

Whether or Not You Own an E-M-F "30" or Flanders "20" You Are Interested in This Announcement of the E-M-F Co.

The E-M-F COMPANY of Detroit hereby advises that they have taken over the entire automobile interest of the Studebaker Bros. Co. Northwest, including their building and equipment at the corner of Chapman and Alder streets, and same will now be operated as a DIRECT FACTORY BRANCH. The change in no manner effects either agents or owners of E-M-F "30" and FLANDERS "20" cars.

This branch will be known as THE E-M-F NORTHWEST COMPANY and will be under the management of MR. L. H. ROSE, assistant salesmanager of The E-M-F Company. ¶ This completes a chain of THIRTY-FIVE DIRECT FACTORY BRANCHES located in the important centers of the United States, and is one more step in the promulgation of policies previously announced by THE E-M-F COMPANY.

Two years ago THE E-M-F COMPANY established the first automobile factory for QUANTITY production, thereby effecting economies which revolutionized the entire automobile manufacturing industry, and brought the thirty horse power five passenger touring car with all modern equipments and appointments within reach of the masses.

The establishment and operation of thirty-five direct branches is but another step in which we lead, as we always have in the manufacturing and selling of automobiles and effects an economy second only to the immense economies attained through our modern methods of automobile manufacturing.

The Benefit of This to the Public Was Apparent in Our Recent Announcement

This is preliminary to a more important announcement to follow at an early date

Possibly You Hadn't Heard of It

E-M-F "30" \$1000 F. O. B. DETROIT FLANDERS "20" \$700

E-M-F Co.

Local Branch **E-M-F Northwest Co.** Chapman and Alder Streets
Phone Main 1853 A-2436 Portland, Oregon

The Studebaker Bros. Co. Northwest takes this opportunity to express their appreciation of the pleasant past business relations with their customers and agents of E-M-F "30" and Flanders "20" automobiles and announce that they are in hearty accord with the establishment of a local branch of the E-M-F Company who can doubtless render to the public even more efficient service in the future. STUDEBAKER BROS. CO. NORTHWEST, L. F. Weaver, Manager.