



MISSOURI - ILLINOIS "GATEWAY" CHAPTER

# Studebaker

STEERING WHEEL NEWSLETTER

## 2023 AOA International Meet - St. Louis *By: Don Hart*



JULY-AUGUST 2023

Volume #52 Issue #7-8  
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By Don Hart Gateway AOA Meet Co-chairman

Once again, St. Louis hosted a successful meet; this time the 2023 AOA International Meet. The success of this Avanti meet can be greatly attributed to the support and efforts of the Gateway AOA and SDC members. Our members continued to display the warmth and hospitality for which St. Louis meets are well known.

Results from previous surveys were taken into consideration during the meet planning. As such, separate and "secured" Avanti parking was provided, a Ladies lunch was planned and other issues addressed. The board meeting was moved to the evening to allow board members to attend functions during the day. A Wine and Cheese reception sponsored by South Bend's Avanti House followed the board meeting.

The weather for the meet cooperated nicely. Hot, but not much in June by St. Louis standards. Two events, in particular, stood out. The first was the silent auction which contained 130 items, primarily donated by Dale and Norma Sexton, with some additions by John Seaton, Mike Gibson and others. The Gateway AOA chapter as well as the AOA owes a considerable debt of gratitude to Dale and Norma for their support over the years. The auction yielded over \$2000 with the highest bid item an Avanti bicycle donated by the Chicago AOA's Noble Glaudell.

Concours judging and display was at The National Museum of Transportation and was the crowning point of the meet. The venue amid the huge, antique train display was open to the public so many people visiting the Transportation Museum took time to also view our Avantis. One of the most unique exhibits at the museum is a Chrysler turbine car. For our members, the "keeper" of the car provided historical background and then went through the steps required to start it. The turbine car ran in place at 22,000 RPM feeding on kerosene. Not something you experience every day!

That evening, at the awards banquet, 16 First Place trophies were awarded. St. Louis meets are known for venue related trophies and this year was no exception. Train engineer-dressed stuffed bears wearing a neckerchief bearing National Museum of Transportation and AOA wording were awarded.

For the number crunchers, following are the meet stats:

Registrations	65	Two Tours with 17 cars each	
Cars Judged	16	Ladies Lunch Attendees	3
Add'l Cars Displayed	17	Banquet Attendees	75

Silent Auction Proceeds over \$2,000

Meet Profits: about \$3,400 that will be split between Gateway AOA and SDC chapters.





Photos from the Doubletree Westport Meet Hotel parking lot courtesy of Jeff Wassilak. Except for the 1951 Studebaker Commander Starlight Coupe which is on display at the MOT and was donated by a member of the MO/IL Gateway Chapter of the Studebaker Drivers Club! Gateway SDC decal still on passenger side windshield!











Studebaker started August 1934 with the same 8 greater St. Louis area Studebaker dealerships it had at the end of July. 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. KOERNER-SNIPEN, Inc., SOUTH SIDE Studebaker, 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..

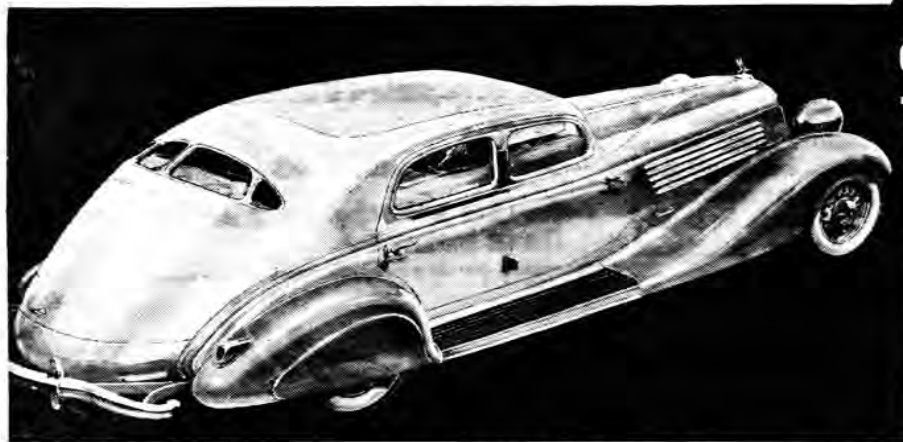
In spite of simply horrible economic conditions and terrible

The ad at right right appeared in the St. Louis Post-Dispatch on 6/26/1934.

AGAIN STUDEBAKER RE-MOLDS THE MOTOR MODE!

Announcing  
A SUPERB NEW LINE OF  
"Year-ahead"  
STUDEBAKERS

The only car under \$1,000 with  
*Power Brakes*



New "year-ahead" Land Cruiser—a super sport model available on President, Commander and Dictator chassis

AS LOW AS  
**\$695**  
AT THE FACTORY

NEW SKYWAY STYLE!  
NEW BENDIX  
VACUUM CONTROLLED  
POWER BRAKES!  
NEW COMFORT AND  
LUXURY!  
IMPROVED PERFORMANCE!

**A** GAIN Studebaker, sponsor of speedway stamina and skyway style, steps out first with the latest . . . announces new cars that are easily a year ahead in style, performance and advancements.

*A year ahead in every way!*

In these brilliant new cars, Studebaker safeguards your ride with the world's surest, easiest stopping—gives you the super-safety and instant toe-tip action of Bendix Vacuum

Controlled Power Brakes in all models—even in the new Dictator listing as low as \$695!

These big luxurious new Studebakers bring you dramatic new "year-ahead" skyway style. Their bodies of steel reinforced by steel are sweepingly streamlined—gorgeously fitted, finished and upholstered. And Studebaker's famed Quadripoise Suspension scientifically cradles the action of all four wheels—makes rear seats ride like front seats.

Come in today and feast your eyes on

these thrilling new "year-ahead" Studebakers. Drive one and see how its sparkling pick up, power and smoothness show up every car you've known. Prices are \$145 to \$620 lower than Studebaker prices of a year ago despite the fact that most other cars today are costlier.

Dictator . . . \$695  
Commander . . . 890  
President . . . 1170

Base prices at the factory. Bumpers, special equipment extra

LISTEN TO RICHARD HINER AND HIS STUDEBAKER CHAMPIONS Every Monday in R.C.—Red Coast-to-Coast Chain. Every Tuesday Columbus Coast-to-Coast Chain.

**ARTHUR R. LINDBURG, Inc. Distributor**  
Grand and Lindell Blvds.

Bopp Bros., Webster Groves, Mo.

Cookson Motor Co., E. St. Louis, Ill.

METROPOLITAN DEALERS  
KOERNER-SNIPEN, Inc., 3456 South Grand Blvd. Near Gravois

Endres Motor Sales, Belleville, Ill.  
K. Hammond Motor Co., Granite City, Ill.  
T. H. Johnson Motor, Alton, Ill.

FROM THE SPEEDWAY COMES THEIR STAMINA FROM THE SKYWAY COMES THEIR STYLE



### Studebaker Dictator Special Has 88 H. P. Six-Cylinder Engine

Introduced as Low-Priced Companion to Line of Studebaker 8-Cylinder Models.

The engine in the new Dictator Special, which is Studebaker's entry in the low-priced field, is an 88 horsepower six-cylinder motor, instead of a "straight eight" as was erroneously stated in this section last Sunday. The car lists at \$645 to \$695 at the factory.

The Special Dictator has 1934 streamline body style. The four-door, six-passenger sedan has an overall length of 195½ inches.

The motor is anchored in rubber at four points. Lubrication is full force feed. The bearings are of the airplane type.

The body of the Special Dictator is of steel, reinforced by steel. It is a duplicate of the steel body on the car that withstood the shock of being thrown twice over a 104-foot cliff in Pennsylvania recently, and was driven away under its own power both times.

This car has Studebaker's quadripoise suspension—spring action of all four wheels stabilized scientifically—that is said to make rear seats as comfortable as front seats and to overcome forward pitch, jouncing and sideways. It has the extra rigid, bride-type chassis frame, noiselessly bolted at sides as well as top to the seamless steel bodies. The strength-giving dual-dome cowl, exclusive with Studebaker, is another feature. This cowl is thickly insulated to keep out heat, cold and sound.

The seats are unusually wide. There is comfortable room for three people in both front and rear compartments. Cushions are deep and luxurious.

A new type of ventilating system is found on this car.

### Studebaker Adds Berline Limousine Of Luxurious Type

A new "berline limousine, mounted on a President chassis, has been added by Studebaker, according to Arthur R. Lindburg, Inc., local Studebaker distributor.

This new model is a distinguished limousine with enclosed driving compartment for the chauffeur. While designed primarily for those who use chauffeurs, it becomes a sedan simply and quickly. It is only necessary to roll down the clear glass window that separates the front and rear compartments. This window rolls all the way down, completely out of the way, giving free companionship to occupants of both seats. On the other hand, this window, when raised, gives the roomy and luxurious rear compartment a delightful intimacy, yet affords unobstructed vision.

The rear compartment upholstery is of a rich new fabric developed for automobile interiors. Seats are form-fitting, wide and deep. Springs are of the Marshall type, which means that each coil is individually wrapped. Fitments are chromium plated, including assist cords, dome light, foot hassocks, robe rail and silken curtains.

The exterior design of the car follows the Studebaker "skyway" style. Radiator, fenders, windshield and rear sections have been aerodynamically streamlined to reduce wind resistance.

### Elks Again Choose Studebaker Cars for Fifth Good Will Tour

For the fifth consecutive year Studebaker cars have been chosen as official good will courier cars by the B. F. O. E. and will tour America prior to the Elks' national convention in Kansas City, July 18. Six Studebakers will carry the good will couriers, the fleet consisting of three Studebaker land cruisers and three Studebaker dictator custom sedans.

The good will tour has been an annual affair since 1929, Studebakers having been the constant choice of the Elks. Since 1929 annually Studebaker cars have visited every state in the Union and more than 70 per cent of the subordinate lodges.

### Studebaker President Driven 60,183 Miles in 60 Days on Coast

Two endurance performances have just been added to the long list of accomplishments of Studebaker automobiles.

The first was that of a Studebaker President sedan on the Pacific Coast. This car was driven 60,183 miles in 60 days on Pacific Coast highways.

The second performance was a Studebaker Special Dictator St. Regis sedan, which completed a 15,000-mile run over Canadian roads in 15 days. Both cars were in excellent condition at the end of the tests and, apparently, were ready to "do it all over again."

### Power Brakes Made Standard Upon New Studebaker Dictator

The Studebaker Dictator custom sedan engine is said to develop more power for its size than any other production car except the Commander and the President. Power brakes are now standard equipment, making it the only car below \$1000 with this safety feature.

Some other features of this year ahead of Studebaker are: One-fourth inch brake lining that doubles the life of the brake; 50-inch front seat, affording room for three passengers; non-shatterable glass throughout; extra tire, tube, tire cover, aluminum cylinder head, radiator ornament, metal spring covers, bumper brackets, all standard equipment at no additional cost.

A driver of Studebaker need not step on a starter, pull a choke, adjust the spark or other with ride control. These and other manual operations formerly requiring the attention of the driver are now controlled by scientific mechanical brains.

The summer showing of the complete line of new Studebakers, in various colors, is now being held at Arthur R. Lindburg, Inc., Grand and Lindell.

### New Studebaker Dictator Models Have Power Brakes

"Tear Drop" Streamlining Also Featured in Cars Designed to Be "Year Ahead."

A new series of Studebaker Dictator cars, described as "year ahead" models, and featuring development of the "tear drop" streamlining design and power brakes, are being shown in St. Louis by Arthur R. Lindburg, Inc., and associated dealers. They list at \$695 at the factory and up.

These new Studebaker Dictators are the first cars selling for less than \$1000 to have power brakes, which utilize the car's own momentum. These brakes, which are used on expensive automobiles, operate with a touch. Only a slight toe pressure starts the power cylinder working and applies the brakes. Moreover the car stops gradually as well as quickly. Sudden stops that pitch passengers forward are practically impossible, due to the gradual deceleration.

In producing a low priced automobile of tear-drop design Studebaker body engineers have a background of experience. One experience was the production of the Studebaker President "Land Cruiser." Another was the streamlining of the four Studebaker racing cars which made such records in the 1933 Indianapolis race.

The styling of the new Dictator car follows the lines of the de luxe Dictator "Land Cruiser." From the front of the graceful, sloping radiator to the rear of the car, the contours flow in aerodynamic manner. The windshield is sloped, the shoulder moulding runs from front fender to tail light, the rear tires are concealed beneath the fender aprons, and the rear of the body is streamlined after the manner of airplane fuselages. Horizontal hood louvers add to the "speed" of the styling.

The car moves through the air with less effort, and the streamlining of the rear sections provides luggage space. Room for spare tire and four traveling bags is provided.

Into the interiors of all Studebakers, body designers have put new luxury and comfort. Upholstery has been enriched and seat cushions have been made with a new "bolster" effect for correct sitting posture and comfort. A mahogany lacquer covers all interior metal trim, except the fittings, which are of brilliant chromium.

The new Studebaker De Luxe Dictators, Commanders and Presidents have the automatic features—free wheeling, automatic choke, switch-key Startix—which Studebaker pioneered.

Chassis give Studebaker's "quadripoise suspension," which insures level-riding on curves and eliminates pitching and jouncing in both seats.

The above ads from top left to right and clockwise appeared in the St. Louis Post-Dispatch on 4/1/1934, 4/5/1934, 6/3/1934, 7/1/1934, 8/12/1934, and 6/3/1934.

support from the Studebaker factory the greater St. Louis area Studebaker dealers soldiered on better than anyone could have expected them to. Certainly better than I expected them to under the conditions of a stock market crash, the Great Depression and the Studebaker factory entering receivership. One might as well say it was receivership was the Chapter-11 bankruptcy of it's day.

Yet Studebaker continued with the same dealerships it pretty much had by the end of 1929 when Arthur R. Lindburg took over the greater St. Louis area distributorship from the Lurie Motor Car Co. owners when they decided to retire. The Moto-Rite, 5180 Delmar Blvd.—at Lake, St. Louis, MO. Was actually added during this economically troubled time of all things. Why they were only allowed to service and not sell Studebakers is something never addressed in the pages of the St. Louis Post-Dispatch. I can only speculate they refuse to participate in some kind of Studebaker factory/dealer shared expense for all Studebaker/factory newspaper advertising for the area. Moto-Rite has funded no ads on their own behalf in the Post however their was a large article which I published in this newsletter when they opened and we know they not only never closed but actually moved to a newer location latter in the county in University City after WWII.

As one can see during this 5 month period the Studebaker factory, with the help of it's hourly employees, were only able to place 2 full page ads in



## Tulsa-Chicago Run in 12 Hours Planned for June 11 on U. S. 66

The stretch of U. S. Highway No. 66 from Tulsa, Ok., to the gates of the World's Fair in Chicago will be the route on June 11 of a speed and time auto drive by Dick Marmon, old-time racing pilot, who will attempt to drive the more than 700 miles in 12 hours or less, at an average of more than 70 miles per hour.

Marmon, who will drive a Studebaker "President," standard sedan, will use Diamond petroleum products. This car will be fueled at stated points with D-X lubricating motor fuel and Diamond 760 motor oil, at the many Diamond stations and dealers along Highway 66 from Tulsa, home of the Mid-Continent Petroleum Corporation, to Chicago.

On arrival in Chicago, the car will spend 24 hours on display in the fair grounds and will then start a return speed run, endeavoring to break the time established from Tulsa to Chicago.

The car will be equipped with the new Mid-Continent tires.

the pages of the St. Louis Post-Dispatch on 4/10/1934 and on 6/26/1934. However, the new leadership at Studebaker was busy cleaning up the balance sheet and convincing lenders that the free spending ways of Erskine were over at Studebaker for good. So much so by December Studebaker would have a working capital of \$5.75 million and 224 new dealers. In December of 1934 Studebaker was able to emerge from receivership and with the aid of Lehman Brothers full refinancing and reorganization was achieved on March 9, 1935.

We are getting just a little ahead of ourselves here but it nice to know the very worst is almost over, at least for St. Louis area Studebaker dealers.

Still it would be a long time and a second world war before the really good times would return. And as we know, as sweet as they were, those good times were only temporary. In the auto industry it can be a short walk from the out-house to the thrown as Studebaker and the other independent

# New skyway style Studebakers set dramatic sales pace!

SENSATIONAL LOW PRICES  
ARE THE BIG THRILL OF 1934

AMERICA is "saying it with orders"—showing its preference in unmistakable fashion, for the sensationally low priced new Studebakers and the incomparable Studebaker prestige and performance they give.

Not another new line of cars presented this year compares with these skyway style Studebakers in value. They're exceptionally big and roomy. They're superbly upholstered, fitted and finished. They're built like battleships of steel reinforced by steel.

And into each of these marvelous new Studebakers is engineered that new and far-reaching development in riding comfort—Studebaker's own million-dollar

Quadrupole Suspension. This advancement scientifically cradles the action of all four wheels, not just the front wheels. It successfully subdues jouncing, forward pitch and sideway—enables these new Studebakers to give you the most restful riding in the world.

Drive one of these new skyway style Studebakers. Experience the thrill of its tremendous, exceptionally economical power—and the handling ease provided by uncanny "mechanical brains" which leave you scarcely anything to do but steer. You'll agree that in every detail Studebaker thoroughly overshadows the field.

**\$685**

AND UP AT THE FACTORY  
DICTATOR 1685  
COMMANDER 1920  
PRESIDENT 3170



### STEEL REINFORCED BY STEEL BODIES

At left is pictured the electro-welding process which makes Studebaker bodies exceptionally strong and rigid. Recently, a new Dictator was pushed twice into a 104-foot rock quarry without serious harm. Doors opened and closed perfectly.



### THEY'RE BUILT WITH SPEEDWAY STAMINA

The quality of the materials and workmanship in these Studebakers stems straight from Studebaker's years of triumphs in stock car and Indianapolis Speedway racing. Seven of the first twelve winners in the last 300-mile Indianapolis race were Studebaker powered.



### UP A SNOW-COVERED 45% GRADE IN HIGH

With heavy men inside and on the running boards this new Dictator easily climbed up a snow-covered hillside in high gear. All the new Studebaker engines are tremendously powerful and notably economical. Many owners get 20 miles per gallon and better from the new Dictator.

**ARTHUR R. LINDBURG, Inc.** Distributors  
Grand and Lindell Blvds.

METROPOLITAN DEALERS  
KOERNER-SNIPEN, Inc., SOUTH SIDE STUDEBAKER,  
3456 South Grand Blvd.

Hopp Bros., Webster Groves, Mo.  
Coolson Motor Co.,  
E. St. Louis, Ill.

Endres Motor Sales, Belleville,  
K. Hammond Motor Co., Granite City,  
T. H. Johnson Motor, Alton, Ill.

FROM THE SPEEDWAY COMES THEIR STAMINA

FROM THE SKYWAY COMES THEIR STAMINA

## New "Year Ahead" Studebaker Dictators



"Land Cruiser" model of the new Studebaker Dictator "year ahead" line just introduced. This and others of the new models have power brakes, and are the first cars in the low-priced field to have these.

The above ads and articles appeared From top left to right and clockwise in the St. Louis Post-Dispatch on 6/3/1934, 4/10/1934 and 7/1/1934.



### Studebaker Dictator Sets Record for Trip Clear Across Canada

Touring across the continent from Halifax, Nova Scotia, to Vancouver, B. C., at an average speed of 50.78 miles per hour for more than 84 consecutive hours, a Studebaker Dictator Six sedan, driven by Bob McKenzie, last week set a new transcontinental speed record for the Dominion of Canada.

"The record run was made over a distance of 4284 miles by a Studebaker Dictator St. Regis sedan, which is a six-cylinder car and the lowest priced car in the Studebaker line. The car traveled at top speed for four days and three nights, during which time practically the only stops were for refueling. The 50.78 miles per hour average was on the basis of total elapsed time for the run.

The car was checked out of Halifax, on the eastern seaboard of Canada, early the morning of Aug. 7. It was slowed by heavy going in the Rockies, but McKenzie got the car into Vancouver on schedule, and it was checked in at 1:22 p. m., Aug. 10, a total of 84 hours and 22 minutes from Halifax.

The Dictator was a regular stock automobile in every respect, selected at random from Studebaker's Canadian factory assembly line at Walkerville, Ontario. The only changes were to equip the car with an auxiliary gasoline tank in the rear seat and high-powered road lights for night driving.

### L. C. KLEIN NAMED SALES MANAGER FOR LINDBURG SUBSIDIARY



L. C. KLEIN.

L. C. Klein has been appointed sales manager of the Arthur R. Lindburg Co., a subsidiary of Arthur R. Lindburg, Inc., distributor of Studebaker cars.

Klein will have charge of appliance sales in the St. Louis metropolitan area. For two years he has been with the Lindburg organization, first as salesman, then as supervisor.

### Runs on Level on 3 Wheels



Studebaker Dictator sedan which is being driven through St. Louis streets on three wheels to show the balance, rigidity of construction and suspension of these cars. As will be noticed, although one of the front wheels has been removed, the car runs "on a level keel," with virtually no tipping or sagging of the front axle.

automakers knew all-to-well. As one can see from these pages, Even though Studebaker didn't have the money for ad's, their advertising department kept pumping out the free stories praising the glories of Studebaker products. The Post-Dispatch and most other big city newspapers were more than happy to publish these stories in their Sunday 'Auto' sections as a 'goodwill' gesture knowing it would lead to paying ads in better times and even now as the automakers could afford them. Plus newspapers knew there was a market for 'auto' stories they didn't have to pay to write. A win-win for everybody in those troubled times.

I was surprised to read Studebaker made power brakes standard on all their models, even the lower priced Dictator, in 1934. There is a Stude trivia question!

## Studebaker Leads the Way

GUARANTEED USED CARS  
AT NET CODE PRICES

1931 Ford Town Sedan... \$232	1932 Rockne 75 D. L. Sed . \$382
1933 Plymouth Sedan.... 459	1931 Studebaker President
1933 Plymouth 4-Pass. Cpe. 436	8 State Sedan..... 388
1933 Ford V-8 Coach..... 464	1930 Stude. Pres. "8" Sed... 263
1932 Ford V-8 Coupe..... 327	1932 Chev. De Luxe Sedan,
1929 Oldsmobile Sedan.... 160	trunk spotlight, etc... 369
1933 Pontiac 8 Sedan, 6 w. 590	1929 Com. 6 Regal Sedan.. 204
1930 Hup De Luxe Sedan 232	1928 Studebaker Com. 6
1929 Auburn 890 Sedan... 168	De Luxe Sedan..... 136
1928 Buick Coach ..... 110	1932 Studebaker 6 Sedan.. 432
1929 La Salle Sedan..... 263	1931 Studebaker 6. R. Seat
1932 Nash 8 de L. Sedan 390	4-P. Coupe, f. w..... 280
1932 Pontiac Sedan..... 388	

*Arthur R. Lindburg, Inc.*

Studebaker Distributors Phone JE. 8350  
GRAND AND LINDELL — USED CAR LOT  
OPEN EVERY NIGHT UNTIL 10 O'CLOCK

The above Photo-articles appeared in the St. Louis Post-Dispatch from top left to right and clockwise on 8/19/1934, 7/15/1934, 8/12/1934 and 8/12/1934

### YOUR MO/IL GATEWAY CHAPTER 2023 OFFICERS AND CONTACT INFORMATION:

MEMBERSHIP/SECRETARY:	Louetta Bushdiecker, <a href="mailto:louettabushdiecker@att.net">louettabushdiecker@att.net</a>	(636) 448-0767
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FACEBOOK EDITOR:	Lew Schucart, <a href="mailto:lschuc@mac.com">lschuc@mac.com</a>	(314) 578-7911

### STUDEBAKER ONLINE

Visit the MO/IL Gateway SDC Chapter of the SDC at:

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

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

Visit the Studebaker National Museum online at: [www.studebakermuseum.org](http://www.studebakermuseum.org)



## 2023 MO/IL GATEWAY STUDEBAKER DRIVERS CLUB CHAPTER CALENDAR OF EVENTS

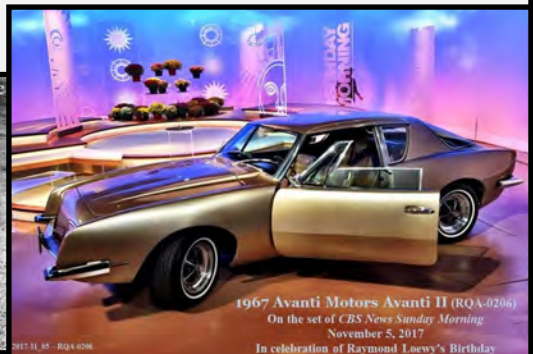
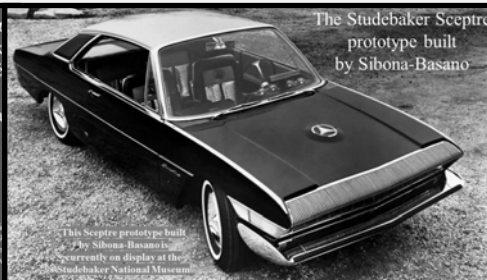
Sunday, July 9th, Glencoe, MO. Members of the Gateway Chapter will gather at 1:15pm to ride the Wabash, Frisco, & Pacific RR's miniature steam train along the Meramec River. The depot is located at 101 Grand Ave., Glencoe, MO 63038. Glencoe is about 3 miles north of Eureka, just off Hwy. 109. From Hwy 109, turn east on Old State Rd. and then make a quick right on Washington Ave. Go about 1/2 mile (the name of the road will change but stay on the same pavement) and the road will end at the train depot. Cost is \$5 per passenger. Following the train ride, we will regroup at a nearby restaurant. For more info, contact VP Gary Krautmann.

**September 12-16, 2023, 59th Studebaker International Meet, Manitowoc, Wisconsin, Tuesday, September 12 - Saturday, September 16. More information to come.**

**Saturday, September 16th., 9 am to 1 pm, Orphan Car Show Display, Gateway Classic Cars, 1237 Central Park Drive, O'Fallon, Illinois, 62269. Vehicles from manufacturers who have discontinued doing business 1985 and older. Sponsored: Gateway AMC & Hudson clubs. Call 636-448-3878 with any questions.**

Sunday, 9/17/2023, 10:30 AM Our 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/auction/September chapter meeting, food, fun, Studebaker's & Avanti's. Chapter will provide sub lunches in a bag and can soda. Just bring portable seating if desired to eat and Stude parts/memorabilia for the auction.

Sunday, November 12th, 1:30 PM, Ben Alspach will be hosting the meeting in Washington, MO. More details coming soon.



### TREASURERS REPORT

*BY: Phil Hendrickson*

#### MO-IL Gateway Chapter SDC – June 2023 Treasurer's Report

There have been 2 expenditures since the last Treasurer's report, to reimburse Ben for the new name tags and to reimburse Gary for the Glencoe train ride deposit

As of 6/28/2023, The current checking account balance is: \$5,767.70

We currently have 26 paid members, with 8 members from 2022 that have not renewed their membership.

Dues can be mailed to: Phil Hendrickson, 1338 Pine Drive, Arnold, MO 63010

Additional contact information:

Phone: 314-420-4114

Email: fishnphil@aol.com

Phil Hendrickson -  
Treasurer



Phil Hendrickson and his 1989 silver Avanti convertible above.



## Report #1

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

**Some Studebaker, Packard and Avanti history this month:** May 9, 1961 Lark V8s place 1st and 2nd in 4100 mileTrans Canada Rally., May 12, 1959 100,000th Lark built., May 15, 1936 2.5:1 scale big wooden 1931 Studebaker Roadster at Proving Grounds was intentionally demolished by setting on fire., May 19, 1967 Studebaker acquires Wagner Electric Corporation., May 21, 1937 Studebaker becomes a union shop, UAW #5., May 26, 1844 Jacob Studebaker born., May 30, 1924 Studebaker Special driven by Early Campbell finishes 2nd in Indianapolis 500.,

The Missouri April report has 1 NEW member (located in Weston) and 1 EXPIRED member (located in Chillicothe).

The Illinois April report has 1 NEW member (located in Lombard) and 2 EXPIRED members (located in Joliet and Village of Lakewood).

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 on Friday April 28, 2023 "How Craig Breedlove and Carroll Shelby Unintentionally Killed Turbines in Indy Racing" by Daniel Strohl. The article includes "Granatelli's STP-sponsored Pratt & Whitney-powered roadster leading the 1967 race..." URL: [https://www.hemmings.com/stories/craig-breedlove-turbines-at-indy/?utm\\_medium=email&utm\\_source=EDaily&utm\\_campaign=](https://www.hemmings.com/stories/craig-breedlove-turbines-at-indy/?utm_medium=email&utm_source=EDaily&utm_campaign=)

From Studebaker National Museum YouTube promotional video "Step up with Studebaker in 1962". Duration 17 minutes 53 seconds. URL: <https://www.youtube.com/watch?v=FOI2MgNJ5fM>

From Studebaker National Museum YouTube video short "Built to Last is on display now in our AM General Atrium". Posted April 18, 2023. URL: <https://www.youtube.com/shorts/BDH93WNCIQk>

## Report #2

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

**Some Studebaker, Packard and Avanti history this month:** June 1, 1961 Studebaker-Packard awarded \$21 Million contract for military trucks., June 19, 1972 SASCO Studebaker owned parts supplier closes., June 20, 1956 Last Packard built in Detroit, MI. Production moves to South Bend, IN., June 21, 1942 First prototype Weasel built., June 21, 1852 H & C Studebaker Blacksmiths complete their first wagon., June 22, 1954 Announcement of Studebaker-Packard merger., June 30, 1969 Studebaker Worthington vacates Administration Building.

The Missouri May report has 0 NEW members and 3 EXPIRED member (located in Saint Louis, Belton, and Pedly).

The Illinois May report has 4 NEW members (located in Bourbonnais, Morton, Carterville, and Westmont) and 4 EXPIRED members (located in Lombard, Wheaton, Lake Forest, and Heyworth).

From Studebaker National Museum YouTube lecture video "Studebaker Israeli Afterlife" presented by Michael Brown, Executive Director Indiana Jewish Society. Duration 42 minutes 59 seconds. Interesting that the last Studebaker was manufactured in Israel with fiberglass body panels! URL: <https://www.youtube.com/watch?v=oWqwEMownCU>

From Studebaker National Museum YouTube lecture video "Studebaker Housing: The Citizens Home Company". Presented by Andy Toering, Historic Preservation Administration, Historic Preservation Commission of South Bend and Unincorporated St. Joseph County. Duration 48 minutes 46 seconds. About prominent people (many we know) and affordable housing for South Bend supported by the City and private industry including Studebaker Corporation. Very interesting!

URL: <https://www.youtube.com/watch?v=463thk70BBk>



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

Sunday, May 7, 2023

The Missouri/Illinois Gateway Chapter of the Studebaker Drivers Club gathered at 1:00pm at Richard Koop's auto storage compound ("The Place") in Chesterfield, Missouri for their May meeting.

Members present: Ben Alspach, Denny Labantschnig, Susan LaBantschnig, Jeff Wassilak, Gary Krautmann, Don Hart, Andy Schwarz, Joanne Schwarz, Richard Koop, Nadine Koop, Lewis Schucart, Paul Regna, Randy Rapp, Fay Rapp, Cyndy Schwab, Phil Hendrickson, Joe Bushdiecker, Mary Ann Bushdiecker, Louetta Bushdiecker and visitor Bill Frick.

President Ben Alspach called the meeting to order at 1:45 pm. [New Gateway Chapter name tags were distributed to members before and after the meeting.]

Ben thanked Richard and Nadine Koop for inviting the club to visit The Place and view their unusual car collection. He also welcomed visitor Bill Frick.

The Secretary passed out the minutes from the March 12 meeting. Ben asked for any comments. None were received. Denny Labantschnig made a motion the minutes be accepted. Phil Hendrickson seconded. Vote taken and the motion passed.

Ben asked Phil Hendrickson for the Treasurer's Report. Phil said there was \$5,848.70 in the checking account and we have 25 paid members. Cynthia Schwab made a motion to accept the Treasurer's report. Don Hart seconded. Vote taken, and the motion passed.

The President then asked Jeff Wassilak, Zone Coordinator, for his report. Jeff said GroupWorks, the SDC community posting site, was getting more activity. Notices of vehicles for sale and events have been posted in addition to announcements from SDC officers. The SDC Forum is public but GroupWorks is for SDC members only. USA members will soon receive an invitation to join (voluntary participation) with instructions via e-mail.

Regarding old business, Ben said he had been informed that Denny and Susan Labantschnig's names were not on the club E-mail list. Lew Schucart said he would make sure to add their names. Ben also had the latest information on three upcoming car shows in the area:

1. Annual North St Louis County Veterans' Car Show on Sunday July 30<sup>th</sup> at the Missouri Veterans' Home on Lewis & Clark Bld. in St Louis, Missouri.
2. Gateway Orphan Car Show on Saturday, September 16<sup>th</sup> at Gateway Classic Cars in O'Fallon, Illinois.
3. Chain of Rocks Bridge (Community Assn.) Show Sunday, October 8<sup>th</sup> on the Chain of Rocks Bridge. Must register by July 1, 2023. Bridge access is from the Illinois side.

Ben then asked Don Hart to give an update on plans for the AOAI International Meet, June 13—16, 2023 at the Double Tree Hotel at Westport in Maryland Heights, Missouri. Don reported that so far there are 48 registrations with 14 cars to judge and 14 to display. The hotel will designate special parking for the Avanti cars. Mike Baker, Terry O'Neil, and Gary Krautmann's names were drawn to receive one night of free lodging during the meet.

Gary Krautmann gave an overview of the July 9, 2023 Meeting at the "Wabash, Frisco and Pacific" mini-steam train ride in Glencoe, Missouri. He has reserved space for about 20 passengers. We are scheduled to leave the depot at 1:15pm for a 2 mile ride along the Meramec River. Afterward, lunch/dessert is planned at a nearby restaurant.

Gary Krautmann said the Webster Groves July 4<sup>th</sup> parade route runs past their house. Club members are invited to come and sit in his yard to watch the parade and enjoy a "pot-luck" picnic. Gary will prepare pulled pork barbeque. He suggested people arrive by 9am to reduce parking problems.

Ben mentioned the November meeting may be held at his hometown of Washington, Missouri but details are still TBD. We also need to think about the Christmas party/meeting location and date.

The meeting was adjourned about 2:15pm.

Submitted by:

Louetta Bushdiecker,

Secretary



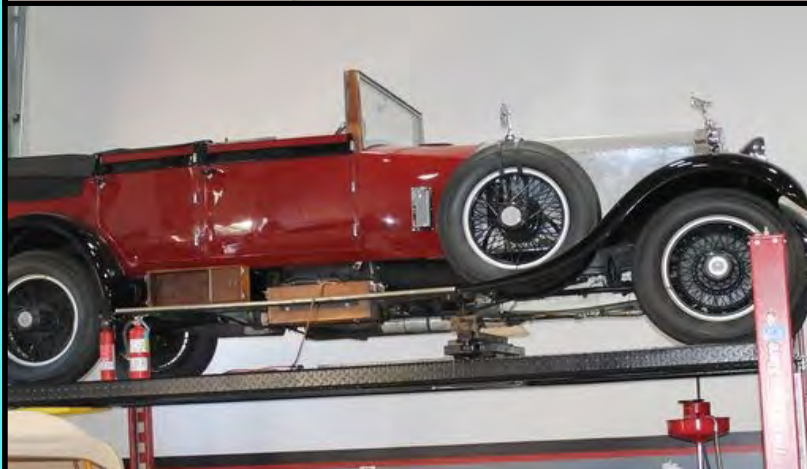
**"PHOTOS OF THE KOOP CAR COLLECTION VISITED BY GATEWAY MEMBERS AT THE MAY 7TH MEETING"**



Photos are courtesy of Jeff Wassilak with Greg Ford also contributing a few. Top left photo is of a 1963 Avanti, top right is a red Yugo. Middle left photo is an AMC Pacer and middle right is a Chrysler TC Maserati coupe'/convertible. Bottom left photo is a '58 Edsel 2 dr. Villager station wagon and bottom right is a '56 Continental Mark II. Richard Koop has eclectic tastes!



“PHOTOS OF THE KOOP CAR COLLECTION VISITED BY GATEWAY MEMBERS AT THE MAY 7TH MEETING”



The top left photo shows Richard Koop (dark blue shirt) giving an overview of his collection to club members. In the photo at top right shows a coral colored 2004 T-Bird 2dr. Convertible. In the middle left photo we see a pair of black Avantis--Lew Schucart's '63 (rear) and Don Hart's '84 (front) In the middle right photo, a 1936 Ford 4 dr. convertible owned by Richard's neighbor, Wendell. Bottom row, two of Wendell's vintage 1920's Rolls Royces. Very stately!! The weather was ideal and everyone had a wonderful time viewing this great collection!



## TRIBUTE TO CYNTHIA "CYNDY" GAIL SCHWAB

BY: *Jeff Wassilak*

Cynthia "Cyndy" Gail Schwab Age 76 Died June 13, 2023 Husband Charles "Charlie" M. Schwab and wife Cyndi of O'Fallon, Missouri, joined the Studebaker Drivers Club in January 1989 and became active in the local Missouri-Illinois Gateway Chapter. Charlie served as Vice President of the SDC local chapter. Charlie and Cyndy assisted at numerous Missouri and regional meets. They were also members of the Mississippi Valley Packards club. Charlie and Cyndy owned a 1955 Studebaker President Speedster and two Packard automobiles, a 1947 and a 1955. Charlie performed most of the restoration of the 1955 Speedster and planned to restore the Packards when he died on July 31, 2005, at age 60 due to kidney failure. Cyndy maintained and drove the 1955 Speedster. Charles and Cyndy are survived by daughter Nicole Schwab, grandchildren Jacob and Ciara, great grandchildren Kayden and Colton. Charlie served in the US Navy from 1964 through 1966. He earned bachelor's and master's degrees in education and was a teacher at Fort Zumwalt North High School for 28 years. Cyndy retired from supervising customer service center employees at GTE Midwest office. Charlie and Cyndy were active members of Holy Cross Lutheran Church and Optimist Club in O'Fallon, Missouri. Messages: Charlie was a mentor of Studebaker facts when I joined SDC. Over the years there were many meals, stories, and frequent laughing. I will also miss her ever present smile. Sincerely. Jeff Wassilak

I will be adding Cyndy's story to the Studebaker Remembrance Project. If members would like to add their memories of Cyndy and Charley Schwab please contact me with your stories, Telephone: 314-849-0591, Cell phone: 314-580-3753, Email: [cleanh2o@sbcglobal.net](mailto:cleanh2o@sbcglobal.net).



Cyndy Schwab's 1955 Studebaker Speedster at the June 4, 2016 Upper Mississippi Valley Zone Meet in Kansas City, Missouri.



Cyndy Schwab



Charles Schwab



**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**