

POOR DOCUMENT

MC2034

ST. JOHN, N. B. SATURDAY, FEBRUARY, 26, 1910.

FIVE

America's Most Popular Cars Now Duplicated in Canada

E-M-F "30"
\$1500

FLANDERS "20"
\$950

CAPACITY
2500 CARS
PER ANNUM

LARGEST
AUTOMOBILE PLANT
IN CANADA

Specifications E-M-F "30"

MOTOR—It is a marvel of power, economy and performance. No motor of the same dimensions (4 inches by 4 inches) produces within 25 per cent. of the power.

CYLINDERS—Five cylinders. Stroke 4 inches. Compression moderate. All experience has proven these cylinder dimensions to be nearly ideal for all kinds of service.

CRANK SHAFT—Is 3 feet 4 inches from center line of cylinder to center of crank pin. This gives the crank a long stroke, and it is included in the list price of the car.

LUBRICATION—Splash-automatic, vacuum feed—reliable and economical. Oil reservoir cast integral with aluminum crank case.

IGNITION—Double system, consisting of (a) Splitdorf magneto, (b) battery. The magneto is not an extra or "special equipment." It is as much a part of the E-M-F motor as the valves, and is included in the list price of the car.

COOLING—Is by large centrifugal pump—high efficiency at slow engine speeds insuring cooling in hill climbing and hard pulling over muddy roads.

CARBURETOR—Has proven a marvel of flexibility and simplicity. Our own make, so well made and all made alike. Never heard an E-M-F "30" "missing" in your life.

CLUTCH—A cone clutch—simple and also better in some respects than the sliding clutch. Needs no adjustment, and steel springs under the leather facing makes it take hold as smoothly as in ring-clutch did.

TRANSMISSION—Type—Selective sliding gear. Gear case integral with differential housing in rear axle—the unit power transmission system so generally approved by engineers of late.

REAR AXLE—E-M-F exclusive design. Right and left housing sections drawn from sheet steel and heat treated, giving extra strength. Fitted with truss rods.

FRONT AXLE—I-beam type. Drop forged in one piece—not welded in center. Heat treated. Spring perches forged integral. Liberal safety factor.

WHEELS—Artillery type. Large spokes—12. Spokes and felloes first grade second growth hickory.

TIRES—Morgan-Wright. Good tires. Equipment has proven ample—thanks to car being made of best alloy steels, consequently light. Remember that excessive tire equipment simply obligates you to pay more than you ought for your tires.

SPRINGS—Front, semi-elliptic. Rear, full elliptic. Extra wide for this weight of car—2 inches. Driving thrusts and braking strains take by two radius rods—not by springs.

FRAME—Pressed steel—U-section. Side members straight—strengthened neither by offsetting nor drooping.

MUFFLER—E-M-F type—silent. Silence by radiation—not by obstruction. Absolutely no back-pressure.

FENDERS—Enamelled steel in the newest style, most approved enclosed full-length-of-the-car type.

WHEEL BASE—108 inches. TREAD—Standard 56 1/2 inches.

WEIGHT—(Exact) with all tanks full—2040 pounds; with top, side curtains and glass wind-shield—all tanks full—2150 pounds.

BODY—New "U-Door" type—up to the minute in style and finish. Tonneau a few inches wider, so that it seats three two-hundred pounders comfortably.

Color—Body dark blue, running gear yellow. From across the street you couldn't tell whether it was a \$6,000 car or a \$1,500 one.

PRICE—\$1,500, f. o. b. Walkerville—until further notice.

Full Specifications and Technical Description on Request.

ACROSS THE BORDER two motor cars. E-M-F "30" touring car and its younger brother, Flanders "20" light roadster, runabout or suburban, are first choice of discriminating buyers of that great class who want efficiency, luxury and enduring qualities at a moderate price.

THE E-M-F COMPANY, of Detroit, Michigan, is now the largest motor car manufacturer in the world. Nearly twice as large as any other concern in the industry. Annual output, 15,000 E-M-F "30s" and 25,000 Flanders "20s".

DURING THE PAST TWO YEARS many of these cars have been bought by Canadians despite the handicap of duty and other charges. They have proven to be the kind of cars that appeal to Canadian buyers—principals of design and construction follow more closely after European models than other American made cars.

RECENTLY THE E-M-F COMPANY OF CANADA (Limited) was organized. At the head of this Canadian company are Messrs Franklin H. and J. Harrington Walker, of the firm of Hiram Walker & Sons. This ensures not only practically unlimited financial backing, but is a guarantee of quality in the product and that the guarantee will be lived up to. The factory—shown above is located in Walkerville, Ont.—directly opposite Detroit.

THIS IS THE LARGEST PLANT IN CANADA devoted to the manufacture of motor cars exclusively. Every part of both the above-named models are manufactured in this plant. They are exact duplicates of the American product and made as well as—if not better than—the same models manufactured in Detroit. Canadian buyers are more particular than those across the border—at least, we like to think so. In finish and attention to details, this has not been lost sight of.

COMPARE THE SPECIFICATIONS and the prices of these two models with those of other makes of cars—European, Canadian or American—and you will see that by the establishment of this mammoth plant in Canada, buyers on this side of the border are now able to obtain greater value for their money than ever before.

NOT ONLY THAT, but in buying either E-M-F "30" or Flanders "20" you are not experimenting. You get cars of known reputation, time tried, road tested and guaranteed by men you know.

READ CAREFULLY AND COMPARE with other cars, point for point: compare quality of materials; excellence of workmanship; and, finally, the style and finish of these cars. You'll find that each in its class wholly outclasses other cars at similar prices. E-M-F "30" at \$1,500 f. o. b. factory at Walkerville, Ont., cannot be equalled for less than \$2,000 to \$2,500. Flanders "20" at \$950 recognizes no competitor selling for less than \$1,250 to \$1,500.

OUR GREATER FACILITIES AND ORGANIZATION combined with our greater output—which distributes the "overhead expense" over a greater number of machines—make these prices possible. The price, coupled with the sterling reputation of these cars, create the demand; having the market we can produce in large quantities; and producing in large quantities makes the price and quality possible. It is as complete as a circle and as simple.

FINALLY, THE GUARANTEE that goes with every car is backed by men you know and whose financial standing ensures its fulfillment in every respect.

Specifications Flanders "20"

MOTOR—20 horse-power. Four cylinders, cast in bloc—following best European and American practice in these dimensions.

BORE, 3 5/8. Stroke, 3 3/4 in.

COOLING—Motor is water cooled, the jackets being extra large, insuring good circulation and a plentiful supply of water under all conditions. Water jackets surround valve ports also. Circulation is maintained by a centrifugal pump of liberal proportions and simple design, driven from magneto shaft.

LUBRICATION—Same principle as E-M-F "30" vacuum feed oiler having no moving parts and consequently impossible to disarrange. Cannot flood nor starve the motor—oil level always the same regardless of road levels, speed of motor, or any other conditions.

IGNITION—Dual system, consisting of (a) Splitdorf magneto—same as E-M-F "30," of which at this writing there are 10,000 in daily use and not a complaint; (b) a set of dry cell batteries are supplied for emergency use.

CARBURETOR—Is of the approved float feed type similar to that on E-M-F "30" and, like the latter, is of our own design and manufacture.

CLUTCH—Is of the reversed cone type—leather faced—the type that has outlasted all the "multiple disc" and other fads.

REAR AXLE—Is similar in design and construction to that of E-M-F "30" which has proven so satisfactory to owners—so disappointing to competitive makers.

TRANSMISSION—Is incorporated in the rear axle—the ideal construction for cars of light or medium weight. This confines the operating mechanism to two units and affords a maximum of flexibility in the chassis.

FRONT AXLE—Is drop forged in one piece—not welded in the centre—from special steel of high torsional and elastic properties.

SPRINGS—Front, semi-elliptic. Rear, full elliptic, with scroll ends—same as E-M-F "30" and on other high grade cars. Acmeof easy riding and breakages practically unknown.

BRAKES—Following the most up-to-date practice—but hitherto found only in high priced cars—both sets of brakes are of the internal expanding metal ring type. Encased in a pressed steel drum on rear axles.

FENDERS—Enamelled steel. Enclosed full length of car.

WHEEL BASE—108 inches. Tread, Standard, 56 1/2 in. Special, 61 in. for Southern States trade.

TIRES—32 in. x 3 in.—ample tire equipment and good safety factor.

GASOLINE CAPACITY—12 gallons—sufficient for 250 to 300 miles.

OPERATION AND CONTROL—As this car is designed for the use of owners and will probably but seldom be driven by skilled chauffeurs, every effort has been made to simplify the control and make every part "fool proof."

BODY TYPES—Three. Runabout; Standard type—but having large deck at rear, enclosed 7 1/2 inches high for carrying trunks, samples or other articles. An ideal and a practical utility vehicle and withal handsome.

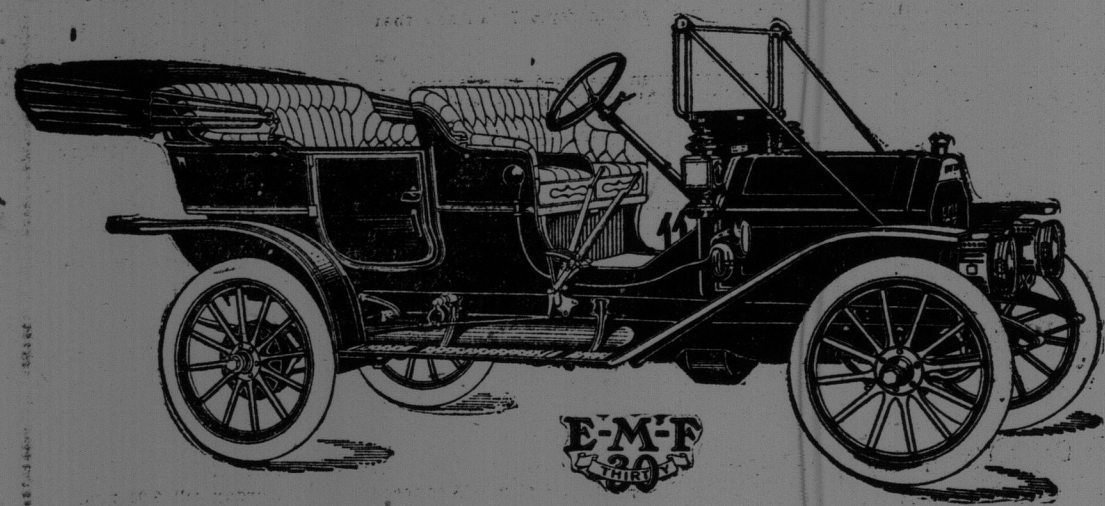
SUBURBAN—A natty four-passenger car without doors. The rear pair of seats are removable and otherwise the body is same as Runabout.

RACY ROADSTER—A classy two-passenger Roadster, with gasoline tank exposed at rear of seats. Large receptacle under seats and another under rear deck.

EQUIPMENT—Splitdorf magneto; 2 side oil lamps; 1 oil tail lamp; 2 acetylene head lights and acetylene generator, and good tubular horn.

PRICE—Runabout, seating two, \$850 f. o. b. factory, Walkerville, Ontario. Suburban, seating four, with rear seats removable, \$1000 f. o. b. factory, Walkerville, Ontario. Racy Roadster, \$1000 f. o. b. factory, Walkerville, Ontario.

Full Specifications and Technical Description on Request.



E-M-F "30" Touring Car, \$1500 F.O.B. Walkerville, Ont.

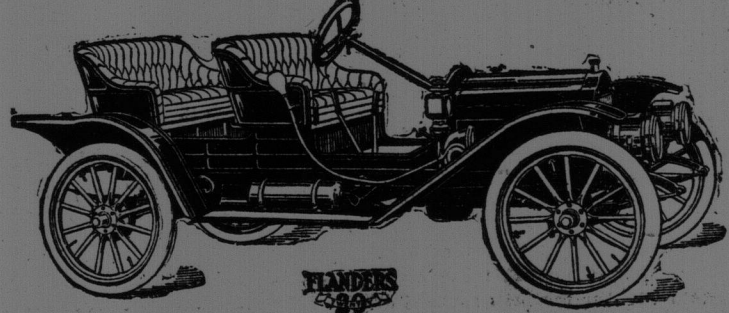
The E-M-F Company of Canada

Limited

General Offices, Walkerville, Ont.

"LICENSED UNDER SELDEN PATENT"

Dealers wanting to secure this line are advised to see us and our exhibit of E-M-F "30" and Flanders "20" stripped chassis and finished cars at Toronto and Montreal Automobile Shows.



Flanders "20" Suburban, \$1000 F.O.B. Walkerville, Ont.