

AUTOMOBILE PLANTS

FLANDERS

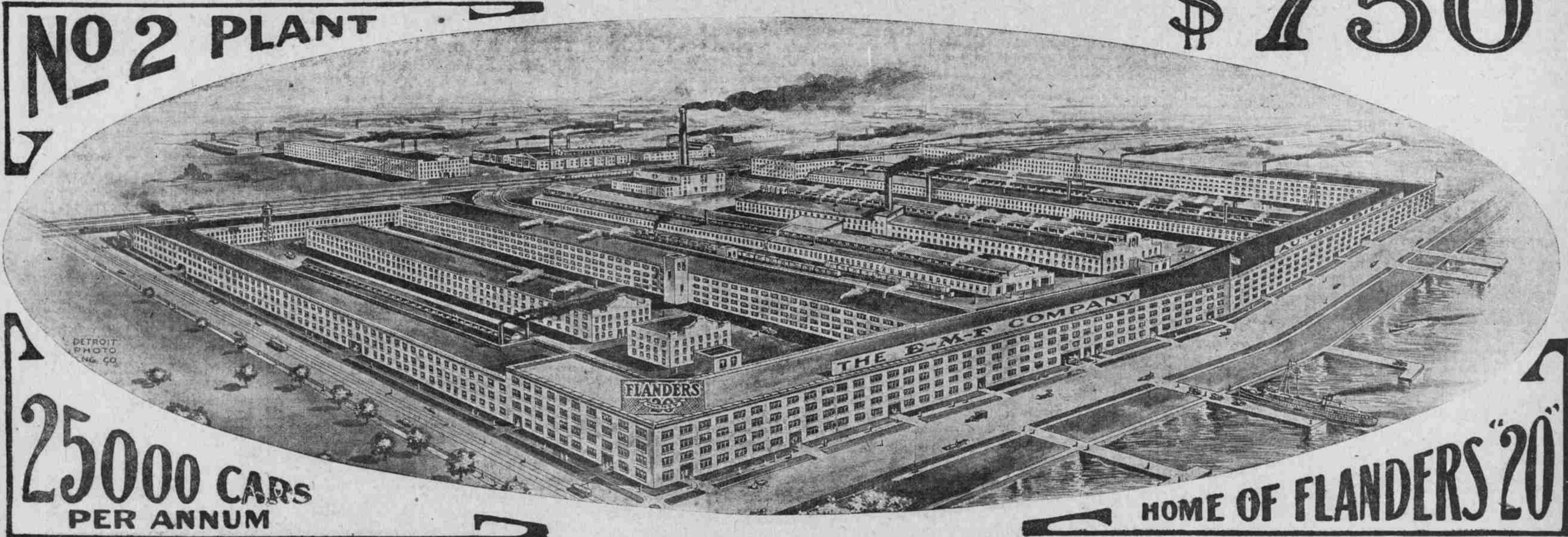
20
TWENTY

\$ 750

Detroit, Mich., Where, From the Raw Materials to Cars Are Manufactured in Their Entirety

Owners and Every Owner is Boosting. A Satisfied Owner is the Best Salesman—Supply and Its Younger Brother Flanders "20" is Already So Heavily Oversold

NO 2 PLANT



25000 CARS PER ANNUM

HOME OF FLANDERS "20"

You Have a Right to Know Who and What Is Back of the Motor Car You Buy

You have that right, and you owe it to yourself to investigate thoroughly the personnel, the engineering talent, manufacturing facilities, and the financial backing of the concern from whom you buy an automobile. These are vital considerations.

The purchase of an automobile ought to be a permanent investment—and a satisfying one. Whether it will be or not will depend largely on the quality of the men who make it—their financial ability to stand back of their product. Satisfied as to their financial ability, then satisfy yourself as to their integrity—and their reputation for taking care of customers they already have. That will indicate to you what treatment you may expect.

In these days when suits are impending against unlicensed makers—infringers of the basic Selden Patent—it behooves the buyer also to look carefully before he leaps to the purchase of a car. Not alone may it involve him in a lawsuit, but more vitally, it may leave him high and dry a year or so hence, when he will require repairs or replacement parts.

The deeper you investigate these matters the more you will be impressed with the impregnability of the position occupied by the E-M-F Company of Detroit—largest individual manufacturer in the Licensed Association; financially strongest and famous in this industry for its uniform liberality and courtesy to owners of E-M-F Cars.

We believe that a satisfied buyer is the best salesman. It is not philanthropy on our part, therefore, to look after every customer as if he was our best friend. It is simply good commercial practice—a little broader than some may be and if so, perhaps that has been one of the chief causes for the phenomenal success of this company from the very first.

Back of E-M-F "30" and Flanders "20" cars, there is more money, more experience, more brains, better organization, better factory facilities than any other cars can boast. And, while perhaps we ought not say it

ourselves, we do believe that none other can outdo this company in integrity and fair treatment of its patrons—not only fair, but liberal.

If you will inquire of the next Detroit man you meet, he will tell you that the E-M-F Company was financed and is managed entirely by Detroit men. More than that, he will tell you that these men are the leaders in Detroit financial and commercial affairs. None stand higher in this community. Following are the principal owners and directors of the E-M-F Company:

DR. J. B. BOOK, Director Wayne County Savings Bank; Director First National Bank of Detroit; Director Anderson Carriage Company, manufacturers Anderson Electric Automobiles; also Director Quincy Electric & Gas Heating Co., of Quincy, Illinois. Dr. Book was Vice-President of the Wayne Automobile Company, which concern was absorbed at time of organization of E-M-F Company.

WILLIAM T. BARBOUR, President Detroit Stove Works; Director Peoples State Bank; Director Home Telephone Company; Director Detroit Manufacturers' Railroad. Also member Advisory Committee of the Security Trust Company.

CHARLES L. PALMS, Treasurer E-M-F Company; Director Michigan Stove Works, oldest and largest in the world, making more than 100,000 Garland Stoves and Ranges per annum; Director First National Bank; Director Union Trust Company; Director Detroit Journal Company.

WALTER E. FLANDERS, President and General Manager of the E-M-F Company, is too well known as a producer of automobiles to need further introduction here.

These are the men who manufacture E-M-F "30" and Flanders "20" Automobiles—these are the men who stand back of every promise made in our advertisements—these are the reputations that go with the car when you buy it. And, of course, E-M-F "30" and Flanders "20" are both licensed under the Selden patent.

Specifications Flanders "20"

MOTOR—20 horse-power. Four cylinders, cast in bloc—following best European and American practice in motors of these dimensions.

BORE—3½ inches. Stroke, 3¼ inches.

COOLING—Motor is water cooled, the jackets being extra large, insuring good circulation and a plentiful supply of water under all conditions. Water jackets surround valve ports also. Circulation is maintained by a centrifugal pump of liberal proportions and simple design, driven from magneto shaft.

LUBRICATION—Same principle as E-M-F "30" vacuum feed oiler having no moving parts and consequently impossible to disarrange. Cannot flood nor starve the motor—oil level always the same regardless of road levels, speed of motor, or any other conditions.

IGNITION—Dual system, consisting of (a) Splitdorf magneto—same as E-M-F "30," of which at this writing there are 10,000 in daily use and not a complaint; (b) a set of dry cell batteries are supplied for emergency use.

CARBURETOR—Is of the approved float feed type similar to that on E-M-F "30" and, like the latter, is of our own design and manufacture.

CLUTCH—Is of the reversed cone type—leather faced—the type that has outlived all the "multiple disc" and other fads.

REAR AXLE—Is similar in design and construction to that of E-M-F "30," which has proven so satisfactory to owners—so disappointing to competitive makers.

TRANSMISSION—Is incorporated in the rear axle—the ideal construction for cars of light or medium weight. This confines the operating mechanism to two units and affords a maximum of flexibility in the chassis.

FRONT AXLE—Is drop forged in one piece—not welded in the centre—from special steel of high torsional and elastic properties.

SPRINGS—Front, semi-elliptic. Rear, full elliptic with scroll ends—same as E-M-F "30" and on other high grade cars. Acme of easy riding and breakages practically unknown.

BRAKES—Following the most up-to-date practice—but hitherto found only in high priced cars—both sets of brakes are of the internal expanding metal ring type. Encased in a pressed steel drum on rear axles.

FENDERS—Enamelled steel. Enclosed full length of car.

WHEEL BASE—100 inches. Tread, Standard, 56½ inches. Special, 61 inches for Southern States trade.

TIRES—32x3 inches—ample tire equipment and good safety factor.

GASOLINE CAPACITY—12 gallons—sufficient for 250 to 300 miles.

OPERATION AND CONTROL—As this car is designed for the use of owners and will probably be seldom be driven by skilled chauffeurs, every effort has been made to simplify the control and make every part "fool proof."

BODY TYPES—Three. Runabout: Standard type but having large deck at rear, enclosed 7½ inches high for carrying trunks, samples or other articles. An ideal and a practical utility vehicle and withal handsome.

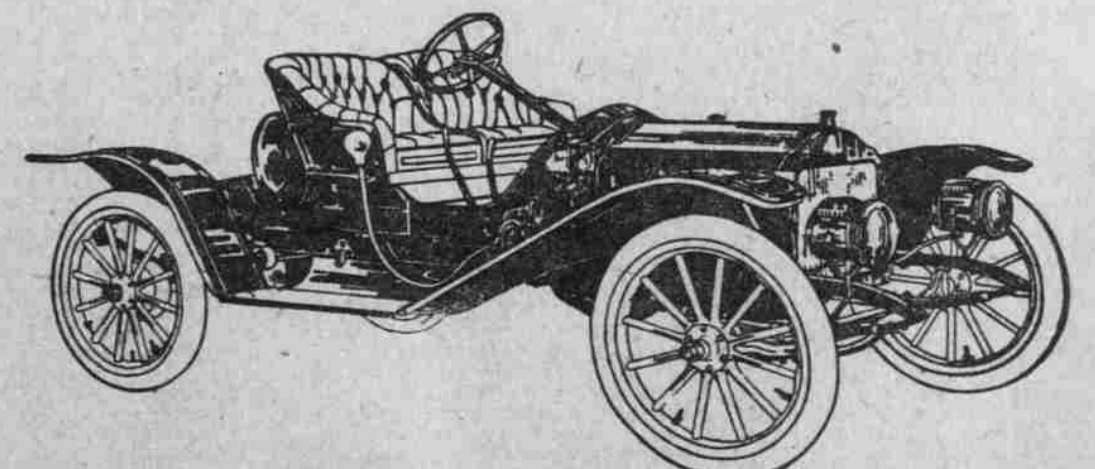
SUBURBAN—A natty four-passenger car without doors. The rear pair of seats are removable and otherwise the body is same as Runabout.

RACY ROADSTER—A classy two-passenger Roadster, with gasoline tank exposed at rear of seats. Large receptacle under seats and another under rear deck.

EQUIPMENT—Splitdorf magneto; 2 side oil lamps; 1 oil tail lamp; 2 acetylene head lights and acetylene generator, and good tubular horn.

PRICE—Runabout, seating two, \$750 f. o. b. factory, Detroit. Suburban, seating four, with rear seats removable, \$790 f. o. b. factory, Detroit. Racy Roadster, \$790 f. o. b. factory, Detroit.

Full Specifications and Technical Descriptions on Request



FLANDERS "20" RACY ROADSTER, \$790.

"Another Talk with Flanders" is just off the press. It treats of "selling motor cars and making them stay sold" by taking care of the customers afterward. If you read the first "Talk with Flanders" you will want this one. We'll mail it on request.

—E-M-F COMPANY, Detroit, Michigan.

Wyoming and Montana. Headquarters 1212 Second Ave., Spokane