



MISSOURI - ILLINOIS "GATEWAY" CHAPTER

Studebaker

STEERING WHEEL NEWSLETTER

THE ONGOING RESEARCH ON STUDEBAKER DEALERS IN THE GREATER ST. LOUIS MO AREA FROM SEPTEMBER 1934 THROUGH JANUARY 1935. FROM AD'S IN THE POST-DISPATCH ARCHIVES BY: *Ed Meyer*

STUDE TRUCK TRIVIA & IMPORTANT MEETING STUFF, PRESIDENTS REPORT: BY: *Ben Alspach*



September-October 2023

Volume #52 Issue #9-10

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"Saturday, September 9th is International Drive Your Studebaker Day!"

>>>The success of the summer hit movie "Oppenheimer" (about the development of the atomic bomb) has rekindled an interest in WW II and the extraordinary technological effort that went into creating the weapon that sealed the Allied victory. The "A-bomb" did finally bring Japan to its knees but was only the final blow in an epic conflict that lasted almost four years and affected virtually every American citizen and involved almost all U. S. manufacturing concerns. Studebaker was not as big as GM, Ford or Chrysler but the crew in South Bend contributed mightily to the war effort by building many key products for the military including the all-terrain Weasel, large aircraft (bomber) engines and, of course, rugged, reliable AWD trucks.

In his August Regional Manager's Report, Jeff Wassilak notes that the last WW II Studebaker military truck was assembled on August 10th, 1945. Coincidentally, this was just four days after the first A-bomb was dropped on Hiroshima and the day after the second bomb was dropped on Nagasaki. The outcome of the war was almost a certainty by the summer of 1945 and the U.S. government was winding down military contracts. In all, Studebaker built over 200,000 military trucks for the war effort. I've read that in Russia (where many U.S. army vehicles were left behind to help rebuild the ravaged country) natives were so impressed by the durability and performance of Studebaker trucks that the name "Studebaker" was often used as a generic term for any tough, heavy-duty military hauler.

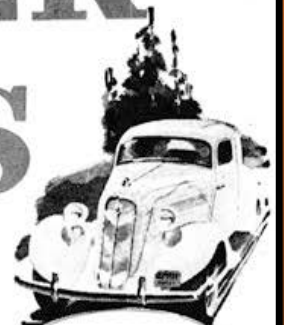
>>>Supercharged Studebaker trucks?! Well, at least a couple of prototypes. According to an article appearing in the July 15th issue of Old Cars, in late 1962 production orders were issued for two 1963 8E7 Series V8 supercharged Champ pick-ups. One of these R2 Avanti powered trucks was a white, 1/2 ton Champ built on the long 122" wheelbase with an automatic transmission and Twin-Traction. Records indicate this rig was shipped to Snider Auto Service, an authorized Studebaker dealer in Indianapolis. The second R2 truck, built on the shorter 112" frame, was a black 4-speed unit, also with Twin-Traction. Not surprisingly, this truck was sent to the Paxton Products Division of Studebaker Corp. Why would someone want an R2 powered Champ pickup? Might one of these trucks still survive? It would be interesting to have all the background info on this unusual Champ experiment!

+++IMPORTANT MEETING INFO—Our next chapter meeting will be held on Sunday, September 17th starting at 10:30am at the Jefferson Barracks/Sylvan Springs Park "Artillery Shelter" (300 Halsey Rd., 63125). In addition to our brief business meeting, we will also hold officer elections for the '23-'24 year. And, instead of our traditional auction, this year we'll try a "Put & Take" format. You donate a few items and, perhaps, might find something you want that was contributed by another member. So be sure to bring your extra, unwanted or oddball small parts, literature, manuals, promo items, tools, etc. and we'll put everything on display. If you find something you like, you can toss a buck or two toward the club treasury. This should go more quickly than an auction and might be more fun, too. FINALLY, sub sandwiches, chips and beverages will be provided by the chapter. However, we need a head count to get a rough idea of how many we'll be feeding. PLEASE RSVP to Ben by Thursday, September 14th so we can make sure there's enough food for everyone! Call me at 770-362-6734 or e-mail at: thealspachs@comcast.net. Looking forward to seeing everyone on the 17th!!



The Miracle ride is here!

ANNOUNCING THE NEW 1935 STUDEBAKER CHAMPIONS



TAKE THE
STUDEBAKER
"THIRD DEGREE"
ROAD TEST!

World's first cars with uncanny new independent planar wheel suspension which insures the most restful rear seat and front seat ride—regardless of wheelbase—motoring has ever known . . .

MAKE US PROVE IT!

World's easiest handling, most obedient, surest footed cars... scientifically steadied against drifting and side slip, even when rounding corners at high speeds . . .

MAKE US PROVE IT!

World's safest, swiftest, straight-line stopping ... the achievement of marvelously engineered new compound hydraulic brakes which are unexcelled by any car regardless of price . . .

MAKE US PROVE IT!



WORLD'S STEADIEST
CARS ON TURNS



WORLD'S SMOOTHEST
REAR SEAT RIDE



HYDRAULIC BRAKES
for Super-Safety

The biggest thrill in the world is to own a Champion! They're here . . . and they're the most spectacular new cars that motoring has produced in many a year . . . the brilliant new miracle-ride Studebaker Champions!

See and drive them and you'll be unable to see anything else in the motor car field . . . so far ahead are these Studebaker Champions over any cars that have ever been shown. They introduce a sensational advancement . . . Studebaker's exclusive new independent planar wheel suspension . . . an advancement that overshadows all other suspensions in the comfort, safety and steadiness it provides.

And as though that were not achievement enough, Studebaker's gifted engineers have also devised a new type of hydraulic brakes . . . compound hydraulic brakes . . . that give these Champion cars the world's safest, swiftest, smoothest, straight-line stopping!

You'll find that these new Studebakers are true Champions in appearance and appointments too. Their slim, silvery radiators and gull's wing fenders, air-curved tops and rear decks provide a beauty not approached by any other cars.

Interiors are remarkably roomy—and upholstered, fitted and finished like \$2000 cars. Bodies are built like battle-ships—not merely of steel but of steel reinforced by steel—so strong and rigid they have stood up almost unscathed after terrific test plunges into rock quarries!

And these Champions are miracles of handling ease too—for nearly everything that requires physical effort in other cars is automatic in these Studebakers.

Studebaker never does things by halves. And you'll find these new Studebaker Champions the expression and embodiment of Studebaker workmanship and thoroughness.

Indeed, once you see and drive them, you'll find it impossible to mention these Studebakers in the same breath with purely price appeal cars that cost almost as much as the lowest priced of these Champions.

Get the proof for yourself. See what Studebaker has achieved in these 1935 masterpieces. Go out for a trial drive and experience the sporting thrill of piloting a Champion—now!



AS LOW AS
\$695
AT THE FACTORY

DICTATOR '695 . . . COMMANDER '895 . . . PRESIDENT '1245
Base price at factory. Tires and special equipment extra.

STUDEBAKER
CHAMPIONS
ON THE AIR

These 4 wheel, 6-cylinder, 1935 Studebaker Champions, made by the Studebaker Corporation, are the most advanced, most modern, most reliable, most comfortable, most economical cars ever made. They are the most beautiful cars ever made.

ARTHUR R. LINDBURG, Inc. Distributor
Grand and Lindell Bldgs.
OSCAR SNIPEN, Inc., SOUTH SIDE STUDEBAKER, 3456 South Grand Blvd.

- | | | | | |
|--|---|---|---|---|
| A. C. BRIDY, Arkville, Mo. | E. F. KING'S GARAGE, Ballu, Mo. | W. J. ASHNER'S GARAGE, Mo. Corning, Ill. | CLYDE KNOLL, Potosi, Mo. | J. R. BUNWELL, Union, Ill. |
| BOPP BROS., Webster Groves, Mo. | BILL KIVLER'S, Poplar Bluff, Mo. | COLLATA MOTOR CO., Winchester, Ill. | LAMAR MOTOR SALES, Olive, Ill. | WATTS & HUNTER, Carlinville, Ill. |
| CAPITAL MOTOR CO., Jefferson City, Mo. | LORAN MILLMAN CO., Cape Girardeau, Mo. | CUMBER MOTOR SALES, Belleville, Ill. | R. W. ENOKER, INC., Springfield, Ill. | WILLIAM HOFFER MOTOR SALES, Carlinville, Ill. |
| ELWOOD GARAGE, St. Louis, Mo. | THE MOTORITE, 5180 Delmar, St. Louis, Mo. | FRANKLIN MOTOR CO., Springfield, Ill. | ASA E. MANN, Marion, Ill. | W. M. WHEAT'S GARAGE, Highland, Ill. |
| DELSORGE MOTOR CO., Chester, Mo. | W. H. MILLER MOTOR CO., Springfield, Mo. | HAMMOND MOTOR CAR CO., Granite City, Ill. | MODERN AUTO SALES, Beardsville, Ill. | WILLIAMSON MOTOR SALES, Quincy, Ill. |
| E. B. DE VAY'S CO., Marion, Mo. | SULLIVAN MOTOR CO., Belleville, Mo. | HEIDEN'S MOTOR SALES, Carlinville, Ill. | SCHULTZ MOTOR CO., Vandalia, Ill. | WILLIAMSON MOTOR SALES, Nashville, Ill. |
| FRENCH AUTOMOBILE & WAGON WORKS, Manteo, Mo. | DELSORGE MOTOR CO., St. Louis, Mo. | ALFERTSON, OHNSON'S MOTORS, INC., Springfield, Ill. | FLOYD SHIPP, West Frankfort, Ill. | WOODS WHEELER CO., Elkhart, Ill. |
| HOKKER GARAGE, Lebanon, Mo. | BEVERLY AUTO CO., St. Louis, Mo. | J. H. JOHNSON MOTOR CO., Alton, Ill. | STANTON SERVICE GARAGE, Quincy, Ill. | ZIEGLER MOTOR CO., Carlinville, Ill. |
| | EDMOND MOTOR CO., East St. Louis, Ill. | | JOHN W. STOCKHOLM GARAGE, Carlinville, Ill. | J. J. BALE MOTOR SALES, Newfield, Mo. |
| | | | | WEST KENTUCKY MOTOR CO., Paducah, Ky. |

The ad above right appeared in the St. Louis Post-Dispatch on 12/10/1934.

Studebaker started September 1934 with the same 8 greater St. Louis area Studebaker dealerships it had at the end of October. 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 Brothers., 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.. On 10/12/1934 #5. KOERNER-SNIPEN, Inc., 3456 South Grand Blvd., St. Louis, MO., became new #5. Oscar Snipen, Inc., 3456 South Grand Blvd., St. Louis, MO. The Studebaker factory was very stingy on marketing dollars during the end of the 1934

**Studebakers for 1935
Have New Independent
Front Wheel Springing**

Compound Hydraulic Braking, New Hoods and Body Styles on Models Shown Here.

Wholly new 1935 Studebaker cars are being shown in the St. Louis district by Arthur R. Lindberg, Inc., distributor and associate dealers.

A distinctive feature of the new Studebaker is the exclusive independent front springing of the "planar" type. Another feature is compound hydraulic braking.

Styling, from the newly designed front end to the air-streamed rear is new and really "different" without being extreme.

The new springing, new braking system, careful balancing of engine and chassis and shock absorbers designed to go with the chassis, result in what Studebaker engineers call the "miracle ride."

New Front Wheel Springing.

Instead of coil springs, split axles and other devices, Studebaker has adopted a big transverse leaf spring, aided by upper and lower guide links, as a basis for its new front wheel suspension. This spring is anchored to the frame so that it may flex freely throughout its span, yet it permits each front wheel to react to road shocks independently. Hydraulic automatic ride control shock absorbers are a definite part of the unit.

The individual front wheel suspension has eliminated roll or tipping of the car when turning corners. It has reduced tire howl to a minimum. It also results in precise steering, as the wheels do not fight the driver going into or coming out of turns. The rear seat ride has become unusually restful and as comfortable as the front seat ride.

Details of New Styling.

The 1935 Studebaker radiators are deep and narrow, and have vertical fins of chromium. The louvers in the sides of the hood are horizontal and, instead of ending at the forward end of the hood, continue and follow a curving design from top to bottom of the radiator. The front fenders, seen head-on, are seen to have been designed after the graceful sweep of a gull's wings.

Sweeping, moulding lines curve gracefully from the hood's front and back below the body windows to the rear of the car. The windshield is symmetrically sloped and the rear deck is in keeping with the modern "air foil" design. Rear fenders are "faired" in the graceful manner Studebaker introduced two years ago. The styling has given these new cars definite personality.

Hydraulic Braking.

Brake systems are more efficient in operation, and give more uniform tire wear, if the braking on front wheels is somewhat greater than that on the rear wheels. So Studebaker engineers have adopted hydraulic brakes and have made the pistons operating the front brake shoes larger than those on the rear shoes. All stops are quick yet gradual; there is no pitching passengers against windshields. In addition to the "foot brakes," Studebaker uses an independent operating mechanism for the hand brake which operates on the rear wheels instead of on the driveshaft.

Free wheeling and automatic switch key starting are standard on Presidents and Commanders and optional at extra cost on Dictators.

"Super-Range" Drive.

The President group of 1935 Studebakers have a new "super-range" drive, which permits top speeds at reduced engine speeds. The "super-range" is practically automatic in operation. Only a quick release of pressure on the accelerator is necessary to throw in the device. When it goes into operation the engine speed decreases 30 per cent while the speed of the car remains the same. A material saving in fuel and motor wear results.

The interiors of the new models have been refined. The finest of mohair or cloth upholstery is used. Seats are of the deep-spring, body-posture type and are unusually wide and comfortable. There is plenty of leg room. Garnish mouldings and interior hardware are in contrast to upholstery and interior colors. Assist cords, arm rests, recesses for radio sets and clocks, glove compartments and other motoring adjuncts are found.

An innovation is flush-mounting of radio speakers above the windshields. Speakers so mounted provide "ear level reception" for both front and rear seat passengers.

The 1935 Studebakers will be produced in three groups, a complete assortment of body models being available in each group. The groups and their base factory prices are: the President, \$1245; the Commander, \$895; the Dictator, \$695.

**STUDEBAKER PLANS FOR 1935
BRIGHTER THAN EVER BEFORE.**

Prospects for Studebaker in 1935 have been made even brighter by the new plans for this eight-two-year-old institution, according to Arthur R. Lindberg, local Studebaker dealer.

"The reorganization will place Studebaker in an exceptionally strong position," says Lindberg. "The great burden of debt which Studebaker incurred in purchasing the stock of the White Motor Co. will have been lifted and ample new cash provided. Four investment banking houses have underwritten the financial requirements of the plan, Lehman Bros., Field Glore & Co., Hayden, Stone & Co. and Goldman, Sachs & Co.

"Even during the receivership Studebaker cars have more than held their own in popularity. This is clearly shown by registrations of new cars in the United States during the first nine months of 1934.

"Studebaker is selling one-fourth of all cars sold by 'independents' during the receivership, 83,000 Studebaker cars and trucks were sold and sales during the first nine months of 1934 were 38 per cent ahead of the corresponding period of 1933."

During the receivership, 83,000 Studebaker cars and trucks were sold and sales during the first nine months of 1934 were 38 per cent ahead of the corresponding period of 1933."

**CLEMENT W. STUDEBAKER
DIES IN HIS AUTO AT 73**

Succumbs as Chauffeur Hurries Toward Home; Son of One of Founders of Firm.

By the Associated Press.
SOUTH BEND, Ind., Oct. 2 — Clement W. Studebaker, 73-year-old retired business man and son of one of five brothers who founded the Studebaker Automobile Corporation of this city, died suddenly in his automobile yesterday.

Walter Stephenson, his chauffeur, said his employer first complained of dizziness. The chauffeur turned the machine toward home, but Mr. Studebaker succumbed shortly before reaching his residence.

Survivors include one daughter, Miss Louise Studebaker.

**Studebaker Claims
Fourth of Car Sales
By the 'Independents'**

Proposed Reorganization to Put It in Even Stronger Position, Lindberg Says.

Prospects for Studebaker in 1935 have been made even brighter by the new plans for this 82-year-old institution, according to A. R. Lindberg, local Studebaker distributor.

"The proposed reorganization will place Studebaker in an exceptionally strong position," says Lindberg. "The great burden of debt which Studebaker incurred in purchasing stock of the White Motor Co. will have been lifted and ample new cash provided. Four investment banking houses have underwritten the financial requirements of the plan, Lehman Brothers, Field Glore & Co., Hayden Stone & Co. and Goldman Sachs & Co.

"Even under the receivership Studebaker cars have more than held their own in popularity. This is clearly shown by registrations of new cars in the United States in the first nine months of 1934.

"Studebaker is selling a fourth of all cars sold by 'independents' during the receivership, 83,000 Studebaker cars and trucks have been sold, and sales in the first nine months of 1934 were 38 per cent ahead of the corresponding period of 1933.

"There are more than 200 Studebaker distributors and dealers in the United States, 700 of them of more than five years standing, and Studebaker is represented in more than 800 cities in foreign lands.

"There are 700,000 Studebaker cars and trucks in operation."

Studebaker Host to A. A. A. Men



This group of St. Louis A. A. A. garage men were entertained at the Studebaker exhibit at the Century of Progress in Chicago. Arthur R. Lindberg, St. Louis distributor, made the arrangements.

The above ads from top left to right and clockwise appeared in the St. Louis Post-Dispatch on 1/6/1935, 2/7/1932, 10/28/1934, 11/25/1934 and 10/7/1934.

Calendar year as no vehicle ads were placed at all for the rest of the 1934 model year from September on. The first 1935 car ad was placed on 12/10/1934 and is on the front page of this newsletter and the second 1935 ad was placed in 1/9/1935 and can be seen on page 3. Not only were the usual 6 greater St. Louis area Studebaker dealerships mentioned by the factory but other dealerships throughout the state were listed as well as Motorite on Delmar which sold Studebaker parts and service only for the very first time! I've always listed it here but it's the first time the Studebaker factory has acknowledged it's existence in ad's in the Post-Dispatch.

Many changes are obviously taking place as Studebaker is exiting receivership. Studebaker now has a working capital of \$5.75 million and 224 new dealers. On December of 1935 Studebaker was able to emerge from receivership and with the aid of Lehman Brothers full refinancing and reorganization would be achieved on March 9, 1935 less than 2 months from

Studebaker Cruiser At Fair Houses Eighty Passengers

Arthur R. Lindburg, president of Arthur R. Lindburg, Inc., Studebaker distributors, made arrangements for entertaining this group at the World's Fair. They were all impressed with the unique exhibit of Studebaker's gigantic Land Cruiser, which is built to scale, but is many times larger than its prototype. This exhibit has been visited by tens of thousands. The size of the wheel pictures above gives you some idea of the enormous size of this Studebaker car. It is 80 feet long, 28 feet high, 30 feet wide; the steering wheel is 7½ feet from rim to rim. The tires are 12½ feet high. The running boards are 21 feet long and 5 feet wide. The windshield wiper is a yard long.

In the interior there is a complete motion picture theater, with seating capacity for 80 persons. A specially staged Studebaker picture is shown during the hours the fair exhibit is open to the public. This group was entertained with a special showing in this theater of the thrilling sound film "Studebaker Champions." J. Linn and M. E. Jones of the Firestone Rubber Co. accompanied the party. Others attending were R. E. Matthews of the Auto Club of Missouri; John Cramer, president; M. J. Nelson, secretary; Irving Shubert, vice-president; William Boeckstiegel, treasurer, all officers of the local A. A. A. Garages.

now. Studebaker would be free once again to pursue their own future in the auto industry without anyone looking over their shoulders and micro-managing every move they made. They would soon hire Raymond Loewy to restyle all of their vehicles and one of their first new projects would be the third entry level vehicle.

It would turn out that the third time would be the charm as the 1939 Champion would turn out to be one of Studebaker's right cars they came out with at the right time. From engineering to styling it proved to be a winner and it proved that an independent could successfully field an entry level car if it was packaged and priced right and the quality was

The above ads and articles appeared From top left to right and clockwise in the St. Louis Post-Dispatch on 10/7/1934, 1/9/1935, 1/6/1935 and 1/6/1935.

Impressive "third-degree" road tests win thousands to Studebaker's new *Miracle Ride!*

Exclusive new Independent Planar Wheel Suspension delivers the world's most comfortable rear seat and front seat ride . . . New compound Hydraulic Brakes give you world's smoothest, swiftest, straight-line stopping.

THOSE startling, utterly convincing Studebaker "third degree" road tests are in no sense "stunt" driving. They are just the normal, natural, usual experiences you are likely to have with any car. But no cars ever have been able to do the things these new Studebaker Champions do so easily.

You round corners sure-footedly in these new Studebakers—at speeds faster than you would think of operating other cars.



Smooth, swift, straight-line stopping with new compound Hydraulic Brakes!

The wheels are scientifically studied against drifting and side-stepping. And rear seat occupants don't experience the side sway and tilting that even cars of extremely long wheelbase have been unable to diminish up to now.

Furthermore, Studebaker's automatic ride controls coordinate so accurately with the exclusive Independent Planar Wheel Suspension

that the car adjusts itself instantaneously to road irregularities. Jolts and bumps are literally swallowed in the super-structure—without any attention from the driver at all!



Rough roads make no difference with Independent Planar Wheel Suspension!

No brakes used in any car in the world, regardless of price, are better brakes than these specially designed Studebaker hydraulics. They take hold firmly with an easy foot pressure—and swiftly, smoothly, dependably bring these new Studebakers to a stop in a dead-straight line.

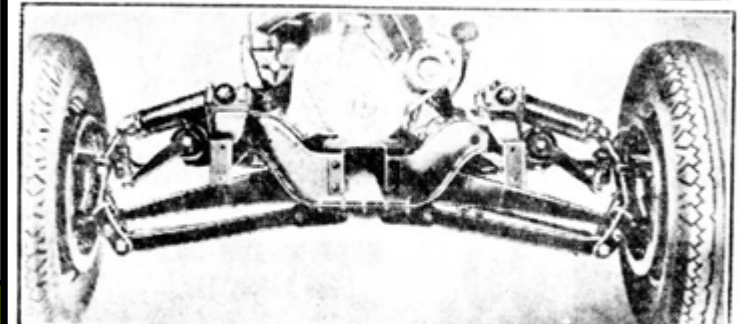


ARTHUR R. LINDBURG, Inc. Distributor
GRAND AND LINDELL BLVDs. JE. 8850
CHICAGO, ILL. 306 South Grand Road, L.A. 3080

- | | | | |
|--------------------------------|------------------------------------|---|---|
| A. T. BERRY, BOSTON, MA. | ALLEN HARRIS CO., Los Angeles, CA. | BRANDS MOTOR CAR CO., Grand Rapids, MI. | LEWIS TRAFFIC, New England, MA. |
| BOPE BROS., Boston, MA. | ALLEN MOTOR CO., St. Louis, MO. | BRIDGES GARAGE, Boston, MA. | MEACHAM BROS. GARAGE, Grand Rapids, MI. |
| CAPRAL MOTOR CO., Jackson, MS. | ALLEN MOTOR CO., St. Louis, MO. | BRIDGES GARAGE, Boston, MA. | MEACHAM BROS. GARAGE, Grand Rapids, MI. |
| DAVID LAYTON, East, MS. | ALLEN MOTOR CO., St. Louis, MO. | BRIDGES GARAGE, Boston, MA. | MEACHAM BROS. GARAGE, Grand Rapids, MI. |
| DAVID LAYTON, East, MS. | ALLEN MOTOR CO., St. Louis, MO. | BRIDGES GARAGE, Boston, MA. | MEACHAM BROS. GARAGE, Grand Rapids, MI. |
| DAVID LAYTON, East, MS. | ALLEN MOTOR CO., St. Louis, MO. | BRIDGES GARAGE, Boston, MA. | MEACHAM BROS. GARAGE, Grand Rapids, MI. |

NEW 1935 *Miracle Ride* STUDEBAKER CHAMPIONS

New Front "Planar" Springing



Studebaker's new individual "planar" front suspension. A single transverse leaf spring, flexible throughout its span, is used for each wheel. Upper supporting arms take brake torque and other driving reactions. Hydraulic shock absorbers are an integral part of the system.

Studebaker Develops New Spring Suspension For Its Exclusive Use

System Employed in Its Models for 1935 Designed to Give "Miracle Ride."

Studebaker's new cars for 1935 feature independent planar wheel suspension and the "miracle-ride." The front wheel suspension is new and exclusive to Studebaker. It is unlike that used on any other American automobile.

Instead of coil springs, split axles and other devices, Studebaker has adopted a big transverse leaf spring aided by upper and lower guide links, as a basis for its new front suspension. This spring is anchored to the frame so that it may flex freely throughout its entire span, yet it permits each front wheel to react to road shocks independently. Hydraulic automatic ride control shock absorbers are a definite part of the unit. Without technicalities, which are usually unfair to laymen, this is the device which produced Studebaker's "miracle-ride."

The individual front wheel suspension has eliminated roll or tipping of the car when turning corners. It has reduced tire howl to a minimum. It also results in precise and confidence-inspiring steering; the wheels do not fight the driver going into or coming out of turns. The rear seat ride has become unusually restful and as comfortable as the front seat ride.

Distinctive Styling. No other American cars look like the 1935 Studebakers, yet the lines cannot be called radical. The radiators are deep and narrow and are fitted with vertical fins of chromium. The louvers—in the sides of the hood—are horizontal and, instead of ending at the forward edge of the hood, continue forward and become a definite part of the front styling. These louvers follow a graceful curving design from top to bottom of the radiator and the fronts are unlike any others seen today.

The front fenders, when viewed from a head-on position, take on the appearance of a gull's wing. Sweeping, moulding lines curve gracefully from the hood's front and back below the body windows to the rear of the car. The windshield is symmetrically sloped and the rear deck is in keeping with the modern "air foil" design. Rear fenders are "faired" in the graceful manner Studebaker introduced two years ago.

Compound Hydraulic Brakes. Studebaker engineers have added compound hydraulic brakes. Brake systems are more efficient in operation and give more uniform tire wear if the braking on front wheels is somewhat greater than the braking on the rear wheels. To this end Studebaker engineers have adopted hydraulic brakes and have made the pistons operating the front brake front shoes larger than those on the rear brake front shoes. All stops are quick yet gradual. There is no pitching passengers forward.

There are many new mechanical features. Free wheeling and automatic switch key starting are standard on Presidents and Commanders and optional at extra cost on Dictators. An unusual feature of the President group of 1935 Studebakers is the new "super-range" drive, which permits top speeds at reduced engine speeds. The super-range is practically automatic. Only a quick release of pressure on the accelerator is necessary to throw in this device. When it goes into operation, the engine speed decreases 30 per cent while the speed of the car remains the same. A saving in fuel and motor wear results.

The interiors of the new models have been refined. The finest of mohair or cloth upholstery is used. Seats are of the deep-spring, body-posture type and are unusually wide and comfortable. Leg room is abundant.

SPEED WITH LESS FUEL IS FEATURED IN STUDEBAKERS

Quieter Operating Cars Exhibited With New Hydraulic Brakes.

The Studebaker salesmen at the Auto Show this week are pointing out in their models safety, brilliant performance and beauty. The hydraulic brakes are especially stressed. Summed up, their partisans will say: "An engineer, yardsticking the cars in the cold technical manner of his profession, will tell you that the new independent planar wheel suspension of the 1935 Studebakers is their outstanding feature. A woman will tell you their styling and interior refinement deserves first mention. A safety engineer will applaud their new hydraulic brakes. The man who uses his car in business will place the 'miracle-ride' at the head of the car's virtues. So it would seem that Studebaker has done much to please all."

Motorists will find the new Studebaker extremely quiet in operation, due to the new, enlarged and more efficient mufflers found on all models. Carburetor silencers add to quiet operation. Chains for camshaft drive have been eliminated from all cars and fabric gears are used throughout. The automatic spark control, which eliminates all manual spark adjustment and even removes the spark button from the instrument boards, will also be appreciated. Fuel pumps are carefully shielded. Free wheeling and automatic switch key starting are standard on Presidents and Commanders and optional at extra cost on Dictators.

An unusual feature of the President group of 1935 Studebakers is the new "super-range" drive, which

'Miracle Ride' in Studebaker



A new type of front wheel suspension enables Studebaker to provide greater riding comfort in 1935 models. This is effected by means of a large transverse leaf spring, anchored to the frame so that it may flex freely and yet permit each front wheel to react independently to road shocks. The Studebaker, as shown here, has also been improved in appearance by means of a narrowed radiator and lines flowing from it.

permits top speeds at greatly reduced engine speeds. The super-range is practically automatic in its operation. Only a quick release of pressure on the accelerator is necessary to throw in this device. When it goes into operation the engine speed decreases 30 per cent while the speed of the car remains the same. A vast saving in fuel and motor wear results.

there.

So things would slowly start getting better economically for Studebaker dealers in the St. Louis area from here on out. But it would not be quickly as the stock market wouldn't recover to its pre-1929 crash level until November 23, 1954. But after WWII was over there was that brief sellers market and about 5 years of relatively good times. So for Studebaker dealers who could survive the depression and WWII, the future wasn't all bad.

There were some good times ahead.

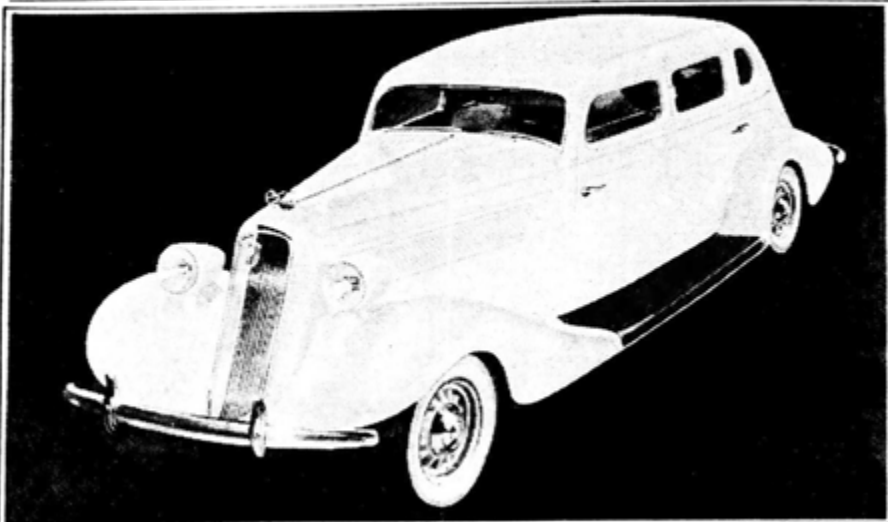
Tex Carleton Gets First of Type



Tex Carleton (at left), pitcher for the St. Louis Cardinals who played with the Chicago Cubs in 1935, and his new Studebaker Commander Eight regal sedan, the first car of this Studebaker line for 1935 introduced in St. Louis. At the right is Arthur R. Lindburg, president Arthur R. Lindburg, Inc., the local Studebaker distributor.

The above Photo-articles articles appeared in the St. Louis Post-Dispatch from top left to right and clockwise on 1/9/1935, 12/16/1934 and 12/9/1934.

New Studebaker Style for 1935



One of the new 1935 Studebaker sedans, with independent planar wheel suspension, compound hydraulic brakes, new radiator and body styling. These cars are being shown here this week.

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

MEMBERSHIP/SECRETARY:	Louetta Bushdiecker, louettabushdiecker@att.net	(636) 448-0767
PRESIDENT, EDITOR, WEBMASTER:	Ben Alspach, thealspachs@comcast.net	(770) 362-6734
VICE-PRESIDENT:	Gary Krautmann, gkrautmann@sbcglobal.net	(314)-308-4788
TREASURER:	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.gatewaysdc.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 SUNDAY, JULY 9TH MEETING OF MO/IL GATEWAY SDC CLUB BY: *Jeff Wassilak*

The Missouri/Illinois Gateway Chapter of the Studebaker Drivers Club gathered at 12:45pm at the Wabash Frisco & Pacific Steam Railway in Wildwood. Afterward the group (except Joanna Krautmann) met at the Wildwood Pub & Grill in Wildwood, Missouri for the July meeting.

Members present: Ben Alspach, Don Hart, Gary Krautmann, Lewis Schucart, Jeff Wassilak, George Yoder, and Milt Yoder.

President Ben Alspach called the meeting to order at 3:00 pm.

Ben reminded members the May Minutes were published in the July-August newsletter and asked for comments. None were received. Gary Krautmann made a motion that the minutes be accepted. Lew Schucart seconded. Vote taken and the motion passed.

Phil Hendrickson was not present for the Treasurer's Report. However, Ben reported the newsletter had \$5,767.60 in the checking account and we have 26 paid members. Gary Krautmann made a motion to accept the Treasurer's report. Don Hart seconded. Vote taken, and the motion passed.

Ben invited discussion regarding previous members who had not renewed this year. The topic concluded with Ben offering to contact them by telephone.

Ben said the last few newsletters were distributed by email with a link to the chapter web site. He had received some feedback that a small number of people in the distribution had not received the email. Lew suggested it be communicated to the group to check the email was being diverted to SPAM or Junk folder. Adding newsletter@gatewaysdc.org to Contact list or Trusted Sender (depending on terminology in your email) may ensure email delivered to In Box folder.

The President then asked Jeff Wassilak, Zone Coordinator, for any items. Jeff discussed compiling the Tribute to Cyndy and Charlie Schwab with assistance from Gary and Milt. He thought they were extraordinary members, and a written record should be kept in the chapter history. The format was used that could also be submitted to Peter Crisitello for the SDC Remembrance Project. He compiles them in 3-ring binders present at International Meets. A condensed version of the 2-page draft document was published in the newsletter. Members are requested to send their messages (or photos) to Jeff by email or voice message by mid-August.

Ben received an inquiry whether Cyndy's family may be interested in selling her '55 Speedster. No one has contact information. It was suggested a message could be sent to the family through the funeral home. Ben asked and Jeff agreed to try this.

Jeff Wassilak reported he had forwarded the obituary of Cyndy to Wally and Pam Kreutz, former members who moved to California to be closer to their 2 sons and families. Wally called Jeff June 25 to thank him. He said he could not find MO-IL and SDC Rosters. Jeff said he would forward the latest chapter roster. Wally reported he is presently in good health, but recently been hospitalized for kidney stones and appendicitis. He kept the '56 Power Hawk and sold the '56 Station Wagon and '62 Lark.

Don Hart talked about the AOAI International Meet June 13-17. He thanked all those who assisted. There were 65 registrations, 33 Avantis, 130 Silent Auction items.

Three upcoming car shows in the area copied from May Minutes:

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

Next meet is Sunday September 17 at Sylvan Springs Park Artillery Shelter

Sunday November 12 Ben is hosting a meeting in Washington, Missouri.

There was a discussion on whether to have a holiday meeting in December or have a meeting in January. The consensus was due to December having many events January may have greater attendance.

The meeting was adjourned at about 4:00pm., Submitted by: *Jeff Wassilak*, Secretary Louetta Bushdiecker was not present.

WE ROAD THE WF & P STEAM RAILWAY AS PART OF OUR JULY 9TH CHAPTER MEETING!



As a kickoff to our July 9th meeting, eight Gateway Chapter members met at the Wabash, Frisco & Pacific miniature steam railroad station in Glencoe, MO. These tiny passenger excursion trains are pulled by scale models of real steam locomotives with a rail "gauge" of only 12". ! However, despite their small size, these little locomotives are plenty powerful and quite heavy, weighing in at over 7,000 lbs. each. We enjoyed a run of about three miles (out and back) in a nice, shaded area of forest along the Meramec River. W,F & R crew members and maintenance folk were happy to talk about the little engines and we learned quite a bit about their operation and upkeep. Thanks to Gary Krautmann for organizing this fun and interesting activity.

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

The Missouri June report has 3 NEW members (located in Springfield, Fairgrove, and Harrisonville) and 1 EXPIRED member (located in Moberly).

The Illinois June report has 2 NEW members (located in Elgin, and New Berlin) and 3 EXPIRED members (located in Romeoville, Lake Forest, and Grayslake).

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

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: August 1, 1962 Disc brakes made available on all Studebaker models., August 4, 1908 EMF company incorporated., August 5, 1959 Studebaker-Packard acquires C.T.L., manufacturer of ultra high temperature applications for space research., August 7, 1928 Studebaker's \$2 million purchase of Pierce-Arrow approved by stockholders., August 8, 1965 Avanti II introduced., August 10, 1945 Last WWII military truck assembled., August 13, 1936 Frederick S. Fish, Studebaker president and son-in-law of John M. dies., August 14, 1962 Avanti sets 29 speed records at Bonneville Salt Flats., August 15, 1928 Pierce-Arrow purchase agreement signed., August 16, 1980 Harold Churchill dies., August 22, 1890 Harold S. Vance born., August 22, 1996 Jim Lange achieved 211.292 mph in Studebaker powered Avanti at Bonneville Salt Flats., August 24, 1874 Studebaker Wagon Works destroyed by fire., August 25, 1958 Mercedes-Benz Sales, Inc. formed to sell vehicles through Studebaker-Packard dealerships., August 26, 1933 Studebaker sells Pierce-Arrow for \$1 million to group of Buffalo, NY, businessmen., August 31, 1853 John M. Studebaker arrives in Dry Diggings (nicknamed "Hangtown" and renamed to Placerville in 1854), California, , during the Gold Rush., August 31, 1959 Harold S. Vance dies.

The Missouri July report has 1 NEW members (located in Saint Peters) and 4 EXPIRED members (located in Springfield, Kansas City, Washington, and Rogersville).

The Illinois July report has 2 NEW members (located in Dupon, and Sugar Grove) and 5 EXPIRED members (located in Aurora, Edwardsville, Peoria, Mattoon, and Waterloo). Note we are aware Carol Gipe, Edwardsville, has relocated and not renewed chapter dues membership for 2023.

In Case You Missed These: From Hemmings Daily Friday July 21, 2023, "Studebaker Museum's Brooks Stevens Exhibit Explores Automotive Creations of a Mid-Century Master" by Daniel Strohl

https://www.hemmings.com/stories/brooks-stevens/?utm_medium=email&utm_source=EDaily&utm_campaign=

From Hemmings Daily Sunday July 2, 2023, "Aunt Bee's Last Studebaker" by Bob Palma

https://www.hemmings.com/stories/aunt-bees-last-studebaker/?utm_medium=email&utm_source=EDaily&utm_campaign=

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

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

Saturday, 9/16/2023, 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 next and September Chapter Meeting at Sylvan Springs Park near Jefferson Barracks – Artillery Shelter – 300 Halsey Rd., St. Louis, MO 63125. **CHAPTER ELECTIONS FOR OFFICERS FOR 2024 WILL ALSO BE HELD.** *instead of our traditional auction, this year we'll try a "Put & Take" format. You donate a few items and, perhaps, might find something you want that was contributed by another member. So be sure to bring your extra, unwanted or oddball small parts, literature, manuals, promo items, tools, etc. and we'll put everything on display. If you find something you like, you can toss a buck or two toward the club treasury. This should go more quickly than an auction and might be more fun, too.* **FINALLY**, sub sandwiches, chips and beverages will be provided by the chapter. However, we need a head count to get a rough idea of how many we'll be feeding. **PLEASE RSVP to Ben by Thursday, September 14th** so we can make sure there's enough food for everyone! Call me at 770-362-6734 or e-mail at: thealspachs@comcast.net.

Sunday, 11/12/2023, Washington, MO The Gateway Chapter will meet at 1:30 at The 1869 Draft Room Tavern, 216 West Front St., Washington, MO 63090. Following lunch we will hold a short business meeting. Large parking lot next to the restaurant so drive your car! Contact: Ben Alspach, email: thealspachs@comcast.net or phone 770-362-6734. Club site www.gatewaystc.org Upper Mississippi Valley Zone.

We will probably schedule a "Holiday party" in conjunction with our regular January 2024 meeting this season instead of in December. Details to be determined.

TREASURERS REPORT

BY: *Phil Hendrickson*

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

There has only been one transaction since the last Treasurer's report, to deposit Michael Brunetto's 2023 dues.

As of 8/14/2023, The current checking account balance is: \$5,792.70

We currently have 27 paid members, with 7 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: 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@sbcbglobal.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

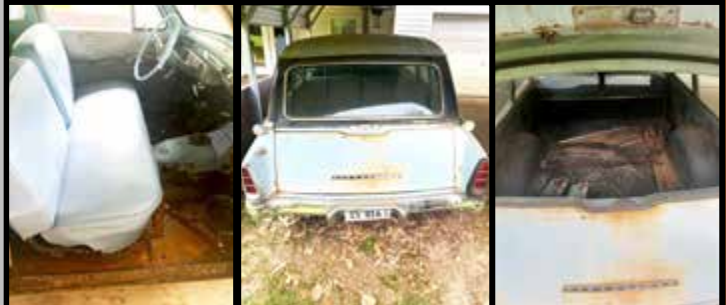
NEW PORT ENGINEERING, custom replacements for vacuum wiper systems in classic cars and trucks, 2760 New- port Rd., Washington MO 63090. phone: (636) 239-1698, <https://newportwipers.com/> **ST. PETERS GARAGE, INC.**, 108 Main St., St. Peters, MO 63378, 636-278-3841, <http://www.stpetersgarage.com/>, 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

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: anna191174marie@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 Michah Thorn at (618) 713-3440 or mthorn@tech@yahoo.com.



Studebaker Fun Fact: >>>The insurance giant Allstate was founded by Sears, Roebuck & Co. in 1930. Allstate insurance policies were originally sold at Sears retail stores as well as through the popular Sears Roebuck mail-order catalogs. The VERY FIRST auto insurance claim ever paid by Allstate was for a damaged door handle on a Studebaker! FROM: *Ben Alspach*

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,**

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

NEWSLETTER OF THE MO/IL GATEWAY CHAPTER OF THE STUDEBAKER DRIVERS CLUB

The MO/IL Gateway Chapter of the Studebaker Drivers Club is the officially chartered representative of the Studebaker Drivers Club for the Greater St. Louis Missouri and southern Illinois areas. We are dedicated to the preservation of Studebaker vehicles although ownership of one is not a requirement for chapter membership. Membership in the International Studebaker Drivers Club is also required and applications for both can be found in this newsletter. Both the MO/IL Gateway Chapter of the Studebaker Drivers Club and the International Studebaker Drivers Club sponsor meets, car shows, offer technical assistance, and help in locating parts and vehicles---along with great fellowship. The Steering Wheel bi-monthly newsletter is the official publication of the MO/IL Gateway Chapter of the Studebaker Drivers Club. Members may place classified ads in the Steering Wheel for free. Reprinting of any articles contained within is granted to any SDC related organization. Neither the club nor the editor is responsible for the accuracy of the classified ads. Ads will be placed as long as needed but notification to the editor once the item has been sold is requested. All submissions to the Steering Wheel are appreciated and will be included as space and relevance allow. The Steering Wheel goes to press on the 20th of the month prior to release of the following bi-monthly issue.



Ed Meyer, Editor

STAMP

1363 Heritage LNDG.

St. Charles, MO 63303-6175