

EXPERIMENTS MADE ON CARS

Underlung Machine is Said to Be Safer Than Overhung.

COMPARISON REGARDED FAIR

It is Found that There is a Difference of Twenty Degrees Between Two Types of Cars—Test Made in Practical Way.

J. C. Austin, chief engineer of the Regal Motor Car company, has just issued a report of actual experiments made to determine the overhung angles of both an underlung and overlung car.

With the assistance of several experienced mechanics, states Mr. Austin, he has just completed two practical tests: one to determine the overhung angle of an underlung car, and also a similar test for a car of the conventional overhung design.

Apparently, there is a difference of practically 20 per cent between the overhung angles of a car of underlung frame construction and one of the overhung type. This amount, which was determined, as stated above, by actual test, would indicate that there is a considerable greater degree of safety in the use of underlung cars as compared with other types of construction.

BIG ORDER GIVEN FOR REGAL COMPANY CARS

What is claimed to be without doubt the largest single foreign order ever booked for one model of an American-made automobile is that recently received by the Regal Motor car company for 20 of its 1912 cars.

A London dealer, coming to this country for the express purpose of making his demand in person, has requested the shipment of 20 of the new 2600 underlung touring cars. As compared with all previous records of foreign orders for one model ever received in this country, it may be said to form a flattering commission on the part of the English motoring public of the superiority of the moderate priced American made car over anything of its kind manufactured in England. It is also of special interest in that it acknowledges the great popularity accorded cars of underlung construction in the British Isles.

Car Must Always Be Ready to Travel 10,000-Mile Route

There is just one way for a motorist to accumulate a big mileage for his season's record, says Clement Studebaker, Jr., and that is by a steady process of keeping everlastingly at it. The car called on for use day in and day out is the one that devours the distance. A certain regular run, taken each working day of the year—from a man's country home to his place of business, for instance—accumulates a mileage infinitely greater than that which comes from the vacation tour of the week-end trip.

The main factor that enabled our Bulletin E-M-F '30' to pass the 100,000-mile mark was that, for nearly three years, our branch manager in Atlanta used the car daily between his home in Griffin and his office in Atlanta—a round trip of about seventy miles.

LECTURER BUYS AN AUTO FOR TOUR OF IRELAND

Manager Giltner of the Rambler Automobile company has just closed a deal with Frank Roberson, the traveling man, who lectured at the Auditorium two weeks ago, for a cross country Rambler car. The car is to be shipped from the factory direct to Queenstown, Ireland, where Mr. Roberson goes this summer with his picture machine to take interesting pictures of different sections of the Emerald Isle.

William Noble, who graduates from the high school this year, will accompany Mr. Roberson on the trip and will drive the car.

The car is to be equipped with all of the latest devices, and a place will be fitted out on the car for the moving picture machine, so that Mr. Roberson can take snap shots of scenes along the way without leaving the car.

ACCURACY DEMANDED IN ALL GOOD AUTOMOBILES

"One hears a great deal about the accuracy of construction of automobile parts," said H. E. Fredrickson, local representative of the Chalmers Motor company. "In the Chalmers factory are some striking demonstrations of this accuracy."

HILL CLIMBING CONTESTS WON BY FLANDERS "20"

The following telegram was received by Manager Keller of the Studebaker corporation last week: At Lafayette, Ind., hill climbing contests last week Flanders "20" won event No. 1 for cars up to 100 cubic inches displacement, also won event No. 2, 90 to 225 cubic inches, defeating all others entered; also taking second in event No.

TWELVE RAMBLER AUTOS IN BASE BALL PARADE

On next Friday afternoon, the opening of the Omaha ball season, a procession of twelve Rambler cars, carrying the Omaha and Sioux City ball teams, the mayor and city officials and Ak-Sar-Ben officers, will leave Sixteenth and Farnam streets for the ball park. Manager Giltner of the Rambler company will head the procession in a Rambler Greyhound with the mayor and high officers of Ak-Sar-Ben.

PRATTLE OF THE YOUNGSTERS

Papa—Come here, little sweetheart, and tell me whom papa loves better than any one else in the world. Little Lola—Papa.

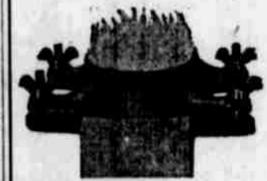
Elmer, aged 5, went to the blacksmith shop to see his father's horse shod. When the smith began to pare the horse's hoof Elmer said earnestly: "Say, my papa doesn't want his horse made any smaller."

Little Dorothy—Grandpa, can you remember Abraham Lincoln? Grandpa—Yes, dear; you see, I am a great deal older than you are. Little Dorothy—How much older must I be before I can remember him?

"Fifth grade this year, Tommy?" "Yes, sir." "You're in decimals or fractions now, no doubt?" "No, sir; I'm in crochet work and clay modeling now."

Tube Vulcanizer and Complete Kit, \$2.50

Agents wanted in every town; can make \$5 to \$25 a day.

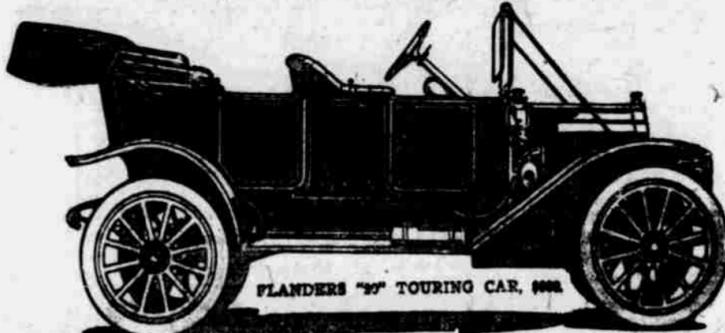


Vulcanize your own tubes on the road, 15 minutes is all that is required. The only cost is 1 1/2 ounces of gasoline, we furnish everything else with the kit. Complete kit containing enough rubber to patch 40 tubes. This is positively the best portable vulcanizer on the market. Will vulcanize patch 4 1/2 inches. We guarantee our patches cannot be torn off without tearing the tube. Your money will be refunded if you are not satisfied. Send for one of these Vulcanizers. No automobile owner can afford to be without one. It will make you independent of all tire troubles. Send for booklet.

Western Distributors: TIMES SQUARE AUTOMOBILE CO. 1332-1334 Michigan Ave., CHICAGO

FLANDERS STUDEBAKER AUTOMOBILES

A Timely Tip to Tardy Buyers



FLANDERS "20" TOURING CAR, 1912

WE HAD HOPED that this season the usual spring scramble for automobiles would be averted in the case of Studebaker cars at least—but alas for well laid plans!

NOT THAT WE ARE COMPLAINING—not in the least. So far as we ourselves are concerned, far from being unpleasant the condition that confronts the Studebaker Corporation this Spring of 1912 is well nigh ideal.

THAT IS SPEAKING from a manufacturer's point of view.

BUT FROM YOUR STANDPOINT—it is different. That's what we wanted to talk about—and to advise you how best to go about it to meet the conditions that obtain and ward off disappointment.

HERETOFORE AS YOU KNOW there has always been a tremendous one might almost say a hopeless—shortage of Flanders "20" and E-M-F "30" cars in the Spring months—the rush season.

ONE OR TWO OTHER MAKES that were popular with buyers shared with us to an extent this pleasurable over-demand. Pleasurable, but disheartening at that. For one dislikes to disappoint so many good friends. Then too, when you know you make the best automobiles for the money you hate to see good friends forced to accept second bests.

THAT HAS ALWAYS BEEN THE CASE. We were powerless to remedy it. The E-M-F Company was young. Had made tremendous progress, but there was a limit to financial resources. And, anyway, factories can be equipped only about so fast. Machine tools can't be wished into form.

BUT THIS YEAR it was different. This big forty-five million dollar Corporation felt equal to the task of supplying the full demand for its two models—herculean tho it was.

WITH UNLIMITED CAPITAL at its command; with the largest and best equipped plants in the world; with an engineering and manufacturing organization second to none; contracts for material placed and deliveries assured; it seemed as if even our splendid sales force would be unable to keep-ahead of the production department.

AND WE HAVE DONE ALL we set out to do. That is to say, we estimated that 50,000 cars (divided into 30,000 Flanders "20's" and 20,000 E-M-F "30's"), would surely supply the demand.

WE FELT SURE WE HAD NOT under-estimated the demand. We knew the unparalleled popularity of these famous cars not only throughout the length and breadth of America, but in all other civilized countries, but

WE THOUGHT 50,000 CARS would do. Some of our competitors warned us it was too many—the rest of them didn't believe we would or could make that many.

WELL, WERE UP to schedule—a few cars ahead of it on April 1st and we carried over from March to April orders for 4722 cars. Most of them Flanders "20's."

LOOK AT THIS RECORD—it's almost unbelievable. In December, when would-be competitors were subsisting on snow balls and waiting for "the season" to open up, the Studebaker plants shipped 2600 cars. In January (inventory month), 4000.

IN FEBRUARY 4200; in March 4601, and the schedule for April is 8000—and, as we have said, we are a little ahead of the schedule.

IN THE WICKEDEST WINTER in fifty years, you'll recall. You'd have thought that would help us by retarding demand—it did leave other makers' cars on their floors. But seems as if the harder the conditions of roads and weather the more careful people are about selecting their automobiles.

\$600 A MONTH IS THE SCHEDULE for April, May, June, July and August, and we'll make them, but as the little boy said, that's our almighty darndest.

WORKING OVER-TIME NOW—and men can stand only about so much of that. We don't like overtime at all. But we're doing our utmost to keep up with the demand—and we are still in sight of it, tho breathless.

THERE'S THE CONDITION as it stands today. It is up to you. What are you going to do about it?

ANALYZE IT: It means that a lot of people are going to have to wait for deliveries and a lot more will be disappointed—compelled to accept some other car—second best value—for all will not be able to get Flanders "20" or E-M-F "30" cars.

IT ISN'T SO BAD as it looks, in a way. The shortage of Flanders "20's" is more apparent than real—for our capacity is 50 more 20's per day than 30's. But it's bad enough. And it shows we have again fallen short of our ambition, hard as we have tried to realize it.

WE ARE TELLING YOU THIS because we have repeatedly asserted to dealers and the public that we would surely avert the Spring scramble. Now that we know that we have failed we feel that we owe you a frank statement of the facts.

OF COURSE IN TELLING YOU we cannot help telling our competitors also—and very naturally they will use it against us—try to persuade you to buy their cars on the same grounds as former years. "You can't get Studebaker Cars—either model." And that'll be true—unless you beat some other buyer to it.

WE FELT SURE we would be able to supply every possible customer with a Flanders "20"—but remember

THE ENGINEERS WHO BUILT the loaves along the Mississippi were eminent and honest men and they were equally certain they would hold any floods that might ever come. But this has been an exceptional season—and the dykes have given way in places.

WE WERE EQUALLY CERTAIN we had gauged demand aright—thought we might be over-optimistic, in fact. But we under-estimated the flood of orders that have poured in increasing volume on us thru our big branches and dealers and our thousands of smaller, but no less alert representatives. We are swamped, despite our elaborate precautions!

IT'S MOST GRATIFYING to see how Flanders "20" has gained impetus with the years. It is the story of E-M-F "30" over again—and we have come to marvel at the way that car grows in demand, selling itself as fast as we can turn them out. And with scarcely any effort on our part.

IT'S THE ENDLESS CHAIN principle at work on mammoth scale. When we make a good car we start it. Every satisfied buyer tells three more—and each of the three tell three others—and it grows at a wonderful rate.

FLANDERS "20" ENJOYS that happy state today to an extent greater than any other car. And because there is more value—more automobile, more quality of performance, and better looks, than in any other 20 or 26-horse power car in the whole world at the price.

AND IT ISN'T CHEAP at any point. Better steel is not used in any automobile on earth. Get that—any—regardless of price. We use the best the science of metallurgy and of automobile engineering can specify.

IN APPEARANCE—it is just what you have been looking for, a smaller edition of a high-powered, high-priced car. It looks \$3,000—it sells for \$2000.

WE FIND TWO CLASSES of people, mostly, buy Flanders "20" cars.

FIRST: DISCRIMINATING FOLK who will not have—will not be seen in—a poorly-made, noisy, under-powered and cheap looking car at any price. THESE HAVE WAITED for years for the arrival of a car the man of pride but moderate means could buy and drive with pleasure. They found it in Flanders "20" as in no other light car. But these people are conservative too—they don't care to take risks or to experiment with new models.

SO THEY WATCHED Flanders "20" thro three seasons. The first, the usual discovery and corrective stage, was like most other new models. Then she struck her gait and for two seasons past, she has been steadily forging ahead till now she leads undisputed.

THERE ARE TWO WAYS to buy an automobile. One is to buy a cheap car because it is cheap in price and then pay in installments the difference between that and the value of a good car—in repairs and replacements of inferior parts—and then find you have nothing.

THE BETTER WAY is to determine just what is the lowest price at which a really first class 20 horse-power car can be made. Decide which car is backed by the best reputation for quality and service afterward. Then pay that difference in the first place and have not only quality but a car that in appearance as well as performance will be one your family will be proud to ride in.

THAT'S FLANDERS "20"—if you search the world over you will decide that way.

WHY, FRANCE BUYS Flanders "20's" to an extent greater than any other car made outside France. Germany also; Belgium, Italy, England. We exported 4,000 Flanders "20's" last year. Of what other American car can this be said?

EVEN THE GREAT E-M-F "30" does not enjoy the demand abroad that Flanders "20" does. The "30" is essentially an American product—made for American roads. The "20" accurately conforms to European ideals and engineering standards—and in competition with their own it sells as fast as we can supply them.

APPEARANCE is worth while—is worth all it costs. Beauty is more than skin deep in a motor car. Has to be made good to look good. A "tin car" cannot but look "tinny."

YOU'LL FIND IT'S CHEAPER by the end of the first year to pay the \$150 to \$300 more and own a Flanders "20" that looks the part as well as performs it—a car in which the repair and maintenance bills are practically nil—than to pay less and get so much less. And have everybody know it too.

BUT YOU'LL HAVE TO HURRY if you expect to get a Flanders "20" this Spring. There isn't an hour to lose. You may be too late now—your local dealer may be sold up to his full allotment. If so, we can't help him. Only way is to see him at once and get your order in.

AND DON'T EXPECT the dealer, just because you have know him so long, to take a verbal statement as an order. He can't. We won't permit him for one thing. If he hasn't bonafide orders for every car he has been allotted by a certain date, we insist on shipping such cars elsewhere to dealers who are heavily oversold.

FIRST SEE THEM ALL—hear all the salesmen's stories. Else you won't fully appreciate your Flanders "20" after you have gotten it. And you will never know how nearly you came to buying the wrong car! See them all. Then decide, and having decided delay no longer—else you will surely be disappointed, as more than 10,000 persons were a year ago.

REMEMBER THE STUDEBAKER GUARANTEE and Studebaker reputation and service goes with every car carrying the Studebaker name.

FISK

Heavy Car Type Tires For Any Rim Consumers' Prices Reduced Quality Unchanged

Table with columns for Casings and Tubes, and rows for different tire sizes (3 1/2 x 30, 4 1/2 x 36, 4 1/2 x 37, 5 x 36, 5 x 37, 5 1/2 x 38) with prices for Clincher, Q.D. or Dunlop, Bolted-on Price, and Dunlop Price.

PERFORMANCE is the factor behind the success of Fisk Heavy Car Type Tires. Their rapidly increasing sale is due to the verdict of car owners who, once using them, buy again for their own cars and recommend them to their friends.

The Fisk Tube is the Pure Para Tube

This accounts for the slightly higher prices, in comparison with other tubes, at which it is sold. The initial increased expense is slight—the resulting additional service makes it a far better buy than any one of the many compounded tubes sold at a lower figure. We had but one choice—to lower our present standard and compound our tubes or to hold to present construction and maintain slightly higher prices than other makers. We have decided in favor of quality, believing it far more economical in the end for every buyer.

Two New Anti-Skid Tires

THE NEW FISK TOWN TREAD—Heavy Car Type—This tire provides a heavy anti-skid tread designed to insure traction and affords the greatest possible protection against skidding. It is positive in action on city pavements and country roads and eliminates the necessity of chains with the attendant expense, noise and inconvenience.

Fisk Heavy Car Type Tires are Sold by all Prominent Dealers THE FISK RUBBER COMPANY 2210 Farnam Street, Omaha, Neb. General Offices: Chicopee Falls, Mass.

Of course you are coming to Detroit for Cadillacs, the great motor car, the fourth week in July. While here you will visit Detroit's famous automobile factories. We invite you to visit the Studebaker plants, the largest in the world. Studebaker Corporation DETROIT, MICH. THE STUDEBAKER CORPORATION OF AMERICA 2026-2028 Farnam St. OMAHA BRANCH Douglas 868-A-3978