

MISSOURI - ILLINOIS "GATEWAY" CHAPTER

Studebaker

STEERING WHEEL NEWSLETTER



THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM FEBRUAREY 1935 THROUGH MAY 1935. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*



NOVEMBER-DECEMBER
2023
Volume #52 Issue #6

PRESIDENTS REPORT:

BY: *Ben Alspach*



'25 Studebaker Roadster A Surprise Visitor at September Picnic

A beautiful 1925 Studebaker ER roadster owned by Jay & Mickie Garrison of Great Falls, Montana made an unexpected guest appearance at our Jefferson Barracks picnic meeting on Sunday, September 17th. Several months ago, I received an e-mail from the Garrisons, who grew up in southern Illinois and still have many relatives in the area. They explained they were planning to visit family here in late summer and were wondering whether our Gateway SDC chapter had an event scheduled during that time frame. The Garrisons are long-time SDC members and were also going to bring along their restored '25 Studebaker roadster to enjoy during their stay near East Alton. Fortunately, our annual picnic was already on the calendar, and I was able to give them some info regarding our meeting plans.

Fast forward to late August and I received another message indicating the Garrisons would, indeed, be here during the time of our picnic and would like to bring the roadster to our meeting. Of course, my answer was "YES . . . please join us!" On Sunday morning, I received a phone call from Jay reporting he and his two brothers had arrived at the JB Park but were having trouble finding the Artillery Shelter. At this point I'd just arrived at our picnic site and was able to quickly locate the Garrison truck & trailer nearby and guide them back to our shelter. As Jay backed the car out of the trailer, you could immediately tell it was a beauty! The bright red body really "popped" between the black fenders and black, textured top. The rich, oak artillery wheels and brightly plated radiator shell and bumpers added nice accents. The car ran smoothly and quietly as Jay eased it into a parking spot between Mill's red Avanti ragtop and Phil's red & white '60 Lark sedan.

The ER series was the entry level line for Studebaker in 1925. Closer inspection of the top revealed that it was not "foldable" but a rigid, fixed top rather like the padded Carson tops used on some custom cars during the 1940's and '50's. Although looking like a soft top, this roadster's roof was a permanently attached steel & wood structure with a textured, "vinyl-like" skin. Studebaker promoted this as the "Duplex" top system, offering the low price of an open car but with the protection of an enclosed body. The set-up also featured a rigid, exterior visor above the windshield as well as removable side curtains.

****BREAKING NEWS!!!** Special Gateway Chapter FREE Holiday Luncheon Event just announced for Saturday, December 2nd. Please see Page 9 for full details and RSVP info.

President Ben Alspach's Report. Report. 1

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Studebaker Dealers At Christmas on Page 12.



As for the specs., the car boasted a 50hp "Standard Six" engine with a three-speed manual (non-syncro) transmission. The wheelbase was 113" and this roadster provided a small trunk compartment rather than a rumble seat. The external fuel tank (above the back bumper, beneath the mounted spare tire) held 14 gallons of gas. Four-wheel brakes were an available option.

Jay was kind enough to take me for a short spin around the parking lot, during which time he explained the roadster's controls and features. One point I found especially interesting was the accelerator "pedal". Rather than a conventional, rectangular pedal, the '25 ER had a rubber "hemispherical bump" (looking like half of a black tennis ball) mounted on the floor under the driver's right foot. Step on the ball and that's the accelerator. I'd never seen anything like it! Of course, given the car's vintage, a hand throttle control was also located in the center of the steering wheel along with some headlight controls. I imagine the hand throttle would have been used like a "cruise control" device a century ago.

Thanks to Jay for sharing their wonderful '25 roadster with our Gateway group! Ben



Jay Garrison of Great Falls, Montana in the drivers seat shows chapter President Ben Alspach the dash of his beautiful 1925 Studebaker ER roadster. Below center is chapter member Phil Hendrickson's 1960 Lark and lower right is member Milt Yoder's 1989 Avanti convertible. Photos courtesy of Lew Schucart.

Gateway SDC Officers Were Re-elected For '23-'24.

Your Gateway Chapter officers were all re-elected for another term by unanimous ballot at our September 17th meeting. A BIG THANKS goes out to Louetta Bushdiecker for agreeing to serve another year as secretary, Phil Hendrickson as treasurer, Gary Krautmann as VP and Ben Alspach as President. Milt Yoder will continue as our Gateway chapter historian. We all look forward to a fun and productive year ahead for the Gateway Chapter!

If you'd like to do your part to help our club, please consider hosting a meeting at a location near you. All you have to do is select a restaurant or some other venue (a meal is optional) that can handle a group our size (~20 attendees). If there's an interesting activity or attraction nearby, so much the better. It's easy and Gary or Ben would be happy to help you get started. THANKS! *Ben Alspach*

Studebakers weren't the only cool cars gracing our September picnic meeting.

Studebakers weren't the only cool cars gracing our September picnic meeting. The display also included TWO retro, two-seater Thunderbirds! The black T-Bird in the foreground was driven by Louetta Bushdiecker and the turquoise ragtop belongs to Denny & Susan LaBantschnig. Very nice! *Ben Alspach*



Studebaker started February 1935 with the same 8 greater St. Louis area Studebaker dealerships it had at the end of January. Studebaker had #1. Arthur R. Lindburg, Inc., Exclusive St. Louis Studebaker Distributor, Grand and Lindell, St. Louis, MO., #2. Hammond Motor Car Co. Granite City, IL, #3. Cookson Motor CO., East St. Louis, IL., #4. Bopp Broths., Webster Groves, MO., #5. Oscar Snipen, Inc., 3456 South Grand Blvd., St. Louis, MO. #6. T. H. Johnson Motor Co., Alton, IL. #7. The Moto-Rite, 5180 Delmar Blvd.—at Lake, St. Louis, MO.. And lastly #8. Endres Motor Sales, Belleville, IL..

With the aid of Lehman Brothers Studebaker achieved full refinancing on March 9, 1935 and was now completely free from receivership and an independent automobile company once again in charge of it's own destiny. As far back as December of 1934 Studebaker had saved a working capital of \$5.75 million and recruited 224 new dealers. The factory was now putting in place plans for the future that included reinterring the entry level market again for the third time in a decade with what became the 1939 Champion model. Along with hiring industrial designer Raymond Loewy in 1936 to which Mr. Paul Hoffman personally assigned him to the entire Studebaker account in 1937. A master stroke of genius after many Studebaker leadership mistakes!

So we've learned that the greater St. Louis area Studebaker dealers actually survived the very worst of the great stock market crash, Studebaker going into receivership and the very worst of the Great Depression quite well. Far better than the Studebaker factory did frankly.

However even as the Studebaker factory slowly recovers and the country slowly digs itself out of the Great Depression just in time for WWII to take over. Lets see how well the Studebaker dealers continue to adapt to difficult times that are far from over and still far from optimal.

Even though Studebaker has survived, the factory executives and dealers had to have been disheartened that all the efforts to expand Studebaker to a full-line automaker. With the Pierce-Arrow acquisition, the failed acquisition of White Truck, the entry level failures of the Erskine and Rockne models had failed.

The ad above right appeared in the St. Louis Post-Dispatch on 3/12/1935.

The new and greater Studebaker Corporation reduces delivered prices

UP TO \$65⁰⁰

Celebrates reorganization with sensational price challenge

TODAY Studebaker, once more "the Great Independent," in co-operation with Studebaker dealers, issues a sweeping challenge to the automobile industry by sharply reducing delivered prices.

Only the new and greater Studebaker Corporation can offer such values. Its financial structure has been adjusted to a thrifty 1935 basis and all burdensome overhead has been swept away. Studebaker now has millions of dollars in new capital and no bank loans. Plants have been written down from \$49,000,000 to \$15,000,000.

And Studebaker is immediately passing these economies on to the public by building finer cars—by increasing and improving Studebaker's quality—and, most sensationally of all, by unexpectedly reducing *delivered* prices on the greatest Studebakers ever built.

New Reduced Delivered Prices in St. Louis

Studebaker's sensational new delivered prices speak for themselves:

DICTATOR SPECIAL

Coupe, \$817; St. Regis Sedan, \$838; Sedan, \$869; Custom Sedan (with trunk), \$994; Convertible Roadster, \$879.

DICTATOR PLANAR

Coupe, \$849; St. Regis Sedan, \$890; Sedan, \$911; Custom Sedan (with trunk), \$936; Convertible Roadster, \$921.

COMMANDER

Coupe, \$1091; St. Regis Sedan (with trunk), \$1158; Custom Sedan (with trunk), \$1188; Convertible Roadster, \$1147.

PRESIDENT

Coupe, \$1434; Custom Sedan (with trunk), \$1529; Convertible Roadster, \$1485.

Above delivered prices in St. Louis include bumpers, bumper guards, spare tires and tube, metal tire cover, wheel lock, metal spring covers, radiator emblem and federal excise tax.

Studebaker Makes These Provable Statements

The superb new Miracle-Ride Studebakers are the only cars on the market that combine real roominess with sleekness of line. All you need do is to tape-measure other cars!

PROVE THIS FOR YOURSELF!

• • •

Studebaker's *Miracle-Ride* for the first time in motoring history gives you the perfect combination of restful riding, sure-footedness and obedient handling. All you need do is to go for a convincing "third-degree" road test—the test that Studebaker challenges all cars, regardless of price or size, to take!

PROVE THIS FOR YOURSELF!

• • •

Studebaker's *New Compound Hydraulic Brakes* provide the world's safest, swiftest, straight-line stopping.

PROVE THIS FOR YOURSELF!

• • •

Studebaker's *All Steel Bodies Reinforced by Steel* are the safest bodies offered by any manufacturer—and

WE CAN PROVE IT!

Your present car will be accepted as part payment on a New Miracle-Ride Studebaker—the balance in convenient monthly payments at very low rates.

ARTHUR R. LINDBURG, Inc. Distributor
GRAND AND LINDELL BLVDs. JE. 8850
OSCAR G. SNIPEN, Inc., 3456 South Grand Blvd. LA. 9400

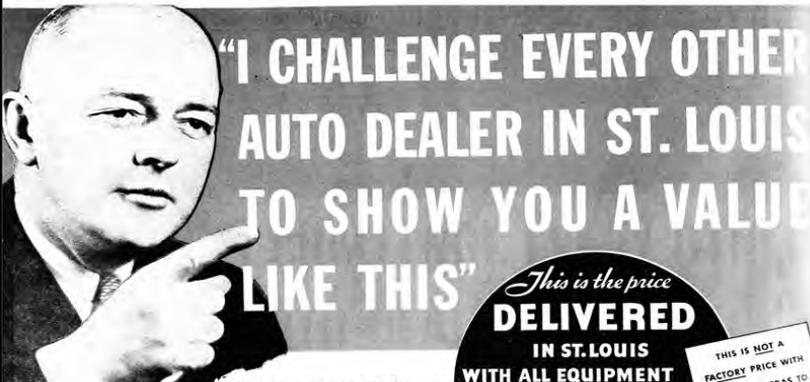
ASSOCIATE DEALERS

A. C. BERRY, Havana, Mo.
BOPP BROS., Webster Groves, Mo.
CAPITAL MOTOR CO., Jefferson City, Mo.
ALDO SAPIR, Eads, Mo.
GEOLOGIE MOTOR CO., Osage, Mo.
E. B. DE WALT CO., Warren, Mo.
FENNEL AUTOMOBILE & WAGON WORKS, Warrenton, Mo.
MODERN GARAGE, Linn, Mo.
P. C. KING, Chicago, Ill.
WILKINSON, Park East, Mo.

LAWSON MOTOR CO., Columbia, Mo.
LEWIS-BULLMAN CO., Van Buren, Mo.
THE METROPOLITAN, St. Louis, Mo.
MIDLAND MOTOR CO., St. Louis, Mo.

HAMMOND MOTOR CAR CO., Granite City, Ill.
HARRIS, St. Louis, Mo.
LESTER-DUNN MOTOR CO., St. Louis, Mo.
MIDLAND MOTOR CO., St. Louis, Mo.

SCHULTZ MOTOR CO., Hannibal, Mo.
SUNNY, St. Louis, Mo.
STANLEY, St. Louis, Mo.
TAYLOR, St. Louis, Mo.
WHEELER MOTOR SALES, St. Louis, Mo.



"I CHALLENGE EVERY OTHER AUTO DEALER IN ST. LOUIS TO SHOW YOU A VALUE LIKE THIS"

This is the price DELIVERED IN ST. LOUIS WITH ALL EQUIPMENT \$798 NOTHING MORE TO PAY

"But is that anything against them? Of course not. It's exactly what you've wanted to get for your money in an automobile. Why not get into this victory Studebaker and see the way it performs? Experience the smoothness and steadiness with which it rides and you'll wonder how any manufacturer can afford to give you so much car for so small an amount of money."

Impressively big, incomparably beautiful 1935 Studebaker 5-passenger sedan with steel reinforced by steel body and compound hydraulic brakes

- 1. The best looking streamlining in America. 2. Best reinforced to meet construction from... 3. Compound hydraulic brakes with extra... 4. The great steel body with Studebaker's... 5. Five extra inches of floor room from... 6. Fully equipped interior with 1935... 7. Extraordinary big room and front room for... 8. A Studebaker Champion 48-horsepower... 9. Fully automatic clutch and spark adjust... 10. Floor body ventilating system, front... 11. Beautifully upholstered, lounge like... 12. Power windows, front and rear, with... 13. Six year, hand-ground steel body and... 14. Adjustable hood latches, chrome... 15. Wheelchair wheel mounted on lower... 16. Spare tire, engine, radiator, extra fuel... 17. 16-horsepower, single-bar engine with... 18. 16-horsepower, single-bar engine with... 19. Inversely lighted suspension panel... 20. Two beam head lamps with non-glare... 21. Flush type steel ventilator and... 22. Fully automatic extra...

TOP PRICES FOR USED CARS More than half the trade-in value of your present car will easily cover the down payment on the new, victory Studebaker. Nobody else gives more for used cars—and our available terms are very liberal.

ARTHUR R. LINDBURG, Inc. Distributor Grand and Lindell Blvds., JE. 8550 OSCAR G. SMIPEN, Inc. 3456 South Grand Blvd., LA. 9400

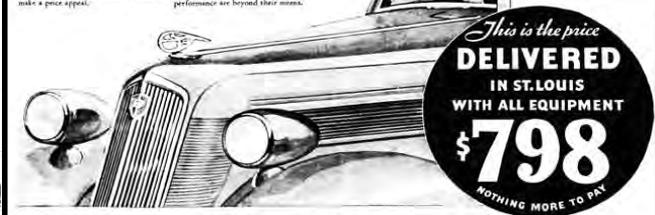
THIS GIGANTIC NEW STUDEBAKER VICTORY VALUE IS UNDOUBTEDLY THE BEST "BUY" IN ST. LOUIS AND WE DON'T EXCLUDE ANY CAR, EVEN THE LOW-EST PRICED, WHEN WE MAKE THAT STATEMENT!

Here's what you get!

- 1. The best looking streamlining in America. 2. Best reinforced to meet construction from... 3. Compound hydraulic brakes with extra... 4. The great steel body with Studebaker's... 5. Five extra inches of floor room from... 6. Fully equipped interior with 1935... 7. Extraordinary big room and front room for... 8. A Studebaker Champion 48-horsepower... 9. Fully automatic clutch and spark adjust... 10. Floor body ventilating system, front... 11. Beautifully upholstered, lounge like... 12. Power windows, front and rear, with... 13. Six year, hand-ground steel body and... 14. Adjustable hood latches, chrome... 15. Wheelchair wheel mounted on lower... 16. Spare tire, engine, radiator, extra fuel... 17. 16-horsepower, single-bar engine with... 18. 16-horsepower, single-bar engine with... 19. Inversely lighted suspension panel... 20. Two beam head lamps with non-glare... 21. Flush type steel ventilator and... 22. Fully automatic extra...

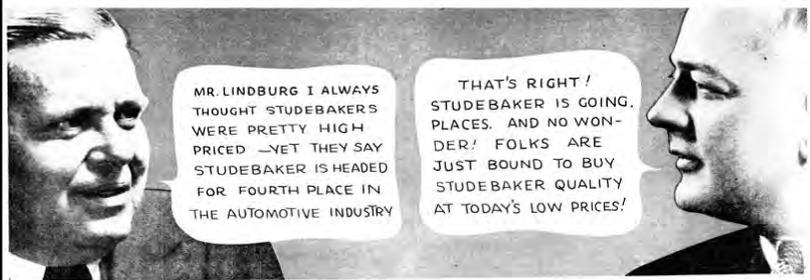
LADIES and gentlemen, this isn't just a number automobile. This is a Studebaker—a Champion—built as only Studebaker build—with the finest engineering in the world and the most expert craftsmanship.

And the victorious Studebaker Champion is actually and convincingly showing the value of the greatest value in America in this car.



ARTHUR R. LINDBURG, Inc. Distributor Grand and Lindell Blvds., JE. 8550 OSCAR G. SMIPEN, Inc. 3456 South Grand Blvd., LA. 9400

NEW 1935 STUDEBAKER CHAMPIONS



MR. LINDBURG I ALWAYS THOUGHT STUDEBAKERS WERE PRETTY HIGH PRICED —YET THEY SAY STUDEBAKER IS HEADED FOR FOURTH PLACE IN THE AUTOMOTIVE INDUSTRY

THAT'S RIGHT! STUDEBAKER IS GOING PLACES. AND NO WONDER! FOLKS ARE JUST BOUND TO BUY STUDEBAKER QUALITY AT TODAY'S LOW PRICES!

FOR A FEW DOLLARS you can get out of the low priced car class and own a Studebaker!



It's economically upholstered, fitted and finished. And ergonomically constructed by the best men in the automobile industry.



Here's the proof \$798 DELIVERED IN ST. LOUIS completely equipped

ARTHUR R. LINDBURG, Inc. Distributor Grand and Lindell Blvds., JE. 8550 OSCAR G. SMIPEN, Inc. 3456 South Grand Blvd., LA. 9400

ST. LOUIS FAMILY Baffles Neighbors



It's more than a case of just looking at all three... \$798 DELIVERED in St. Louis COMPLETELY EQUIPPED

Too many people think they have to buy one of the lowest priced cars in order to stay within their means. They never even dream of looking at a Studebaker because they think Studebaker is way beyond their price.

This 1935 Studebaker Champion has a body of steel reinforced by steel. It has compound hydraulic brakes. It's luxuriously roomier than any comparably priced car.

ARTHUR R. LINDBURG, Inc. Distributor Grand and Lindell Blvds., JE. 8550 OSCAR G. SMIPEN, Inc. 3456 South Grand Blvd., LA. 9400

IF YOU HAVE MONEY ENOUGH FOR ONE OF THE LOWEST PRICED CARS YOU CAN EASILY AFFORD A NEW STUDEBAKER

YOU can easily afford a new Studebaker now. Decisive reductions in delivered prices are in effect. Only a little more money than you must pay for one of the very lowest priced cars will get you a big beautiful new 1935 Studebaker Champion.

No other car in St. Louis, regardless of price, offers anything like this value—a triumph of

Studebaker's thrifty 1935 operations. Think of it—an impressively large Studebaker 5-passenger sedan—built like a battleship—of steel reinforced by steel—with hydraulic brakes and 21 distinctive advancements—now down in price to a point where even the most frugal motorist can afford to purchase it.

With millions in new capital, no bank loans, no burdensome overhead, no excessive plant valuations, the new and greater Studebaker Corporation is paying on its economies in year—adding a new measure of Studebaker quality.

Come in and see this Studebaker. Compare it in every detail with any other car. Then go out for a convincing trial drive and see how fully Studebaker performance lives up to your expectations.

And best of all, the new low delivered prices make it practically as easy to own a Studebaker now as one of the lesser cars.



WHAT YOU GET IN THIS BIG, ROOMY STUDEBAKER SEDAN

1. Best looking streamlining in America.
2. Fully automatic floorboards.
3. New "recessed" front view.
4. Compound body of steel.
5. Hydraulic brakes on all wheels.
6. 21 unique advances in design.
7. 100% steel body construction.
8. 100% steel body construction.
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21. 100% steel body construction.



THE TAPE MEASURE TELLS YOU STUDEBAKERS ARE ROOMY



HYDRAULIC BRAKES ON ALL MODELS

BEAUTIFUL NEW 5-PASSENGER SEDAN

\$798 Nothing more to pay

DELIVERED IN ST. LOUIS

INCLUDING ALL EQUIPMENT AND FEDERAL EXCISE TAX

ARTHUR R. LINDBURG, Inc. Distributor Grand and Lindell Blvds. JE. 8550
OSCAR G. SNIPEN, Inc., 3456 South Grand Blvd. LA. 9400

- | | | | |
|--|--|--|---|
| <p>A. J. BERRY, Belleville, Mo.
B. J. BERRY, Warren, Mo.
C. J. BERRY, St. Louis, Mo.
D. J. BERRY, St. Louis, Mo.
E. J. BERRY, St. Louis, Mo.
F. J. BERRY, St. Louis, Mo.
G. J. BERRY, St. Louis, Mo.
H. J. BERRY, St. Louis, Mo.
I. J. BERRY, St. Louis, Mo.
J. J. BERRY, St. Louis, Mo.</p> | <p>K. J. BERRY, St. Louis, Mo.
L. J. BERRY, St. Louis, Mo.
M. J. BERRY, St. Louis, Mo.
N. J. BERRY, St. Louis, Mo.
O. J. BERRY, St. Louis, Mo.
P. J. BERRY, St. Louis, Mo.
Q. J. BERRY, St. Louis, Mo.
R. J. BERRY, St. Louis, Mo.
S. J. BERRY, St. Louis, Mo.
T. J. BERRY, St. Louis, Mo.</p> | <p>U. J. BERRY, St. Louis, Mo.
V. J. BERRY, St. Louis, Mo.
W. J. BERRY, St. Louis, Mo.
X. J. BERRY, St. Louis, Mo.
Y. J. BERRY, St. Louis, Mo.
Z. J. BERRY, St. Louis, Mo.
AA. J. BERRY, St. Louis, Mo.
AB. J. BERRY, St. Louis, Mo.
AC. J. BERRY, St. Louis, Mo.
AD. J. BERRY, St. Louis, Mo.</p> | <p>AE. J. BERRY, St. Louis, Mo.
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AH. J. BERRY, St. Louis, Mo.
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AJ. BERRY, St. Louis, Mo.
AK. J. BERRY, St. Louis, Mo.
AL. J. BERRY, St. Louis, Mo.
AM. J. BERRY, St. Louis, Mo.
AN. J. BERRY, St. Louis, Mo.</p> |
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TOP PRICES FOR USED CARS

This meant that Studebaker wouldn't have the economies of scale needed to compete with the big automakers cost-wise and would be vulnerable until that was fixed. Which of course never was. Studebaker and the other independent automakers kidded themselves that they could always offer something that was a little different/better than people would pay more for. That only worked for a while until the cost difference just got too big.

But in 1935 this still worked as labor was still cheap enough that the cost difference on yearly styling changes for tool and die work was still pretty low.

The above ads appeared From top left to right and clockwise in the St. Louis Post-Dispatch on 5/9/1935, 5/16/1935, 3/6/1935 and 3/12/1935.



YES, I include Ford, Chevrolet and Plymouth in this challenge... and, of course, all the cars that sell for more.

"I know how you motorists are going to quit wasting your time considering so-called 'bargains,' since you come in and make me make good on my assertions.

"I know you're going to be astonished by this gigantic new Studebaker value because a lot of you still have the idea that Studebakers are too rich for your blood—too costly for your purse.

"But, ladies and gentlemen, that's just because you haven't priced a Studebaker for—well, how long has it really been?

"I'll agree with you that Studebakers do cost expensive—that they have the materials and specifications of much costlier cars.

"I CHALLENGE EVERY OTHER AUTO DEALER IN ST. LOUIS TO SHOW YOU A VALUE LIKE THIS"

This is the price DELIVERED IN ST. LOUIS WITH ALL EQUIPMENT
\$798
NOTHING MORE TO PAY

THIS IS NOT A FACTORY PRICE WITH A LOT OF EXTRAS TO PAY FOR BEFORE YOU CAN USE THE CAR

"But is that anything against them? Of course not. It's exactly what you're entitled to get for your money in an automobile. Why not get into this big roomy Studebaker and see the way it performs? Experience the smoothness and steadiness with which it rides and you'll wonder how any manufacturer can afford to give you so much car for so small an amount of money.

Here's the reason: Today the New and Greater Studebaker Corporation is operating on the most thrifty 1935 basis of any manufacturer. With millions of dollars in new capital, no bank loans, no burdensome overhead, no excessive plant valuations, Studebaker is sharing its unprecedented economies with the public.

"Studebaker is definitely determined to capture fourth place in the automobile industry. And when you go for your trial drive in this unparalleled new 1935 Studebaker sedan, you'll readily concede that Studebaker should have no trouble doing so."

Arthur R. Lindburg

Impressively big, incomparably beautiful 1935 Studebaker 5-passenger sedan with steel reinforced by steel body and compound hydraulic brakes



Here's what you get in this big roomy Studebaker Sedan

1. The best looking streamlining in America.
2. Fully automatic floorboards.
3. New "recessed" front view.
4. Compound body of steel.
5. Hydraulic brakes on all wheels.
6. 21 unique advances in design.
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20. 100% steel body construction.
21. 100% steel body construction.

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OSCAR G. SNIPEN, Inc., 3456 South Grand Blvd. LA. 9400

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AM. J. BERRY, St. Louis, Mo.
AN. J. BERRY, St. Louis, Mo.</p> |
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NEW 1935 STUDEBAKER CHAMPIONS

Studebaker Gives Each Truck Chassis Distinctive Name

Each of the four chassis models in Studebaker's new line of trucks is to bear a distinctive name. The Ace is the designation chosen for the 1 1/2-ton chassis, 11,900 pounds gross rate, which has a low price of \$565 at factory—expected to lead the line in volume. The two-ton chassis, grossing 13,500 pounds, will be known as "The Boss," and the 2 1/2-ton and 16,000 pounds gross, as "The Magul."

The three to four ton unit, 18,000 pounds gross, with 358 cubic inch displacement engine, will be named "The Big Chief."

Gene Moore Made Sales Manager for Oscar G. Snipen, Inc.

Oscar G. Snipen, president of Oscar G. Snipen, Inc., South Side dealer in Studebaker cars at 3456 South Grand boulevard, has appointed Gene Moore sales manager for the Studebaker division of his firm. Moore has been in automobile business since 1911, having started with the National Motor Car Co. at that time. Then he became associated with a local automobile factory and then with the De Luxe Automobile Co.



Gene Moore.

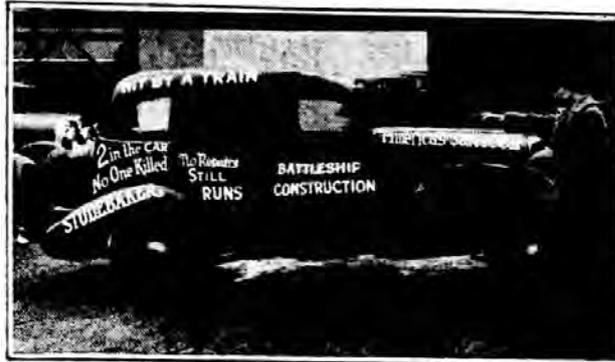
J. D. Keller Made Vice-President of New Studebaker Corporation

Announcement of the election of George D. Keller as vice-president of the Studebaker Corporation is made by Paul G. Hoffman, president. Keller will have charge of sales of the recently reorganized and refinanced corporation.

"The future looks very bright for the new and greater Studebaker Corporation," said Keller. "With ample new capital, with plants written down from \$49,000,000 to \$15,000,000, with overhead sharply reduced, Studebaker is in a unique position to give the public value in transportation. Our announcement of new lower prices for passenger cars and trucks has met with an immediate increase in sales. And we are immediately launching an aggressive advertising campaign employing newspapers and other media."

Keller, although a young man, is a Studebaker veteran. He joined the organization 22 years ago and has been active in the Studebaker sales department ever since as field representative, branch manager, division manager and sales manager. For two years he was in charge of all Studebaker operations in Australia.

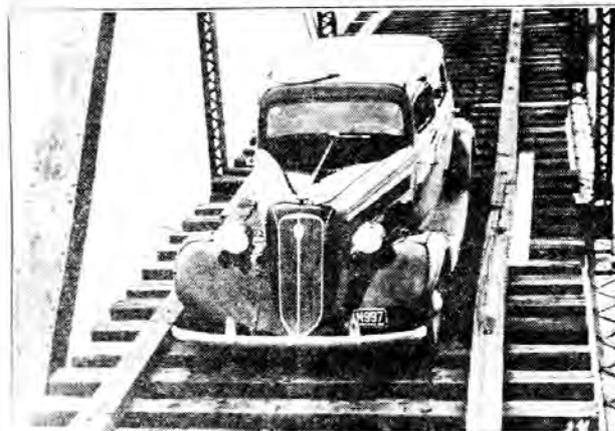
Little Damage in Train Crash



Studebaker sedan which was hit by a train at First and Madison streets, Springfield, Ill., and dragged 175 yards along the railroad track, but came out of the accident only slightly damaged with minor injuries to its owners. The car is on exhibition by Arthur R. Lindburgh, Inc., distributor. Mr. and Mrs. W. H. Sammons, who were in the car in the accident, were unhurt except for a fractured knee suffered by Mrs. Sammond. In the picture, Albert Kasey, sales manager of Lindburgh, Inc., is pointing out how little damage to the car resulted from the crash.

The above Photo-articles articles appeared in the St. Louis Post-Dispatch from top left to right and clockwise on 5/26/1935, 3/31/1935, 2/10/1935, and 3/17/1935.

On the Ties, but Not Bumping



An abandoned interurban trestle near Berrien Springs, Mich., affords a "1935 test" for a motor car, and has become a favorite haunt of Studebaker research engineers. A new 1935 Studebaker, with the Studebaker flange front wheel suspension, is pictured traveling over the ties of a speed road to be 55 miles an hour. Although the going is extremely rough, this viewpoint of the car had a smooth ride. "Incredulous automobile critics have taken the ride and been thoroughly convinced of the unusually smooth performance given by the new Studebaker development," a statement from the Studebaker factory says.

It wasn't until after WWII and union wages and benefits kicked in that the cost of new tools and die work for yearly styling changes really made a difference between the huge automotive companies and the much smaller independent automakers.

This and the discounts the Big-3 could get on bulk, high volume, purchase of steel and paint really cut into the profits of the independent automakers like Studebaker and the suddenly had no profitable business plans without somehow getting bigger. Merge or die was the new reality after the sellers market was over after WWII.

YOUR MO/IL GATEWAY CHAPTER 2024 OFFICER 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:	Phil Hendrickson, fishnphil1@aol.com	(314)-420-4114
CHAPTER HISTORIAN:	Mill Yoder, mryoder@swbell.net	(314) 842-5739

STUDEBAKER ONLINE

Visit the MO/IL Gateway SDC Chapter of the SDC at: www.gatewaycdc.org

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

Visit the Avanti Owners Association International at: <http://www.aooi.org/>

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

MINUTES FOR THE SEPTEMBER 17 MEETING OF MO/IL GATEWAY SDC & AOAI CLUBS BY: *Louetta Bushdiecker*

The Missouri/Illinois Gateway Chapter of the Studebaker Drivers Club gathered at 10:30am at the Sylvan Springs Park at the Artillery Shelter for the September annual Club picnic.

Members present were: Ben Alspach, Jeff Wassilak, Lewis Schucart, Milt Yoder, Phil Hendrickson, Ray Hobert, Denny LaBantschnig, Susan LaBantschnig and Louetta Bushdiecker. Four visitors: Jay Garrison, Brad Garrison, Todd Garrison and Donna Ronald.

Vice President Gary Krautmann with member Don Hart were absent and returning from the International SDC Meet in Manitowoc, Wisconsin.

Ben Alspach Mo/IL Gateway President called the meeting to order at 12:30p.m.

Ben asked new member Ray Hobert to give a short presentation of himself. He said he retired from AC Delco division of General Motors in 2006. He owns a 55 Studebaker Speedster and a 1958 Cadillac. Ray is a friend of Phil Hendrickson the club Treasurer.

Ben welcomed the visitors Donna Ronald of St Charles, Missouri and Jay Garrison and his brothers Brad and Todd. Jay is a SDC member from Montana.

Jay Garrison had a 1925 Studebaker ER Roadster that he trailered with him from Montana. He and his wife Mickie had been visiting in St Louis area and were on their way back to Montana. He previously resided and has family in Alton, Illinois.

President Ben asked Treasurer Phil Hendrickson for the Treasurer's report. Phil said there were \$5,867.00 in the bank and no expenses at the present time. There was a discussion initiated by Ben on whether attendees reimburse him for the box lunches provided or if the chapter covers the expense. Milt Yoder made a motion the Treasurer's report be accepted and lunch is paid from the chapter's account. Lou Schucart second and the motion passed.

The Secretary passed out the Minutes from the July 9, 2023. meeting. Ben asked for comments. None were received. Milt Yoder made a motion that the minutes be accepted. Ray Hobert seconded. The vote was taken and, the motion passed.

The President asked Jeff Wasilak, Zone Coordinator for his report. Jeff said everyone likely has received an invitation by email to join GroupWorks. Contact him with any questions. On a topic not Studebaker, but car related he said a short length movie trailer of "Ferrari" on Enzo Ferrari starring Adam Driver and Penelope Cruz was released on You Tube a few weeks ago. The movie is scheduled for release on Christmas Day. Jeff said Gary Krautmann suggested movie theater viewing of club members be scheduled in December or January.

The President said the 2023 Club officers, President: Ben Alspach, Vice President: Gary Krautmann, Treasure: Phil Hendrickson, Secretary: Louetta Bushdiecker and Historian: Milt Yoder had all agreed to serve another term in 2024. Denny LaBantschnig made a motion the list of officers be reelected for another year. Ray Hobert seconded. The motion passed.

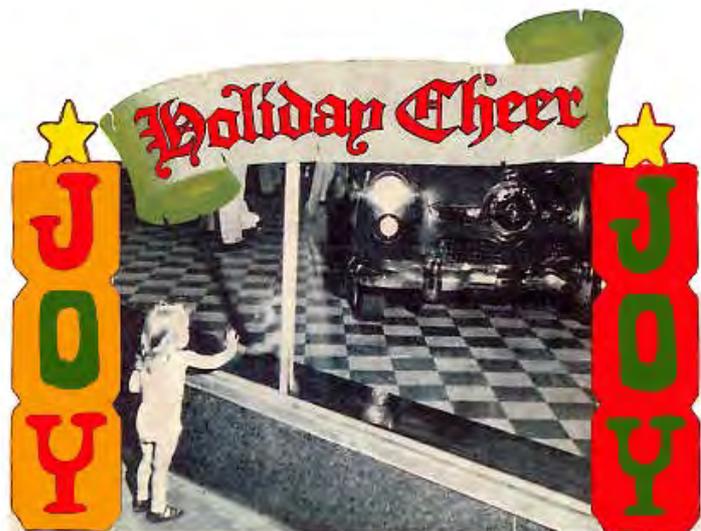
Ben said he had no new business to bring before the group and asked the group for any. There was none.

Ben mentioned the November meeting would be Sunday, November 12, 2023 at the 1869 Draft House, 216 Front Street, Washington, Missouri. Ben said we should start gathering closer to 1:00 p.m. for eating at 1:30p.m.

Ben said there would be no December meeting because people's schedules are so busy because of the holidays. He offered a meeting January 14, 2024 suggesting at Syberg's Restaurant, I-270 and Dorsett Road, Maryland Heights, Missouri.

Ben asked for a motion to adjourn the meeting. Denny made a motion to adjourn the meeting. Ray Hobert seconded. The motion passed and the meeting adjourned about 1:30pm

Submitted by. *Louetta Bushdiecker*, Secretary



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 1 NEW members (located in Springfield) and 2 EXPIRED members (located in Columbia and Alexandria).

The Illinois August report has 2 NEW members (located in Tuscola and Chicago) and 2 EXPIRED members (located in Glenview and Chicago).

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

Report #2

Some Studebaker, Packard and Avanti history this month of October: October 1, 1954 Studebaker-Packard merger approved. James Nance becomes President., October 5, 1802 Rebecca Mohler born., October 5, 1826 Henry Studebaker born., October 5, 1962 Studebaker Corporation acquires Trans International Airlines. Sold back to Kirk Kerkorian in 1964. Later renamed TIA., followed by Transamerica Airlines., October 6, 1960 Studebaker-Packard acquires D.W. Onan & Sons, Inc., generators manufacturer., October 8, 1974 Paul Hoffman dies., October 8, 1982 Stephen Blake buys Avanti Corporation., October 9, 1897 Peter Studebaker dies., October 10, 1833 John M. Studebaker born., October 14, 1820 John C. Studebaker marries Rebecca Mohler., October 15, 1958 Curtis-Wright terminates management contract with Studebaker-Packard., October 31, 1956 Harold Churchill becomes President of Studebaker-Packard., October 31, 1977 Last Studebaker office closed. It was located at 613 S. Michigan Avenue, South Bend, IN..

The Missouri September report has 3 NEW members (located in Shell Knob, Camdenton, and Brookfield) and 2 EXPIRED members (located in Saint Louis and Aurora). I contacted the Saint Louis member and their membership renewal glitch is being resolved.

The Illinois September report has 1 NEW members (located in Rockford) and 4 EXPIRED members (located in Loves Park, Aurora, Roscoe, and Ranitoul).

2023 International Meet - Manitowoc, Wisconsin

URL: https://www.youtube.com/watch?v=pFkQQR-H_1c

2023 Concours d'Elegance at Copshaholm Video Recap

URL: <https://www.youtube.com/watch?v=HbpdZOmHBT4>



2024 MO/IL GATEWAY STUDEBAKER DRIVERS CLUB CHAPTER CALENDAR OF EVENTS

Just Announced!! A Gateway SDC Chapter FREE Holiday luncheon will be held on Saturday, December 2nd at 1:00pm at the DoubleTree Hotel (by Hilton) at Westport (Page & I-270).

This luncheon is sponsored by the Gateway Avanti Owners Group as a big "THANK YOU" to ALL Gateway members for our assistance in hosting the very successful AOAI meet in June. There will be NO COST to Gateway members and all members are welcome---AOAI will cover the entire tab!

The luncheon menu will include a choice of three or four different salads, several entrees including beef, chicken, pasta and salmon, a selection of breads, condiments and variety of desserts. Beverages include coffee, tea and soft drinks. If you'd like to join us for this great holiday get-together you must RSVP by Friday, November 24th so we can advise the DoubleTree with regard to attendance. To RSVP, please e-mail your name and the number in your party attending the luncheon to: newsletter@gatewaysdc.org. And, if any questions arise, you can call Ben Alspach @ 770-362-6734.

Here's a link to the DoubleTree Westport: <https://www.hilton.com/en/hotels/stlwpdt-doubletree-st-louis-westport/>. The address of the DoubleTree Westport Hotel is:1973 Craigshire Rd. St. Louis, MO, 63146

Please mark your calendars and RSVP right away! We look forward to seeing you there!! *Ben Alspach*



Our Sunday, January 14th meeting will be held at Bandana's BBQ located at 11750 Gravois Rd., St. Louis (Sunset Hills) MO 63127. Located near Gravois and Lindbergh, this is the same spot at which we held our Holiday meeting last December. The restaurant is expecting us at ~2:00 pm but it should be OK to arrive a little early. Nice parking lot with plenty of room for Studebakers! THANKS to Milt Yoder for making the arrangements!

-Our Sunday, March 10th meeting will be held at the Denny's Restaurant, 3939 Veterans Memorial Blvd., St. Peters, Missouri 63376. The meeting is scheduled to begin at 1:00 pm. THANKS to Louetta and Joe Bushdiecker for finding this spot!

Ben Alspach

Don Lindner is collecting old eye glasses for the Lion's Club vision program. If you have any old prescription glasses to donate, please bring them to the January or March meetings. THX from Don! THANKS!

TREASURERS REPORT

BY: *Phil Hendrickson*

MO-IL Gateway Chapter SDC October 2023 Treasurer's Report

There have been 4 transactions since the August Treasurer's report, 2 deposits for membership renewals (Jim Anderson and Tony Stoverink) and 1 deposit for sales of a few flash drives that Ed Meyer prepared and 1 withdrawal to pay for picnic lunches, as approved by member vote.

As of 10/16/2023, The Chapter checking account balance is: \$5,692.69

Dues can be mailed to:

Phil Hendrickson,

1338 Pine Drive, Arnold, MO 63010

Additional contact information:

Phone: 314-420-4114, Email: fishnphil1@aol.com, *Phil Hendrickson,* -Treasurer



MO/IL GATEWAY CHAPTER OF THE STUDEBAKER DRIVERS CLUB FREE CLASSIFIEDS

AUTOMOTILE APPRAISAL SERVICE, 1164 Arbor Place Drive, St. Louis, MO 63088, Member International Society of Appraisers, The personal property specialists of antique, classic, sport, muscle, replica's, foreign cars-trucks. Call Carl T. Roedel Jr., ISA AM, (314) 821-4015, cell: (314) 808-7838, autoappraisal7@sbcglobal.net

BEZ AUTO ALCHEMY Classic car restoration services specializing in Avanti & Studebaker vehicles. Cell: (573)-318-8948, email: bez-hawk@outlook.com

STUDEBAKER/AVANTI MECHANIC: James Moore near Springfield, IL, Call: (708)-856-6932

JIMS SALES & SERVICE: All types of antique auto radio repair & service including upgrading to modern stereo, 455 North Gerdes street, Breese, IL, 62230, Call at: (618)-526-8492

NEW PORT ENGINEERING, custom replacements for vacuum wiper systems in classic cars and trucks, 2760 New- port Rd., Washington MO 63090. phone: (636) 239-1698, <https://newportwipers.com/> **ST. PETERS GARAGE, INC.**, 108 Main ST., ST. Peters, MO 63378, 636-278-3841, <http://www.stpetersgarage.com/>, Member Tony Stoverink said they did a great job on his Studebaker business coupe and worked well with supplier Studebaker International.

TAYLOR LOCK & KEY SERVICE: 512 W. Gallatin St., Vandalia, IL 624-71, Phone: (618)-283-0421, Cell: (618)-367-1913

WILLIAMS AUTO DETAIL Top notch paint detailing by hand. You will not believe how he can make tired paint look like new. 1002 Hanley Industrial Ct., Brentwood, MO 63144, phone: (636)-851-7333 or (314)-733-5212, email: www.williamsautodetail.com or ifo@williamsautodetail.com



FOR SALE: 1954 Studebaker Conestoga Wagon, contact Jaclyn Clay at: 618-339-1888 or jaclay@vandals203.org

This was longtime Gateway & National SDC member Johnny Thieles car.



FOR SALE: 1949 Studebaker 2 ton dually flatbed truck with staked sides that lifts up and dumps. The odometer says 25,356. The carburetor has recently been rebuilt, the brakes are new and the truck runs well. Contact Ann Skelton at: anna1974marie@hotmail.com to make offer.



FOR SALE: 1952 Champion convertible, 327 Chevy engine, runs seats from a Chrysler New Yorker. Dad's first car since 1967 and have title. Went through brakes, body work done, needs paint. Call for pictures, price negotiable. Car in Marion, IL about 10 miles from Carbondale, IL. Contact Micah Thorn at (618) 713-3440 or mthorntech@yahoo.com.



2023 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	5 years
Membership in US		Total	Total
Regular Members w/periodicals:			
<input type="checkbox"/> New Members 1st year only	\$29	na	na
<input type="checkbox"/> Regular Member renewal w/periodical class mail	\$36	\$99	\$161
<input type="checkbox"/> Regular Member renewal w/1st class mail	\$62	\$183	\$300
<input type="checkbox"/> Student & Young Adult Membership (To 22 yrs old)	\$29	\$87	\$145
<input type="checkbox"/> SDC Membership WITHOUT <i>Turning Wheels</i>	\$12	\$36	\$60
<input type="checkbox"/> <i>Turning Wheels</i> subscription WITHOUT SDC membership (Libraries, etc.)	\$29	\$87	\$145

Membership in Canada

	1 year	3 years	5 years
Regular Members w/periodicals:			
<input type="checkbox"/> New Members 1st year only	\$46	na	na
<input type="checkbox"/> Regular Member renewal w/periodical class mail.....	\$52	\$144	\$236
<input type="checkbox"/> Regular Member renewal w/1st class mail	\$66	\$186	\$306

Overseas Membership

	1 year	3 years	5 years
Overseas Members w/periodicals:			
<input type="checkbox"/> New Members 1st year only	\$46	na	na
<input type="checkbox"/> Overseas Member renewal w/periodical class mail..	\$52	\$144	\$236
<input type="checkbox"/> Overseas Member renewal w/1st class mail	\$66	\$186	\$306

Other SDC Items

- Donation to SDC Museum Fund\$ _____
- Donation to SDC Restoration Fund.....\$ _____
- Donation to National Museum Endowment Fund*\$ _____
- Donation to Studebaker National Foundation*\$ _____
- (*Tax deductible donation)
- Membership Pin - (specify year-pin) **Prices on p.5**
(10,15,20,25,30,35,40,45,50 years) _____ years
- Number of pins (1 or 2).....\$ _____

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: _____

<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.

2023 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 _____

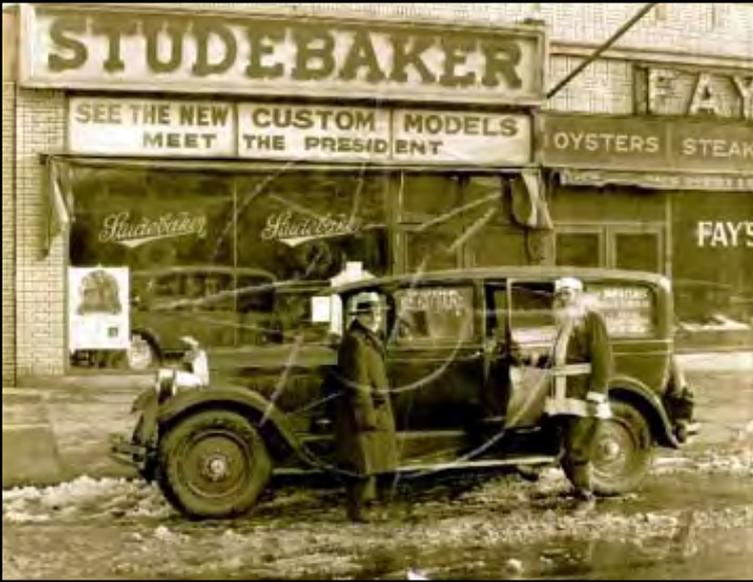
Would you be willing to serve as a Chapter Officer or in some other capacity?

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: **PHIL HENDRICKSON, 1338 PINE DRIVE, ARNOLD, MO 63010, 314-420-4114,**

fishnphil1@aol.com, (Do **NOT** Send Cash)

CHRISTMAS AT STUDEBAKER DEALERSHIPS THROUGH THE YEARS. BY *Ed Meyer*



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, Editor
1363 Heritage LNDG.
St. Charles, MO 63303-6175

STAMP