

20,000 REASONS

Why You Should Buy An E-M-F "30"—\$1,000

Twenty thousand of them, a composite, living, overwhelming argument. Each reason—reason enough, convincing and satisfying, yet, were it possible for you to investigate, question, prove each separate reason, you would probably find some new point of interest to rivet your attention and create in your mind a like desire to own the car that could stir up such enthusiasm and scatter broadcast such satisfaction.

It is easy to write upon paper mere statements, to waste the public's time and abuse its patience by wearisome reiteration of platitudes that have been dished up in rhetorical display over and over again, talking the merits of this and that car, with the same old jaded adjectives. But, in the name of the great Automobile Industry, let us get down to the tangible, living thing that has the red blood of sincerity in it, the personal gripping interest that shines in the eyes of men as they talk face to face about the great thing they have put their hearts and faith in.

Reasons clothed in flesh and blood. And there is no argument like unto this argument—produce any man, no matter what his birth or breeding, whether he moves in high society or not, so long as he be honest in his opinions, strong in his convictions, has stood the test of experience and found out that it is infinitely better to "know" than to "believe:" that man has a right to stand upon his feet and have his say, and what's more to the point, the world will surely listen.

Proudly and confidently we introduce you to twenty thousand such men. In a moment, as it were, we can usher you into the charmed circle of a great living friendship that with twenty thousand tongues will affirm one concrete absolute fact, in twenty thousand different methods and words of expression, each and every one enthusiastically endorsing the same truth—a unity of "reason why" such as the commercial world has never before seen.

Twenty thousand E-M-F "30" owners. They are our reasons. Each one a thinking, separate personality—each one with likes and dislikes that differentiated him from all the others, for no two out of all that immense number approached the question of "shall I buy" or "I will buy" an E-M-F "30" from quite the same reasoning point. One, had to weigh carefully the question of first cost; another, the "after buying cost" of upkeep. One, never considered price, but was attracted by quality; another, having a bent toward mechanics, saw quickly the perfect chassis. One, considered the financial stability of the Company behind the product; another that same Company's good faith and so on—ad infinitum.

But they all reached the same conclusion. There was some unanswerable argument presented, some fact of mechanical supremacy that could not be denied, some record of enduring quality that appealed, some enthusiastic owner that "boosted," which compelled each and every one of these 20,000 men to buy an E-M-F "30." Through the maze of all other rival cars for sale they found their way to the one car that expressed to them in terms of power, speed, reliability, comfort and serviceability the "ideal" each and every one possessed. That in buying an E-M-F "30" they proved their judgment to be correct, is now a matter of record.

These men are representative of all that is best and constructive in our great commonwealth. E-M-F "30" owners form a democracy of varied interests, among them being Bankers who know the value of money and its purchasing power—Lawyers who are skilled in discovering the weak points in any argument—Tradesmen who know how to buy for profit—Farmers who, as a class, are the most careful purchasers of automobiles—Business men in the great populous centers, who had every opportunity to draw comparisons and weigh the merits of rival cars—Doctors who demand the kind of car that must be always ready—at a moment's notice—to go anywhere over any kind of a road—every trade and profession—millionaires and men who live upon modest incomes are all represented in the great army of E-M-F "30" owners.

But there is one reason why you should buy an E-M-F "30" that is greater and more convincing than any one of those 20,000 reasons that made men choose an E-M-F "30" rather than any other car at any other price. And this, what we call "the unanswerable reason" has been getting stronger and bigger every day, from the time the first E-M-F "30" passed into the hands of the first owner, until this very moment; in fact, now, it is like some irresistible power, moving all over the land and sweeping everything before it: we call this invincible "reason" by a simple name everybody knows.

"Satisfaction." That's it. Each and every man who owns an E-M-F "30" is satisfied. They are all subscribers, as it were, to the enthusiasm and interest about that proved, enduring quality and record-breaking price, which have made the E-M-F "30" the most talked of automobile in America, perhaps, in the world, because, and we say this without fear of contradiction, there is no car made upon which so many men absolutely agree. These 20,000 satisfied owners will tell you one story, simple and convincing, that they own a car they are proud to drive, to "boost," to endorse, a car, that not only backed their judgment, but above all, taught them the lesson—that it isn't necessary to decorate a check book with a lot of fancy figures and rob a bank balance to buy an automobile whose quality is in the chassis, where it belongs.

The history of this universal satisfaction which, by the by, will sell another 20,000 E-M-F "30" cars this year, is the history of the E-M-F Company, an organization that revolutionized the automobile industry, not alone in values, but in methods of manufacture; that gave the buying public a car which has literally defied competition and sold itself. The E-M-F Company has always been a year or two in advance of the times. We make practically every part of our car, cast our own cylinders, forge, stamp and heat-treat our own steel and make our own bodies. Mr. Flanders' forecast, published in March, 1908, that "we can manufacture more automobiles of a better quality at a lower cost than any other concern now in existence," was a prophecy that has been magnificently fulfilled.

Why? Why was Flanders' prophecy fulfilled? Ask any one of the twenty thousand owners of an E-M-F "30." He will show you his car and say, "There is the reason." So you look at it, examine it, ride

in it, listen to the owner recounting its prowess, its mileage, its speed, what it has done and the magnificent way it has stood the "gaff." Because an E-M-F "30" is such a glutton for service, it sort of lures a man on to give it hard usage. Automobiles have their particular kind of personalities. You get to "know" a car. What may be expected of it under certain conditions and an element of pride and friendship is established. So when Mr. Flanders' determination "to make a better quality car at a lower cost" than any other concern made or sold, took shape in an E-M-F "30," then also was created the "reason" of the enormous sales and colossal growth of the E-M-F Co. The car fulfilled the prophecy. That's why you can't purchase a second hand E-M-F "30." Men don't sell "automobile satisfaction" when they "know" they own it.

We will visualize it for you. There it stands! A five-passenger touring car, graceful in body lines, with that "straight away look" which is a symbol of strength, elegance and comfort. Not a fad or furbelow to cumber it with useless appendage. Under the hood, a 30 horse power noiseless motor that has won distinction upon race track and road. A motor so perfectly adjusted in power, weight and balance to the rest of the chassis that it creates an absolute unit of mechanical efficiency. To the expert engineer the chassis of an E-M-F "30" suggests the limit of scientific construction; to every owner it has proved it—proved it by enduring service, for no E-M-F "30" has ever been worn out. The ninth car built, shipped by us a little over two years ago has travelled some 73,000 miles, which means nearly 15 years of actual life crowded into the thirty months of its existence, and it is mechanically ready for 73,000 miles more. The life story of "Bullet," this famous car, can be had for the asking. When you buy an E-M-F "30," the confidence you put into your purchase is returned to you a hundred-fold.

The investment of \$1000, in an E-M-F "30" will be the wisest expenditure you ever made, whether you own an automobile or not. The most you can get for your money would be 6 to 8% interest. But here is the car at the price any man can afford. And to own a car is the ambition of every man. The automobile is a tremendous factor in our everyday life. Aside from its utility there is the pleasure it freely gives, the sense of freedom it imparts. It brings the country to the city, and makes every dwelling place a country home. At a moment's notice it is ready to whirl you and your family upon the sunlit, open road into the world of green fields—the country's life-giving "out of doors." It means health to the wife and children, and binds the family in closer ties. It is a tonic, nerve builder, it trebles the value of time; it means recreation, the banishment of the doctor and capacity for the duties of the day—in short, it is a necessity. An E-M-F "30" will meet this necessity and excel any expectation you may now possess in the purchase of a car.

The other day, we read in an advertisement that "you can buy a real automobile now for as low a price as \$1500." We can take \$500 off that price and say the same thing, for you can buy an E-M-F "30" five passenger Touring Car, fully equipped, which means Magneto included, for \$1000 and that's the "realist" automobile value you can buy anywhere.

The Strongest Guarantee Ever Placed on an Automobile Is Given With the Purchase of Every E-M-F "30"

The E-M-F "30" Five Passenger Standard Touring Car \$1000. Roadster "30" \$1000.

Detachable Demi-Tonneau "30" \$1050. Coupe "30" \$1450

THE E-M-F COMPANY Automobile Manufacturers, DETROIT, MICH.
Omaha Branch: E-M-F CO., Omaha, 2026 Farnam Street
TELEPHONE 363 DOUGLAS