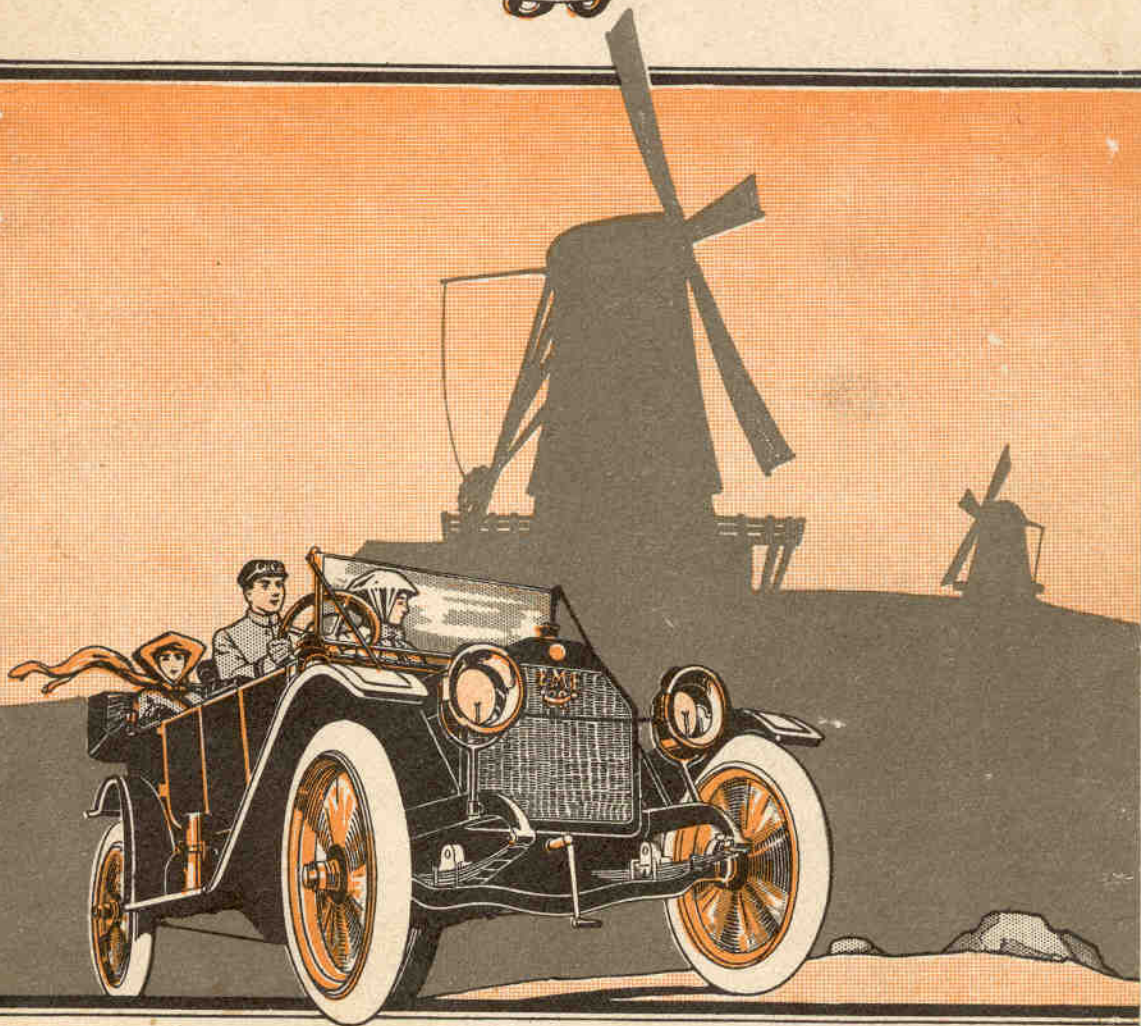


# STUDEBAKER E-M-F THIRTY



Preliminary  
Catalogue  
1912

E-M-F  
30

# Preliminary Catalog



**Studebaker Corporation**

E-M-F Factories

**DETROIT, MICHIGAN**



# *Announcement*

*WE will build 50,000 cars in 1912, 20,000 E-M-F "30"s and 30,000 Flanders "20"s in an effort to meet the tremendous demand for these cars.*

*We feel that an explanation is due for the lateness of this announcement. It is several weeks overdue and it is pretty generally known that we have already delivered about 5000 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—a "double-truck" in 200 newspapers. We naturally expected an enthusiastic response in the next mail. Instead came hundreds of telegrams in this vein: "For Heaven's 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.*

**Studebaker Corporation**

E-M-F Factories  
**Detroit, Michigan**



## E-M-F "30" Fore-Door Touring Car

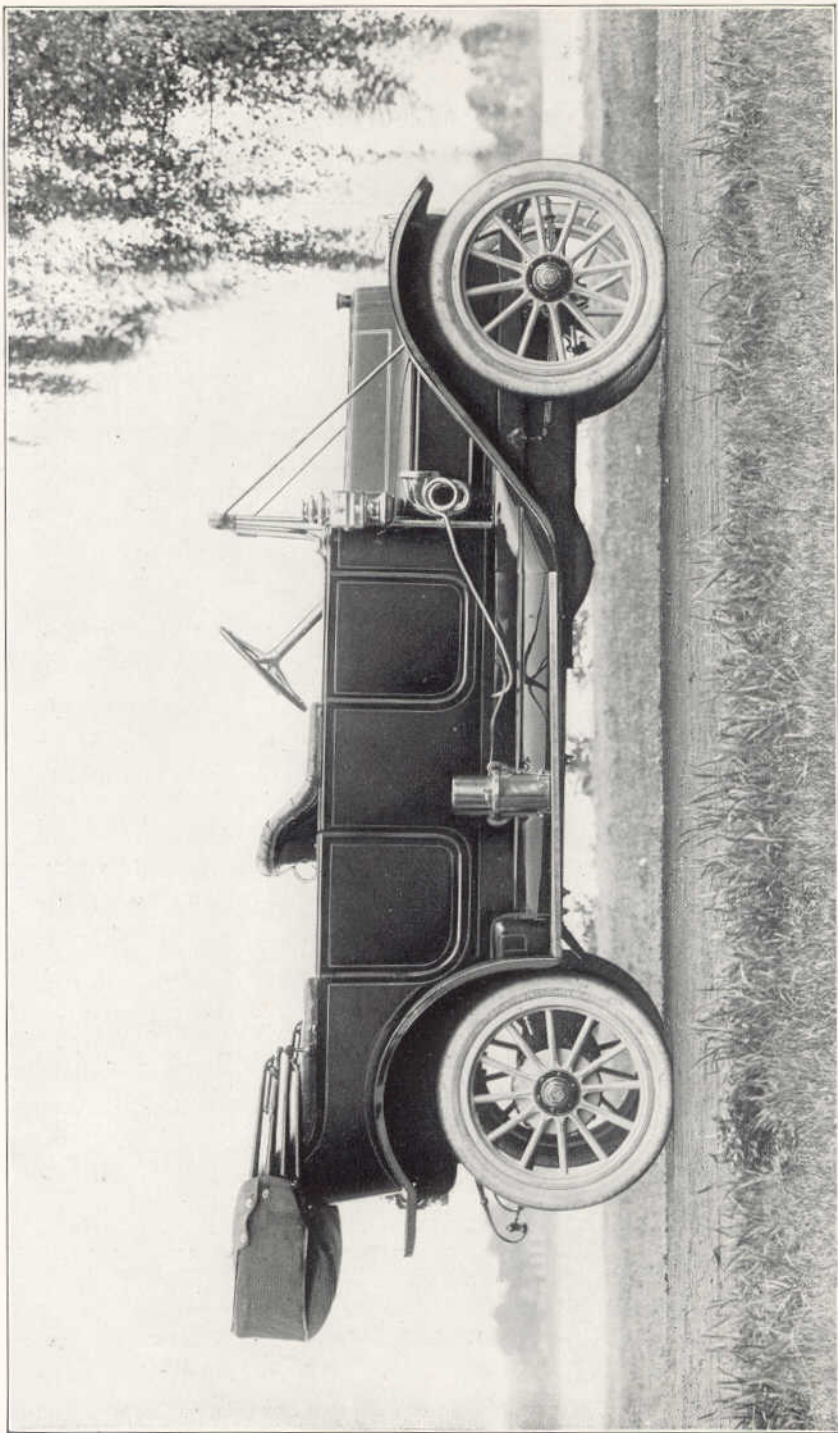
Recently our Mr. Flanders wrote a personal letter to all Studebaker-E-M-F Dealers asking for suggestions as to how Flanders "20" or E-M-F "30" models could be improved. The 2500 replies could be epitomized in the following, which we quote from one letter: "Only defect in either model is lack of cars to supply the demand. There are three customers waiting for each car that comes from the factory. Please don't try to make them any better—just make more!"

Nevertheless, "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 that 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 45,000 owners. So flawless has been that record, we have today 45,000 salesmen—all working for love.



E-M-F '30" Fore-Door Touring Car—\$1100



Do you know that Studebaker-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.

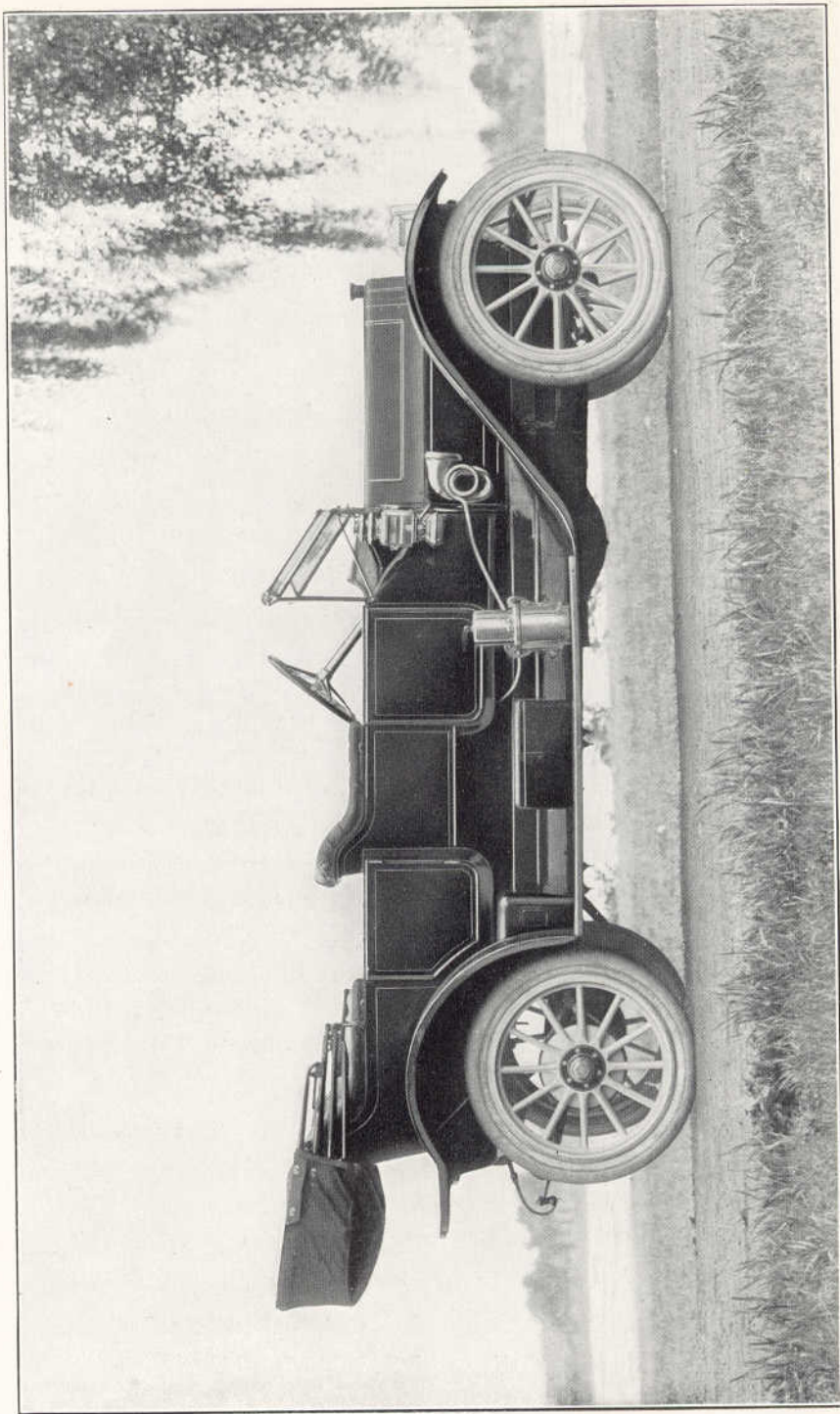
No other power plant has ever been able to equal this in performance—"Old Bullet," the ninth car we built, holds several world's records for speed—84 miles an hour on Atlanta Speedway, and she and the others of that first famous litter hold all world's records for endurance. Every one of them are in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

Take Car No. 2, for example: It is in New Mexico. Owner writes: "Friends who have purchased your later models on my recommendation tell me their cars are great; but after four years of driving over Western trails, I tell you I don't believe you ever built another car quite as good as my No. 2."

Isn't it splendid to get letters like that? Car No. 1? Why that car—our first—was used for two years at the factory as a demonstrator and was then put in the hardest kind of service as a "pick-up wagon" at the factory, doing heavy truck work. Can't kill her—looks as if she was good for twenty years or more of the same kind of work.

When our dealers come to the factory it is a favorite stunt to take a ride in Old No. 1—on top of a load of castings, perhaps. And each time they marvel at the durability of the old car—knowing though they do the quality of all E-M-F "30" cars.

That is why we hesitate to claim any real improvement in our 1912 model E-M-F "30" over any previous



E-M-F "30" Fore-Door Demi-Tonneau—\$1100



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.

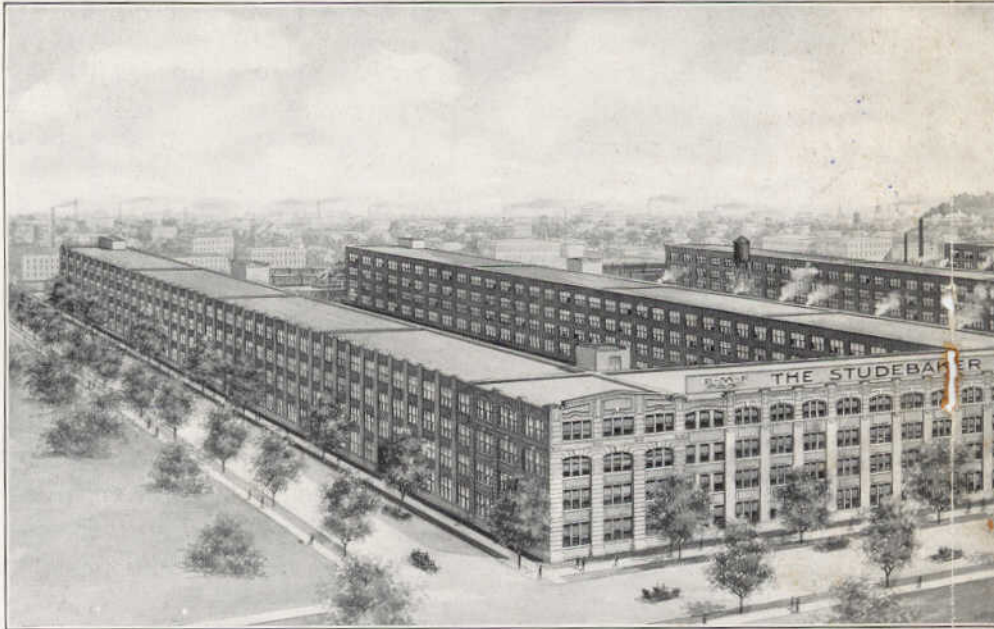
A few mechanical changes—not necessarily improvements, though of course our engineers think they are—are improved steering gear—better facilities for oiling and adjusting. At the same time we have emulated the \$5000 cars by placing spark and throttle levers on top of steering wheel; large steering wheel 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.

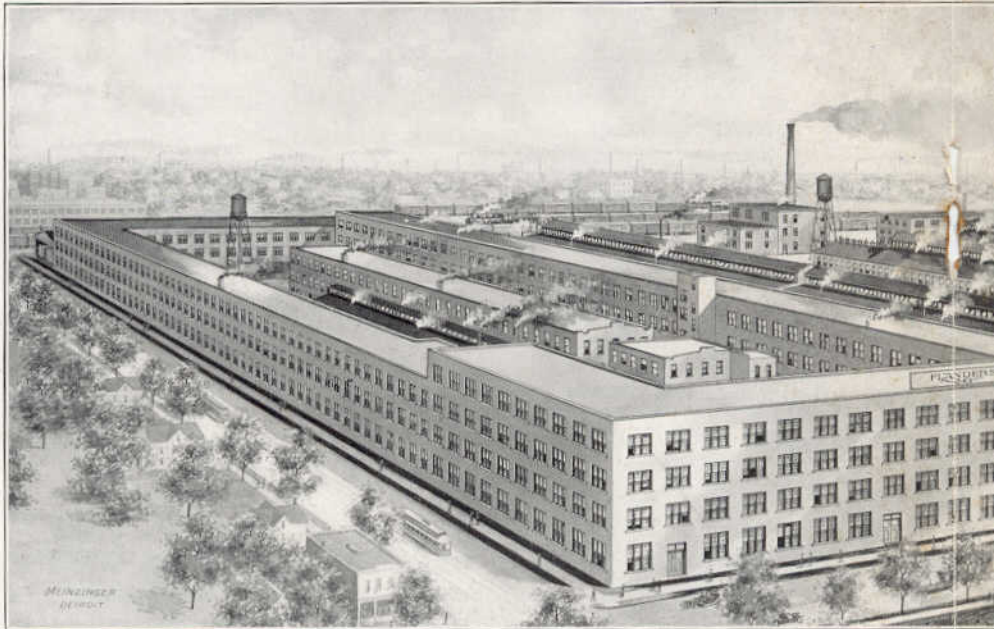
Neither has there been any change in transmission, control, axle or chassis detail, save only those mentioned—the drop frame and longer springs.

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

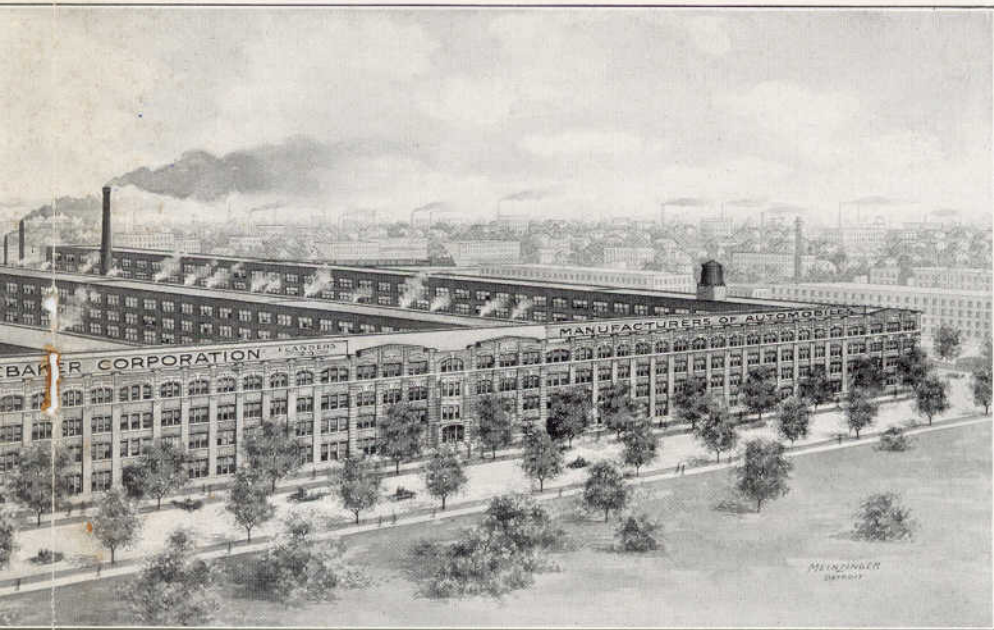




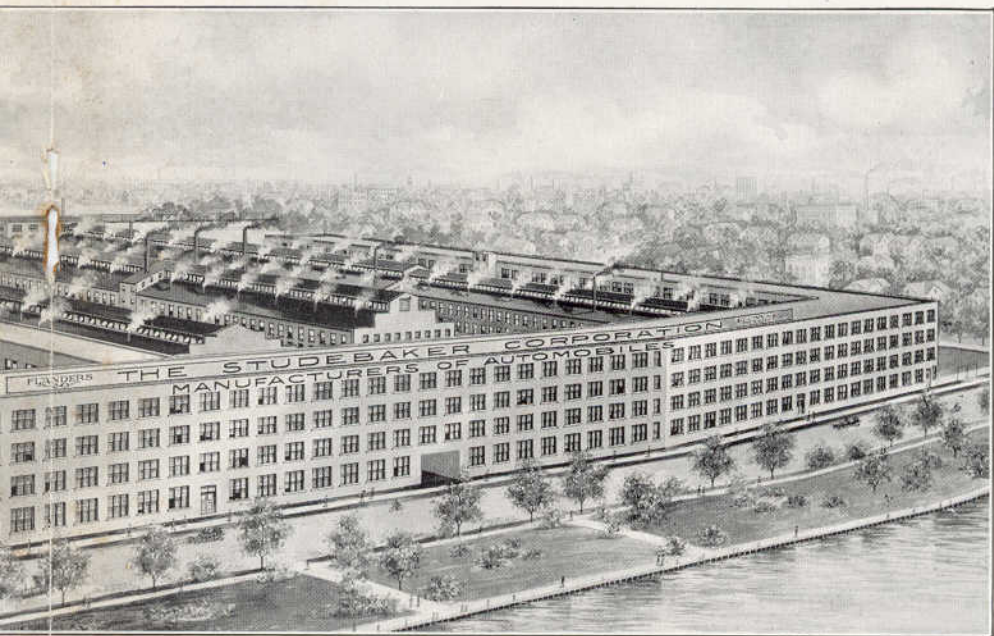
E-M-F Factories



E-M-F Factories



Factories, Plant 1



Factories, Plant 3



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 misled buyers by their looks—and are now either in the junk heap or on the way there—expected soon.

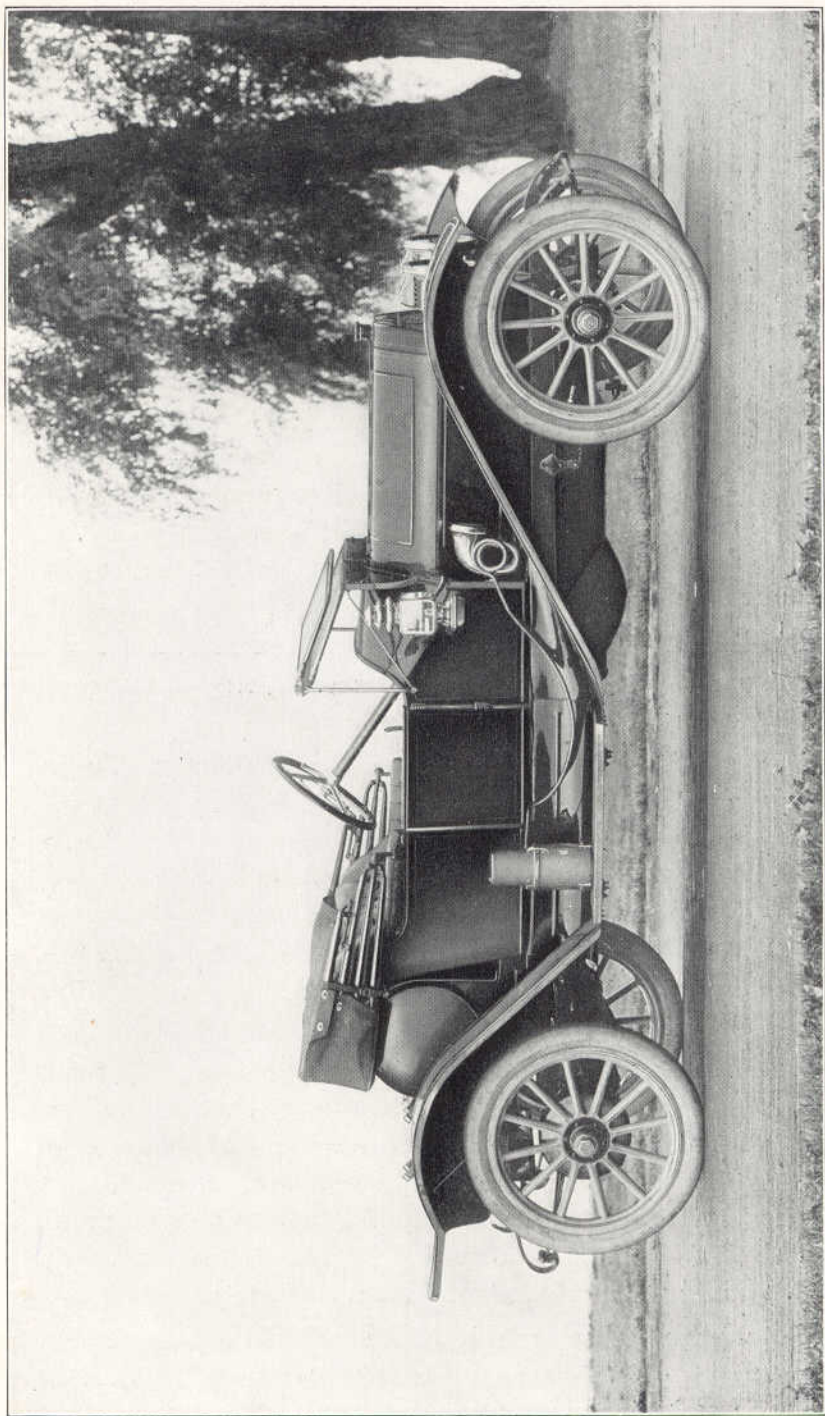
But now it is different—we have our mammoth plants and they are paid for. We have a more perfect organization. Practically unlimited capital enables us to buy better—and prices of all materials are lower.

So now we can add appearance to efficiency—luxurious appointments to mechanical perfection—and sell you that much better car in 1912 for the same price you paid in 1911—and for \$150 less than we had to charge in 1908-9 and 10.

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 not been increased—the big, luxurious, fore-door model will remain at \$1100 f. o. b. factory. Let those try who may, none 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 latches concealed; large ventilators in dash so it is just as cool in front 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.



E-M-F "30" Fore-Door Roadster—\$1100

E-M-F  
1912



E-M-F "30" Fore-Door Touring Car—\$1100

In a word, the Studebaker-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.

Every Studebaker dealer is jealous of the proud position he occupies—he is honored and respected above all rivals in his own community because he sells the best cars and keeps his word—the cars make good. And the manufacturer backs him up. He will not sacrifice that proud position for a few chance sales, nor for a bigger rake-off will he sell to his townsmen cars that he knows are unsalable elsewhere.

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 as fast as bricks can be laid and machinery installed! That we will be making two hundred a day within ninety days and will work full force all winter in hope of catching up with the demand—but that is the limit of our ability for the present.

Made in four models for 1912: Fore-door Five-Passenger Touring Car, \$1100; Fore-Door Detachable Demi-Tonneau, \$1100; Fore-door Roadster, \$1100, and Coupé, \$1475.



## Specifications

- MOTOR**—30 horsepower; four cylinders cast in pairs; bore 4 inches, stroke  $4\frac{1}{2}$  inches, 226 cubic inches piston displacement.
- MOTOR COOLING**—Water, tubular radiator. Centrifugal pump accessibly located.
- VALVE LIFTERS**—Adjustable.
- CARBURETOR**—Capable of 4 to 55 miles per hour on direct drive. Flexible for all speeds and requiring minimum of adjustment for weather conditions.
- LUBRICATION**—Direct from oiler at left of motor. System constructed on the unfailing vacuum-feed principle. Oiler cast integral with aluminum crank case whence oil ducts lead to all bearings. Pistons lubricated by splash. Oil capacity— for 300 miles.
- IGNITION**—Dual system. Dry cells and Splitdorf magneto.
- CLUTCH**—Direct cone, leather-faced.
- TRANSMISSION**—Three-speed sliding gear controlled selectively by single gear-shift lever.
- BRAKES**—Doubly powerful. Service brake operates externally on hub drum. Emergency brake operates internally, expanding. Either brake will lock wheels. All brake rods concealed within frame.
- CONTROL**—Standard system. Arranged with utmost care for the convenience of the driver. Spark and throttle levers above steering wheel, giving “thumb and finger control.” Pedals for clutch and service brake. Brake and gear shift levers inside of body and easily accessible. Accelerator operates through floor slot.
- FRAME**—Dropped 3 inches, giving lower center of gravity and insuring easiest riding qualities.
- TOURING CAR BODY**—Fore-door, full-vestibule. Absolutely straight lines from front to rear. Very handsome. Four inches longer than before. Ample room in the tonneau. Seats wide and deep, cushions comfortably slanted. Inside handles on doors and hooks placed so that doors can be opened for ventilation, eliminating the only argument there ever was against the fore-door type. Front seat is perfectly cool under all conditions of driving.



**TOPS**—Made with "Duquesne" bow, giving much more clearance.

**BODY**—Aluminoid steel, wood trimmed.

**UPHOLSTERY**—No. 1 leather, best curled hair over finest pillow springs.

**PAINTING**—Body, E-M-F dark blue, finely striped with gray; frame and fenders, black; wheels, E-M-F gray.

**GASOLINE TANK**—Under front seat. Capacity 17 gallons, giving average mileage of 300 miles. Strainer in gasoline line prevents dirt from getting into carburetor.

**WHEELS**—Selected second-growth hickory. Artillery type.

**TIRES**—Morgan & Wright 32 x 3 1/2-inch.

**WHEEL BASE**—112 inches.

**SPRINGS**—Full elliptic rear; semi-elliptic front. Lengthened to give easiest riding qualities.

**RUNNING BOARDS**—Covered with linoleum, with oval brass moulding.

**DETACHABLE DEMI-TONNEAU**—Tonneau easily detached by one man in three minutes, leaving flat deck. Same chassis and sterling construction as in touring car. Fore-door body. Scuttle dash. Lamps set back to give easy access to hood. Zigzag windshield. A fine, comfortable, four-passenger car, with the added feature of utility when tonneau is removed.

**FORE-DOOR ROADSTER**—Body even lower than the touring car. Motor farther back in frame. Seat low and very comfortable. Full fore-door body, with ample leg room in car. Tire carriers and tool box attached to the rear over deck. Large, round gasoline tank in rear. A handsome Roadster car, with ample speed and wide range of touring ability.

**EQUIPMENT**—Three oil lamps of appropriate design. Acetylene generator connected to large, brilliant headlights. Horn, tool kit and tire repair outfit ready for the road. Magneto, of course.

**PRICES** (f. o. b. Detroit):—

Touring Car.....	\$1100
Detachable Demi-Tonneau.....	1100
Roadster.....	1100
Coupé.....	1475

**EXTRA EQUIPMENT**—Silk mohair top complete with side curtains and dust cover, brass bound automatic windshield, Stewart speedometer, Model "B" Presto-O-Lite tank (in place of generator), f. o. b. Detroit: for Touring Car or Demi-Tonneau, \$90.00; for Roadster (zig-zag windshield) \$85.00. For carbide generator in place of Prest-O-Lite tank, \$10.00 less in each case.

**GUARANTEE**—Same as Flanders "20." The E-M-F Factories furnish with every E-M-F "30" shipped, a Guarantee Bond signed by the President and Secretary, warranting for one year from date of shipment, car and equipment, except tires, which are guaranteed by their makers.





## Branches and Supply Depots

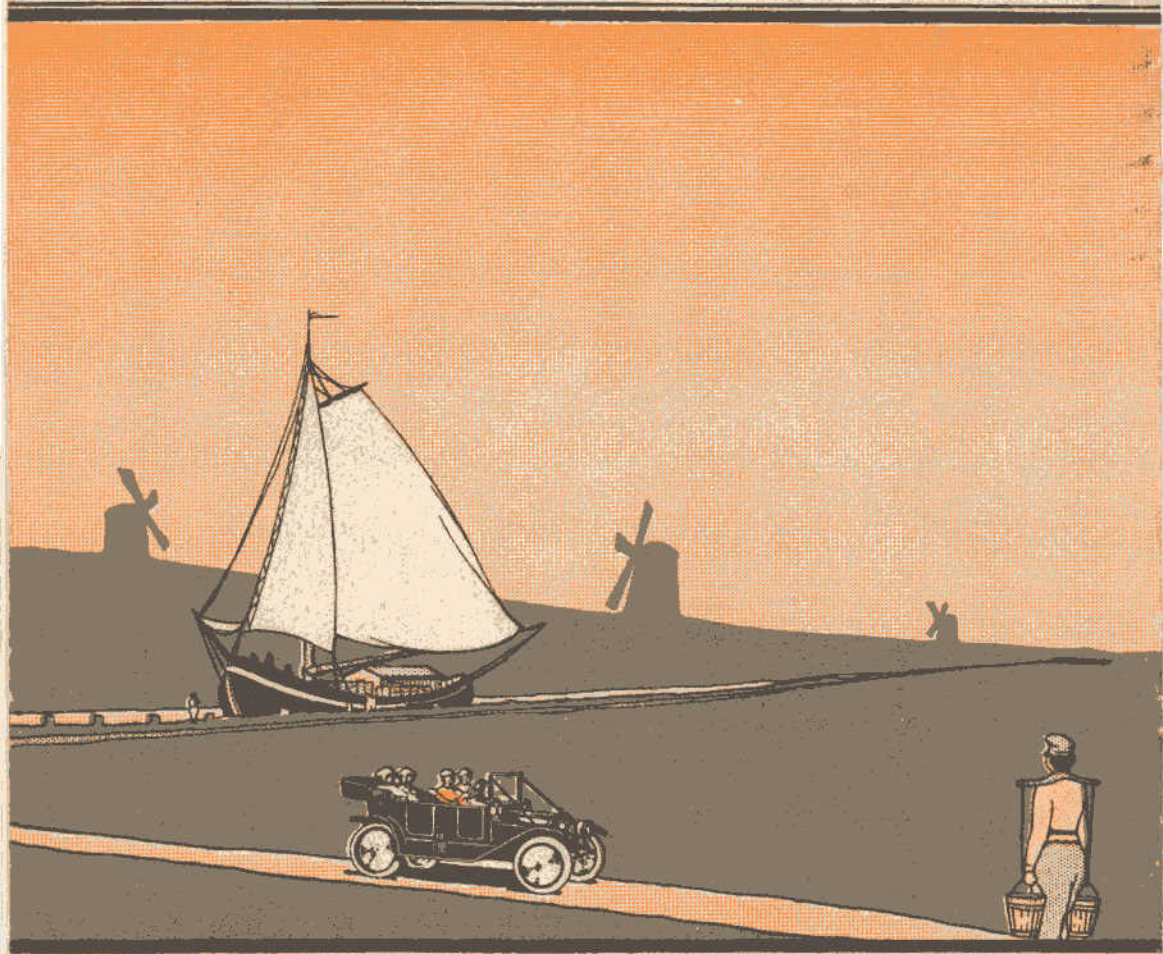
(1800 Dealers—all over the United States)

Atlanta, Ga., 45 Auburn Ave.  
Birmingham, Ala.  
Boise, Idaho.  
Boston, Mass., Lawton Ave. and Cummington St.  
Buffalo, N. Y., 1054 Main St.  
Charlotte, N. C., 224 N. Tryon St.  
Chicago, Ill., 2030 Michigan Blvd.  
Cleveland, Ohio, 1900 E. 19th St.  
Columbus, O., 419 4th St.  
Dallas, Tex., 1515 Commerce St.  
Denver, Colo., 1515 Cheyenne Place.  
Des Moines, Ia., 919 Locust St.  
Fargo, N. D., 1224 Broadway.  
Indianapolis, Ind., 311-313 N. Pennsylvania Ave.  
Kansas City, 1620 Grand Ave.  
Los Angeles, Cal., 1242 S. Flower St.  
Louisville, Ky.  
Memphis, Tenn., 249 Monroe Ave.  
Minneapolis, Minn., 6th and 2nd Ave. S.  
New York City, 59th and Broadway.  
Omaha, Nebr., 2026 Farnum St.  
Oklahoma City, Okla., 7 West Main St.  
Philadelphia, Pa., 18th St., below Spring Garden.  
Portland, Ore., Chapman & Alder Sts.  
St. Louis, Mo., 323 N. 10th St.  
Salt Lake City, Utah, 157-159 State St.  
San Francisco, Cal., Mission & Fremont Sts.  
Sioux Falls, S. D., 124 West 10th St.  
South Bend, Ind.  
Spokane, Wash.  
Washington, D. C., 118 Q St. N. E.

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