

### RED WING ENTERED

Lee Frayer to Try Again in 500-Mile Race.

### MACHINE IS OVERHAULED

Experience Gained by Driver in Long Grind Proves Valuable in Preparing Car for Similar Event on Memorial Day.

INDIANAPOLIS, Ind., April 20.—One of the veterans of the first 500-mile international sweepstakes race will appear in the second annual holding of that classic event next Memorial day at the Indianapolis Motor Speedway, when the Firestone-Columbus "Red Wing" will again be a contender for the purse of \$50,000. The car was entered by the Columbus Buggy Company, of Columbus, O. Lee Frayer, who drove it last year, will again appear behind the wheel.

Frayer's car, which finished thirteenth last year, has been overhauled and refitted with new parts. Last year Frayer rode alone in the five-century grind, but this year the rules require that mechanics sit beside all of the drivers.

The engine will be of the lock-stroke type, 3 by 5 1/2, with four cylinders, and the piston displacement of 422 cubic inches, being far below the maximum allowed in this race, which has been established at 480 cubic inches.

Trying Experience Valuable. Frayer's experience in the last 500-mile race taught him many things about the motor racing game, especially about long-distance events, and all winter the Firestone-Columbus engineer has been busy in the factory working out some of the ideas which occurred to him during the interminable hum of the last Memorial day grind. His car finished in splendid shape last year, and with the addition of a few new parts and general overhauling, Frayer writes that the machine is ready to take the track today for its long jaunt.

Lee Frayer is one of the oldest men in the automobile industry. He graduated from the Ohio State University in 1896 and immediately entered the gas engine field, designing many stationary engines, one of the best known of his products being the Columbus stationary engine.

Racing Game Entered in 1905. After short experience with motorcycles and air-cooled motors, a type of the latter being adopted by several aviators, Frayer began the production of the Frayer-Miller type of air-cooled motor and, after one year of experimenting, organized what was known as the Oscar Lear Automobile Company and placed the first machine on the market in the fall of 1904.

Frayer's first initiation into the racing game was in 1905, when the Oscar Lear Automobile Company entered a car in the six-day contest at Long Branch in August. Frayer did most of the driving in that race and during the week covered 3502 miles, making a continuous run of 1877 miles without a stop.

Twenty-Five Cars Entered. His connection with the Columbus Buggy Company dates from July, 1909, when he took charge of the engineering department as chief engineer.

The other entries to this event are as follows: Two Stutz cars with Gil Anderson and Lois Zentis named as drivers; two Nationals, with Herr, Witcox and Merz to drive; two Mercedes, to be driven by Ralph DePalma and Spencer Wisnart; two Case racing machines, with Harvey Herriek and Louis Disbrow at the wheels; a Fiat, under the hand of "Teddy" Tetzlaff; one Lexington, driven by Harry Knight; a Cutler with "Wid" Bob" Burman, world's speed king, as pilot; a Simplex, driven by Bert Dingley; and a Knox, owned and driven by Ralph Mulford.

With the tentative entries now offered the field is brought up to 25 cars, with several others ready to declare their intention of entering the lists.

### BUICK "35" CLIMBS MOUNTAIN

Low Priced Car Goes Up Mt. Diablo With 3 Men and 700 Pounds.

A truly remarkable demonstration of the fact that the low-priced motor car of today can carry four passengers anywhere under the sun they may wish to go, was made last Saturday, when a Model 35 Buick climbed to the top of Mount Diablo with three grown men and about 700 pounds of tonnage, the property of some 30 members of the Sierra Club, who were camping over night at the top.

The car was driven by Karl De Vore, of the Howard Automobile Company, and carried Claude Motie, of the same company, and a newspaper man. It climbed the grade which represents an ascent of some 4000 feet in about three miles without the least mechanical difficulty and under its own power at all times.

The car with its three passengers left Oakland Saturday noon, picked up the baggage of the Sierra Club members and obtained a special permit to enter the private roadway at the entrance of Pine Canyon leading to the mountain trail.

Throughout the climb the car hung tenaciously to its grinding task and brought its load to the very top of the mountain, and then to furnish it its power, wormed its way up the rocky formation at the peak and rubbed the radiator against the brick monument that marks the surveying point on California, Nevada, Utah and Arizona.

DETROIT AUTO HEADQUARTERS  
Manufacturer Suggests Unique Title for Big Show.

"World's Fair of Automobiles" is the name suggested for the much-talked-of Detroit National Manufacturers' Automobile Show, by R. C. Hupp, president of the R-C-H Corporation.

Mr. Hupp is one of the manufacturers who is strictly in favor of the plan of making the annual Detroit show a National event. Speaking of the project, he says:

"During the comparatively short life of the industry, Detroit has established herself as the automobile manufacturing center of the world. It is not only the center of trade because of the immense number of cars turned out in its factories, but also because the great majority of the constructions in the well-known perfect car originated in the local plants.

"Furthermore, Detroit manufacturers have proven conclusively that it is possible to put high-class workmanship into low-priced cars. We have practically a monopoly of the American auto export trade and the machines we are turning out here are considered nothing short of marvelous in foreign automobile circles.

"Consequently these foreign manufacturers look up to Detroit and expect new motoring ideas to come from

### STARS TO SEE TACOMA

FIVE-MILE ROAD RACE ON JULY 3 AND 6 ATTRACTS.

Two-Score Entries for Three Chief Events Now Assured, Says Committee.

CARE OF AUTOMOBILE TAUGHT  
Delivery Men Learn to Drive Machine Instead of Horses.

To offset the idea that a special mechanic is necessary to the proper driving of delivery cars, the instruction department of the Studebaker Corporation will teach drivers the proper way to operate Flanders "20" delivery cars, and at the same time the proper method of taking care of them, thus getting the most efficiency from their service.

It is particularly noticeable in the East that the big mercantile institutions who are superseding the horse for the motor delivery, are having their regu-

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That more than one star will be seen on the five-mile road course July 3 and 6 at Tacoma, when road races will be held in connection with the mid-Summer carnival, the Montanara Feste there, seems quite evident from the inquiries coming in daily to the committee directing preparations for the meet.

Several manufacturers, whose cars are worked out on the track this year, have wired that Tacoma will be included in the season's programme. The committee is now practically assured of two-score entries for the three principal events—a 300-mile free-for-all; a 200 or 250-mile event for heavy chassis, and a 100 or 150-mile run for light chassis cars.

At the helms of several of the cars

### LITTLE MACHINE IS FIRST TO MAKE HARD PORTLAND-SEATTLE TRIP THIS YEAR.



MODEL T FORD WHICH MADE JOURNEY LAST WEEK.

lar drivers trained to operate the new delivery cars, instead of employing chauffeurs.

"This is the most practical," says L. H. Rose, Northwest manager of the Studebaker Corporation, "because the man who has driven a horse is familiar with delivery problems, the handling of merchandise, loading, unloading, etc. The actual operation and care can be learned in a short time. That the merchants of Portland are realizing the efficiency of the delivery cars to solve their delivery problems is readily apparent from the number of increased cars on the streets."

### BODY POLISH RECOMMENDED

Manager for Thomas Company Gives Formula for Mixture.

George Fitzsimons, sales manager of the E. R. Thomas Motor Car Company, gives good advice to motor car owners on the care of automobile bodies. The following is the mixture Mr. Fitzsimons recommends:

- One pint turpentine.
- One pint wood alcohol.
- One quart distilled water (or rain water).
- One quart paraffine oil.

"Mix the alcohol and turpentine together; then mix the water and paraffine oil together," says Mr. Fitzsimons. "In order to mix the two latter ingredients it is necessary to put them together in a gallon bottle and shake briskly until they mix; then add the alcohol and turpentine, which have been previously mixed, and shake until the whole is thoroughly mixed.

"This mixture is apt to separate after standing, but by shaking will bring the ingredients together again. Apply with the soft side of a cotton flannel cloth and polish with a dry one."

### 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, WE'RE 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 3800 cars. In January (inventory month), 4000.

IN FEBRUARY 4200; in March 4801, and the schedule for April is 6000—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.

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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.

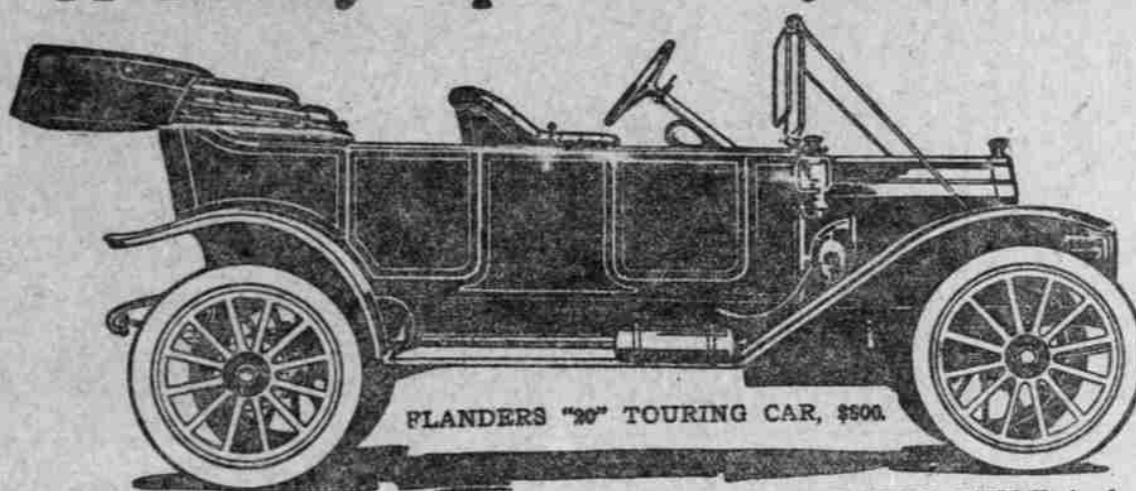
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## STUDEBAKER AUTOMOBILES



### A Timely Tip to Tardy Buyers



FLANDERS "20" TOURING CAR, \$500.

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THE ENGINEERS WHO BUILT the levee 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-sanguine, 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 ceased 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 25-horsepower 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 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 \$800.

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 horsepower 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 \$200 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.



Built by The Auto Reconstruction Co.

Capacity 1500 pounds, 20-horsepower, 4-cylinder engine, 100-inch wheel base, 32x3-in. tires, fully equipped and sold with an ironclad guarantee.

Price \$750

We will build you any kind of a car, truck or delivery wagon, to meet your requirements and specifications. We can save you 33 per cent on first cost alone. Look over our plant, and see the high quality of work we are turning out.

We have expert mechanics in our machine, woodworking and painting departments.

We do all kinds of repair work. Our prices are reasonable and repairs are fully guaranteed.

## The Auto Reconstruction Co.

COR. 22d AND THURMAN STREETS  
Phone Marshall 4018

Of course you are coming to Detroit for Cadillac, the great water carnival, 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.

ABOVE MENTIONED PRICES ARE AT FACTORY

## Studebaker Corporation DETROIT, MICH.

L. H. ROSE, Northwest Manager, PORTLAND BRANCH, Chapman and Alder Streets, SEATTLE BRANCH, 2201-3 Second Av., TACOMA BRANCH, 1129 Tacoma Ave.