



E-M-F "30" Five-Passenger Touring Car \$1100

# This Car Will Save You \$500 ...PERHAPS MORE...

ONCE UPON A TIME everybody had to pay a high price to get even a moderately good automobile. That was years ago when automobiles were new and before the E-M-F Co. entered the field. All cars were then assembled, not many of them sold anyhow. A car as good as the E-M-F "30" today couldn't be purchased then. There wasn't any built.

WITH THE ADVENT OF THE E-M-F "30" conditions changed. Perhaps you have not realized what the change has meant. Prices went down, of course; everybody knows that. Other cars had to come down to compete with the E-M-F. But why? Did you ever stop to think?

THE FACT IS THE GREAT CHANGE the E-M-F "30" brought about was not only the production of a wonderfully good car, but a wonderfully good car within reach of everybody's pocket book. And the way we did it was to manufacture automobiles in a new way.

OTHERS HAD BUILT THEM by hand with about the same kind of equipment as the ordinary machine shop. The E-M-F Co. did it by a host of automatic machines, kept them busy with an immense production and sold them at a price never before approached.

NATURALLY ENOUGH other manufacturers saw the situation and began to scramble after as fast as they could. Well, they never could catch up, for the E-M-F Co. grew into larger and larger proportions with fast increasing facilities which have kept on growing until in September we have made another huge extension, larger than ever before.

THE RESULT IS THAT TODAY the E-M-F factories, now a part of the Studebaker Corporation, are far in advance of all other automobile manufacturers in the extent of their equipment and the number and quality of their product.

THE E-M-F "30" AND FLANDERS "20" are today the best made automobiles in the market, bar none. And this is true, because as Walter E. Flanders, Gen'l Manager, says, "To err is human; to be exact is automatic." We use automatic machinery. It is impossible for concerns with a lesser product to use the same machinery except at a prohibitive cost, and any other method of manufacture inevitably puts the price out of reason.

THAT'S THE REASON we say the E-M-F "30" will SAVE YOU \$500—perhaps more. The probabilities are that if you are considering buying a car you have the E-M-F "30" in mind as your first choice, only question is whether you can get one. Factories are working night and day and yet unable to meet the rush.

NOW IT'S UP TO YOU entirely—if you delay your decision a week you will probably have to wait two weeks longer for your E-M-F "30." We are trying to catch up. We have been hopelessly oversold for months past—but we did expect a little let-up in the fall. Vain hope!

SEPTEMBER WAS THE LARGEST month's business in our history. October promises to be still larger—simply because at this season, when other factories are running short time, we are able to get more help and therefore can more nearly reach the demand.

GET YOUR ORDER IN—Don't merely tell the dealer you want an E-M-F "30"—that isn't an order. That's only a probability—at least the dealer so considers it as long as other buyers have put up a deposit. Naturally—and justly—they get preference in delivery. Give him a bona fide written order with cash deposit of, say 10 per cent of the price, then you will get your car in its regular order, and you won't have to wait more than a couple of weeks at most. The dealer will tell you just how long.

THE STUDEBAKER CORPORATION

# THE E-M-F OMAHA CO.

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