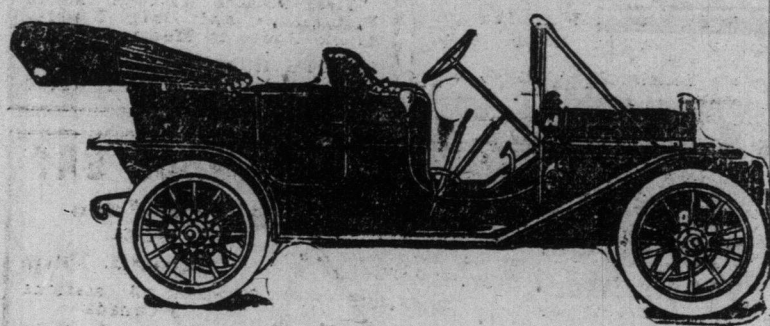


1911 Announcement of the E-M-F Company

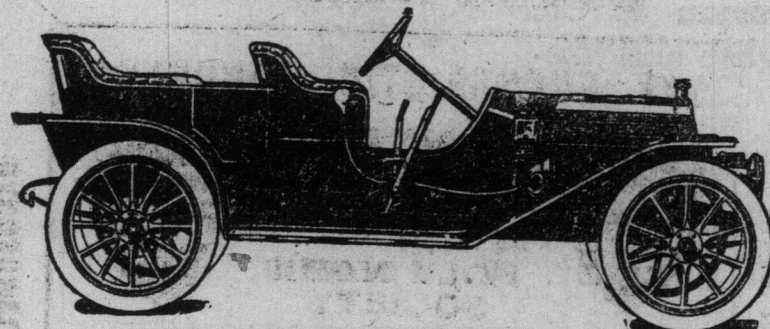
Production in Large Quantities Enables Us to Build Better Cars for Less Money

The 1911 E-M-F "30"

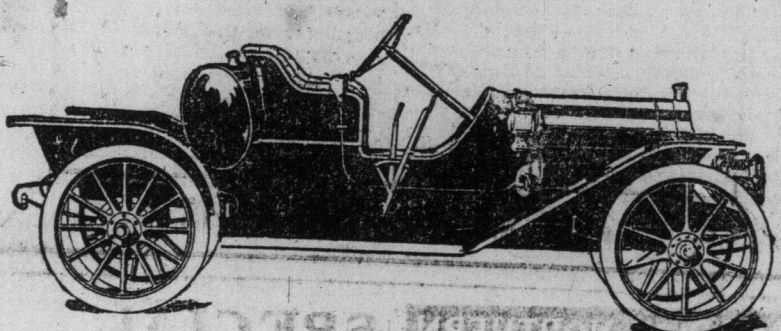
Thirty horsepower, sliding gear transmission, four-cylinder motor.



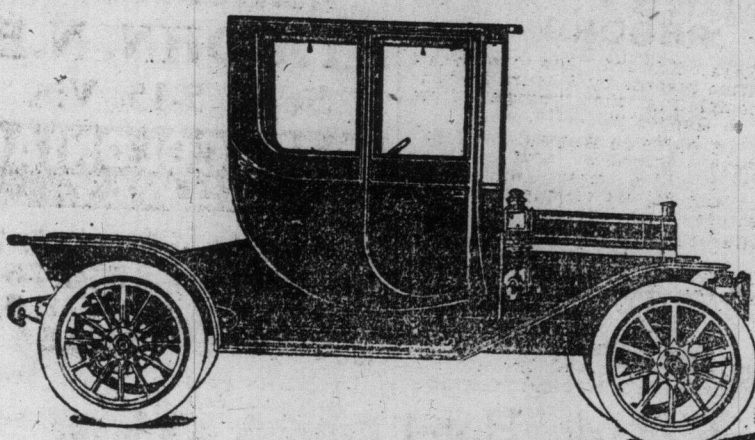
STANDARD E-M-F "30" TOURING CAR—Price, \$1500. Seating five passengers. Magneto, five lamps, horn and generator included. Top and wind shield extra.



NEW E-M-F "30" DEMI-TONNEAU—Price, \$1500. Magneto, five lamps, horn and generator included. Deliveries on this model will begin in January, 1911.



NEW E-M-F "30" ROADSTER—Price \$1450. Magneto, five lamps horn and generator included. Deliveries on this model will begin in January, 1911.



NEW E-M-F "30" COUPE—Price \$1850. Magneto, five lamps, horn and generator included. Deliveries on this model will begin in October, 1910.

THE SPECIFICATIONS

Our E-M-F "30" and Flanders "20" chassis remains unchanged for 1911 and the same standard specifications which have proven so successful, practical and economical in operation will be the rule during the coming season. There will be the same powerful motor, simple carburetor, practical rear axle transmission, automatic oiling system, safe steering apparatus and other practical features constructed by the same superior workmen from the highest class of materials. No necessity for changes appears in the case of a product which has stamped itself as standard and absolutely successful.

One Year's Guarantee With Every Car

The E-M-F Company believes that a stage has been reached in the automobile industry which makes it the duty of every responsible manufacturer to protect dealers and public by an absolute guarantee of his product.

We accordingly announce that, beginning August 1, 1910, every car manufactured at our plants **WILL BE GUARANTEED FOR ONE YEAR** as absolutely free from defects in material or workmanship, and will replace, free of charge, any part of the car OR ITS EQUIPMENT which proves defective in any such respect, except tires, which are guaranteed by maker.

E-M-F COMPANY OF CANADA.

W. E. FLANDERS, President and General Manager

A STARTLING DEVELOPMENT in manufacturing, is it not? Yet it is one which comes appropriately from the factory which was the first to give the public a satisfactory car at a reasonable price, and the company whose policies have always been pre-eminently original and progressive.

HOW CAN WE AFFORD TO DO IT? That is the question which is naturally first on the lips of the man unfamiliar with the E-M-F Company's progress and the merits of its output. There are several reasons, and here they are. The E-M-F Company will furnish absolute protection to its dealers and purchasers—the first time any such promise has been made in the history of the industry—because:—

WE MAKE ALL OF OUR OWN CAR. The E-M-F Company alone can say—and prove the statement—that every part which is assembled to build an automobile is manufactured in its own mammoth plants—plants conceded the most efficient in the industry, with machinery more specialized and organization better systematized than any firm of its character.

WE KNOW OUR PRODUCT and we have confidence in it—confidence born of years of successful manufacture and nurtured by the severest tests to which motor cars can be put.

WE WILL BUILD 36,000 CARS FOR 1911 SEASON in United States and Canada and are enlarging our capacity as rapidly as our contractors are able. Unlike some automobile manufacturers who say they aim to produce only a few cars of high quality and profess to believe that, the smaller their output, the better is each car; we maintain that the more cars we build according to our methods, the better is each individual car and the less is its cost both to us and the purchaser.

PRODUCTION IN LARGE QUANTITIES ASSURES QUALITY in each item of manufacture, according to E-M-F Company methods. It gives us the opportunity of providing, at a minimum price to each purchaser of E-M-F "30" and Flanders "20" Cars the most skillful engineers, the most efficient mechanical force and the most versatile array of automatic machinery ever gathered for one purpose in a manufacturing enterprise. It enables us to add to our equipment a laboratory where we test every carload of raw steel which enters into the manufacture of our cars. The purchaser of a car made at a smaller factory must pay more for every department of manufacture or else—far more likely—he pays for a product designed and manufactured by second-class men provided with second-class facilities.

PROVE IT? WHY, OF COURSE! Does the housewife who wants a sewing machine go rambling about the retail district, looking for a product made by hand in some small factory and therefore supposedly superior to a Singer that comes from a factory where they make a million machines a year and sell them through their own branches? Does the hunter who wishes a good rifle search something superior to the product of the Winchester Company which, by quantitative production, has made rifle-manufacture a science? Does the man who wants an adding machine ask for something better than the Burroughs and believe it possible for another company to make a better machine because it manufactures only a few score where the Burroughs manufactures by the thousand? Does the man who wants to buy a watch shun the counter where he would find the Waltham, Elgin or South Bend, and seek the little corner occupied by an obscure brand of timekeeper, manufactured by a company compelled to sell at a higher price, though providing an article unproven and comparatively unknown? Is the Steinway piano an unwelcome piece of furniture in the home of a musician because, forsooth, the manufacturers build them in large quantities which find a ready market at a reasonable and therefore popular price? Does the farmer who needs a wagon waste his time looking for something better than the Studebaker, merely because, by the systematic manufacture of 200,000 vehicles annually, that firm has made its product the standard article of the world? The answers are, of course, obvious. And the same course of reasoning is logical for the man in the market for a watch, a piano or an automobile. There is a standard in each realm of manufacture and "Standard" is synonymous with "Excellence."

A STANDARD ARTICLE; THAT'S IT! It has been the ambition of the E-M-F Company to build that very thing. And why not a standard for automobiles? The industry is surely old enough; the universal manner in which the E-M-F "30" and Flanders "20" cars are running in every city and almost every hamlet of the United States and Canada makes the claim logical. We are the one company that is building automobiles as the Singer builds sewing machines, as the Winchester builds rifles, as the Burroughs builds adding machines, as the Waltham, Elgin and South Bend build watches, as the Steinway builds pianos, as the Studebaker builds wagons and carriages—in large quantities and by expensive machinery which makes every part of every individual entirety of the product available for use in every other one. Standard? Why, of course, and therefore the most desirable.

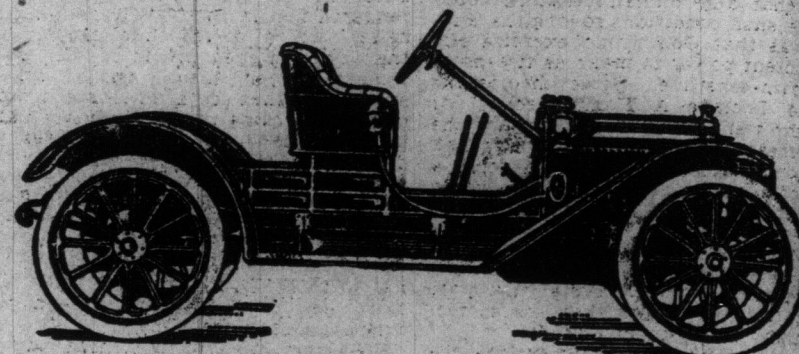
THE SAME SQUARE DEAL we have always given our distributors throughout the world will remain in force in the future and we are now making contracts for the season of 1911. The work of distribution we believe will be facilitated by the establishment of a system of branch houses where dealers and owners may obtain supplies and extra parts.

ANOTHER NEW POLICY which we are announcing today, concerns particularly the relations between the E-M-F Company and our agents. Several manufacturers are at present engaged in an endeavor to persuade their distributors to handle the one line exclusively in 1911. In many cases such overtures have been made to E-M-F Company dealers who have handled other cars in combination, during 1910. As a result we have received hundreds of letters during the past month from dealers anxious to renew their contracts. To such inquiries we are replying emphatically "No!" E-M-F Company distributors are free to handle all the lines they believe consistent with their policies, whatever they may be.

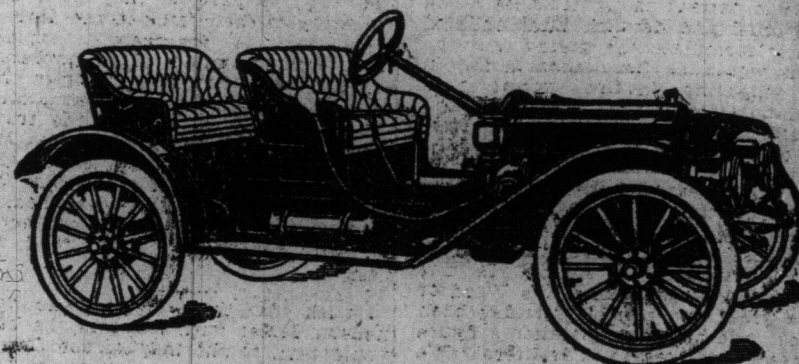
WE WELCOME SUCH AN ARRANGEMENT. The E-M-F Company does not ask nor expect exclusive representation. We are not dictating the business arrangements of our agents. We believe that they should have the power to represent what companies they may elect. We certainly do not fear the competition of any other line of cars and will genuinely appreciate the opportunity to show our cars on the same floor with any others of their type. We shall stand by this policy and are ready to complete our arrangements for 1911 on this basis.

The 1911 Flanders "20"

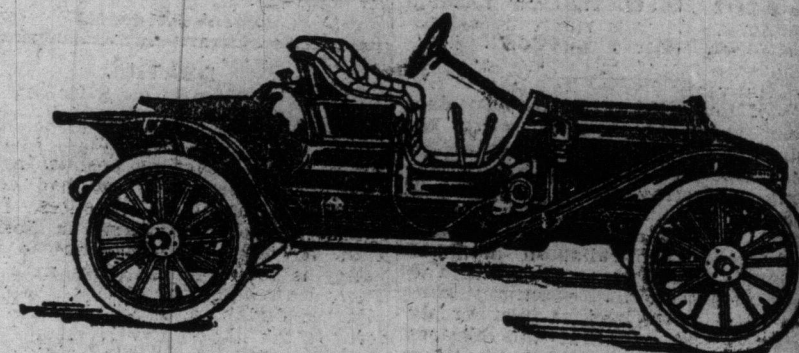
Twenty horsepower, sliding gear transmission, four-cylinder motor.



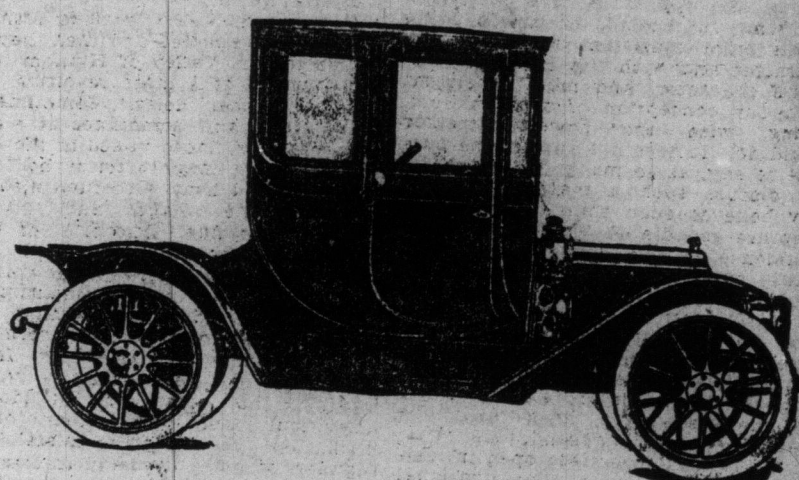
STANDARD FLANDERS "20" RUNABOUT—Price \$950. Magneto, five lamps, horn and generator included. This model seats two passengers and has open rear deck for ample luggage.



FLANDERS "20" SUBURBAN—Price \$1000. Magneto, five lamps, horn and generator included. This is the popular four-passenger car.



FLANDERS "20" RACY ROADSTER—Price \$1000. Magneto, five lamps, horn and generator included.



NEW FLANDERS "20" COUPE—Price \$1200. Magneto, five lamps, horn and generator included. Deliveries will begin on this model November, 1910.

THE EQUIPMENT

Although the price of tires, raw material and the cost of labor has materially advanced during the past year, the E-M-F Company will continue to furnish its cars complete for the list prices noted. Bear in mind that every E-M-F "30" and Flanders "20" is equipped at the list price with a magneto, five lamps, tube horn and generator, all of which are usually listed as extras by other manufacturers.

We make our own parts and equipment and are able to eliminate a considerable source of expense to the purchaser. Otherwise it would be necessary for us to increase the prices of all our models or else to reduce the amount of equipment provided as standard.

E-M-F COMPANY of Canada, Limited
Automobile Manufacturers

WALKERVILLE, CANADA

The E-M-F Dealer for this Territory is: DODDS MOTOR CAR CO., TORONTO, CANADA.
E-M-F "30" and FLANDERS "20" CARS ON EXHIBITION AT TORONTO FAIR.