

COMMON SENSE ON THE AUTOMOBILE QUESTION

NOW IS THE TIME OF YEAR to go over this automobile question. Let us see what the last twelve months have brought forth. In the Show are the cars all nicely arranged and waiting for inspection, with plenty of salesmen to explain the good points of each and plenty of time to make a choice. Ever see the automobile or owner-to-be who wasn't interested to go to the Show and see the cars on parade? No. Well, neither did we and the best part of it is—we have something to show him.

WE HAVE BEEN HEARING A LOT lately about new automobile features, mostly questions of detail. A few years ago, you remember, there were radical differences in design and appearance. Great difference in price, too. People were actually in a quandary as to what car to buy. They liked one car, but nobody knew whether its design would really work when it got the hard knocks of service. So they hesitated. Besides, prices were high and coming down. Naturally, people said: "We'll wait for the car of the right stuff at a right price." How well they were repaid when the E-M-F "30" came out with its wonderfully durable and correct design at its original price of \$1,500 all the world knows. Those higher priced, lower quality cars took a grand tumble, and have been scrambling to recover lost dignity and prestige ever since.

NATURALLY, ALL THAT IS CHANGED NOW. High swung, angular bodies have gone into disuse. We hear very little of two-cycle motors. Planetary transmission has been tried and found wanting until not a single good car uses it today. You'll find it only in those "tinny" little cars which on their appearance and record are useful for a few months and then doomed to an early retirement to that haven of invalid cars—the repair shop—where the owner pays the bills.

DIFFERENCES WHICH USED TO BE RADICAL have disappeared. All good cars are very similar in their elementary design today. Differences are in quality and in that wonderful question of endurance and reliability which is deeper than any appearance. Here's an interesting thing. Watch out to see how many cars in the show today have the nerve to point to their record and reputation as their great sales argument. And how many are busy explaining certain slight changes, most of which on the face of it are corrections of admitted mistakes, as the reason why you should be induced to buy them. When you get that difference fixed in your mind you have reached the great difference between good and poor cars.

WE WISH TO EMPHASIZE this point. There will be others who attempt to obscure it. The one great and salient reason governing what car you should buy today is what that car has done. Not what immediate changes may or may not make it capable of doing. But what it has done and what you can be certain it will do. BUYING AN AUTOMOBILE TODAY NEED BE NO GAMBLE. You can know beyond any doubt what you are getting and that you will get your money's worth. If you wish, you could play with new and unknown wrinkles of doubtful value. Be sure you would pay amply for them, too. But if you want only the best—you can get that easily.

THE CONVICTION THAT E-M-F "30" and FLANDERS "20" cars offer incomparable value is borne in upon us when we have seen everything other makers have to offer. Our situation is different from theirs. We are under no compulsion to apologize. We have no mistakes to correct with considerable changes. We depend upon no novelties to win your consideration and approval. No! "Gentlemen," we say, as we make our bow in the show, "our cars are practically unchanged. Every feature is tried and true. They are the greatest values in the automobile market. We know it and you can prove it."

EVERY FEATURE IN E-M-F "30" and FLANDERS "20" cars is a proven and widely-accepted practice in the best automobile engineering. We led, others followed and proved that we were right. There is not a single method of automobile manufacture better than we use in our cars. If any is ever developed, we will use it, be assured of that, and when we do use it we will use it right.

TAKE SELF-STARTERS, for example. Theoretically the self-starter is an advantage. We receive probably a dozen letters a day on self-starters and we answer them all just the same way. We do not recommend any self-starters because there is none to be recommended. We are experimenting with them, and when we get one which is practicable, we will put it on our cars and it will fit any previous cars we ever put out.

DID YOU EVER SERIOUSLY CONSIDER SELF-STARTERS as they are today? Of course, there are various types, but did you ever get down to "brass tacks" on the whole proposition? Ask some friends of yours what the Glidden Tour did to self-starters. One of

the most familiar and amusing things about the whole tour was the sight of drivers cranking away diligently, trying to start the so-called "self-starting cars." The self-starters, when put to the test of touring, simply didn't work. Another type introduces into the cylinder an explosive mixture more powerful than dynamite. Certain car manufacturers have adopted it. We tried it experimentally. What was the result? The tremendous impact of that explosion on a still motor resulted in a vast deal of bearing trouble. No bearings could stand the strain. So we are still experimenting and the other manufacturer is busy replacing bearings torn out by the self-starter. Take our word for it, when self-starters are right, they will be on our cars. Meanwhile, you better wait till they are right.

THE LAST YEAR HAS BEEN AN EXTRAORDINARY SUCCESS for E-M-F and Flanders cars. You will remember how we brought out the three-speed Flanders last spring and announced that we had produced a car of the highest possible quality at a price, completely equipped, under \$1,200. People wondered how we could do it; hesitated a little and waited to see. Naturally, we couldn't blame them for that. We always have urged the public to make the most thorough investigation of all our competitors' cars. Then, of course, they couldn't help but buy from us. So we said: "All right, wait and see."

THE FLANDERS ENTERED a number of the most important competitive events—reliability runs, races, hill climbs, and made an extraordinary showing. The car began with three perfect road scores in Iowa's Little Glidden; followed it with first and second prizes in the arduous Minneapolis to Helena reliability run. Then cut 47 seconds off the old class record of two minutes five seconds in the Worcester Dead Horse Hill Climb, and, after various other victories, performed the pathfinding for the Glidden Tour in better time and more successfully than any car ever did it before. Finally Flanders "20" wound up the season in a blaze of glory by breaking all world's records for its class on the Indianapolis Speedway for 1 to 20 miles.

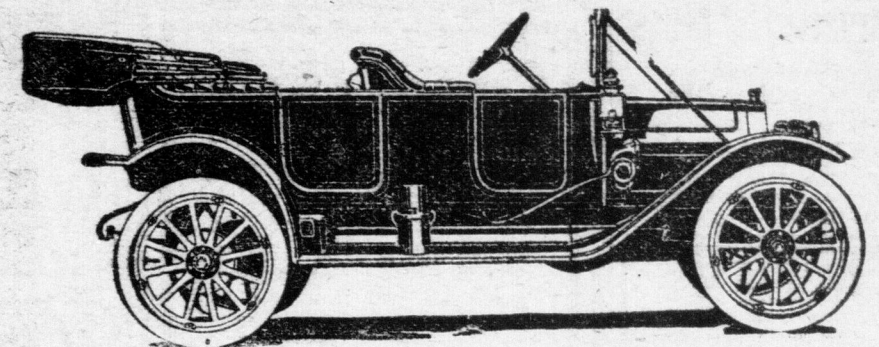
THE REMARKABLE ACHIEVEMENTS have made the Flanders "20" perhaps the most-talked-of car of the season. Interested automobilists crowded to buy, and our production soon reached and maintained the extraordinary record of 100 cars per day. Today, if you will make inquiry, you will find that the cars are operating all over the country with unbroken success. They are giving practically no trouble whatever, and any owner will tell you the same thing.

THEN THERE IS THE E-M-F "30," which is our first love and which for four years has maintained itself as a car of unequalled service. The "30," too, practical sells itself. Anybody who ever owned one, or had a friend who owned one, knows of the consistent service this car has given. The value is established. We are making them just as good as we always have made them, and they are selling just as freely. This year we have lengthened the wheel base, as you know, possibly improved the appearance of the fore-door body until no handsomer car is seen; made the throttle and spark control a trifle more convenient; added one or two little alterations in appearance. And that is all.

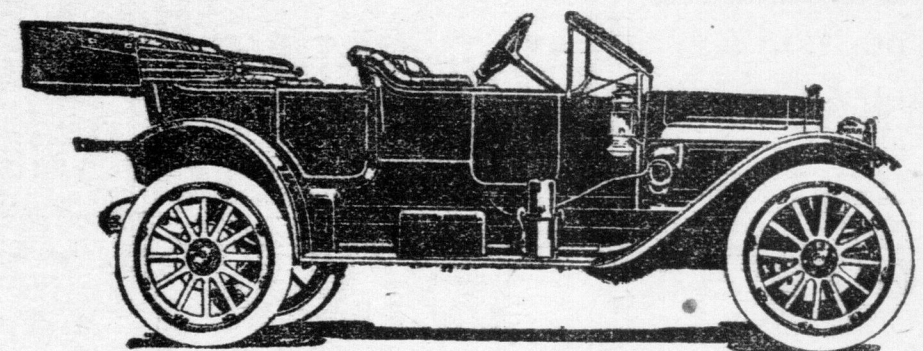
THE GREAT THING ABOUT E-M-F "30" and FLANDERS "20" CARS is that essentially they are unchanged. In quality, motor and transmission, design and everything that goes to give reliability and genuine satisfaction the cars are unaltered. No new varieties for the curious purchaser; no weak excuses instead of real value. Simply the assurance that our cars are what they always were; and the Flanders guarantee behind them. The man who weighs values and looks for his full money's worth for every dollar he spends is going to buy an E-M-F or Flanders. Because we offer him certainties. He knows what he is getting.

FOR 1912 THE FLANDERS LINE INCLUDES four models built on the one chassis. The Touring Car is the handsome, straight line smart appearing car which has become a familiar figure on the streets everywhere. We have just brought out a similar fore-door Roadster of smart, racy, comfortable design. The utility car, the Suburban with removable rear seat, has been a boon to contractors; and others who want a carrier car available also for family use. Perhaps best of all is the Coupe at \$1,200.

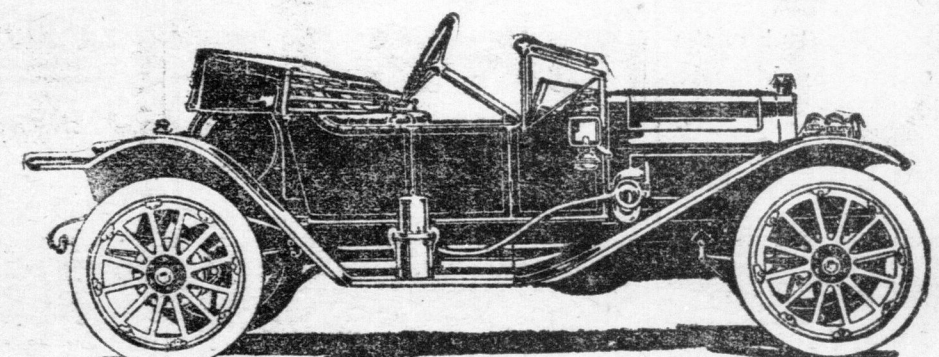
THERE ARE THREE E-M-F MODELS—Touring Car, Detachable Demi-Tonneau, Roadster. Look them over early, for the demand is going to be keen. They are big, simple, handsome cars, beautifully finished with as much care in painting and varnishing as any high-priced cars built, bar none. In all their appointments they invite comparison with any cars shown.



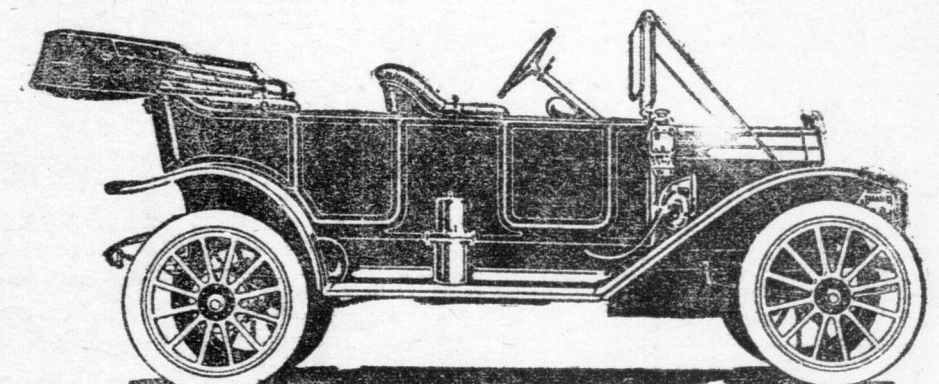
E-M-F "30" Touring Car, F. O. B., Walkerville, \$1,400
Top, Windshield and Speedometer, \$110



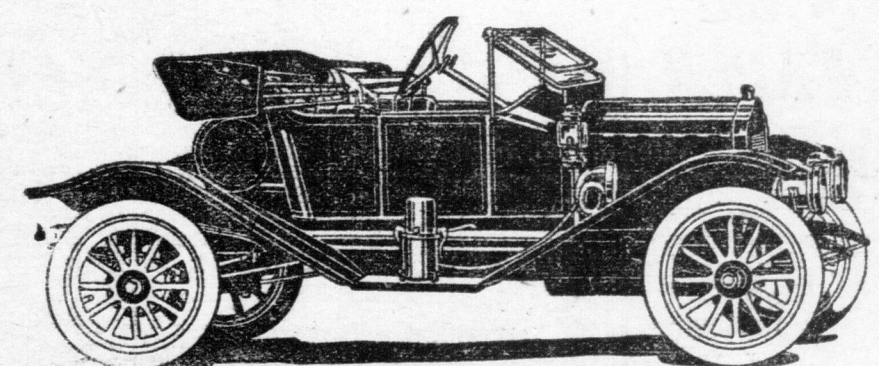
E-M-F "30" Demi-Tonneau, F. O. B., Walkerville, \$1,400
Top, Windshield and Speedometer, \$110



E-M-F "30" Roadster, F. O. B., Walkerville, \$1,400
Top, Windshield and Speedometer, \$105



Flanders "20" Touring Car, F. O. B., Walkerville, \$1,000
Top, Windshield and Speedometer, \$105



Flanders "20" Roadster, F. O. B., Walkerville, \$950
Top, Windshield and Speedometer, \$110

There will be a remarkable exhibit among our cars at the Automobile Show, London Armories, Feb. 7, 8, 9 and 10. It is a Flanders chassis. You can see at a glance how the car is made and how strong and dependable it is. Follow the crowd and see it. We have some exceedingly interesting booklets, too. Ask for the "First to Hazelton" booklet, which tells the story of a Flanders "20" trip from Seattle, Wash., to Hazelton, B. C., over trails which for hundreds of miles had never been travelled by any wheeled vehicle.

THE E-M-F COMPANY OF CANADA, LIMITED

WALKERVILLE, CANADA

LOCAL DEALERS, R. HUESTON & SONS

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