September meeting, the club has paid out $378.37 (Jimmy Johns for the lunches picnic box) and received 2027 dues payments from five members ($25 each). We also realized sales/ donations of $25 from the "Pick & Choose" table at the picnic. Thanks to all who brought items for the table!
The current total in the treasury is $5,335.90, with no bills outstanding.

As we approach the end of the year, please consider paying your 2027 dues in a timely fashion (by January 1st!). Thanks, and I look forward to seeing everyone at our November meeting.
Milt





Milt's 1947 Studebaker Champion

2027 INTERNATIONAL SDC MEMBERSHIP FORM.

Membership Application

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

	1 year	3 years Total	5 years Total
Membership in US			
Regular Members w/periodicals:			
❑ **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** *Turning Wheels*	$15	$45	$75
❑ *Turning Wheels* subscription **WITHOUT SDC membership** (Libraries, etc.)	$37	$111	$185
Memberhip 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 *Turning Wheels*	$29	$87	$145

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)____ $ _____

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.studebakerdrivesclub.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 ❑ MasterCard ❑ Discover
Card # _____
Expiration _____
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.**

2027 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.

MISSOURI – ILLINOIS "GATEWAY" CHAPTER STUDEBAKER DRIVERS CLUB

MISSOURI – ILLINOIS "GATEWAY" CHAPTER Studebaker DRIVERS CLUB INC

MISSOURI – ILLINOIS "GATEWAY" CHAPTER STUDEBAKER DRIVERS CLUB

Ed Meyer

708 Lynn Haven Lane

Hazelwood, MO 63042-3413

STAMP