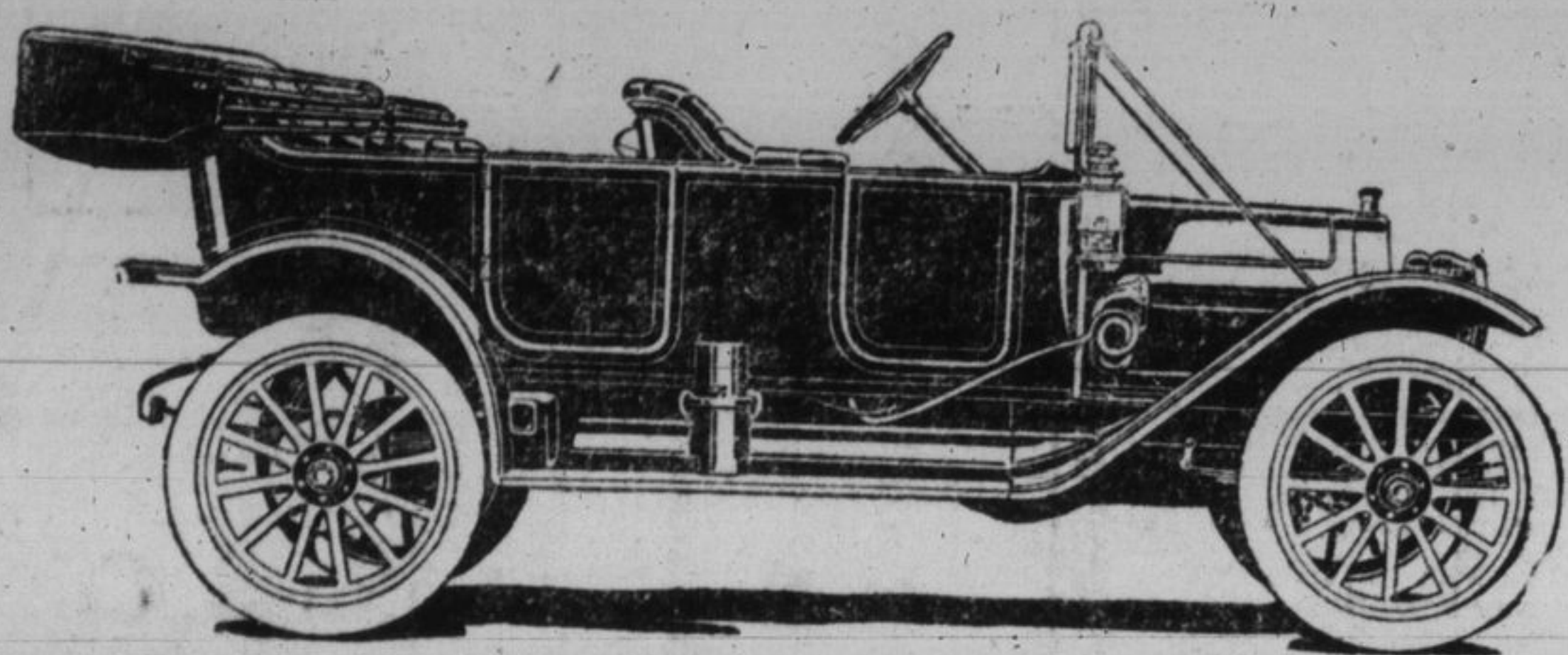


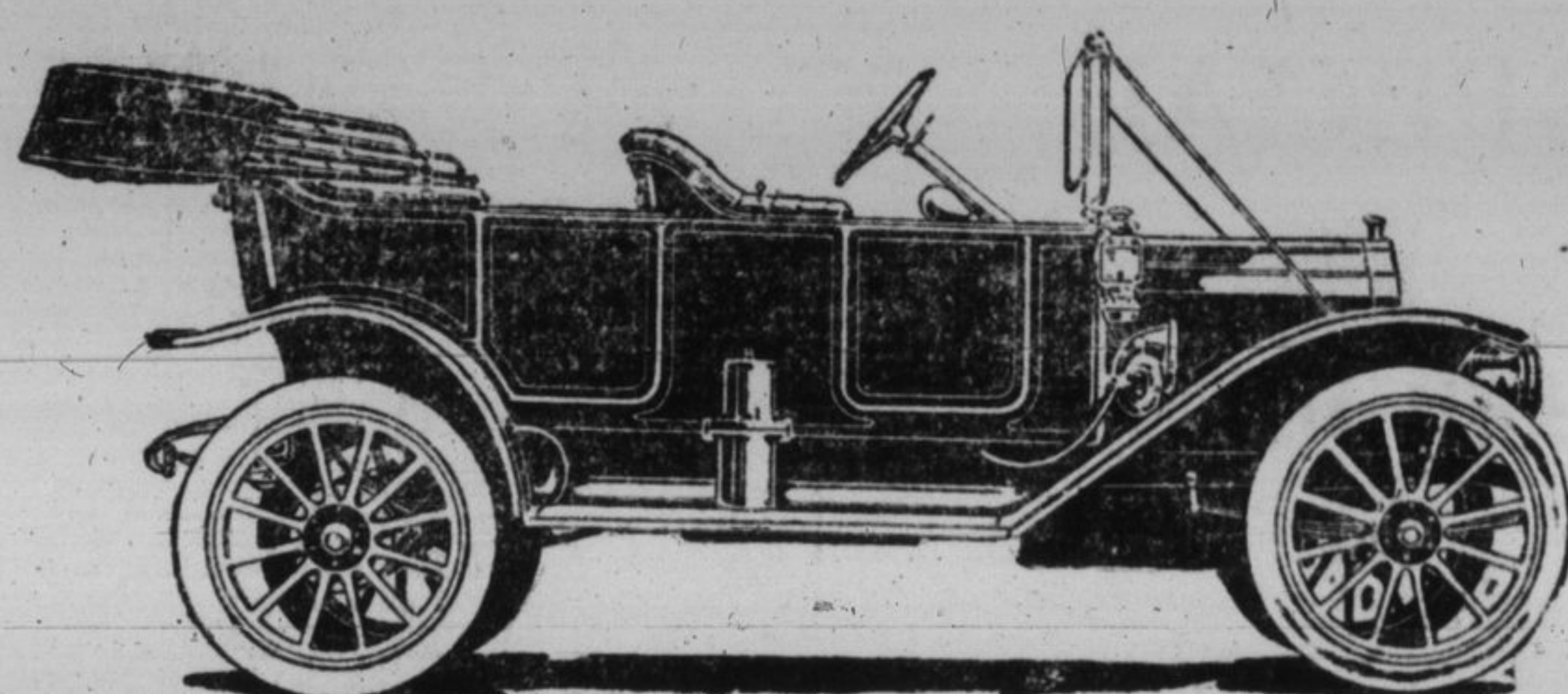
We feel that an explanation is due for the lateness of this announcement. It is some weeks overdue and it is pretty generally known that we have already delivered some of the 1912 models. Here are the facts: Some weeks ago we advised our dealers that we were going to put out the largest automobile advertisement ever printed. We naturally expected an enthusiastic response in the next mail. Instead came scores of telegrams in this vein: "For goodness sake, don't you fellows at the factory ever consider the poor dealer and his troubles? You know we can't get enough 20's or 30's to supply our trade; there are three customers waiting for every car that comes from the factory. Why aggravate the present situation by publishing another ad. at this time?" So we have violated all rules, and proceeded to deliver the 1912 models without first announcing them. And now we publish only one page instead of two—just enough to advise you of the fact and yet keep our dealers in good humor.

MORE VALUE FOR LESS MONEY

That, In a Sentence, Epitomizes Our 1912 Announcement of E-M-F "30" and Flanders "20" Cars.



E-M-F "30" Fore-Door Touring Car, \$1,400
Mohair Top, Brass Bound Windshield and Speedometer, \$110 extra.



Flanders "20" Fore-Door Touring Car, \$1,000
Mohair Top, Brass Bound Windshield and Speedometer, \$110 extra.

OWING TO INCREASED FACTORY FACILITIES—which will enable our plants to build 50,000 automobiles in 1912—20,000 E-M-F "30's" and 30,000 Flanders "20's"—we are able to announce that not only we hope to more nearly meet the tremendous demand for this sterling product, but also, that, because of the increased output and the economies we are able to effect in manufacture, we can give the buyer the coming season actually better value than formerly and at \$50 less price in case of both E-M-F "30" and Flanders "20."

"THE WORLD DO MOVE," said Galileo with his last gasp—and that is our only excuse for announcing any changes—note we do not say improvements—in either of our models for 1912.

JUST AT THIS TIME when other makers are tearing the air with declamations of their new and radically different models—condemning their product of the past by just so much as they proclaim the superiority of their forthcoming effort, we can say, "Our 1912 model is just as good as we sold in 1911—or 1910, 1909 or 1908.

CAN YOU APPRECIATE with what pride we make that statement—can you enjoy with us the exultation which comes from knowing that if in the future we can only give every buyer as great value for his dollar—as much satisfaction and pleasure in his purchase as in the past—we will have achieved the highest ambition of an honest business house.

TAKE FOR EXAMPLE our E-M-F "30" model. Never was there such a record of service and of satisfaction as the car has given its 30,000 owners. So flawless has been that record, we have today 30,000 salesmen—all working for love.

DO YOU KNOW THAT E-M-F "30" is the oldest car in the world in its present form—this is its fourth year—and the few changes that have been made from time to time were in external appearances only—we have kept up with the styles in body design.

NO OTHER POWER PLANT has ever been able to equal this in performance—"Old Bullet," the ninth car we built, holds several world's records for speed—84 miles an hour on Atlanta Speedway, and she and the others of that famous first litter hold all world's records for endurance. Every one of them are in service to-day and many of the first five hundred have over 100,000 miles of rough roads toured to their credit.

THAT IS WHY WE HESITATE to claim any real improvement in our 1912 model—persons who know will doubt our ability to improve on perfection—or what they consider the nearest approach to perfection that has ever been attained in a motor car.

BUT WE HAVE MADE A FEW minor changes that may rightfully be called improvements. Here are some you will agree are better: Longer wheel base—now 112 inches—permitting of lengthened body, giving more room in front as well as rear seat. Body is also several inches wider, making ample room for three 200-pounders in rear seat; drop frame instead of former straight frame, gives lower center of gravity and lower, more rakish appearance to car. Springs are longer also—both front and rear—always the easiest riding car, it is still more velvety in motion.

A FEW MECHANICAL CHANGES—not necessarily improvements, though of course, our engineers think they are—improved steering gear—better facilities for oiling and adjusting. At the same time we have emulated the \$5,000 cars by placing spark and throttle levers on top of steering wheel, large steering wheel of Circassian Walnut, gives classy appearance and makes "thumb and finger control" possible.

NO CHANGE IN MOTOR—you will be pleased to hear that. Fact is, we would not dare make the slightest change in that wonderful motor for fear we could never again get quite as powerful a one.

NEITHER HAS THERE BEEN any change in transmission, control, axle or chassis detail, save only those mentioned—the drop frame and longer springs.

E-M-F "30" IS MORE BEAUTIFUL though, than ever before. Truth to tell we have always thought there was room for improvement in the outward appearance of this car. But you must remember that in order to give our customers the highest degree of mechanical excellence, in past years we had to design the body severely plain. And we are proud of that policy—other makers adopted the opposite policy, made cars that mislead buyer's by their looks—and are now either in the junk heap or on the way there—expected soon.

BUT NOW IT IS DIFFERENT—we have our mammoth plants and they are paid for. We have a more perfect organization. Practically unlimited capital enables us to buy better—and prices of all materials are lower.

SO NOW WE CAN ADD appearance to efficiency—luxurious appointments to mechanical perfection—and sell you that much better car in 1912 for a lower price than you paid in 1911—and \$100 less than we had to charge in 1910.

WE HAVE PROMISED from the first to improve wherever and whenever possible and to "divide with the buyer the savings we effect by our superior facilities." This 1912 announcement is the fulfillment of that promise.

FOR THE PRICE HAS BEEN LOWERED—the big, luxurious, fore-door model will now be \$1100, f.o.b. factory. Let those try who may, no one can equal this value. They never have been able to, and it is no part of our plan that they ever shall.

THE BODY IS A BEAUTY—of the most improved "straight line" type—perfectly straight from front to rear. All levers inside door latch concealed; large ventilators in dash so it is just as cool in it out as in rear. Also we provide so doors can stand ajar, so speed of car sucks out warm air, permitting cool air to replace it constantly. Actual thermometer tests show our front compartment to be cooler than rear. Only objection to fore-door design eliminated.

IN A WORD the E-M-F "30" will continue to be in 1912, as it has always been, the best car in the world at less than \$2500—the first choice in its class of all well informed buyers. Others thrive on our leavings—they live because we cannot supply the full demand, even making as we do one hundred of these cars every day.

AND THE PRICE IS LESS—\$50 less. Price of 1911 model (fore-door touring car) was \$1450. For 1912 it is \$1400 flat—this is in pursuance of the policy we have enunciated from time to time ever since we started in business, that "we will divide with the buyer the savings we are able to effect by our superior facilities for manufacturing and distributing our product to the buyer." It is not a cut—nor is it necessary. All the world knows it has been almost impossible to get E-M-F "30" or Flanders "20" cars during the past few months, despite the fact we are the largest manufacturers in the world. No, this reduction in price is simply another evidence that we keep our promise—as we progress and improve facilities for making a better car for less, we divide with the buyer.

MADE IN FOUR MODELS for 1912: Fore-door, Five-passenger Touring car, \$1400; Fore-door Detachable Demi-tonneau, \$1400; Fore-door Roadster, \$1400; Coupe \$1800. Full detailed specifications in handsome catalogue.

OF THE THREE SPEED FLANDERS "20" we need only say the 1912 model is identical with that of 1911—just as good in every particular. No better—for we don't know how to make a better car than our 1911 Flanders model proved. From the day we turned out the first three-speed Flanders "20" model this car has been the sensation of the motoring world in the light car class.

YOU WILL REMEMBER that the two-speed Flanders model did not come up to her designer's expectations. Ninety-five per cent. of those who got them are perfectly satisfied—but we were not. We said so frankly a year ago when we announced the three-speed model, greatly improved throughout.

WE USE STRONG STATEMENTS in our ads—we have the goods and ordinary terms cannot do justice to them. So do others deal in superlatives when they are proclaiming hoped-for virtues. Past errors they are singularly silent about, however.

WE HAD TO ADMIT that the two-speed idea was wrong for a touring car. Its only advantage was cheapness of manufacture, and, while we had the customer's interest at heart when we designed the two-speed Flanders "20," we found we were mistaken and that the customer-experienced buyers anyway—would gladly pay a trifle more to have the added efficiency and superior control of a three-speed selective sliding gear transmission.

WHILE WE WERE ABOUT IT we designed the handsome fore-door touring body that ever was seen on a moderate priced car.

AND WHAT A RECORD she has made—it is simply splendid. Discredited by her past, dealers and individual buyers alike were supercilious. Competitors "knocked" for fair and tried to convince buyers that the three-speed model was really no great improvement over the former two-speed. We sometimes think this very knocking was our greatest advertisement, for, of course, the public knew that the man whose name this car bore would back up the product—it had been his pride from the first.

SO THEY DETERMINED TO TRY the new car out. And they certainly did figure out some quelling tests—speed, hill-climbing, mud plugging, sand fighting—ever imaginable stunt that could break down a car or prove her ability. And Flanders "20" always came up smiling. The astonishment of her opponents was something to see. From that time she has forged steadily ahead, sweeping from her path every would-be rival till to-day she is acknowledged leader. Dealers tell us there would be no other light touring car sold if they could get enough three-speed Flanders to fill the demand.

WE HAD IN MIND in designing this car, the great class of well-to-do business men who want a family touring car of high efficiency, seating five and capable of taking them anywhere—people who want a car of sterling quality and yet feel then cannot afford a car as large as E-M-F "30."

NOW WE COULD HAVE DONE as we did with E-M-F "30" five years ago—designed with an eye single to mechanical excellence and without regard to appearance. But that day has passed. The opinions of other makers to the contrary notwithstanding, we believe the farmer and the man in the village has just as artistic a sense—as well informed on up-to-date design as the city man. And we determined to make a handsome car as well as a good one.

THAT COSTS MORE, OF COURSE—there is actually over \$250 more factory cost in Flanders "20" than in any of its competitors—yet there is not nearly that difference in the selling price.

COMPARE THEM—Ask your local dealer to drive his Flanders "20" demonstrator up beside one of the several makes of "tin cars" so you can see the wonderful difference.

COMPARE POINT FOR POINT—the French-type bonnet of the Flanders with the simple, cheap-looking—and cheap—motor cover on the front of the other. The full fenders of the Flanders with the crawling, tiny-looking mud-guards of cars that presume to compete with it. Even the equipment—lamps, top, windshield, are superior in looks and in quality.

APPEARANCE IS IMPORTANT—However matter-of-fact a man may claim to be, his wife and daughters crave the artistic and the beautiful. And Flanders "20" is their choice because there they find it to be great—a degree as in the highest priced car on the market.

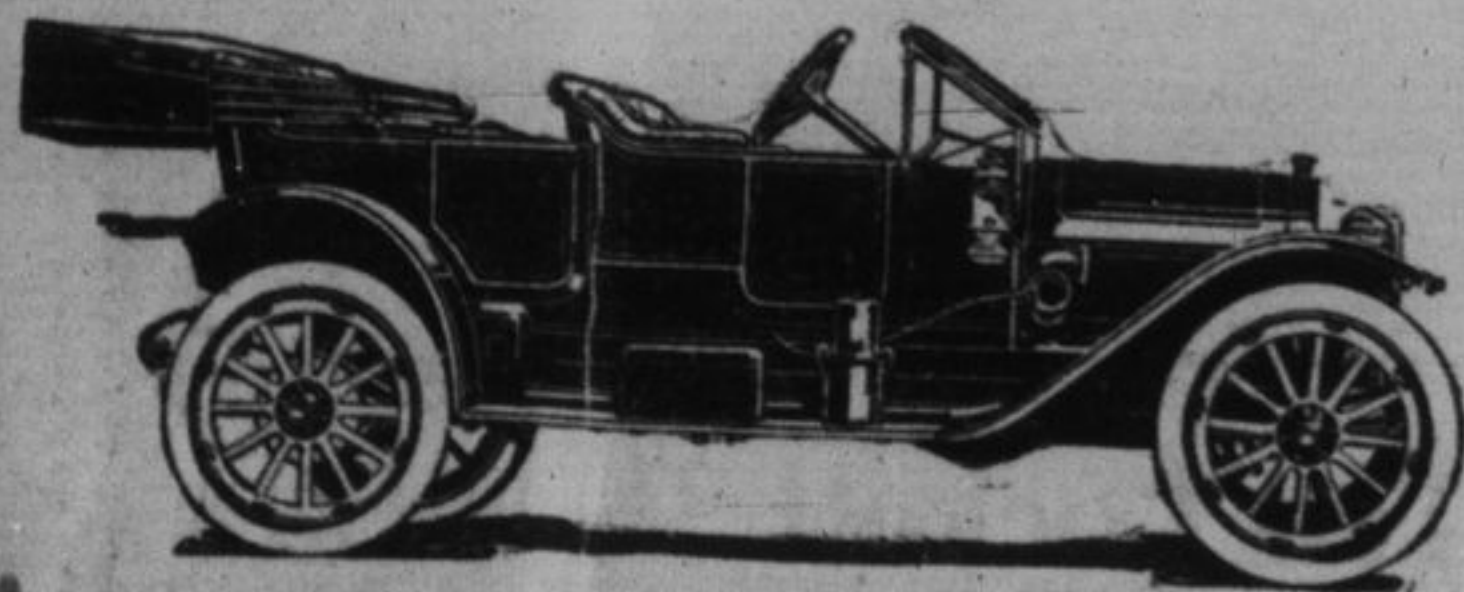
YOUR MECHANICAL SENSE will also be appeased—we are talking to you, Mr. Practical Man—if you will investigate chassis details and power plant. You will find a four-cylinder motor of most approved French type and a transmission like that in E-M-F "30"—same excellent axle design, too, and you will find, if you know steel, that the materials that go into this car are not surpassed in quality by that used in any automobile at any price—her none.

FLANDERS "20" HAS NO RIVAL when you consider all points. No other car on the market gives the buyer so much mechanical excellence and so much to be proud of in appearance as the Flanders "20" at \$1,000.

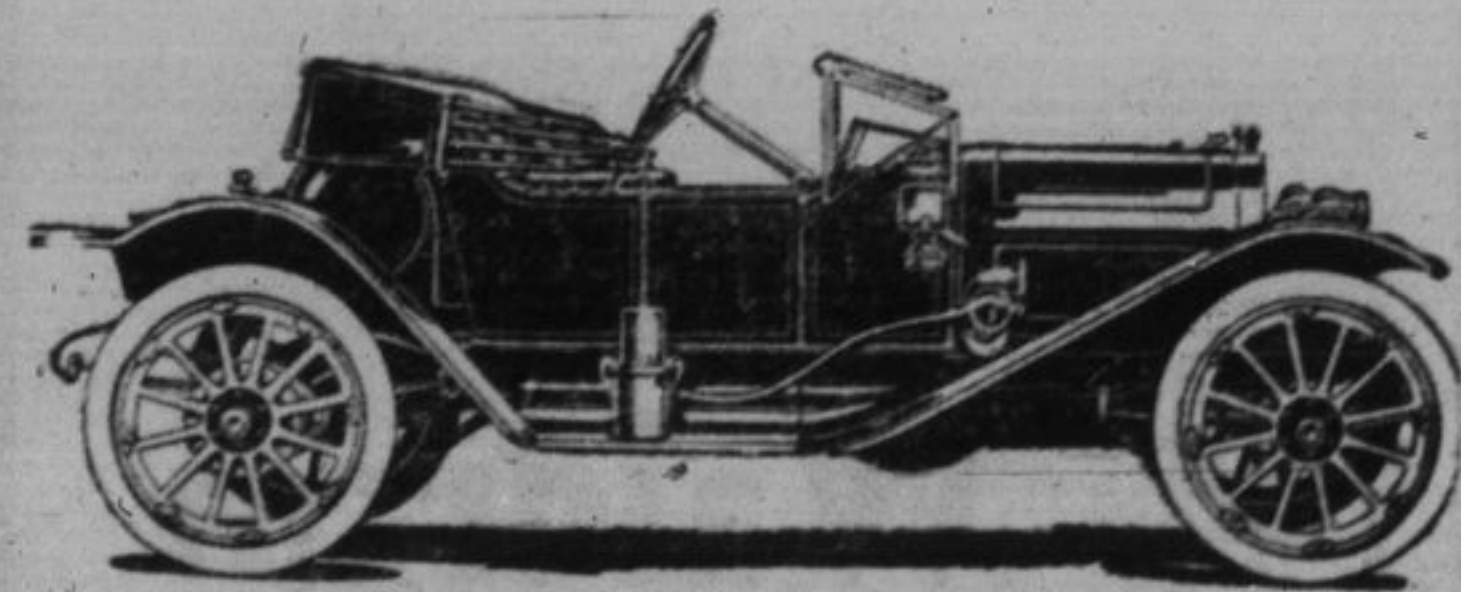
OUR ONLY PROBLEM IS DELIVERY—We are not going to make any rash promises. We cannot promise to deliver every car that is ordered. All we can do is to repeat that we are making one hundred per day now! That we are doubling our factory facilities—just as bricks can be laid and machinery installed. That we will be making two hundred a day within ninety days and will work a full force all winter in hopes of catching up with the demand—but that is the limit of our ability for the present.

SAME REDUCTION IN PRICE of this model as E-M-F "30"—\$50 less for 1912 than for 1911 model. And same reason—increased facilities; increased output which distributed the overhead expense thinner over a larger number of cars and enables us to effect other economies in manufacture. Also in selling—we carry this type it costs less to transfer an E-M-F "20" or Flanders "20" from factory to user than any other motor car made. Reason is we don't have to sell them—customers come to us and buy, having found from other owners that nowhere else can such value, such service, such satisfaction be obtained in an automobile for any where near the price. Costs less to sell and to make, and so, in pursuance of the policy outlined at the foot of second column of this ad, (applies to Flanders "20" as well as to E-M-F "30") we divide with the buyer the savings we effect.

FOUR MODELS OF THIS CAR ALSO FOR 1912. Fore-door Five-passenger Touring Car—slightly smaller than E-M-F "30," not quite so speedy—45 miles an hour—but just as efficient, \$1,800. Four-passenger Suburban—ideal car for rural residents—\$1,000. Two-passenger Roadster, \$950. Two-passenger Coupe \$1,200. Full detailed specifications in catalogue.



E-M-F "30" Fore-Door, Detachable Demi-Tonneau, \$1,400. Mohair Top, Brass-Bound Windshield and Speedometer extra \$110.



E-M-F "30" Fore-Door, Roadster, \$1,400. Mohair Top, Brass-Bound Windshield and Speedometer extra \$105.

The E-M-F Company of Canada, Limited

Factory and Head Office: Walkerville, Canada

BRANCHES: 447 Yonge Street TORONTO
82 James Street North HAMILTON

Local Dealers --- W. J. Moore & Son