

AUTOMOBILES

Here's a letter that will make interesting reading to the entire Automobile industry---especially dealers and buyers who prefer to deal with the manufacturer direct. We thought best to publish the exact fac-simile and thereby avoid any misunderstanding or mis-statements of the facts.---E-M-F COMPANY.

THE E-M-F COMPANY

MANUFACTURERS OF AUTOMOBILES
DETROIT, MICHIGAN,
U. S. A.



Studebaker Automobile Company - F2

December 9th 1909.

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Studebaker Automobile Company,
South Bend, Indiana.

Gentlemen:-

You are hereby notified that we have elected to and do now treat as rescinded and annulled all contracts and agreements made and entered into between us whereby it was stipulated and agreed that the Studebaker Automobile Company should act as the sole distributor of the products of this Company.

Our reasons for so treating such agreements as rescinded and annulled are as follows:

- Because you have refused and neglected to take and pay for the number of E-M-F "30" cars ordered by you during the months of October and November 1909.
- Because of your failure and neglect to give any valid reason or excuse for such non-performance of the agreements on your part, or any assurance that you will in the future perform such agreements according to the terms thereof.
- Because your actions evince an intention not to perform your contracts and agreements with us, and to be no longer bound thereby.

We believe that some of the causes which have contributed to your failure to perform and carry out the agreements between us, in taking and paying for the number of cars ordered by you are as follows:

FIRST: Instead of establishing a fair and uniform line of discounts to agents you have taken advantage of the tremendous demand for E-M-F "30" and Flanders "20" cars to force dealers to handle this line on discounts that are unfair and unprofitable and which would not compensate them for taking proper care of their customers and maintaining the reputation of our product.

SECOND: You have also used the popularity of the E-M-F line and dealers' anxiety to handle it, to force the sale of other Studebaker lines of Gasoline and Electric for which, independently of E-M-F, there was a very limited demand. In many cases dealers have complained that they were forced to contract for one or more such cars in order to get the agency for E-M-F "30" and Flanders "20". Many first-class dealers refused to be so coerced and, therefore, we are not properly represented in many localities.

THIRD: In our opinion it was a very grievous commercial blunder for you to recently announce through the public prints that there would be no 1910 model of the E-M-F "30" car manufactured by this Company. You knew at that time that we had brought out a new model differing in several important features from its predecessor; notably, a new form of front axle, improved spring suspension, improved design of body and a clutch of different type from that which had been used formerly, also a general refinement of details.

FOURTH: You have, through your advertisements, misled the public into the belief that Studebakers owned a controlling interest in this Company, thereby confusing agents and buyers and injuring the reputation of the product, as we believe, in many localities.

The fact that some of the Studebakers are minority stockholders in this corporation has given you first consideration in the sale of our product, but as Detroit capitalists furnished all the money that has actually been used in the formation and operation of this Company, they have too much at stake to risk their investments and the investments of other stockholders, on a sales policy, which experience has demonstrated, does not fit in with the manufacturing program laid out, by your assent, for the production of 29,600 automobiles for the year beginning September 1st 1909.

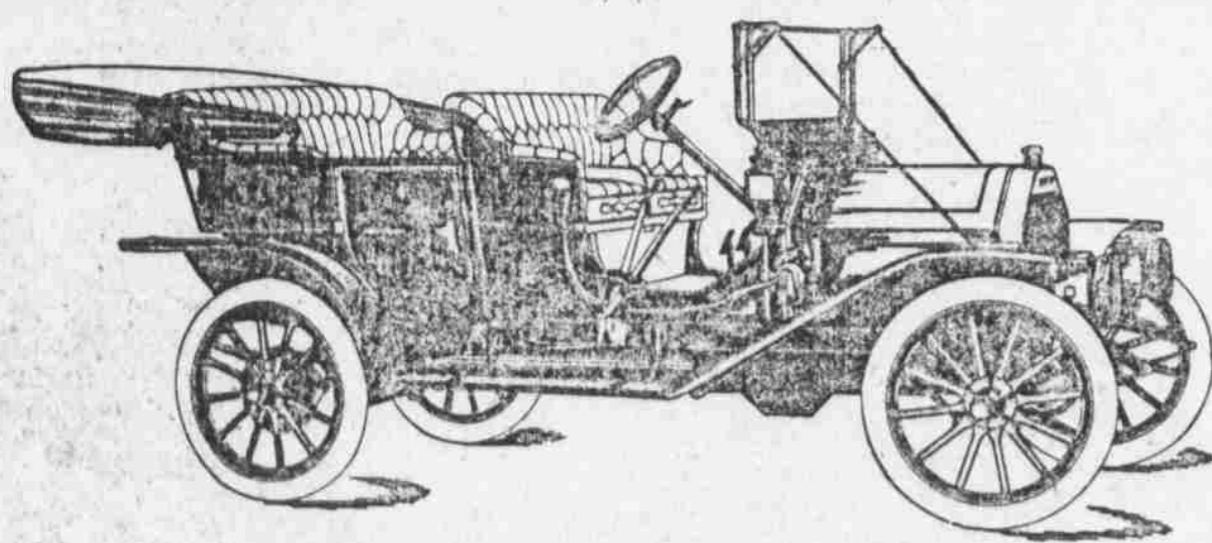
To insure permanency in a business of this magnitude it is of the utmost importance that liberal treatment be accorded dealers and buyers of automobiles in order to create confidence and develop new business.

Therefore, commencing December 9th 1909 we will sell, independently of Studebakers, the E-M-F "30" and the Flanders "20" automobiles manufactured by us. We will enter into negotiations immediately for the sale of our product from branch houses or through dealers or agents whom we will select in the United States, Canada and foreign countries, provided such dealers are free to accept the selling proposition we have to offer them.

Yours truly,
EVERITT-METZGER-FLANDERS COMPANY

W. E. Flanders
President & General Manager.

MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS. LICENSED UNDER SILDEN PATENT.



E-M-F "30" \$1,250

This car has achieved the most wonderful success during the past two years of any automobile ever built. Over ten thousand are to-day on the roads in the hands of users.

Our 1910 model is now being shipped. It differs very slightly from the 1909 model, but those differences are important, for the few alterations made were all that hard service in the hands of thousands of users could indicate would be better.

ENGINE: Has been unchanged. It is a marvel of power, economy and performance. No motor of the same dimensions (4 in. by 4 1/2 in.) produces within 10 per cent of the power. Up to this time we could see no room for improvement—that is saying much.

TRANSMISSION: Also unchanged. That we have retained it unaltered even in the slightest detail in E-M-F "30" and also incorporated it in Flanders "20" proves that it has given entire satisfaction and is superior to any other we know.

REAR AXLE: Also unchanged. Eminent satisfaction and lighter, including transmission gears, than malleable axles of other cars without transmission. Others are copying it liberally—and imitation is the sincerest form of flattery, you know.

FRONT AXLE: Has been changed. Spindles a trifle heavier. Ball bearings larger; and "I-beam" axle itself has been dropped in center to enhance appearance and conform to convention in that regard.

CLUTCH: This was the only important detail of E-M-F "30" that required adjustment. And some owners simply couldn't or wouldn't master the simple knack. Dealers didn't bother—for reasons given above mostly. So it has been changed. A cone clutch—simple and also better in some respects, has

been substituted for the expanding ring clutch in former models. Needs no adjustment, and steel springs under the leather facing makes it take hold as smoothly as the ring-clutch did. And it lets go every time—which the other didn't, unless very accurately adjusted.

MAGNETO: Spittford, and we believe the best in the world. Over 15,000 cars and we never hear of them. No news is the best news about a magneto—so we get lots of good news about this one.

CARBURETOR: Has proven a marvel of flexibility and simplicity. Our own make so well made and all made alike. Never heard an E-M-F "30" "missing" in your life. She trims everything in her class at speed and hill climbing. That tells the story of the carburetor. And it has only one simple adjustment. Can't be improved in any way we know.

TIRES: Equipment has proven ample—thanks to car being made of best alloy steels, consequently light. And though there is a big shortage in rubber—we get rubber tires. Remember always to make 'em put the car on the scales—statements are all right, but see it weighed yourself. And then remember that excessive tire equipment simply obligates you to pay more than you ought for your tires.

BODY: New "U Door" type—up to the minute in style and finish. Tonneau a few inches wider, so that it seats three two-hundred pounders comfortably.

COLORS: Body dark blue, running gear yellow. From across the street you couldn't tell whether it was a \$5.00 car or a \$1,250 one.

PRICE: \$1,250, f. o. b. Detroit—until further notice. And hereafter we'll see that every buyer pays only his pro-rata of freight when cars are shipped three or more in a carload. No more soaking the buyer single-car rates.

To Automobile Dealers

Everywhere, we have just one word to say—HURRY. We have on file thousands of applications from dealers who have asked for this line—E-M-F "30" and Flanders "20"—but who declined the terms formerly offered and insisted on dealing with the factory direct. A veritable stampede will follow the publication of this announcement. So, if you want the line there will be no time to lose. Wire or write, or better still, come on to Detroit forthwith. Come prepared to do business, and bring along such credentials as will enable us to determine your status. We want the best dealer in every city and town. We'll see that you make money—and permanently. Of course other qualifications being equal, preference will be given those dealers who have handled the E-M-F line before—provided they are free to meet our terms. Whether or not you are one of those, better get in touch with us quickly—this is an opportunity that won't happen again.

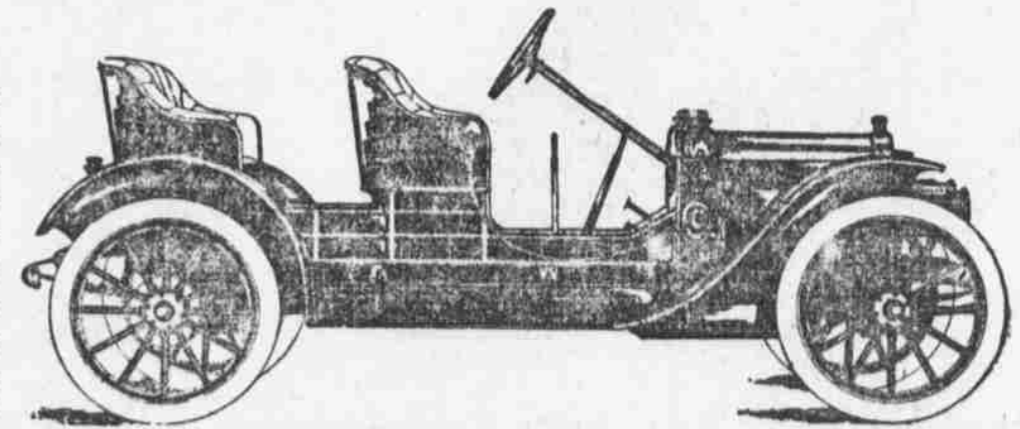
Deliveries of Flanders "20's" will begin in January as per schedule. Those dealers who come to Detroit can have a demonstration in this car as well as in the 1910 model E-M-F "30" which is now also ready for delivery. Your astonishment will know no bounds when you have seen and ridden in Flanders "20"—else you are different from all others who have seen it.

To Prospective Buyers:

In order that there may be no disappointments nor delays in deliveries to intending purchasers, we would advise that you send your orders, together with deposit of \$100 to the E-M-F Company direct. An agent will be appointed in your territory at once. Your order and deposit will be turned over to him. But meantime we will advise you as to the exact date you can expect shipment of your car. Present rate of output is sixty cars per day. While we can't guarantee you immediate delivery, we won't have to hold you up more than thirty-days—if the order comes at once. In urgent cases we will make a special effort to ship at once, but the output of the next thirty days will all be needed to supply new dealers with demonstrating cars.

By the action just taken, by which we resume the sale of our own product, we are able to guarantee every buyer of our cars that uniform courtesy, prompt and liberal treatment that is necessary to make friends and create new business.

A SATISFIED OWNER IS THE BEST SALESMAN.



FLANDERS "20", \$750

Named after Walter E. Flanders, President and General Manager of the E-M-F Company, this car combines all the experience and skill of a corps of designers and manufacturers that has no equal in this industry.

While the capacity of factories number 3 and 6—where, from the pig iron and the steel plate this car is built—is 100 cars every working day, the demand already so far exceeds the possible supply that thousands will have to be disappointed. It will simply be a case of first come first served. Early orders will have precedence. A word to the wise is sufficient.

Five of these cars have been on the roads undergoing the most severe tests during the last few weeks. Every punishment that engineering ingenuity can devise has been tried to develop weak spots if any existed. The results are phenomenal. Never did car prove up better in its early tests—never were designers so well pleased at the results of their work.

Those dealers and experts who have seen and ridden in the car have expressed the greatest surprise not only at the size of Flanders "20", but at its performance. This, notwithstanding our own glowing promises made when this model was first announced.

Flanders "20" does not compete in any way with its big brother E-M-F "30". It is designed for utility even more than for pleasure. It just meets the requirements of business and professional men in all walks—

men who need a light economical car for running about—one they can drive themselves. Made in two types—two and four passenger—its uses are almost unlimited.

Here Follow Brief Specifications

MOTORS: Four cylinders, cast in bloc—in accordance with best European and American practice in motors of this size and stroke—3 1/2 in. by 4 1/2 in. Extra heavy crank-shaft and very large, long bearings.

TRANSMISSION: Semi-enclosed sliding gear type. Speeds from "nothing" up to forty-five miles per hour, incorporated in rear axle, similar to E-M-F "30" which has proven so satisfactory.

REAR AXLE: Drawn steel housing in two sections—made in our own pressed steel plant in Detroit. Lightest and strongest axle ever made for a car of this size.

FRONT AXLE: Drop forged steel, in one piece. Also made in our own forge plant. "I-beam" section—strong, light and hand-some in appearance. Mightsy dropped in front to conform to convention in that regard and give the car a low chassis appearance as well as greater stability.

SPINDLES: Semi-elliptic in front and full elliptic in rear.

WHEELS: 32 inch; shod with 3 in. "Good" tires.

SEATS: Jumpabout with large deck at rear for carrying trunk or packages. Extra rear seat converts it into a handy suburban seat, for four and looking like a \$4,000 car.

EQUIPMENT: In accordance with E-M-F practice from the first when we said "no automobile is complete without a full class, dependable equipment. Our standard equipment includes a Spittford magnetos—slightly superior to fit the motor—lamps used on E-M-F "30" of which 10,000 are now in use and giving the most excellent satisfaction. Side oil lamps, tail lamp, two auxiliary headlights. Acetylene generator and tube horn complete the equipment.

PRICE: Runabout (seating 2), \$750, f. o. b. Detroit. With extra seats (seating 4), \$1,190.

E-M-F COMPANY

Factories and Sales Offices, Detroit, Mich.

Manufacturers of E-M-F "30" and
FLANDERS "20" Automobiles

LET'S SEND YOU "A TALK WITH FLANDERS," a little booklet in which we explain how E-M-F "30" and Flanders "20" cars are manufactured, from the pig-iron and the steel plate to the finished car, and prove how, by our facilities, we are able to manufacture a better car for less than any other concern in the world.