

The Hyphens

A Newsletter for E-M-F, Flanders
and Everitt Owners Everywhere



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Editors Column

In the last issue I reported that I was again looking for a job. The good news is I did start a new job in May. The bad news is that I hated it! I was expected to be available 24 hours a day, seven days a week. Luckily I was approached by three other companies with job opportunities and ended up starting another new job just a couple of weeks ago which I am really enjoying. I can imagine what you must be thinking: "This guy must be some kind of loser to keep losing jobs". All I can say is I have been greatly blessed to be able to find a job when I have needed one, and I am now one city closer in my goal to work in every one of the Chicago suburbs before I retire. ☺

Since I have started the latest new job, I have actually had some time in the garage working on the E-M-F. I have made a little progress on the metal parts of the wheels preparing them for new wood. I would like to be able to have the metal ready for new wood within the year.

If you are attending Hershey this year, check out the **Upcoming Events** section about the new time and location of our E-M-F Registry meeting, now with light refreshments!

Last issue I mentioned that I had not gotten any donations. Big mistake! I was inundated with donations and now have enough money in the fund to last for years. Thanks to the following who donated:

If you have articles you would like to submit for future issues, please send them in to me. I am always looking for new material and I am running out of ideas. If you have any topics you can write about, please send them to me.

Happy Motoring!
John M. Daly

An advertisement for the Flanders Colonial Electric car. The top left corner says 'Flanders Colonial Electric'. The top right corner says 'For the approval of persons of refinement and good taste'. The central image shows a vintage electric car with a woman in a long dress sitting in the driver's seat. Below the image, the text reads: 'We claim---and we stand ready to prove it in any kind of contest---that no other electric made could have gone from Detroit to New Orleans under its own power as the Flanders Electric did when she laid out the 1912 Glidden Tour. Your local dealer will give you a demonstration that will surprise you---just phone him.' At the bottom, it says 'FLANDERS MANUFACTURING COMPANY DETROIT AND PONTIAC, MICHIGAN'.

This ad for a Flanders Electric appeared in many publications in the 1912 timeframe.

Flanders, Studebaker and the Electric

By John M. Daly

Last summer during the E-M-F Centennial celebration in the Detroit area, several of the guys were standing around and talking about E-M-F related topics (big shocker I know) and the topic turned to the Flanders and Tiffany electric cars which were built by Flanders. I took a particular interest because I own a 1912 Rauch & Lang electric car. We all wondered how many may have been built and if any had survived. I reported that neither the HCCA roster nor Antique Electric car registry roster listed any Flanders or Tiffany electric cars.

So thought it may be interesting to take a look at the electric side of E-M-F and shed some light into the history of the electric cars that Flanders built.

A Bit of History

If we are really going to look at the history of the electric car and the E-M-F Corporation, I suppose we should start by looking at Studebaker.

Studebaker started out with an electric runabout in 1902 and from 1902 – 1912, produced a full line of electric cars and trucks. The first models evolved from the firm's horse drawn line while later models were much more sophisticated. It is thought that approximately 1800 electric vehicles were built by Studebaker in these 10 years of production.

In 1911, Walter Flanders founded the Flanders Manufacturing company with a funding of \$2.25 Million, with most of the money coming from former E-M-F backers including Clement Studebaker Jr. At this point, Flanders was the only one of the

original E-M-F partners still with E-M-F. Studebaker was the sole distributor of the E-M-F and Flanders automobiles while Everitt and Metzger had moved on to the Metzger automobile company to build the Everitt 30.

Flanders Manufacturing was the consolidation of the Grant & Wood Manufacturing Co, Pontiac Motorcycle Co, Pontiac Drop Forge Co, Pontiac Foundry Co, and the Vulcan Gear Works. The factory for the Electric cars was in Pontiac Michigan with the possibility of some of the parts being built in the plant in Chelsea Michigan. The plant in Chelsea was also where the Flanders Motor cycles were produced.

The Flanders Electric car was actually the brain child of LeRoy Pelletier, advertising manager of E-M-F. It featured worm drive and cradle spring suspension, which made it almost a foot lower than most of the other electrics on the market at the time. For the first year in 1912, the Flanders Electric was priced at \$1775.00. Although orders were taken for more than 3000 cars, only about 100 were produced before Flanders Manufacturing, badly overextended, found itself in receivership after moving to Pontiac.

But LeRoy Pelletier couldn't get the idea out of his head that there remained a large market for the electric car, if only the right one could be produced. So, October 1913, he teamed up with former Flanders Manufacturing general manager Don McCord, bought what was left of the Flanders Electric business, reintroducing its product as the Tiffany in DeLuxe and

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Flanders Electric

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Mignon (the latter French of course for tiny or delicate, as in filet). The new name made for catchy phrases - "Of all things She'd like, She'd like a Tiffany best" - but what Pelletier really wanted was a Tiffany with a Woolworth price tag, and this was announced in December 1913: a \$750 electric which set an unprecedentedly low price in the electric field ... but which met the same fate as his \$100 motorcycle. He struggled for a while, and in mid 1914, decided that since a million dollars had been spent promoting the Flanders Electric, its name was perhaps better than one associated only with jewelry, and asked his friend Walter if he'd mind if he switched back. Walter readily agreed, his ego hankering for a car called the Flanders.

Alas, the Tiffany didn't sell any better as a Flanders this time than it had the first-and ultimately Pelletier concluded he was better off advertising cars that other people knew how to build, like Walter Flanders' Maxwell. Flanders Electric production ended later in 1914. It is thought that fewer than 100 total cars were built under either the Flanders or Tiffany brands.

Flanders and Tiffany Electrics Today

As we talked about the topic of Flanders and Tiffany electrics at the E-M-F Centennial, we were wondering if any of the Tiffany Electrics had actually been produced in such a short period of time, and if so, how many? Well, while I was at the Chickasha swap meet in Oklahoma last March, I came across a set of step plates from a Tiffany Electric car. When the owner saw me showing interest in them, he asked me if I knew what they were off of. Apparently he had been taking them to swap meets for a while and nobody knew anything about them. Well, I think he got more information than he expected as I recited all I knew about the E-M-F company, Flanders and the electric car. I told him that is was doubtful that he would find anyone who would need such an item, and I felt that the only hope he had of getting rid of them was finding someone stupid enough to buy them for the historical preservation value. So they now reside in my family room as a conversation piece. With this we know that at least one Tiffany Electric was built and if you look at them and compare them to the picture of the Flanders electric in the ad included with this article, you can see that they are the same as the Flanders with just the name Flanders changed to Tiffany.

On the Flanders Electric side, though there are no complete Flanders Electrics known to have survived, Dr. William Flanders Spencer, E-M-F Registry member and great-grandson of Walter Flanders, reported that he was invited to join

a local historical group to go down to the Detroit River, to a warehouse that the Detroit Historical Society uses to store many artifacts and some of its car collection. He was told they had in their collection a Flanders Electric body. Sure enough, housed in a large fan driven bubble was a small, black, aged wooden car body that looked like the real thing. There was a paper tag on the bubble stating 1914 Flanders Electric body, but this date might be wrong. It was sitting on sawhorses. There was no tiller and the seats were aged but intact. Bill couldn't see any other identifying markers but it did have the small vertical corner windows like the Flanders would have had.

So perhaps at least some parts of both a Flanders and Tiffany Electric car have survived all these years. If anyone reading this knows of the location of any complete Flanders or Tiffany Electric cars, please let me know. I would love to be able to see a complete car and document it.

Walter Grove

Longtime E-M-F owner and my friend Walter Grov lost his courageous battle with cancer on May 17th. His wife Jane reported that with all the pain and suffering he endured during the past few months, he never complained. He was truly a saint.

Walter is the person who approached me about heading up the E-M-F Registry many years ago and if it were not for his encouraging early on, the Hyphens may not exist today. He was always willing to share what he knew with me and even submitted an article for an issue last year.

When I showed up at the first E-M-F tour in 2004, Walt was the first to give me a ride in an E-M-F and I will never forget it. He was a true car guy who was a man after my own heart. I will surely miss talking with him at car events.



Tiffany Electric step plate found at Chickasha swap meet in 2009.

Centennial Commemoratives Still Available

The following items are still leftover after the E-M-F Centennial.

The Radiator badges have the Centennial logo and have two mounting loops which would fit between vertical radiator fins. These are **\$45.00 (\$40.00 for badge plus \$5.00 for shipping and handling)**. See Picture below. 11 badges remain.

The Pewabic tiles were designed

specifically for the E-M-F Centennial and only a limited amount of these tiles were produced. You can purchase one of these tiles for **\$45.00 (\$40.00 for tile plus \$5.00 for shipping and handling)**. See Picture below. 7 tiles are still available.

And finally, we have the Centennial DVD which turned out great. See the places we visited just like you were there, as well as an interview with Anthony Yanik, author of "The E-M-F Company". These DVD's are **\$25.00 (\$20.00 for tile plus \$5.00 for shipping and handling)**.

Make checks payable to John Daly. Thanks.

Even More Friends

By Daryl Kemerer, E-M-F Registry President

Every show, swap meet, and tour we attend serves as witness to our dedication to the preservation of the past century's automobile history. How many times have you admired a fine restoration or stopped at a pile of rusty parts to examine an unusual part that has piqued your curiosity? Behind each car or pile of parts is a lineage of people who have made it possible for you to admire or satisfy your curiosity. As we get to know people in the hobby we develop casual, and even close, friendships but eventually our friends pass on and the cars remain. The E-M-F Registry lost two long-time dedicated

E-M-F owners this past year.

Although I did not personally know Paul Eoff, he toured in his E-M-F for about forty years and was very active in the H.C.C.A. My friendship with Walter Grove grew over the years producing many fond memories. Walter enjoyed driving his E-M-F and extolling its virtues in many intriguing stories. As stewards of these automobiles for those yet to come, we receive not only the pleasure of preserving and driving a part of our industrial heritage, but more importantly we are rewarded by the "even more friendships" we develop along the way.

Speaking of friends made along the way...

Female Friends Flanders Fantasy

As you may have heard, in the summer of 1909 Alice Ramsey was the first woman to drive an automobile from coast to coast. Several years ago my wife Kathy learned from our friends John and Dorothy Grace that Dorothy wanted to reenact the cross-country drive in the centennial year. Dorothy and others mapped out the route and planned to do the complete drive. Kathy has only driven our Flanders roadster because it is easier to handle than the E-M-F, and had not driven the Flanders any more than a few miles locally. The fun she had driving was evident in her smile as she drove it about the neighborhood. Sooooo, through the winter months we discussed her joining the Centennial of Alice's Drive for a short portion instead of the entire trip.

Kathy enlisted Terri Yaroschak (a friend) to ride along while Terri's husband John and I followed in our tow rig. Kathy decided to drive from Buffalo NY to South Bend IN generally following Alice Ramsey's route. Although we planned to join Dorothy Grace and the others, their mechanical difficulties and our time limitations did not allow us to meet along the way.

Kathy prepared for the drive by driving the Flanders up and down the Pennsylvania hills for several days to master the downshifts and braking distance. Then the four of us shuffled off to Buffalo. The little Flanders performed quite well. John and I clocked them several times at 45 miles per hour. Later Kathy reported she had more

throttle remaining! Over the three days drive of about 480 miles, the girls adjusted a valve clearance twice, waved at construction workers, smiled a lot and upon arrival at South Bend had a TV interview at the Studebaker Museum. I am quite proud of Kathy's drive and she has many stories of her fantasy to relate – just ask her.

Let us join together in Wichita for another exciting E-M-F Outing in 2010 and make "even more friends."

Hope to see you down the road,

Daryl Kemerer

E-M-F Parts For Sale

1912 EMF right front fender (A3878), good solid condition. Will trade for pre-1916 ford parts - \$125. **Ben Popadak** CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE.

I now have **E.M.F. timing gear sets** available at \$650.00 a set plus \$25.00 shipping. This is a onetime small run of gear sets and this price will be good for 6 months, after that the price will go to \$750.00. The reason for the future price increase is because I do not want to sit on these gears for several years like the last time I made them. I will need to know which type of timing gear is required. There are 2 different types, one with 2 dowel pins to time it to the cam shaft and another that is timed with a woodruff key. I could deliver these to Hershey and save shipping charges. I also have a list of E.M.F. parts to numerous to include write or e-mail for list. **New Manufacture:** Part number A-180, **Water outlet pipe.** Limited run of fully machined aluminum water pipes. \$260.00 postpaid.

Floyd Jaehnert CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE

E-M-F Services

Restoration: Presently repairing and doing complete restorations on the Splitdorf Model D Magnetos and Coil boxes used on E-M-F automobiles. I also have a small number of excellent **NEW E-M-F Magneto Caps.** For price, please inquire to **The Brass Magneto** CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE **Registry Member Gordon Matson**

E-M-F Parts Wanted

Information, Postcards, Trophies, etc. on E-M-F Racing. **Gordon Matson** CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE

Need some **brake shoes** for my **1910 E-M-F Touring, Part number 558**, 4 off required. **Roger Egginton** – CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE

Any interest in **cast aluminum reproduction hood formers** for **Flanders?** Contact **Daryl Kemerer** CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE

Need a **transaxle** for an **Everitt.** Please contact **Willard Schoellerman** CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE

Need a pair of **Cylinder Jugs** for an E-M-F Engine. **Ed Goetz,** CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE

Need 4 matched **EMF connecting rods** A-135 1/2 and A-257 **carburetor support.** **Floyd Jaehnert** St. Paul, MN CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE

I need a **Water Pump** for an E-M-F. **Bruce Wright** CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE

Early two man top irons also known as "Headache" irons, these four irons bow out slightly as opposed to a straight rise, for 1909 E-M-F five passenger open touring (E-M-F part reference #1386). Could buy or will consider trade for my set of circa 1912-14 adjustable irons, in exceptional condition. Also Wanted: **Splitdorf Model "D" Magneto** or promising collection of parts for same. **R.S. "Chic" Gasparotti** CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE

Need round **radiator tank emblem** for an E-M-F radiator. **Stu Lyon** CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE

A Thought to Ponder

"Most folks are about as happy as they make up their minds to be." – Abraham. Lincoln

"The Hyphens" is the official publication of the "E-M-F Registry" – an affiliated registry of the **Horseless Carriage Club of America.** There are no Membership dues at this time. Donations are accepted to help with the cost of the newsletter.

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NOTE NEW TIME
& PLACE

Upcoming E-M-F "30" Events

October 8th, 2009 - E-M-F/Flanders/Everitt Owners Meeting at 2007 Hershey AACA Fall Meet- Thursday October 8th, 4:00PM Hershey Time - Meet at E-M-F owner Jim Gorel's spot CCN 34-35 (Chocolate Annex -- next to Studebaker tent) rain or shine. - Meet up with other E-M-F Owners during Hershey at the HCCA tent. This will basically be a time to meet up with other owners, register your E-M-F with the E-M-F Registry, check/update your E-M-F Registry information and discuss the future of the E-M-F Registry. We will have the EMF registry meeting followed by light refreshments. If you are going to Hershey, please plan on attending. Wish I could be there! **For more information contact: Daryl Kemerer** CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE

March 18th, 2010 @ 2:00 PM - E-M-F "30" Owners Meeting at Chickasha Pre-WWII Meet on the Thursday of the show. The location is not known at this time, so look for signs posted at the meet. It will likely be in a meeting room in the south building. This will basically be a time to meet up with other owners, register your E-M-F with the E-M-F Registry, check/update your E-M-F Registry information and discuss the future of the E-M-F Registry. If you are going to Chickasha, please plan on attending. **For more information contact: John M. Daly** CONTACT INFO IS BLOCKED FROM ONLINE ARCHIVE

Sunday, June 6 - Friday, June 11, 2010 - E-M-F Registry Tour Wichita, KS. Start making your plans now for our next tour. Headquarters at the Red Coach Inn, Newton KS (I-135, 20 miles north of Wichita). Rooms have been blocked at ~\$81.00 plus tax. Registration fee not yet determined, but should be similar to previous outings. Tour arrangements are not yet final, but so far include the following: Salt Mine (640' down), Kansas Cosmo-sphere and Space Center, Lindsborg KS(Little Sweden), operating 1800's flour mill, McPherson College restoration facilities, El Dorado Oil Museum, Z Bar Ranch, 1880's Wichita Cowtown and other attractions, a Spectacular car collection, and Lots of wide-open spaces for touring. Plus... antique fire pumper demonstration, homemade ice cream social, Friday evening banquet, and of course, the Leroy Award. More details will be in the next issue of the Hyphens. **For more information contact: Tom Ruggles** CONTACT INFO IS BLOCKED FROM ONLINE A

NOTE: New 2010 Tour Info!!!

John M. Daly
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