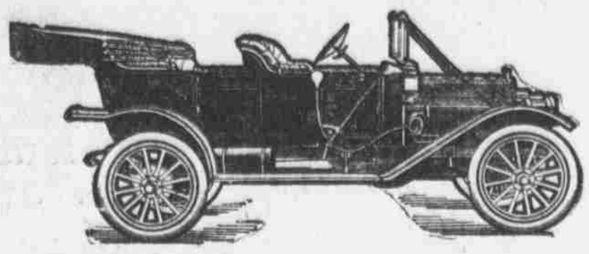
The E-M-F "30" Fore-Door Touring Car $1,100

Another Masterpiece—In announcing the E-M-F "30" Fore-Door Full Vestibuled Body Touring Car, the E-M-F Company has given to the public an automobile that in uniformity of body-conformation, grace of line, and distinguished appearance, is a triumph of workmanship and "the last word" in combining comfort, utility and eye-pleasing beauty.

The Famous E-M-F "30" Chassis that has created an American standard of engineering excellence carries the new Fore-Door Body, presenting a combination that will be instantly recognized by expert or layman as a composite of those superiorities which have given unto the cars manufactured by the E-M-F Company pride of place in the automobile world, as proved by the enormous number of these cars sold, an indisputable argument of enduring quality and more than satisfactory service.

The Fore-Door Full Vestibuled Body is a distinct E-M-F creation. No element of freakishness, no passing "fad" or "fancy" has entered into its construction. After the "feeling out" process, which produced incongruities of body design, both in Europe and this country, had more or less defined the public taste, the E-M-F Company set its designers working to create a Fore-Door Body that should exemplify not only decided originality, but possess in refined degree the best elements of this particular design.



The E-M-F "30" Fore-Door Touring Car, Full Vestibuled Body with Standard Equipment, at $1,100 is indeed another E-M-F masterpiece.

A Standard American Fore-Door Body is the result. A composite of all that is conservative and best in European design, together with an individuality that is decidedly American and distinctly original.

The E-M-F Company's Method of Manufacture and sale, which includes the now world-famous quality and price, is magnificently demonstrated in this new Fore-Door, Full Vestibuled Body, Standard Equipped, Five Passenger, 30 Horsepower Touring Car. Here is offered at $1100 an exceptional opportunity of purchase that will give this particular model the same future prestige in public favor that over 20,000 owners have given in the past unto the E-M-F "30" Touring Car.

Reading Carefully the Specifications and studying the lines of this new car, the many original body features will suggest the skill and carefully worked out details, that give lavishly of comfort and convenience of operation. Good looks and utility are blended perfectly.

Full Vestibuled Type

Chassis—The regular E-M-F "30." Tested and proved by over 20,000 owners.

Motor—30 horsepower, four cylinders cast in pairs; bore 4 in., stroke 4½ in., 226 cubic inches piston displacement.

Motor Cooling—Water, tubular radiator. Centrifugal pump accessibly located. Absolutely effective.

Push Rods—Adjustable, latest type.

Carburetor—The E-M-F. Capable of 4 to 55 miles per hour on direct drive. Flexible for all speeds and requiring minimum of adjustment for weather conditions.

Lubrication—Direct from oiler at left of motor. System constructed on the unfailing vacuum-feed principle. Oiler cast integral, with aluminum crank case at left of motor whence oil ducts lead to all bearings. Pistons lubricated by splash. System is extremely effective and economical. Oil capacity—for 300 miles.

Ignition—Dual system. Dry cells and Splitdorf Magneto, trouble proof and effective. Magneto accessibly located at left of motor.

Clutch—Direct cone, leather faced. Flat springs beneath leather facilitate engagement without jar to passengers or mechanism.

Transmission—Three speed sliding gear controlled selectively by single gear-shift lever. Standard system on all high class cars. Gear housing incorporated in rear axle, determining the perfect balance characteristic of E-M-F "30" cars.

Brakes—Doubly powerful. Service brake contracts externally on hub drum; emergency brake operates internally, expanding. Very large braking area. Either brake will lock wheels.

Springs—Finest oil-tempered, manganese steel. Semi elliptic front; full elliptic rear.

Steering Gear—Worm and sector type. Adjustable to take up

Specifications

wear and absolutely irreversible. Large steering wheel.

Control—Standard system—arranged with the utmost care for the convenience of the driver. Levers at steering wheel regulate spark and throttle. Pedals for clutch and service brake. Knob handle on gear-change lever facilitates easy gear-shift. Emergency brake lever of sufficient length to make it instantly accessible when needed. Accelerator operated through floor slot permitting foot to remain flat at all times. Both levers drop forged in I-beam section insuring maximum strength.

Body—Fore-Door, full vestibuled, five passenger type, designed to carry out the most beautiful and effective ideas of fore-door construction. Patent adjustable ventilators, giving free circulation of air in summer, or closed for warmth in winter. An epoch-making model, carrying the fore-door design to its most attractive conclusion. A racy, luxurious, roomy car. Semi-torpedo dash carrying out the wide sweeping lines of the fenders and the full graceful body lines. Construction, aluminoid steel, wood trimmed. Fenders, fast bolted over rear wheels, preventing any tendency to rattle. Full splash guards between fenders and body. Invisible sliding door handles of latest type. Upholstery, No. 1 black leather, best curled hair over finest pillow springs.

Painting—Body, hood and fenders E-M-F dark blue; running gear, E-M-F cream.

Dash—Circassian Walnut, fitted with special adjustable ventilators.

Gasoline Tank—Under front seat. Capacity 17 gallons, giving average mileage of 300 miles. Strainer in gasoline line prevents dirt from getting into carburetor.

Wheels—Selected second-growth hickory. Artillery type. Diameter 32 in. No. 2 universal detachable rims equipped with 32 and 3½ inch Morgan & Wright tires.

Adjustable Ventilator in Dash

Wheel Base—108 inches.

Materials—The best throughout. Special alloys of high and low carbon, nickel, chrome and vanadium steels employed for the parts for which they are best fitted. Aluminum crank case. Steel stampings substituted for castings in many parts of the car to ensure lightness and strength. All steel heat-treated by special secret processes in our own plants. All bearing surfaces ground to absolute accuracy. All parts absolutely interchangeable. Aluminum gear box.

Workmanship—The E-M-F Company's eight plants with thousands of skilled workmen are noted as the most highly organized manufacturing system in the industry. The immense equipment of automatic and semi-automatic machine tools which construct every part of the E-M-F Company cars is supplemented by an inspection bureau which rigidly scrutinizes every shipment of steel or pig iron before it enters the plant, and after its manufacture into the completed product. Absolute accuracy prevails everywhere.

Equipment—Three oil lamps of appropriate design. Acetylene generator connected to large, brilliant headlights. Horn, tool kit and tire repair outfit ready for the road. Magneto, of course.

Price—$1,100, f. o. b. Detroit.

Extra Equipment—Mohair top, side curtains and wind-shield specially designed for this model, furnished for $80 additional. Top separately, $65; wind-shield, $22.50.

Guarantee—The E-M-F Company furnishes, with every E-M-F "30" Touring Car shipped, a guaranteed bond, signed by the president and secretary warranting for one year from date of shipment, car and equipment, except tires, which are guaranteed by the manufacturer.

E-M-F CO., OMAHA, 2026 FARNAM STREET

Along Auto Row

Dealers in High Spirits Over the Business of Last Week—Outlook is Better Than Ever.

Mr. W. J. Lane of the E-M-F factory, Detroit, arrived in Omaha Friday for a short visit with Manager Craig of the local E-M-F branch.

Mr. Lane come to Omaha to arrange for an exhibition of the moving pictures which will show the manufacture of E-M-F cars from the raw pig iron to the finished product. This exhibition will take place within the next two or three weeks, at which time all of the E-M-F dealers in Nebraska and western Iowa will be present. This educational feature is a new one and is sure to prove both pleasing and instructive to all E-M-F dealers, as well as prospective purchasers.

Competing against both foreign and American cars of higher price and larger dimensions the E-M-F "30 Polar Bear" captured the five-mile stock event over the fast Atlantic-Pablo beach course at Jacksonville, Fla., and created a new world's record for cars having a piston displacement of 161 to 330 inches.

Driver Witt piloted the E-M-F "30" to the front in four minutes and twenty-seconds, taking the world's record away from the daredevil Chevrolet, who held the record for five miles in four minutes twenty-seven seconds.

Among the cars defeated by the E-M-F "30" were a foreign-made Lancia, two Warren-Detroits and a Cole "30." Officials of the American Automobile association and others who saw the hair-raising event say it was the most spectacular five-mile race ever conducted. The event was hotly contested every inch of the way until the last half mile, when Witt flashed to the front and won by a good margin.

Some interesting comparisons of the service of a horse-drawn vehicle and that driven by motor are given out by the T. G. Northwall company, agents for the Brush runabout. Concrete cases which are typical of the average owner's experience with the delivery wagons of the company are given. The company claims that it costs eight-tenths of 1 cent per mile under normal conditions to operate the car. This includes gasoline and oil only.

Two cents a mile for depreciation and tires is a very liberal allowance and will allow for all repairs and also for the purchase of a new delivery wagon before the car is worn out. One car with driver does the work of two horses, two wagons and two drivers, and does it easier and cheaper, counting all cost and including depreciation and tires. In an actual test made in November over streets one-half of which were unpaved and muddy one car covered thirty-six miles, delivered 189 packages of laundry, took in all the laundry on the trip, each package being tied before being placed in the wagon, between the hours of 7 a. m. and 3 p. m. The total cost amounted to 47 cents. Including the allowed depreciation of .72 cents, figured at 2 cents per mile, and one driver's wages, $2, the total comes to $3.19.

Regularly two horses and wagons and two drivers have been employed to do this work, and it required from 7 o'clock in the morning until 7 and 8 o'clock in the evening. Following is the cost of the horse delivery system: Two drivers' wages, $4; hay and oats for two horses, 75 cents; depreciation at the rate of 1 cent per mile, 36 cents. This brings the total to $5.11.

Washing tires and washing a car are two different propositions. Water alone should be used to wash tires and as little of it as necessary. After every run the envelope should be wiped clean with a damp sponge or well wrung cloth.

A common mistake made by motorists is to mix kerosene with the water. This may be advisable when washing the body of a car to remove mud and dust from the varnish, but it should never be done when washing tires because kerosene eats rubber. This fact can be readily proved by immersing a small piece of rubber in kerosene and allowing it to soak. The rubber will soon swell and lose its elasticity. The reason for this is apparent. Kerosene is rich in fatty properties, which remain after the evaporation of the gases. Every time a tire is washed with a kerosene mixture the rubber is deprived of more of its strength.

When washing tires it is best to simply dampen a sponge with clean water, care being taken that the sponge is not soaked and dripping. Then wipe the tires dry with a cloth or handful of waste.

This, and many other phases of the tire question, is intimately covered in the "Book of Bibendum," sent free to motorists upon request by the Michelin Tire Company of Milltown, N. J.

"The great strides made by the motor cycling industry in the last few years have led to numerous inquiries as to how motorcycle tires are made," says J. A. Braden of the Diamond Rubber company. "Diamond motorcycle tires are built just like the automobile tires. And in these days everyone knows how automobile tires are built. The same South Sea island cotton fabric is used and automobile tire methods of construction are used throughout. The reason for this is that the motorcycle, as it is now manufactured, is a small automobile rather than a large bicycle. In proportion to their size and weight motorcycle tires must carry loads just as heavy as automobile tires. And quite frequently motorcycle tires meet road conditions more severe, for the motorcyclist can go to numerous places the motorist cannot reach."

Joseph J. Mandery, Packard dealer at Rochester, N. Y., sold a Packard truck to Joseph J. Mandery, dealer in mason supplies. Now he's using the truck in his business and the money remains in the family.

The Honorable Toshio Fujiwara, commissioner for the Department of Agriculture and Commerce of Japan, visited the plant of the Packard Motor Car company at Detroit recently to study the construction of buildings.

One of the Hebard Express and Van company's Packard trucks took a load of household goods from Chicago to Carpentersville. The driver intended to remain at Elgin over night, but his wife telephoned him that their babe was acting queerly. He cranked up at 8:15 p. m. and at midnight was walking the floor in Chicago, forty-two miles away.

"I can load three tons of hay at a time, haul it to Newark, eighteen miles away, and get $6 more a ton for it," writes F. Lauterbach of New Market, N. J., a recent purchaser of a Packard truck.

Danise Barkalow said: "In extending its sales activities to the French capital the Packard Motor Car company has departed from a long established policy which limited its field to the United States, Canada and Mexico. Herbert Hughes, who came up through the Packard shops and now ranks as a technical expert, will look after the selling end of the enterprise in Paris, as well as aiding Packard tourists in getting through the red tape of the continent.

"Up to the present time the Packard establishment in Paris has been devoted to extending Packard service to owners who had taken their cars abroad.

"A growing demand in France, encouraged by Packard tourists, for a car combining a reasonable amount of speed and power with a high standard of efficiency and adaptability has influenced the company in extending its sales operations to French territory. A dependable car, completely equipped, for one fixed price, is declared to possess certain advantages in competing with French dealers who quote a figure for the chassis and have supplemental prices for such essentials as body, top and tires, as well as the usual accessories.

"It just happens that the move in Paris is coincident with a venture in Buenos Ayres. Louis R. Mack, recently associated with Alvan T. Fuller, the Packard dealer in Boston, has applied for this territory and recently sailed for Buenos Ayres to look over the ground. Import figures show a large demand for high grade American cars and he is confident of working up a prosperous trade.

"It is not unlikely that other dealers will be allotted territory in South America."

From California comes the story of another "Mitchell Six" triumph, the big car this time having won first honors as a snow plow by carrying the first party to reach the famous Calaveras big trees this spring.

The trip was organized in Stockton, eighty-five miles from the grove of big redwoods, and the four men who made it traveled through every variety of season from where the early crocuses were in bloom to where the snow was twelve feet deep. Twenty-five miles out of Stockton snow began to appear by the roadside and before fifty miles had been covered the car was compelled to "buck" white drifts that would have barred the progress of a less capable machine. Often it would be necessary to run full speed into a drift three or four times before a path could be forced through it.

Over the last twenty miles of the trip the car traveled through snow from three to four feet deep on the level. By backing up and plunging forward again every time the car was stalled the party managed to get within a mile and half of where the biggest trees were. Here the car was abandoned and tying on long Norwegian skis the four men finished their journey, being the first to catch sight of the centuries old giants since the snow of early winter fell around them.

Near the famous tree through which the stage coaches drive in summer a hole was dug through the snow to measure its depth. It was twelve feet from the crust to the ground beneath it—and the Mitchell Six had gotten within a mile and a half of the place.

The run back to Stockton was made in the night in a third of the time it had taken on the outgoing trip. The broken road through the snow was easy to follow. Although the car which made the trip had previously traveled over 18,000 miles it required no attention whatever on the trying journey.

In announcing its 1912 line of cars the Packard Motor Car company of Detroit supplements its well established Packard "30" and "18" with a Packard "Six." This new Packard, like the others, is made in a variety of open and enclosed styles so there is a complete line in each of the three sizes.

On account of its adaptability to a wide range of conditions, the "30" remains the standard car, the "Six" being added to meet the demands of those who seek more speed and power than is practicable in a four cylinder car of universal utility.

In all three sizes the chassis is of typical Packard construction with detail refinements in line with the company's policy of developing a certain type each succeeding year. In the 1912 cars, the clutch is combined with the motor by encasing both the clutch and flywheel in a rigid extension of the crank case. By this change all parts are protected and the rear bearing of the clutch shaft is prematurely lined up with the motor.

Inasmuch as there is a rigid rear axle unit, comprising the transmission final drive and differential gears and the entire motive and transmission elements are in two units without any intermediate mechanism.

In each size there is a standard chassis adaptable, with slight variations, to a wide variety of styles in open and enclosed bodies. The bodies of the "six" and "30" are interchangeable.

The price of the standard Packard "30" touring car in standard equipment, which includes top, is $4,200. The price of the Packard "six" touring car in standard equipment is $5,000 and the price of the Packard "18" is $2,200.

The line of body types includes touring car, phaeton, close-coupled, runabout, limousine and landaulet, brougham and coupe.

The four-cylinder motor of the Packard "30" is of 5-inch bore by 5½-inch stroke. It develops forty horsepower at the A. L. A. M. rating. The six-cylinder motor of the Packard "Six" is of 4 1-16 inch bore by 5½-inch stroke, and develops forty-six horsepower, A. L. A. M. rating.

The wheel base of the Packard "Six" touring car is 133 inches; of the "30" touring car 123½ inches, and of the "18" open car 112 inches. Runabout and phaeton chassis on the different models vary correspondingly. The tires on both the "Six" and the "30" are 37x5 inches in the rear and 36x4½ inches in the front. The tires of the "18" are 34x4 front and rear.

The standard trimming of all models is Packard blue body panels, black bonnet, fenders, etc., and Packard gray wheels and running gear.

Colonel Jim Dwight received by express yesterday from New York a nice little box containing four gallons of syrup.

"That is pure maple syrup," he said.

"It comes from New York on the farm adjoining that once owned by me. It is made by men who were once my pupils. I used to be a school teacher, you know."

He went on then to tell what he knew about the pure syrup and the adulterated product.

A device destined to revolutionize the motor truck industry is what C. H. Martin of Worcester, Mass., claims for his latest invention.

"It is so simple you wonder why someone did not think of it before," said Mr. Martin in describing his patent.

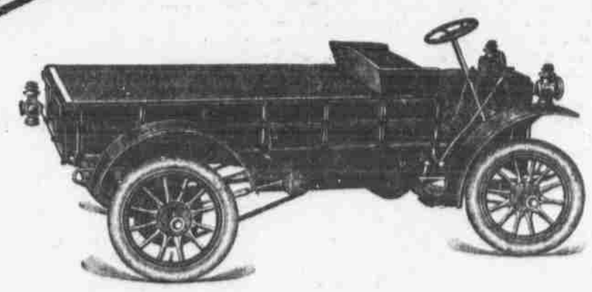
"My invention consists of a frame, carrying a motor and transmission machinery, that may be attached to the front axle of any ordinary wagon in a short time at a comparatively small expense, making a far more efficient power vehicle than is possible with ordinary motor truck construction.

"The frame is supported by a single wheel in front for steering—a single wheel in order to get the three-point suspension and enable the vehicle to turn in much shorter space than were two wheels used.

"It is attached to the wagon by soft springs, the power being applied to the front wheels of the vehicle, which are provided with sprockets and special traction tread tires."

Elbert Hubbard has nothing on Joe Ollier, southern California representative for the E-M-F "30" and Flanders "20," when it comes to writing "sensational" books. "Defects in the E-M-F '30'" is the title of Ollier's latest literary aspirations. The book is the subject of much thought on the part of Ollier and has taken much time to compose. It is bound in "goat" skin. The pages are as clear and white and pure as Joe's countenance. Not a word on them. Just blank paper like Elbert Hubbard's essay on "Silence." Fra Elbertus can now back up and take a rear seat.

Buick Trucks



Following are Some of the Users of Buick Trucks in Omaha and Lincoln

McCord-Brady, Omaha.
J. L. Brandeis & Sons, Omaha.
Kimball Laundry Co., Omaha.
Metz Brewing Co., Omaha.
Woodard Candy Co., Omaha.
City of Lincoln, Police Patrol.
Hardy Furniture Co., Lincoln.
Ensign Transfer Co., Lincoln.
Nelson News Co., Omaha.
Union Pacific Coal Co., Omaha.
Inter-Ocean Amusement Co., Omaha
Dazell Ice Cream Co., Omaha.
Granger Fruit Co., Lincoln.
Evans Laundry Co., Lincoln.
Globe Delivery Co., Lincoln.

ASK THEM

MORE BUICK TRUCKS running in Omaha and Lincoln than any other make. Ask the firms using them and they will tell you it's the best truck you can buy for the money. Three styles on exhibition at Our Farnam Street Store.

Nebraska Buick Auto Co.

LINCOLN W. E. Sidles, Gen. Mgr.
OMAHA Lee Huff, Mgr.
SIOUX CITY S. . Doug as, Mgr.