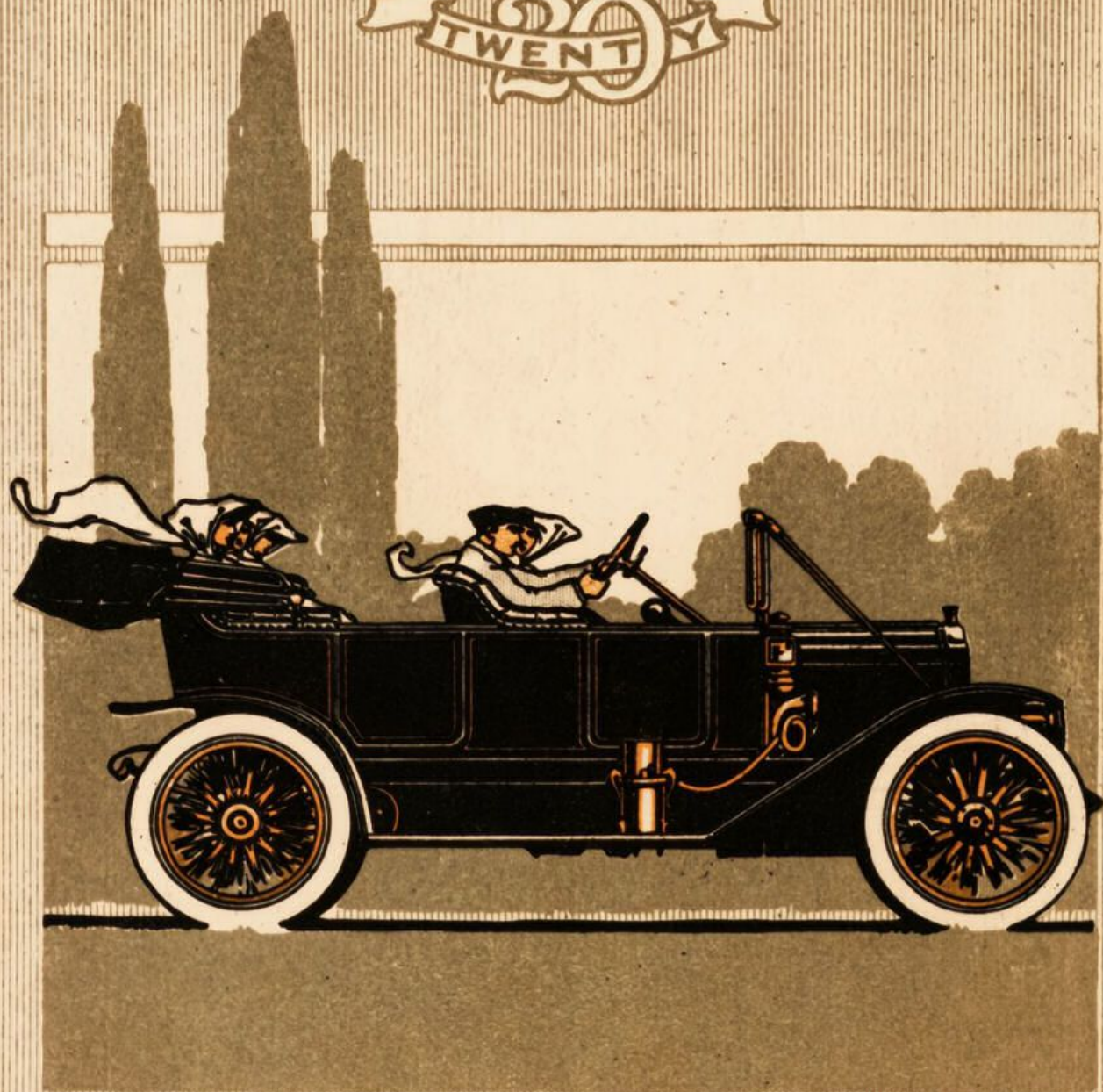


# STUDEBAKER FLANDERS

20  
TWENTY



P R E L I M I N A R Y  
C A T A L O G - 1 9 1 2





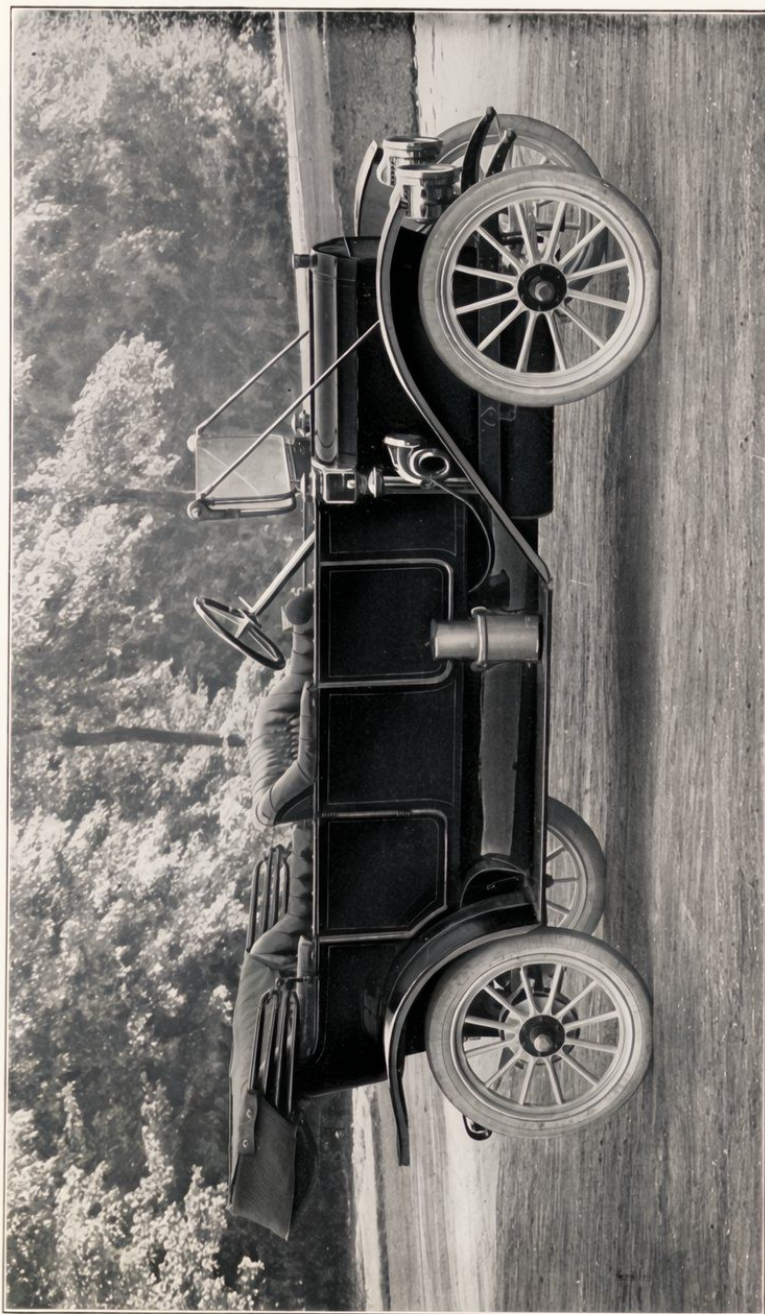
# **PRELIMINARY CATALOG**

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**FLANDERS**  
**20**  
**TWENTY**

**STUDEBAKER CORPORATION**

E-M-F Factories—Detroit, Michigan



Flanders "20" Three-Speed Touring Car, \$800



**W**E will build 50,000 automobiles in 1912. 30,000 Flanders "20"s and 20,000 E-M-F "30"s in order to meet the tremendous demand for these cars. We feel that an explanation is due for the lateness of this announcement. It is several weeks overdue and it is pretty generally known that we have already delivered about 5000 of the 1912 models.

Here are the facts—Some weeks ago we advised our dealers that we were going to put out the largest automobile advertisement ever printed—a "double-truck" in 200 newspapers. We naturally expected an enthusiastic response in the next mail. Instead came hundreds of telegrams in this vein: "For Heaven's sake, don't you fellows at the factory ever consider the poor dealer and his troubles? You know we can't get enough "20"s or "30"s to supply our trade; there are three customers waiting for every car that comes from the factory. Why aggravate the present situation by publishing another ad at this time?"

So we have violated all rules, and proceeded to deliver the 1912 models without first announcing them.

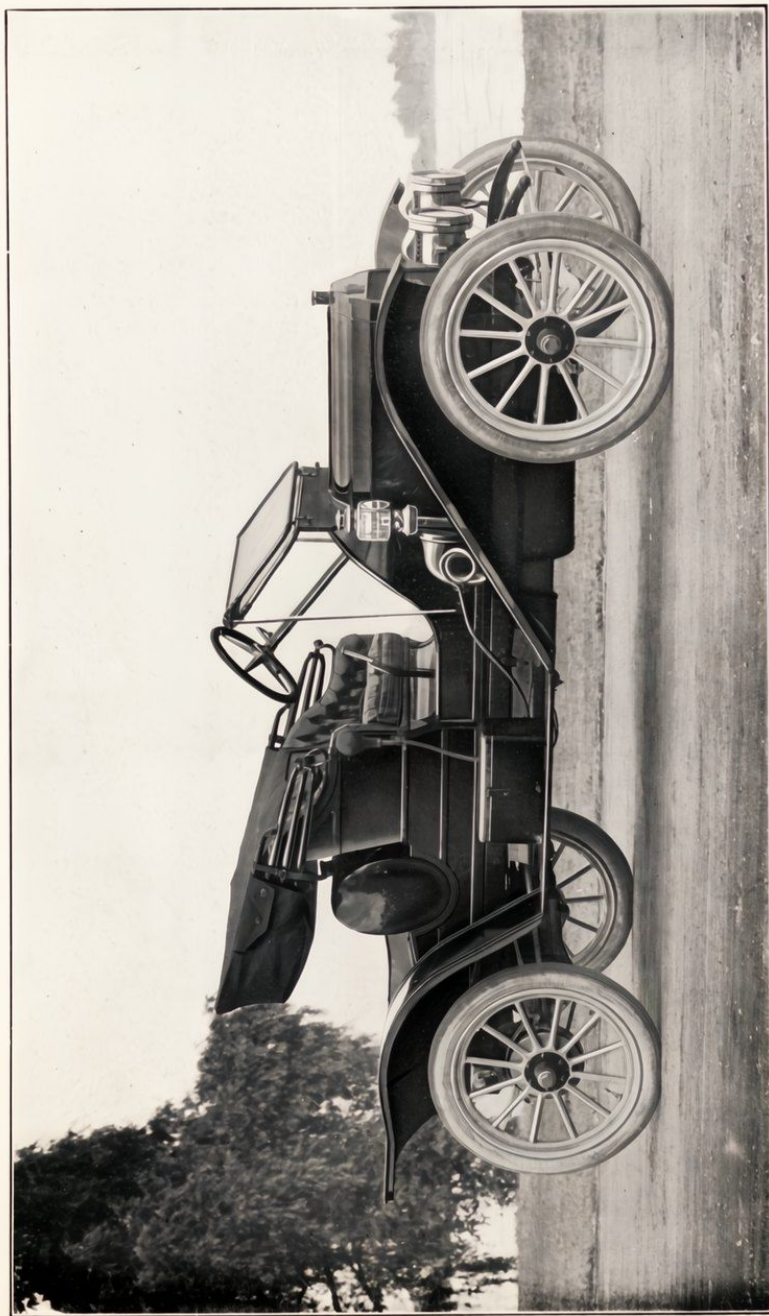
**Studebaker Corporation**

E-M-F Factories

Detroit, Michigan







Flanders "20" Three-Speed Roadster, \$750

## Flanders "20"

There is no change in this sterling model for 1912—not the slightest, either in mechanical detail or in appearance. We could see no chance for improvements.

She has come into her own—never was more signal victory than this car has achieved. Never did any automobile enjoy a greater over-demand than Flanders "20" does now, and with an output of 100 a day at that.

You will remember that, like all new models, Flanders "20" did not come up to Designer Heaslet's hopes the first season—1909-10. There were several minor defects.

We said so frankly in our ad announcing the improved 1911 three-speed model. Competitors criticised us severely—said it was bad business to "tell all we knew to the public." Well, perhaps—only it didn't work out that way—much to their chagrin.

We use strong statements in our ads—we have the goods and ordinary terms cannot do justice to them. So do others deal in superlatives—when they are proclaiming hoped-for virtues. Past errors they are singularly silent about however.

We had to admit that the two-speed idea was wrong for a touring car. Its only advantage was cheapness of manufacture, and, while we had the customers' interest at heart when we designed the two-speed Flanders "20," we found we were mistaken and that the customers—experienced buyers, anyway—would gladly pay a trifle more to have the added efficiency and superior control of a three-speed selective sliding gear transmission.

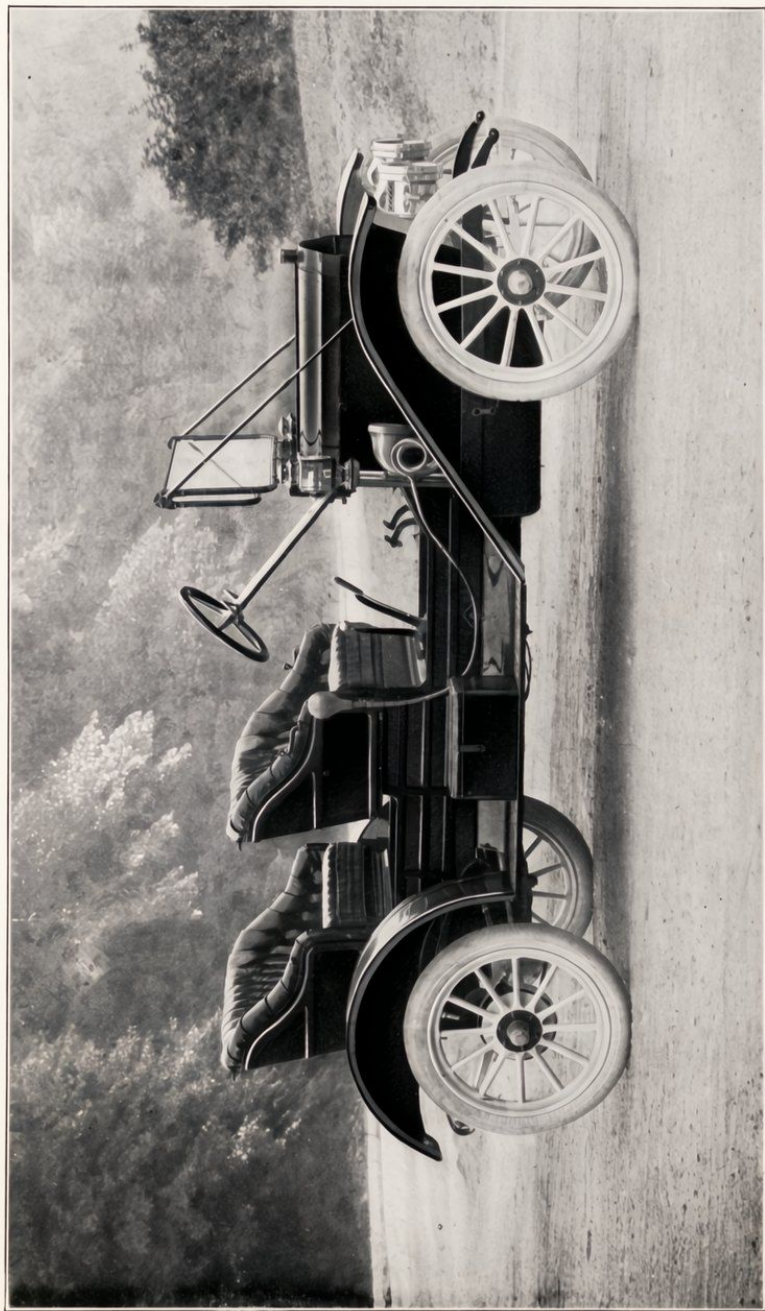
While we were about it we designed the handsomest fore-door touring body that ever was seen on a moderate priced car.

And what a record she has made—it is simply splendid. Discredited by her past, dealers and individual buyers alike were supercritical. Competitors "knocked" for fair and tried to convince buyers that the three-speed model was really no great improvement over the former two-speed. We sometimes think this very knocking was our greatest advertisement, for, of course, the public knew that the man whose name this car bore would stand back of the product—it had been his pride from the first.

So they determined to try the new car out. And they certainly did figure some gruelling tests—speed, hill climbing, mud plugging, sand fighting—every imaginable stunt that could break down a car or prove her ability. And Flanders "20" always came up smiling. The astonishment of her opponents was something to see. From that time she has forged steadily

FLANDERS  
"20"





Flanders "20" Three-Speed Suburban, \$800—(Detachable Rear Seat)

ahead, sweeping from her path every would-be rival till today she is acknowledged leader. Dealers tell us there would be no other light touring car sold if they could get enough three-speed Flanders "20"s to fill the demand.

In large cities buyers are so well informed they simply won't accept substitutes—they will order six months ahead and wait for Flanders "20" rather than take an assembled or a "tin car" as a substitute. But in smaller towns, where there are fewer cars and folks don't have as good a chance to compare performance and durability, dealers are still able to persuade buyers the imitations are "just as good." That is where the "tin cars" thrive.

*(Just as we are going to press a wire informs us that this marvelous light car has just won America's great hill climbing classic, negotiating Dead Horse Hill near Worcester, Mass., in the phenomenal time of 1:18.85. This is 46 seconds better than any previous record in her class and she defeated the second prize winner by 37 seconds. Dead Horse Hill is one mile long with a rise 400 feet in the mile. It is on this hill that the great annual hill climbing contest is held under A. A. A. rules and control so that the record made by Flanders "20" is authentic and official. By so small a margin did sixty and seventy horse power cars shave the record of Flanders "20" the little car was the sensation of the day.)*

This was the third national event within a month in which the three-speed Flanders made a clean sweep, defeating not only everything in her class but making \$3,000 and \$4,000 cars look like the proverbial thirty cents. These other events were: The grueling reliability run known as Iowa's Little Glidden in which mud plugging qualities were the chief requisites. Three perfect road scores for this car was the result. Three out of a possible three. Then in the most severe road reliability contest of the year, from Minneapolis to Helena, Montana, 1390 miles over mountains and plains, raining most all the time and mud hub-deep, Flanders "20" carried off first and second (all the prizes there were) in her class. Not only that, but of all the cars entered, great and small—and among them were such well known cars as Packard, only one other, a Marmon, finished with a perfect score.

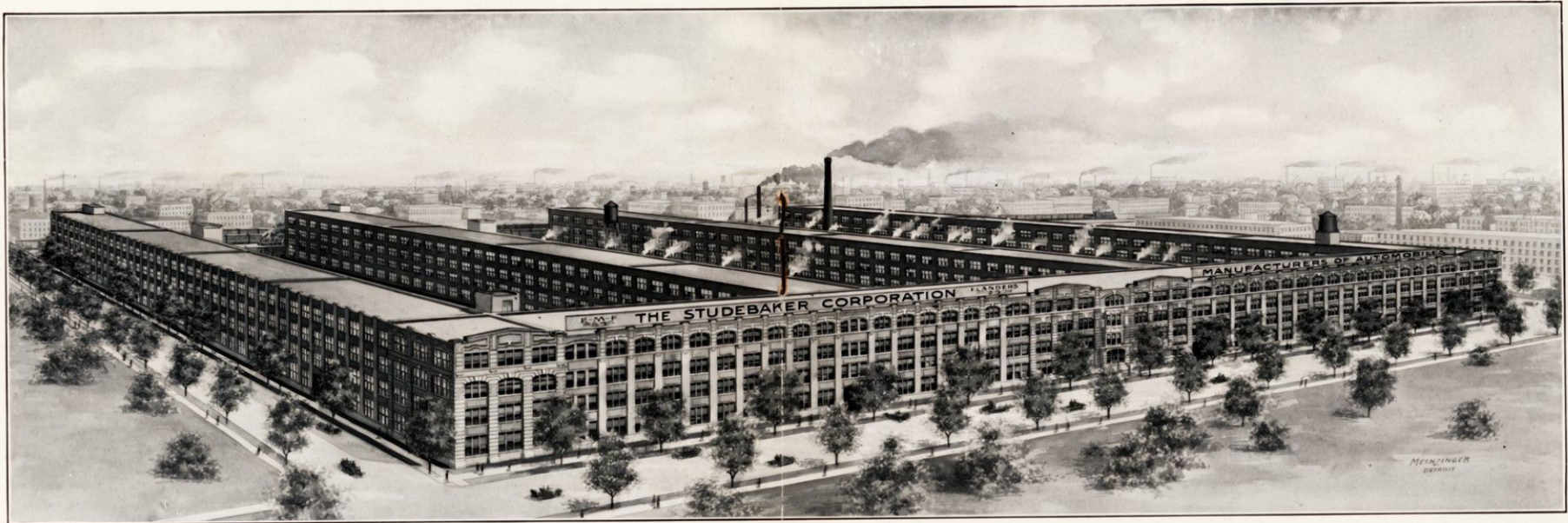
After three such performances within a month, who shall say that price is any indication of performance, endurance or reliability in an automobile. Flanders "20" is low priced—it is not cheap. Let any maker who thinks so enter the lists against Flanders "20" and see.)

We had in mind in designing this car, the great class of well-to-do business men who want a family touring car of high efficiency, seating five and capable of taking them anywhere—people who want a car of sterling quality and yet feel they cannot afford a car as large as E-M-F "30."

We could have done as we did with E-M-F "30" five years ago—designed with an eye single to mechanical excellence and without regard to appearance. But that day has passed. The opinions of other makers to the contrary notwithstanding, we believe the farmer and the man in the village has just as artistic a sense—is just as well informed on up-to-date design as the city man. And we determined to make a handsome car as well as a good one.

**FLANDERS**  
20





E-M-F Factories, Plant 1



E-M-F Factories, Plant 3



Now that costs more, of course—there is actually over \$250 more factory cost in the Flanders “20” than in any of its competitors—yet there is not nearly that difference in the selling price.

Compare them. Ask your local dealer to drive his Flanders “20” demonstrator up beside one of the several makes of “tin cars” so you can see the wonderful difference.

Compare point for point—the French-type bonnet of the Flanders with the simple, cheap-looking—and cheap—motor cover on the front of the other. The full fenders of the Flanders with the scrawny, tinny-looking mud-guards of cars that presume to compete with it. Even the equipment—lamps, top, windshield, are superior in looks and in quality.

Appearance is important. However matter-of-fact a man may claim to be, his wife and daughters crave the artistic and the beautiful. And Flanders “20” is their choice because there they find it to as great a degree as in the highest priced car on the market.

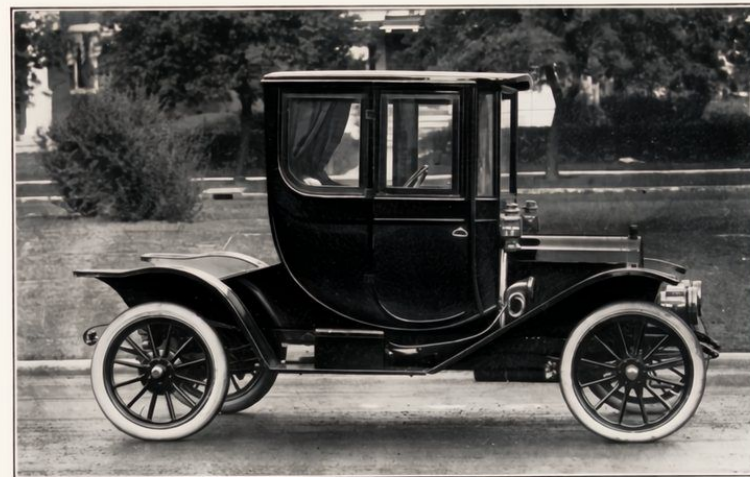
Your mechanical sense will also be appeased—we are talking to you, Mr. Practical Man—if you will investigate chassis details and power plant. You will find a four-cylinder motor of most approved French type and a transmission like that in E-M-F “30”—same excellent axle design, too, and you will find, if you know steel, that the materials that go into this car *are not surpassed* in quality by those used in any automobile at any price—bar none.

Flanders “20” has no rival when you consider all points. No other car on the market gives the buyer so much mechanical excellence and so much to be proud of in appearance as the Flanders “20” at \$800.

Here’s an excerpt from a letter written to one of our dealers by a certain Detroit manufacturer: “Why not take on ten or fifteen of our cars? You know you cannot get Flanders “20”’s enough to supply your trade. Your customers get impatient waiting and you may lose some sales. We have cars in stock and can ship at once. Besides our discounts to dealers are larger.”

But that dealer didn’t fall—you never heard of a dealer giving up the Studebaker-E-M-F line. Never heard of a dealer handling any other if he could get this one. Dealers want cars that sell themselves—that are backed by a guarantee for a full year, and that really says something.

Every Studebaker dealer is jealous of the proud position he occupies—he is honored and respected above all rivals in his own community because he sells the best cars and keeps his word—



Flanders “20” Coupé, \$1050

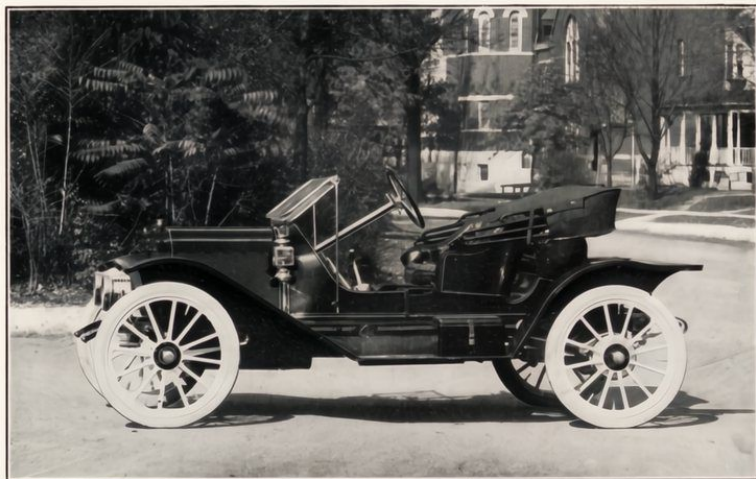
the cars make good. And the manufacturer backs him up. He will not sacrifice that proud position for a few chance sales, nor for a bigger rake-off will he sell to his townsmen cars that he knows are unsalable elsewhere.

Our only problem is delivery. We are not going to make any rash promises. We cannot promise to deliver every car that is ordered. All we can do is to repeat that we are making one hundred per day now! That we are doubling our factory facilities as fast as bricks can be laid and machinery installed. That we will be making two hundred a day within ninety days and will work full force all winter in hope of catching up with the demand—but that is the limit of our ability for the present.

Four models of this car for 1912: Fore-door 5-Passenger Touring Car—slightly smaller than E-M-F “30,” not quite so speedy—45 miles per hour—but just as efficient; 4-Passenger Suburban—detachable rear seat, making it an ideal car for rural residents; 2-Passenger Roadster and 2-Passenger Coupé.







## Witt Special Roadster

A smart, "sassy" roadster car, built for speed and comfort. A car to drive anywhere with the certainty that you can "pick up" like a flash and go by anything on the road.

Frank Witt, famous as a racing driver and winner of many important contests, gives every Witt Special Roadster his personal attention. He himself tunes it up and every Witt Special shipped carries his O. K.

The seat is low, 9 inches above the floor, and tilted slightly back for comfort. The seat is set quite far back also, to give very easy riding position. A convenient foot socket is placed at the accelerator.

Steering column is raked low and carries 17-inch steering wheel. You can handle it always with one hand. A brass shield protects the gear shift and brake levers.

Gear ratio, 4 to 1 as on Touring Car but wheels carry 32x3-inch tires, making it actually somewhat higher geared than the Touring Car.

A large round 15 gallon tank is provided for gasoline. Tool box on running board and lockers under seat and in rear deck.

CHASSIS—Same as Touring Car.

EQUIPMENT—Standard, as for Touring Car but including tool box.

GUARANTEE—Complete, one year.

PRICE—(f. o. b. Detroit) \$750.



Flanders "20" Touring Car, \$800

## Specifications

**MOTOR**—20 horsepower. Four cylinders cast en bloc; bore  $3\frac{5}{8}$  inches, stroke  $3\frac{3}{4}$  inches.

**VALVES**—Extra large, giving a marked increase in power.

**PUMP**—Located in front of motor assembly and fitted with petcock at lowest point, which drains the entire water system. Short, straight hose connection to large radiator, making free circulation of water positive. Radiator raised to permit starting crank to come under instead of through it.

**PUSH RODS**—Latest type; adjustable.

**CARBURETOR**—Specially designed for this car. Very similar to E-M-F "30." Size,  $1\frac{1}{4}$  inches applied to  $1\frac{1}{2}$  inch manifold, giving straight passage of large diameter for the gases. Extremely flexible for all speeds and requiring minimum of adjustment under varying weather conditions. Capable of 4 to 50 miles an hour on direct drive.

**LUBRICATION**—Direct from oiler at left of motor. Oiler cast integral with aluminum crank case of the motor and constructed on the time-tried vacuum feed principle identically the same as E-M-F "30." Oil ducts lead to all bearings and pistons are lubricated by splash. This system is remarkable for its entire simplicity and effectiveness. Oil capacity sufficient for 200 miles.

**IGNITION**—Dual system. Dry cells and low tension Splitdorf magneto, trouble proof and efficient. Magneto very accessibly located on left side of motor.

**CLUTCH**—Internal direct cone, leather-faced. Hard rubber insert ring facilitates easy engagement. Absolutely no shock to mechanism or passengers with this clutch. Positive in its action, however, and will not slip.

**TRANSMISSION**—Three-speed sliding gear selectively controlled through single gear-shift lever. Operation just like E-M-F "30"—the one standard system in use on all cars of class. Gear housing mounted on rear axle, determining perfect balance.





**BRAKES**—Doubly powerful. Like E-M-F "30." Service brake operates externally, contracting on large drum. Emergency brake operates internally, expanding. Both sets lined with thermoid. Either set of brakes will lock the rear wheels, yet their action is smooth without jerking. Very large braking area.

**SPRINGS**—Finest oil-tempered, high carbon steel. Semi-elliptic front, full-elliptic rear, insuring easy riding qualities.

**STEERING GEAR**—Improved worm and worm-wheel type, giving four times the life of the ordinary worm and sector type of gear as it permits four different re-setting surfaces. Irreversible and with large eccentric bushing to take up any wear in the worm. Large steering wheel.

**CONTROL**—Improved Flanders "20" type. Spark and throttle operating conveniently under steering wheel. Pedals for clutch and service brake designed for maximum ease and convenience of operator. Gear shift and emergency brake levers convenient to the driver's hand and easily operated without changing position. Large brass knob on gear change lever, like the E-M-F "30." Accelerator operated through conveniently placed floor button. Great pains have been taken in arranging the entire control for the convenience of the operator.

**GASOLINE TANK**—Under front seat. Capacity 12 gallons, giving average mileage of 216 miles. Strainer in gasoline line preventing dirt from getting into carburetor.

**WHEELS**—Selected second-growth hickory. Artillery type. Tires, 30 x 3-inch front; 30 x 3½-inch rear for Touring Car, Suburban and Runabout. Roadster 32 x 3-inch front and rear.

**WHEEL BASE**—102 inches.

**MATERIALS**—The best throughout. Special alloys of high and low carbon, nickel, chrome and vanadium steels employed for the parts for which they are best fitted. Aluminum crank case. Steel stampings substituted for castings in many parts of the car to insure lightness and strength. All steel heat-treated by special secret processes in our own plants. All bearing surfaces ground to absolute accuracy. All parts absolutely interchangeable. Aluminum gear box.

**WORKMANSHIP**—The E-M-F Factories' eight plants with thousands of skilled workmen are noted as the most highly organized manufacturing system in the industry. The immense equipment of automatic and semi-automatic machine tools which construct every part of the E-M-F Factories' cars is supplemented by an inspection bureau which rigidly scrutinizes every shipment of steel or pig iron before it enters the plant, and after its manufacture into the completed product. Absolute accuracy prevails everywhere.

## BODIES

**TOURING CAR**—Five-passenger, fore-door, vestibuled type—the very last word in down-to-the-minute body construction. Aluminoid steel, wood trimmed. Strong, light and exceedingly roomy. Straight line, flush-sided effect of very beautiful appearance. Fenders specially designed with wide sweep conforming to the smart lines of the body; securely bolted to body over rear wheels, positively preventing any tendency to rattle. Full splash guards between fenders and body absolutely mud and dirt proof. Hinged dust pan under motor easily taken off for cleaning. Square dash of Circassian walnut, brass bound. Invisible sliding door handles of newest type. Upholstery, No. 1 black leather. Painting, body, hood and fenders E-M-F dark blue; running gear, E-M-F cream.

**ROADSTER**—Single seat, two-passenger, scuttle dash combined with long, sweeping fenders to give racy appearance. Seats are low and comfortable, plenty of leg room. Large locker in rear deck. 20 gallon gasoline tank in rear. Same chassis as touring car.



**SUBURBAN**—Two seats for four passengers. A utility car of pleasing design. The rear seat may readily be removed, leaving rear deck with 7½-inch sides, and giving carrying capacity of several hundred pounds. Same chassis as touring car.

**RUNABOUT**—Suburban without rear seat.

**EQUIPMENT**—Three oil lamps of appropriate design. Acetylene generator connected up to special headlights, large size. Horn, tool kit, and tire repair outfit all ready for the road. Magneto, of course.

**PRICES** (f. o. b. Detroit):

Touring Car	\$ 800
Suburban	800
Runabout	775
Roadster	750
Witt Special Roadster	750
Coupe	1050

**EXTRA EQUIPMENT**—Silk mohair top, complete with side curtains and dust cover, brass bound automatic windshield, Stewart Speedometer, Model "B" Prest-O-Lite tank (in place of generator), f. o. b. Detroit; for Touring Car or Suburban, \$85.00; for Roadsters (zigzag windshield), \$80.00.

For carbide generator instead of Prest-O-Lite tank, \$10.00 less in each case.

**GUARANTEE**—Same as E-M-F "30." The E-M-F Factories furnish with every Flanders "20" shipped a Guarantee bond signed by the President and Secretary, warranting for one year from date of shipment, car and equipment, except tires, which are guaranteed by their makers.

## FLANDERS "20" COUPÉ, \$1050

**CHASSIS**—Same specifications throughout as for touring car.

**BODY**—Braced and laminated body of selected maple and poplar. Built by skilled workmen in our own shops.

**DOORS**—Designed for utmost comfort of passengers in entering and leaving car. Doors are wide and ample in height.

**WINDOWS**—Very best plate glass; easily opened or closed as passenger desires.

**UPHOLSTERY**—Best quality tufted black leather, and English broadcloth. Roof interior, quilted broadcloth.

**INTERIOR HARDWARE**—Steering column and levers enameled black; the other hardware furnishings are nickel.

**LAMPS**—Dome electric light in car. Two brass headlights and two sidelights set high as coupe usage requires. Tail light in rear. All lights are electric, from current which is generated by a battery in locker under rear deck. Supply on one charging for 100 hours. Side and tail lights equipped with duplicate kerosene system. Switch within car controls all lights.

**EQUIPMENT**—Complete with leather and cut-glass toilet case, cut-glass bouquet holder and dainty watch.

**GUARANTEE**—One year complete. Same as on all Flanders and E-M-F cars.

**PRICE**—(f. o. b. Detroit) \$1050.





# Branches and Supply Depots

(1800 Dealers—all over the United States)

Atlanta, Ga., 45 Auburn Ave.  
Birmingham, Ala., 2029 Ave. C.  
Boise, Idaho.  
Boston, Mass., Lawton Ave. and Cummington St.  
Buffalo, N. Y., 1054 Main St.  
Charlotte, N. C., 224 N. Tryon St.  
Chicago, Ill., 2030 Michigan Blvd.  
Cleveland, Ohio, 1900 E. 19th St.  
Columbus, O., 419 4th St.  
Dallas, Tex., 1515 Commerce St.  
Denver, Colo., 1515 Cheyenne Place.  
Des Moines, Ia., 919 Locust St.  
Fargo, N. D., 1224 Broadway.  
Indianapolis, Ind., 311-313 N. Pennsylvania Ave.  
Kansas City, 1620 Grand Ave.  
Los Angeles, Cal., 1242 S. Flower St.  
Louisville, Ky., 5th and Main Sts.  
Memphis, Tenn., 249 Monroe Ave.  
Milwaukee, Wis.  
Minneapolis, Minn., 6th and 2nd Ave. S.  
New York City, 59th and Broadway.  
Omaha, Nebr., 2026 Farnum St.  
Oklahoma City, Okla., 7 West Main St.  
Philadelphia, Pa., 18th St., below Spring Garden.  
Portland, Ore., Chapman & Alder Sts.  
St. Louis, Mo., 4360 Duncan St.  
Salt Lake City, Utah, 157-159 State St.  
San Francisco, Cal., Mission & Fremont Sts.  
Seattle, Wash.  
Sioux Falls, S. D., 124 West 10th St.  
South Bend, Ind.  
Spokane, Wash.  
Toledo, Ohio.  
Washington, D. C., 118 Q St. N. E.



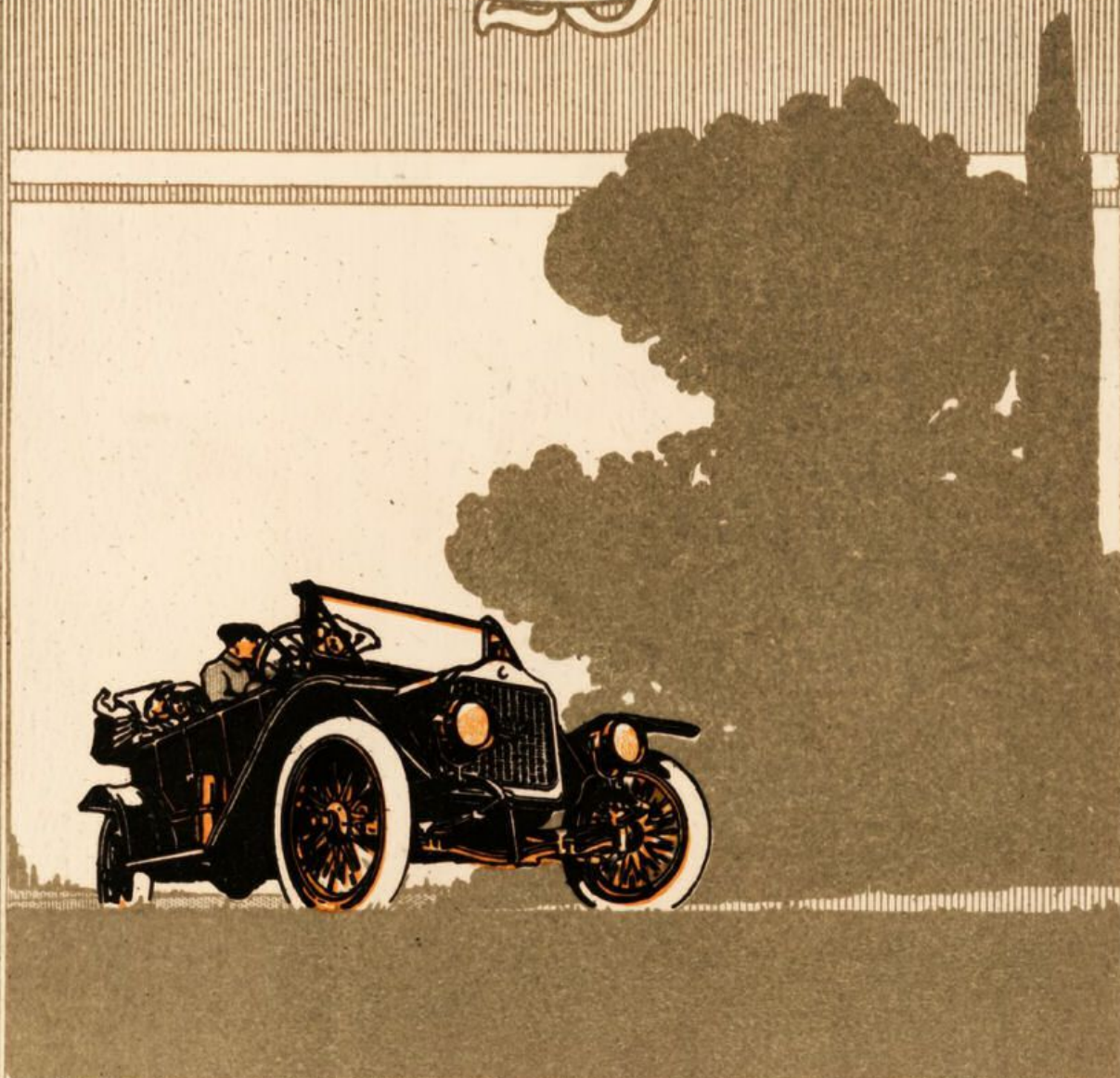






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