THE WORLD'S LARGEST

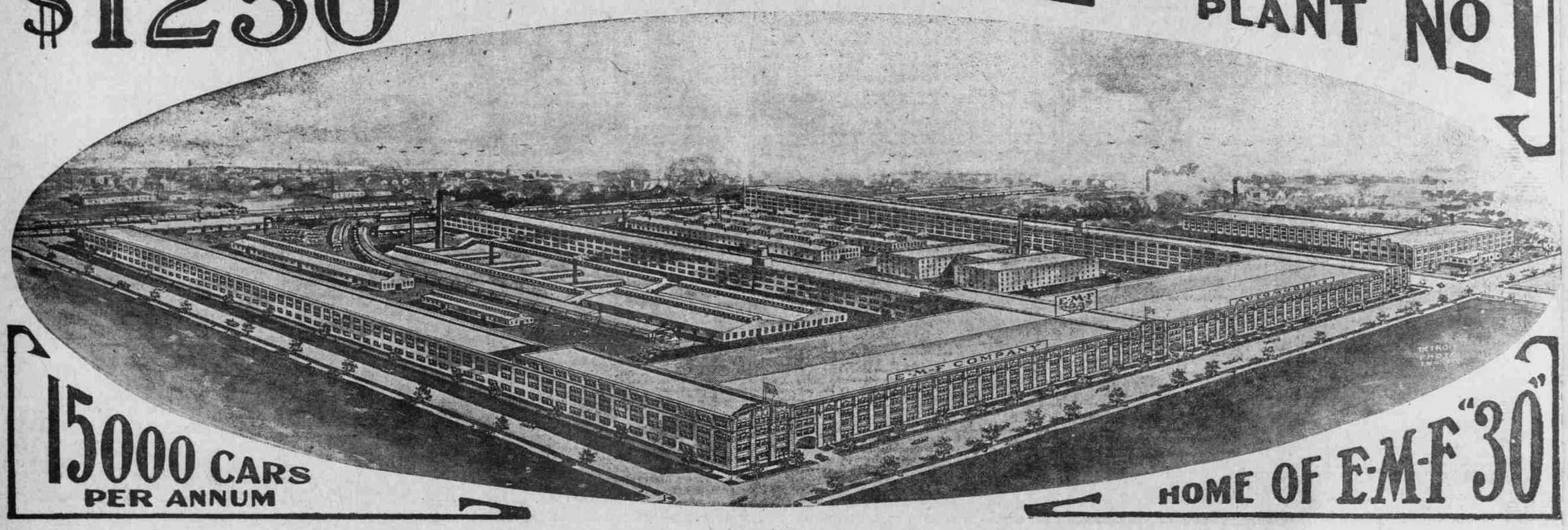
E-M-F 30 THIRTY

$1250

E-M-F. Company's Factories, Nos. 1 and 2, in D
the Finished Product, Two Famous Ca

Over 10,000 E-M-F "30" Cars Are Today on the Roads in the Hands of Ow
That's Why the Demand For This Car Has Alway Exceeded the Possible

PLANT No. 1



15000 CARS PER ANNUM

HOME OF E-M-F "30"

Brief Specifications E-M-F "30"

MOTOR—30 h. p., 4-cylinder, 4-inch bore by 4½-inch stroke; develop thirty horsepower and then some. Silent, flexible, reliable.

TRANSMISSION—Selective sliding gear type, 3 forward speeds and reverse. Incorporated in rear axle, following practice of $4000 to $6000 cars.

REAR AXLE — Semi-floating type; no malleable castings — housing sections made from steel stampings. E-M-F "30" was pioneer in this improvement.

FRONT AXLE—Drop forged from nickel steel in one piece — I-beam section. Slightly dropped in center.

STEERING GEAR — Irreversible worm and sector type, as in high-priced cars.

FRAME—Pressed steel.

WHEEL BASE—108 inches; tread, standard, 56½ inches; special 61-inch tread for southern roads.

LUBRICATION — E-M-F automatic vacuum feed—simplest, surest and best ever devised.

IGNITION—Dual system, consisting of Splitdorf Magneto—10,000 on E-M-F cars and never a complaint; also set batteries for emergency use.

BRAKES—Four, all acting on rear hub drums.

TIRES—32x3½ Morgan & Wright Quick Detachable.

WEIGHT—With top, storm front and all tanks full, 2150 pounds—light enough to be economical on tires—heavy enough to withstand hardest usage.

BODY — Five-passenger tonneau touring car—wide seats.

COLOR—Body dark blue—running gear yellow.

PRICE—$1250 f. o. b. factory at Detroit, Mich. Mohair Top, $65 extra. Glass front, $25.

Full Specifications and Technical Description on Request

Here Are the Reasons Why E-M-F Company Can Give Buyers Better Value Than Other Makers

E-M-F "30" and Flanders "20" automobiles are manufactured in two mammoth plants owned by the E-M-F Company and directed by the one head—not assembled from parts made in small plants all over the country.

Here all intermediate parts-makers' profits are eliminated. From the pig iron and the raw steel plate to the finished automobile, including body and even tops and storm fronts, every part save only magnetos and tires, are manufactured in our own plants and under the watchful eye of the head of this concern.

To give an idea of the magnitude of these operations is well-nigh impossible. Words will not suffice and figures such as one million and a half square feet of floor space convey little to the average mind. Too great to comprehend. The accompanying photographic reproductions give but a faint idea, though they convey more than mere word descriptions.

If you ever have an opportunity to visit these plants it will be well worth your while and will be a revelation to you. You are cordially invited to do so.

Only those who have enjoyed a tour of these tremendous factories, starting in the foundries where cylinder castings, crank-cases and gear housings are made; thence through the drop-forging department—one of the largest in this country and one of three capable of forging a front axle or a crank-shaft complete at one operation; thence through the mammoth rooms full of automatic machines whose operation has something almost weird in it to one accustomed to seeing these wonderful machines that seem to think; thence through the various departments where component parts are machined, ground, treated, and finally the great assembling rooms.

To see the raw material go in at one end and the finished car with polished body and shining brass come out at the other end is a sight that fills the visitor with wonder and admiration. And his greatest wonder is occasioned by the fineness of the work which he sees and which he learns is necessary in order to turn out cars at the rate we do. Absolute accuracy—absolute interchangeability—are essential.

Because of the superior equipment; the financial resources; the splendid organization; the wealth of experience; the engineering skill; the ability to buy materials at prices smaller makers cannot touch; and finally by producing in tremendous quantities by the most up-to-date automatic machinery—making every part in the one plant and each plant devoted to the manufacture of but one chassis model—the E-M-F Company can produce a better automobile than is possible to any other concern in the world at anywhere near the price.

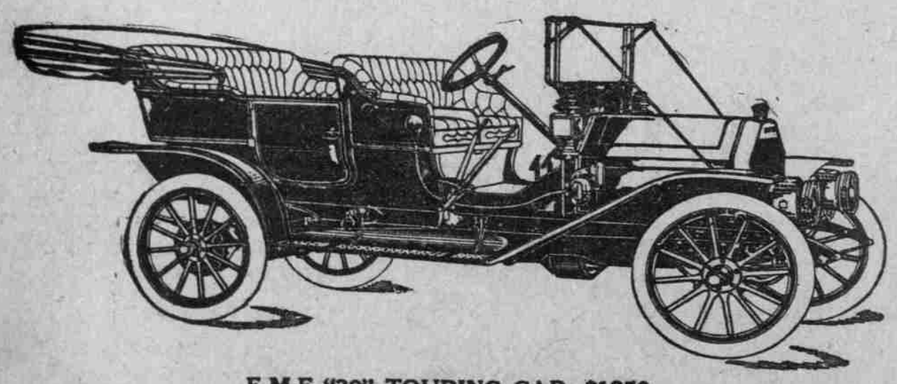
Here are a few figures that give an inkling of the volume of materials that pass through these two plants:

Plant No. 1 makes 60 E-M-F "30" cars every working day when running full capacity—no overtime. Annual output 15,000 E-M-F "30" cars.

Plant No. 2 has a daily capacity of 125 Flanders "20" cars and will produce in the next twelve months 25,000 cars. Deliveries begin latter part of this month.

These two plants consume 25,000 tons of steel per annum; 75,000 pounds of aluminum; 740 pneumatic tires per day; 160,000 spark plugs per annum; forge the blanks and cut 270,000 steel bevel gears per year; 230,000 steel spur gears and 80,000 spiral gears. Foundry makes 55,000 cylinder castings—Flanders "20" four cylinders are cast en bloc. Testers use 2000 gallons of gasoline and 185 gallons cylinder oil per day. Sixty railroad cars are necessary to ship each day's output. Over $2,000,000 per month is paid for materials alone—exclusive of labor or other items. Over 12,500 men are directly and indirectly employed in the manufacture of E-M-F "30" and Flanders "20" cars.

Annual revenue for cars and equipment, over forty millions of dollars ($40,000,000). That makes E-M-F Company the largest individual manufacturer in the Licensed Association of Automobile Manufacturers, which is to say largest in the world.



E-M-F "30" TOURING CAR, $1250.

To E. M. F. owners—
Regardless of who sold you your E. M. F '30' its makers the E M F Co of Detroit stands and always will stand back of it.
W E Flanders. Pres. & Gen. Mgr.

L. H. Rose, District Sales Manager for Washington, Oregon, Idaho.