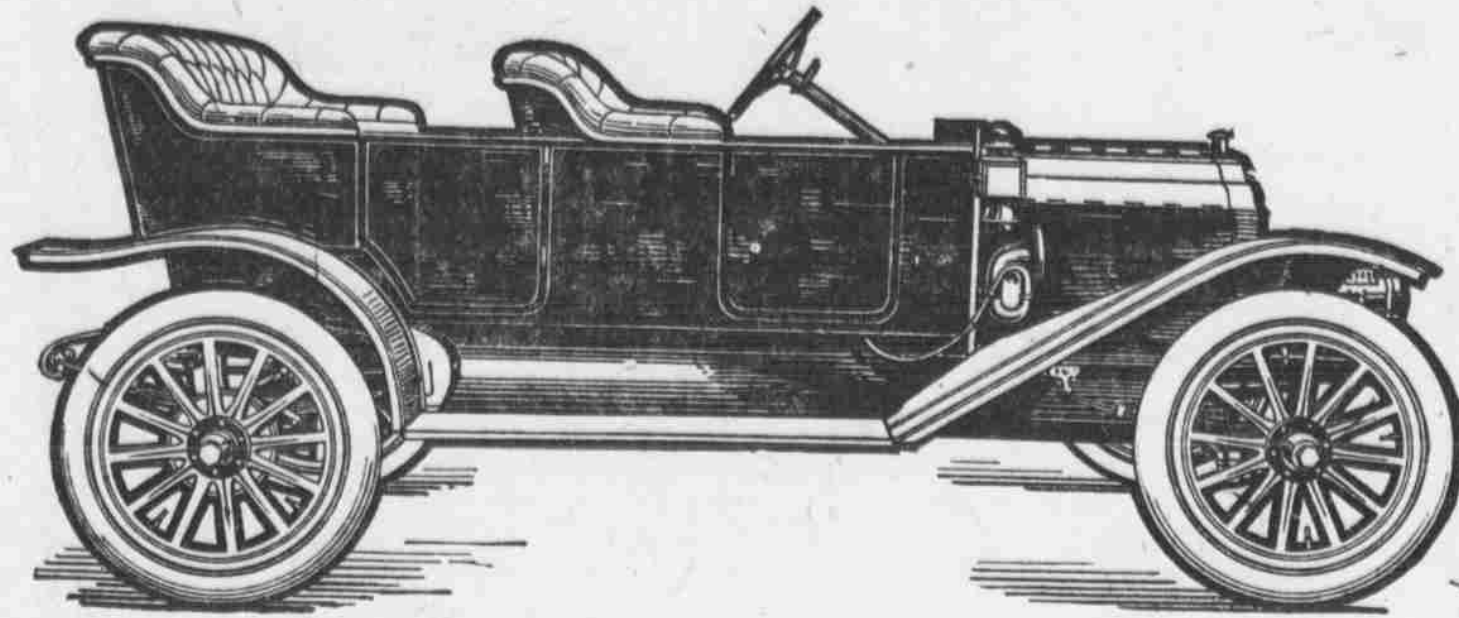


Flanders "20" Fore-Door

With 3-Speed Selective Transmission



\$800

EVER SINCE THE ADVENT of the famous Flanders "20" nearly two years ago, we have been deluged with requests for a touring body on this sterling light chassis. These requests came from thousands of good folk, who felt they could not afford or didn't care to put \$1,000 or more into an automobile—of course, at \$1,000 there's only one choice—E-M-F "30."

TRUE, THERE WERE OTHERS—several makes of cars selling for less than \$1,000 and equipped with "touring" bodies. But in the eyes of discriminating buyers these possessed disadvantages that left them out of consideration—for example: Inadequate power and chassis strength; two-speed transmissions—and mostly of the power-consuming, noisy "planetary" type. The planetary transmission may be "fool proof" as claimed—but it does not appeal to the mechanically well informed.

FLANDERS "20" DIDN'T BELONG to that class of cars at all. When Engineer Heaslet undertook to design this model for the E-M-F Company, he set himself a high standard—that of creating a chassis of medium size that should combine all those features which heretofore had been considered obtainable only in cars selling for four times as much as Mr. Flanders proposed to ask for this car.

THAT HE SUCCEEDED IS HISTORY. True, Flanders "20" in its first few months of existence had to pass through most of the infantile troubles that every new model, no matter by whom designed, must pass through before it reaches that state of perfection that is the designer's ambition. Flanders "20" had its teething troubles, then the measles, mumps and a slight attack of the whooping cough—that last is automobile language for carburetor crankiness.

PERHAPS THIS SURPRISES YOU—this brutal frankness of ours. It is the despair of our competitors. They never can understand why it does not injure us irreparably to tell the public what they do in their factory secrets. Confidentially, we believe this is the secret of our success. We are dealing with intelligent people—practical business men for the most part. Infallibility is not to be hoped for in human beings. So it has always been our policy to speak frankly to readers of our ads. It not only disarms unfair competition, but has won for us a confidence on the part of buyers that we consider our chief asset.

YES, FLANDERS "20" HAD ITS TROUBLES in the early days. But—and here's what you are mostly interested in—every Flanders "20" car sold carried with it a full year's guarantee by a company worth several millions of dollars. Not only that, but the buyer knew that the men who signed that guarantee were not in the habit of splitting hairs—would make good not only the letter, but the spirit of that guarantee. And we did—to such an extent that there are today 7,000 boosters of this car—satisfied owners.

WHILE WE ARE ON THE SUBJECT let's go back three years. E-M-F "30" was then in its first year. It also had its infantile aches and pains. This company was new then, but the men at the head of it realized that permanent success depended absolutely on backing up our product in the most liberal manner. We had expected small weaknesses to develop during the first few weeks that the new model was on the roads in hands of owners. Why? Past experience—which teaches us that, no matter how severely a new model may be tested by factory experts, defects will develop, when 500 cars are in hands of owners operating under 500 different sets of conditions—defects that no one could possibly have foreseen or provided against. That's the reason for a manufacturer's guarantee—and before you buy any model—ours or the other fellow's, let us warn you to look well to the kind of guarantee that goes with it, and particularly to the character of the men or the firm that signs it.

WHAT A MARVELOUS RECORD E-M-F "30" has made since that—nothing like it has been known in automobile history. For three years it has been first choice of discriminating buyers and every car has been sold, not by a salesman, but by another owner. And so well did we take care of those first 500 cars, any man who now owns one of that famous first litter to which "Old Bullet" belonged, staunchly claims he has as good a car as we have ever turned out since.

FLANDERS "20" REPEATED HISTORY—that's all. And today we are able to say of this great little car it is as good as its older brother E-M-F "30"—and more could not be said of any automobile.

BUT ABOUT THAT TOURING MODEL. Until recently we have turned a deaf ear to the entreaties of dealers and individual admirers alike—those who wanted a Flanders "20" touring car. The reasons have been set forth above. We had determined first to give the car a full year in hands of owners with the lighter runabout and suburban bodies—watch the performance of every car carefully, and make improvements or refinements wherever opportunity occurred.

SHE IS IN HER SECOND YEAR NOW—infantile diseases long since passed and every defect however slight—whether in mechanical construction or merely in exterior appearance—has been corrected and such improvements made as the progress of the science of automobile making and steel treatment has made possible. Today we are able to say—and back it up with that same guarantee—that in all the world there is nowhere else such value to be had in a car of this type as in the Fore-Door Flanders "20."

THE RULE WE HAVE WORKED TO in perfecting this light car model has been, "when in doubt make it like E-M-F "30"—a rule some of our esteemed competitors have emulated assiduously of late, by the way. You'll find, therefore, many points of similarity in the two cars—and that alone is guarantee of the excellence of the new Flanders "20" model.

ONE FACTOR THAT HAS HELPED in this process of improvement has been the drop in prices of materials—which we predicted in a recent E-M-F ad, and were so roundly scored for by competitors, who thought it was bad for the public to be advised of that fact. For example aluminum, is much cheaper today than two years ago. Results, we are able to use that semi-precious metal in the motor crank-case and transmission housing of Flanders "20" now, whereas it was absolutely out of question then. We reduced the weight very considerably by using aluminum.

THE THREE-SPEED, SELECTIVE TRANSMISSION is another feature that will appeal strongly to the experienced. For the runabout models the two-speeds are all right, but it's a mistake and a grievous one in any touring car. Not only does it interfere with the pleasurable operation of the car—and every Flanders "20" owner drives his own car—but it subjects motor and transmission mechanisms to undue strains when starting or climbing hills or negotiating very bad stretches of roads. It won't do.

WHEEL BASE IS 102 INCHES—only 6 inches shorter than the larger model. Ample room for five large adult passengers and longer than any other car of similar class. Weight, only 1,600 pounds, and as this "20" horse-power motor actually develops about 25 per cent more power than its rating you have power to carry you anywhere at as rapid a pace as you will ever care to go. And she's a wonderful hill climber.

LESSER IMPROVEMENTS ARE: Detaching exhaust manifold. Formerly, cast integral with the cylinders this feature developed defects similar to those from which other makes or higher priced cars, which also adopted this foreign idea last year, are still suffering. You don't know which ones? Ask your dealer.

CARBURETOR HAS BEEN PERFECTED so as to give still wider range of flexibility and with simpler adjustment—similar to E-M-F "30." Flanders "20" carburetor now gives uniform results in mile-high Denver and sea-level Florida.

WORM AND WORM-WHEEL STEERING has been adopted in place of the former internal-gear device. Absolutely irreversible. Four times longer lived—because four times as much wearing surface. Also adjustable for wear. Equal in every way to that of E-M-F "30."

SEVERAL OTHER MINOR POINTS have been refined—improved in the word, for there was nothing to be desired in efficiency. Still, there was one point—valve action—where not only refinement was possible, but about 20 per cent increase in power was obtained.

MAGNETO AND COIL are part of standard equipment of course—Spittorf, and attached same as on the larger car. Accessible. So are several other parts that formerly were a trifle difficult to get at. Radiator is raised slightly so the starting crank no longer goes through the radiator. Looks better, that's all. Cooling properties of this car always were ideal. Rear axle has been made heavier to support the heavier passenger load. Double strut rods. Brakes twice as wide as before—will slide the wheels on any surface, yet won't chatter nor jerk, no matter how severely applied. Lined with thermoid.

THINK HOW MUCH WISER IT IS for a concern to adhere to standard models and improve from year to year as we have done with Flanders "20" and E-M-F "30," rather than to constantly chase false gods and offer radically new models to the buying public as fast as the seasons roll round.

IS IT ANY WONDER other concerns are trailing in the rear while the E-M-F Company continues to set the pace and constantly increases the distance between? You know the A. L. A. M. report for the last quarter of 1910, just issued, showed the E-M-F Company to be the largest producer of automobiles in the world. Those figures cannot be refuted. And the chief reason is we do not run away from our troubles, but make good to every buyer—and we get our share of the unreasonable ones—and continue to improve and refine our product far in advance of the times and the demands of buyers.

NOW ABOUT THAT FORE-DOOR MODEL. First, let us say this body is not a makeshift one, designed to fit a runabout and be interchangeable. Not at all. It is specially designed for this chassis, which as we have shown above, had been designed to receive it. Ample seating capacity and just as well trimmed and finished—just as many coats of varnish and same quality leather and hair as that used in E-M-F "30."

THE PRICE—\$800—IS SENSATIONAL—leaves no real competition for this car in the field. Meets exactly the needs of buyers, who just can't quite reach E-M-F "30"—and gives them a car made of exactly the same materials, by the same wonderful organization and backed by the same guarantee as E-M-F "30"—just a size smaller, that's all.

NOW NOTE THIS CAREFULLY. Deliveries on this fore-door model will not begin until on or about May 1st. And at first they will not come very rapidly—naturally. Orders ahead for Flanders "20" runabouts and roadsters must be taken care of. This requires a large part of the factory equipment and organization.

BESIDES, IT BECAME NOISED ABOUT—despite our efforts to keep silent about this model until ready to deliver them in quantities—that this Fore-Door Flanders "20" was coming out, and astute dealers and buyers have already sent in tentative orders for several hundred cars—unsight and unseen and without knowing just what the price would be. Knew it would be right, of course, knowing the E-M-F Company.

SO YOU SEE YOU'LL HAVE TO TAKE YOUR TURN in the line just as those thousands have had to do in the past, who wanted E-M-F "30" or Flanders "20" cars. Order at once. Pay down a deposit and have your dealer assign you a definite delivery date. Then you will not be disappointed.

THE OBJECT OF THIS ADVERTISEMENT is not so much to sell these cars—word of mouth information among present owners would sell the entire output as fast as we could get them out. But we wanted to give everybody a fair start—dealers and individual buyers alike. So this is the first official word about this model and you can rest assured there will be no favoritism—first in line first served and with absolute impartiality as in the past.

HERE'S ANOTHER SURPRISE—We did intend to reserve it for another ad, but it won't be necessary. We will begin on May 1st to deliver a new Fore-Door E-M-F "30." Will be ready to take care of the demand by that date we hope. Chassis unchanged in any detail—same famous car in every particular save the body, which we think is the neatest, nattiest, "classiest" thing of the kind yet produced. Price will be \$1,100—watch 'em scramble!

E-M-F Co., Omaha - 2026 Farnam St.

CIRCUIT RACES TO FORE

Organized Contests of National Circuit Appeal to Whole Country.

EACH LOCALITY HAS FAVORITES

Motoring is Building Up a Fandom Which Supports It Where Grand Circuit Races Are Held.

Organized motor racing, like organized base ball, is bound to build up a fandom which certainly will rival the loyalty of the followers of the national game. Not only will cars swinging around the national circuit receive hearty welcomes when they approach their home districts, but the drivers will find their home folks turning out enthusiastically for them. Imagine for instance Johnny Alken and the "National," or Joe Dawson and the "Marmion" and the way the crowds will cheer for them at Indianapolis when the 500-mile race starts the national motor contest circuit. When a man and his car are known in a locality where motor fans have a chance to see them practice and to get to know the man's personality, the chances are strong they will turn out to cheer for that man and that machine on race day.

Over in New England, to take another example, they'll make things hum for Harry Grant, for he's a New Englander, you may be sure they'll keep the dope

on his performances and they'll know his racing averages as well as to base ball fan keeps the figures on the hits his particular pride makes. Won't the New Yorkers who like auto racing know what Disbrow, Bruce-Brown and Ralph DePalma are doing? To be sure they will, because they have pride in these local stars.

There will be rosters aplenty for the coach, smiling Mulford, and he for that other local driver, Tetzlaff, the Pacific coast will feel bound to exult if he cleans up on the eastern stars in the track and speedway.

Not only will the drivers get great receptions when they draw near home, but because of the system upon which the circuit is organized and maintained, their daily activities will be watched by the folks back their own way when the circuit has moved on. As for cars, Detroit will have to divide its interest among more racers than Indianapolis, Chicago, Cincinnati or New York, because more automobiles are made in that city. But if there was some city which produced the best car for the season, other than Detroit, such municipality would undoubtedly glorify itself in a little over the accomplishment.

The whole result of the circuit will be to stimulate a genuine interest in racing, by means of greater personal attraction to drivers and cars. The interest will be sold because there will be some progress to watch. Each circuit meet will have a bearing on the season's results, and because the circuit will be handled by the same men throughout the results will be coherently kept and so made public that no misrepresentation will be possible. If things are planned for a car which are not in keeping with the facts, steps can readily be taken

to see that the false claimant is treated according to his deserts. Then the public will have a safer guide than ever before to the purchase of cars on a basis of real accomplishment on the track and road.

Circuit organization demands an attention to detail that can hardly be imagined from the smooth way it will go, once started. All the angles that have to be considered come up as new points, because there is no precedent to follow. For this reason, once the circuit is going, it will be easy to extend it elsewhere. For the plan having been formulated and put in action, changes in locality will be merely incidental. Therefore, it is expected that it will be possible to take care of the far west and the Pacific coast, which are even now clamoring for a chance to see the circuit stars on its race courses. Doubtless the section will be organized and motor racing will become an organized all-year sport.

Fire Insurance Figures. The fire insurance companies, according to the tabulations made by the Connecticut insurance department, collected \$25,599,945 from the nation in 1910 and paid out \$20,427,439, leaving a margin of \$5,172,506 "gain in surplus." The itemized tables show that the fire losses themselves were \$18,025,196, while the underwriting expenses incurred amounted to \$190,012,290. In short, 82.97 per cent of the disbursements really went to the people or corporations suffering losses, while 9.72 per cent was the expense of the insuring machinery. When the totals are struck and compared they show that the actual fire losses were practically half the amount of the money paid for protection from fire. This insurance was carried in and by thirty-nine American and thirty foreign companies, the latter having a little more than 22 per cent of the "business."—Indianapolis News.

Motor Parkway May Get International Motor Speed Event

Manufacturers and Automobilers Urge Holding Big Race on Long Island Again.

NEW YORK, April 22.—Public sentiment deprived Long Island of the grand prize last year; public sentiment is likely to give Long Island the big automobile road race this year. It was learned this morning that the Motor Parkway stands a very good chance of being the scene of the international speed event. The Motor Cups Holding company, which body has the right to select the course of the race, is rather anxious to see it held on Long Island. Remember, in the Motor Cups company are men of the Long Island Motor Parkway. Last autumn they had it all planned to race the gold cup cars over the parkway, but the outcry that arose after the killings of the Vanderbilt forced them into the southland, where a refuge was found at Savannah. Now this section has forgotten more or less about the last Vanderbilt and motorists and manufacturers want the grand prize to be held in the vicinity of New York. They feel that giving the race to Savannah in 1908 and 1909 was sufficient for some time. The matter has yet to be settled. Tentative dates of October 21 or 28 are contemplated if it is finally decided to hold

the contest on Long Island. The dates chosen for Savannah are early in November. This morning a man officially associated with automobile racing in this country said:

"It has not been decided that the grand prize will go to Savannah. More likely the race will be held on Long Island. To my knowledge there was only one manufacturer who really wanted to race on the southern course last year. For a time it looked as if the contest would have to be called off. Indeed, it was only after the greatest persuasion that we induced all the entrants to send their cars to Savannah. This year they want the race in the vicinity of New York—on the Long Island Motor Parkway.

"The likely dates are October 21 or 28. Fairmount park is down for October 7, with the Vanderbilt a week later. This arrangement would make it possible to hold the grand prize on the 21st or 28th, preferable the former. The general demand is to hold the race here, so I cannot see why it should not be granted. "Frankly, the whole proposition is up to Albany. If the capital gives us permission to police the course with militia the grand prize will be held on the parkway. What is Albany's attitude? I cannot answer your question at the present time. I will say, however, that it is not impossible. If the troops are available New York will be the scene of the greatest road racing in the country. You know there will be no evading the latest rule of the American Automobile association to the effect that troops must be available to police a course, else the race cannot be held. That is the situation. With troops

Long Island will very likely get the grand prize, without them the event will possibly go south again. But let me emphasize that a mighty strong effort is being made to hold the race here."

NEW ROUTE FOR TOURISTS

Road from Omaha to Shelton, Neb., is Suggested by C. G. Powell of Powell Supply Company.

A new route for Omaha tourists during the summer is suggested by C. G. Powell of the Powell Supply company, who, with Douglas Bowie and Ned Miller of the Electric garage, motored from Omaha to Shelton, Neb., on Tuesday and Wednesday of the last week. The trip was made for the purpose of delivering a Packard car to a customer at Shelton. "On the little trip," said Mr. Powell, "we discovered absolutely one of the best roads for automobile enthusiasts I ever saw. The road for most of the way was so level and so smooth that we bowed along without once touching the engine of the car or even opening the hood. Perhaps the perfect weather conditions had something to do with the enjoyment. Bowie, Miller and myself got out of our little trip, but I certainly would recommend the route for anyone desiring to make a short trip this summer. "The first part of the route, from Omaha to Grand Island, is rather hilly, but not disagreeable. But after reaching Grand Island, the road to Shelton is ideal for motoring. The farmers along the road pay considerable attention to it and as a result

it is in perfect condition. I think it is not putting it too strongly to say that this road is the best in the state, and I have seen most of them."

"One particular thing that I noticed was the number of farmers now who are users of automobiles. Where a few years ago you would see nothing but wagons and buggies coming to town, are hundreds of automobiles. They are not used for pleasure exclusively, as we saw many farmers bringing their produce to market in their cars. I really believe that I saw as many farmers coming to town with motor cars as I did with wagons. This is perhaps the reason for the excellent condition of the road."

"When anyone in Omaha wants to take a short trip and enjoy all of the pleasure to be secured from an automobile, I would advise them to try this route. Every feature was so enjoyable along the road that we would have thrown the driver out had he attempted to do any racing along the road and shorten the trip, so we just leisurely took our time and really enjoyed life."

Girls to Shine Shoes. Mrs. E. R. Clawson has established a bootblack shop in New York in which white girls do the shoeblacking. They are Miss Katie Burble, better known as "Billie," and Miss Mabel Wilson. The bootblacking of men is the main obstacle to success, Mrs. Clawson said. She got the idea of the shop from reading newspaper accounts of the Korb divorce suit. Mrs. Korb L. Korb after she had testified that she blacked his boots. "That the business is profitable is attested by the fact that Mrs. Clawson has advertised for more girl employees—New York American.