

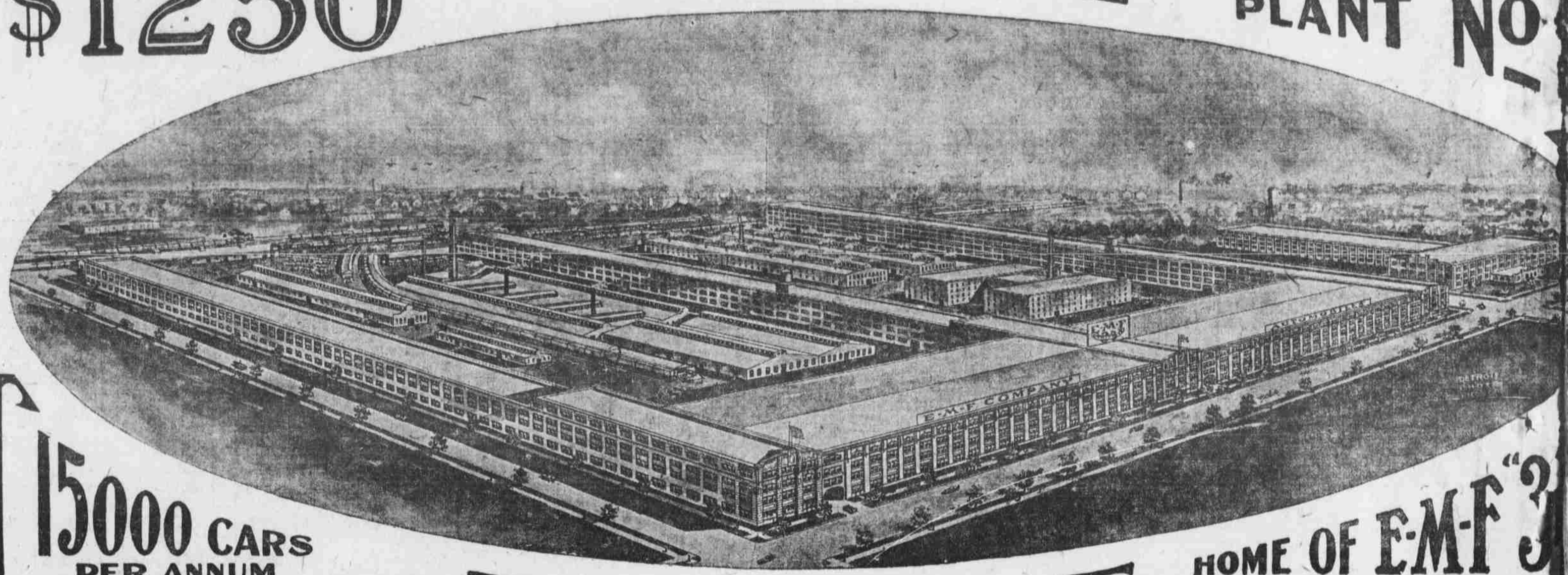
THE WORLD'S LARGEST

E-M-F
THIRTY

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

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

\$1250



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; develops 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 \$4,000 to \$6,000 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 centre.

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—32 x 3½ Morgan & Wright Quick Detachable.

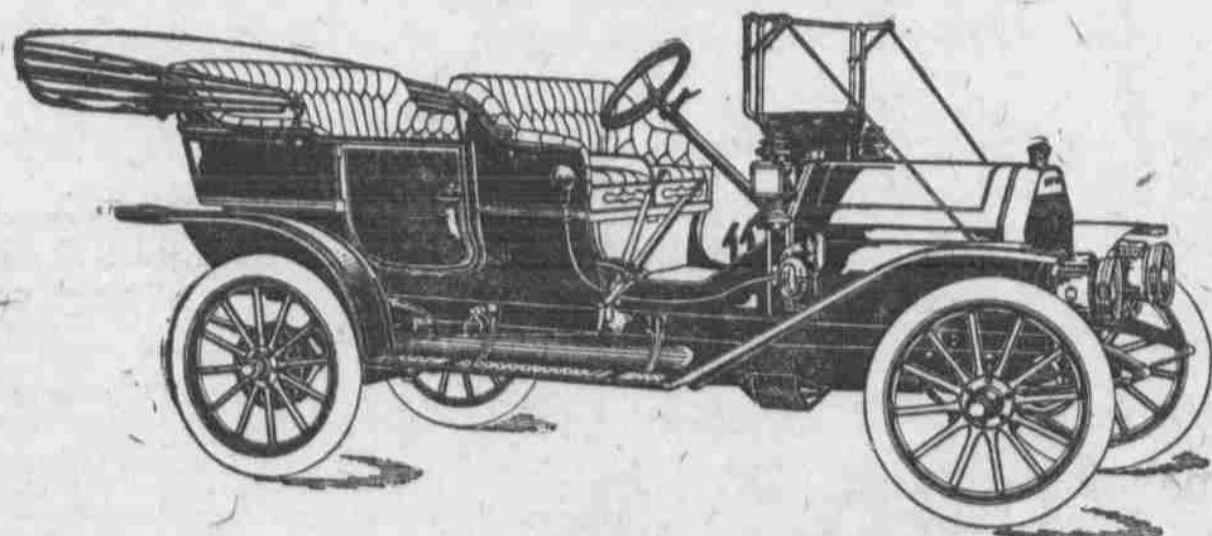
WEIGHT—With top, storm front and all tanks full, 2,150 pounds—light enough to be economical on tires—heavy enough to withstand hardest usage.

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

COLOR—Body dark blue—running gear yellow.

PRICE—\$1,250 f. o. b. factory at Detroit, Mich. Mohair Top, \$65 extra. Glass front, \$25.

Full Specifications and Technical Description on Request.



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

LICENSED UNDER SELDEN PATENT.

Here Are the Reasons Why E-M-F Company 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 unaccustomed 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 did organization; the wealth of experience; the engineering ability to buy materials at prices smaller makers cannot touch; and by producing in tremendous quantities by the most up-to-date machinery—making every part in the one plant and each plant to the manufacture of but one chassis model—the E-M-F Company produce a better automobile than is possible to any other concern world at anywhere near the price.

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

Plant No. 1 makes 80 E-M-F "30" cars every working day running full capacity—no overtime. Annual output 15,000 E-M-F cars.

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

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

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

To E. M. F. owners—

Regardless of who sold you your E. M. F. car its makers the E. M. F. Co of Detroit stands and always will stand back of it.

W. C. Flanders, Pres. Gen. Mgr.

BERGERS AUTO