

The Hyphens

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



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Editor's Column

As I write this, I am recovering from 1.5 hours of shoveling of snow at my mom's house in southeast Iowa. Really wishing I had fixed my dad's snow-blower last summer like I had planned. A project for this summer

I recently restarted the restoration of my 1912 E-M-F Demi Tonneau. I came to a couple of interesting discoveries as I worked through the left side rear fenders: Not all 1912 E-M-F rear fenders are the same and the left rear spring shackle on my car has been flipped the wrong way since I brought the car home, which has lead to hours of trying to figure out why the rear fenders did not seem to be in alignment. Makes me wonder when in my car's life the shackle got flipped.

In case you have not heard, the dates for the Fall Hershey swap meet are changing. This year's meet will be October 4-7, 2022 (Tues - Fri). We are still trying to determine when our E-M-F Registry meeting will take place and I will report the final decision in the next issue. STAY TUNED!

I wanted to thank those who have contributed to the E-M-F Registry fund.

- Bob Hargraves at Hershey 2021
- Robert Troendly from Chickasha 2021 (Forgot to mention in the Sept 2021 Hyphens Oops! Sorry Bob!)
- Bruce Boggess via mail

My thanks to all of you who have helped support the E-M-F Homepage and Registry.

Happy Motoring!!!

John M. Daly

Don't Forget

Chickasha E-M-F Registry
Meeting. Fri. 3/18 @ 4:00 PM
Chickasha time.

It will be in one of the
meeting rooms. Look for
signs at the show!



Walter Flanders. The only photo I know of him.
If you have another, please send me a copy!

Walter Flanders

Editors Note: Though I did not technically write this, I have assembled data from multiple sources to provide this article.

Assembled by John M. Daly

I thought it might be interesting to look at each of the founding members of the E-M-F organization one by one. I will start with Mr. F, Walter Flanders.

Flanders was born in 1871 in Rutland, Vermont, he was described as "a poor Vermont machinist" who became an "industrial colossus."

He was the son of a country doctor, whose fees were generally paid in farm produce. He left school at fifteen to seek his fortune tending to mechanical things for cash, including sewing machines during an apprenticeship at Singer, followed by an association with Thomas S. Walburn in general machining in Cleveland.

Enter Henry Ford

It was here that an order came for Henry Ford in Detroit for a thousand crankshafts. The order was not only filled, but also filled on time - a rarity in those days. This convinced Ford that Flanders was just the man to have on the team he was assembling to move his company into mass quantity manufacture of automobiles.

Walter Flanders knew how to arrange production machinery as well as+++ invent it. He invented various multiple drills, vertical boring mills and valve grinding machines. When it came to cutting supply and inventory costs, there was no one better than Walter Flanders. He wasn't interested in cars so much as building them. He was not concerned with those experiments with a new model in a back room at the Ford company. He was busy in the plant moving machines

around, setting up procedures and effecting timesaving methods. He wanted to see the product only when it was ready and he didn't care if its model initial was N, R, S--or T.

He was a huge man (close to 275 pounds) with a great shock of curly hair and a voice that, as Ford associate Charles Sorensen commented, "could be heard in a drop-forge plant". Flanders played hard and rough. A carouser and hell-raiser of epic proportion at night, he was blessed somehow with an immunity to morning-after hangovers, showing up on time at the plant every day. He was effective and forthright in directing his men (who admired him) in their work. Henry Ford worried a bit that the force of Flanders' personality might become a problem. He worried that Flanders might overwhelm, and possibly even overtake, Ford in his own company.

Walter Flanders knew that that the future of the automobile industry would come down to a few large players and he wanted to be one of them. But he also knew that this would be unlikely if he continued in his position as production manager with the Ford Motor Company. He was apparently unaware of Ford's fears regarding him. There was a personality clash in any case between Flanders and his employer. In early 1908, Flanders presented notice of his resignation to Ford, and it was accepted without regret. Flanders also convinced Thomas Walburn (who had traveled with him to Ford from Cleveland) and Max Wollering (a talented machinist Ford had hired upon Flanders' recommendation) to join him in the exodus from Dearborn.

The Motor World edition of March 12th, 1908, announced Flanders' new position as general manager of the Wayne Automobile Company. One week to the day later, Henry Ford sent a circular to his dealers announcing his new Model T.

The Beginning of E-M-F

In June of 1908, the Wayne and Northern automobile companies were reorganized into the Everitt-Metzger-Flanders Company. When it happened, the result was not simply announced, it was celebrated-at dinner at the Cafe des Beaux Arts on Tuesday, June 2nd, 1908. It was a gala affair. No new automobile company in the industry's short-lived history had ever been given a grander introduction, nor had any held grander promise for the future. Everitt, the financial genius. Metzger, the salesman extraordinaire. Flanders, the production man nonpareil. Interestingly, reporters often referred to them as the "Big Three."

Unfortunately, the celebrations were short-lived. By early 1909, the partners were quarreling. And it was over Studebaker. Metzger had not favored the alliance from the beginning, and now he convinced Everitt that it had been a bad idea too. Flanders, scarcely the diplomatic sort, buffed and puffed-and literally blew the partnership away. In May of 1909 it was revealed that the E and the M of

*Walter Flanders
Continued on page 2*

Walter Flanders*Continued from page 1*

E-M-F were leaving the company, selling out their interest to the Studebaker brothers who would handle all E-M-F distribution after September 1st. The cash amount tendered Everitt and Metzger had been estimated in the million-dollar range, which was wildly inflated, the actual amount was less than half that (\$362,500), which was still a tidy enough sum for the two to venture off and start a new company to build a new car.

Walter Flanders did not fare much better staying with E-M-F, where now he was both president and general manager. Firstly, he was being outdone by Henry Ford who was under-selling him and out-producing him in a factory the production setup for which had largely been his doing. Secondly, Frederick Fish, a Studebaker man, had moved to reorganize E-M-F and had proposed to merge the two companies but Flanders resisted. Instead, Flanders became president of the company, but Studebaker men were placed in all the leading administrative positions, sparking obvious resentment of many of the E-M-F people.

And Now with the Studebakers

In the ensuing years with Studebaker, Flanders was responsible for the following:

- With part of his million dollars for staying with Studebaker, Flanders bought 1200 acres of farmland surrounding two lakes near Pontiac. He had the view of transforming it into a plantation, and he created a petty cash fund for taking a number of people out to dinner to talk business.

- Talked the Studebakers into helping him buy the DeLuxe Motor Car company and converted it to Building Flanders 20's.

- Set a thousand-car-a-month production schedule and offered a bonus for every car produced over that number to his workforce "clear down to the office boys and stenographers."

- Declared the alliance with Studebaker as "rescinded and annulled" on Dec 9th, 1909.

- After the Studebaker take-over, Flanders was handsomely rewarded, a million dollars' worth for his stock, and he agreed to continue for a term of three years as general manager of Studebaker Corporation.

- Started manufacture of the Flanders 4 Motorcycle (initially called the Flanders Bi-Mobile) in 1911.

- Started building the Flanders Electric, also in 1911.

- Resigned officially from Studebaker in May 1912.

After his release by Studebaker, Flanders announced that he was rejoining his old partners ... and would now become general manager of the Metzger Motor Car Company



Flanders Estate house on Green Lake near Pontiac, MI. The E-M-F Registry 2008 Company Outing tour stopped here. It is currently an Alzheimer's facility.

which, the reader will remember, was engaged in the building of the Everitt automobile.

When asked by reporters if this turn of events might not result in a lawsuit by Studebaker, Flanders replied, "That is quite possible. I believe I am not under contract anymore. I have been given very little to do around the Studebaker plants lately. They claim the right to use my name in the event of my quitting the company. I do not believe they have that right, and this difference of opinion may result in some entanglements."

E and M and F together Again

The only thing definite which happened in the succeeding weeks was the revelation in June 1912 that, yes, there was a new company succeeding Metzger, capitalized at \$3 million (soon raised to \$3.75), but it was to be called the Everitt Motor Car Company. Not too long after this, a press release was issued noting that the Everitt Motor Car Company had changed its name to the Flanders Motor Company.

Everitt and Metzger without Flanders had been rather like pasta without Parmesan, something was missing. Everitt knew how to capitalize, Metzger knew how to sell, but neither of them could produce like Flanders. The Metzger Motor Car Company had never really been set up properly. Everitt and Metzger were delighted to have Flanders back, and were amenable to the company name change, realizing Flanders' ego was easily the equal of theirs combined.

By that time everything had changed--drastically. Firstly, Flanders Manufacturing went into receivership in December 1912. An absolutely scathing news report in Motor World suggested the reason was Flanders' "thirst for millions." There was truth in this. An acquaintance had noted that "he asked nothing better than a gambler's chance to play for big stakes"--and he lost.

Flanders had one more deal up his sleeve. He broke off ties with Flanders Manufacturing and took on a fiasco someone else had created which was even bigger than his own - Benjamin Briscoe's United States Motor Corporation. In exchange for his services, he required U.S. Motor to purchase the Metzger-Motor Car-Company-cum-Everitt-Motor-Car-Company-cum-Flanders-

Motor-Company. The deal made for a nifty profit for investors Everitt and Metzger who merrily went their separate ways

Meanwhile Walter Flanders took the remains of U.S. Motor, and having learned a hard lesson, decided retrenchment was sometimes preferable to gambling. At the Knickerbocker Hotel in New York, on two sheets of notepaper, he drafted out the reorganization. He scrapped every sick company in the U.S. Motor colossus and concentrated on the one healthy organization and the one good name that was left. One month after its introduction at the New York Automobile Show, the Flanders Six became the Maxwell.

E and M and F, the Final Fling.

Which brings us, by quantum jump, to 1921. Barney Everitt picked up the phone to say hi to his old partners and ask if they'd like to join him in a new car-building venture he was contemplating with Eddie Rickenbacker. Walter Flanders was dubious; he'd made a success of Maxwell and was now enjoying retirement as a gentleman farmer, but for the sake of friendship, of course.... E and M and F were back together again.

The Rickenbacker automobile, unfortunately, like the E-M-F, suffered callously unfair jibes from its competitors (these because of its early introduction of four-wheel brakes). It lived only a half-decade, a year longer than the E-M-F. It was the last automotive venture for Everitt, Metzger and Flanders.

One is left with the nagging suspicion that, from the beginning, things might have been different had these people just been able to stay together long enough.

Death and Burial

Flanders died in Newport News, Virginia on June 18, 1923, as the result of complications following a car accident in which he'd been involved three days earlier. According to friends, he was enroute to his home in Williamsburg when he tried to pass another car and lost control of his. He sustained a broken leg and several internal injuries, and his death was attributed to kidney failure. He was buried at Williamsburg Memorial Park in Williamsburg.

Walter Flanders was inducted into the Automotive Hall of Fame in 1994.

President's Message

By Daryl Kemerer,
E-M-F Registry President

A Glance in the Rear-View Mirror

Looking back the highway of time elicits many memorable visions, some of which are remembered fondly, while others are better ignored. A little kid more excited to see the antique cars than the firetrucks or marching bands in the community parades. A teenager falling off the gas tank in the test run of the Model T Ford. A young man finally dragging home a tired old challenging E-M-F touring car! I recall those memories fondly, even the excitement of the Model T ride.

Now I am a seasoned citizen with many rearward views of time down the highway of life in brass-era cars. At this point in time, my brass-era wheels are rather like a litter of puppies, some barking Me! Me! Me! while others lay sleeping, knowing it will be quite some time before receiving much attention. Puppies, like antique cars, require time, work, and patience...constantly. Like a puppy wagging its tail, a spin down the road always makes me smile.

After decades of looking in the rear-view mirror of our beloved hobby, even though my mirrors constantly shake, (surely it's the rough road and not caused by my car), I see a time of excitement of viewing cars up close that I had only viewed in old photos and publications. Other rear-view memories that Kathy and I have enjoyed include making many new friends along the road, dining and laughing together, assisting with repair and restoration, and reuniting with many at Hershey. I recall during a Canada tour, a group of us gathered for several evenings to dine at the same restaurant. I suspect our kibitzing and laughter during our excessively long dinner each evening caused the waitress to say "Oh no! You folks are back again." In addition, I believe the comment referring to the salad with bean sprouts as a "Chia Pet" didn't go over very well with the management. I am certain that each of us can look back to great memories.

Also, communication has changed over the decades. Early on, telephone calls, letters, and photos seemed so helpful, while today the internet allows almost instant communication via text, emails, and live zoom meetings. Our Registry meetings at Chickasaw and Hershey have brought many of us together. Over the years I have connected with many far and wide, including folks in Europe, Africa, and Australia. I recently received an email from a friend in Australia who remarked that he drives his Flanders to the shore, and it creates quite a stir, while I am in Pennsylvania shoveling snow.

What's Ahead

We can only guess and hope. I imagine with the change in brass-era cars from one owner to another we will welcome new blood to the hobby and have new opportunities to make lasting friendships, lend others a

hand, and also expand the joy of brass-era cars with the inquisitive public. Yet now with the impositions we must bear as a result of the Covid pandemic our path is more vague. Automobiles are a monument to motoring down the road of time, and down a very uncertain road ahead. Enduring the past several years has been difficult. At the Hershey meet last year the weather was outstanding, however I missed visiting with many friends from other countries and a larger number of people in general. In recent years touring to new horizons has been eliminated, and dear friends we have known have passed and are no longer with us.

Hopefully, like the rising of the sun, the running of the deer, roadside repairs, or lifting a glass of cheer, let us go down the road with hope for better days yet to come. Then perhaps, we will see a sight to behold fondly as a new memory in the rear-view mirror, and even more ice cream stops!

Even-More-Freedom

Daryl Kemerer

P. S. If I want to go down the road this summer, I had better get to the garage. There are four brass cars like puppies barking Me! Me! Me! for attention, while several others repose in restful sleep!

I am not Sure what step I am on in this list with my 1912 E-M-F Demi Tonneau Restoration???

True Cost of a Classic Car Restoration

Balance Sheet

Hours on the toilet searching the Internet	\$0.00
Purchase of a ton of rust on four wheels	\$5,000.00
Flowers for wife to break the news	\$50.00
Dinner at restaurant after argument with wife	\$120.00
Restoration cost - engine and transmission rebuild	\$8,000.00
Restoration cost - chassis rebuild	\$5,000.00
Parts and endless trips to Swap Meets	\$1,600.00
New Lounge suite to balance ledger and keep wife happy	\$3,500.00
Restoration cost - bodywork and paint	\$7,000.00
Flowers for wife to save buying new kitchen suite	\$50.00
Dinner at restaurant after argument with wife	\$120.00
Family trip to Tropical Island to offset 1000 hours spent in the workshop	\$4,000.00
Restoration cost - new upholstery and soft top	\$6,300.00
New out fit for wife to save another argument	\$450.00
Dinner at restaurant after argument with wife	\$120.00
Inspection, Registration and other on-road costs	\$1,200.00
Dinner at restaurant to celebrate completion	\$120.00
Hairdressing cost after wife's first ride in a open top tourer	\$60.00
BBQ to have neighbours over to see the finished project	\$90.00
Paint touch up after neighbour's son drew on the car	\$150.00
Settled out of court cost for clobbering neighbour's son	\$600.00
New outfit for wife to go out rallying	\$450.00
New shoes to go with the new outfit for wife to go out rallying	\$150.00
New hand bag to go with new shoes and outfit for wife to go out rallying	\$100.00
Dinner at restaurant after asking wife to economise	\$120.00
New clutch after teaching wife to drive a classic car	\$400.00
Dinner at restaurant after shouting at wife while teaching wife to drive a classic car	\$120.00
Repairs to front guard after wife's second lesson	\$600.00
Candlelight dinner at home (can no longer afford restaurant) after shouting at wife to watch where she is going	\$20.00
Advert on line for Classic Car For Sale	\$20.00
Total	\$45,390.00
Proceeds from sale of Classic Car	\$29,500
Balance added to mortgage	\$15,890

Thanks Alan Roper.....

Next E-M-F Company Outing Tour.

Come join us in Connecticut for the next E-M-F Company Outing 2022 and enjoy the Scenic New England Coast and attractions we have to offer you.

We will have many attractions to visit during the week including:

- William Gillette's Castle home.
- The Navy Sub Base, where we can board a real Submarine.
- A visit to the Mystic Maritime Village including a New England Clam Bake, River Cruise, and more.
- A visit to an up / down Saw Mill, an Indian Museum, a Steam Museum, and more.

Plans are currently being finalized. If you are interested and would like a registration packet, it will be available on the E-M-F Homepage in the Events and Activities page when available. Or you can contact the tour organizers to get a packet, or ask any question you may have. Contact **Jim & Linda Gorel** CONTACT INFO HIDDEN .

E-M-F Parts For Sale

Chimney off an E&J Model 577 carbide headlight. These were used on the E-M-F in 1912. The E-M-F triangular badge is missing. Photos on EMF Website For sale/Wanted page or email for further pictures. \$80.00 US plus \$15.00 US shipping from Canada. **Ross Benedict** CONTACT INFO HIDDEN

E-M-F thick black rubber floor mats used on EMF cars. Exact reproductions with the fancy "Fleur de lis" designs and ribs. There is a blank area for the brake, clutch, gas pedals. I bought 2 of them from Floyd Jaehnert. I no longer have the car anymore. I want to sell both at once. Have a perfect one for judging your EMF, and use the other for touring. Price is \$250.00 for the pair plus shipping from St.Paul, MN. **Jim Fredrick** Roseville, MN CONTACT INFO HIDDEN

Splitdorf Model D Magneto suitable for EMF 30 (for parts). Looking for \$100 plus shipping. **Steve Hammatt** CONTACT INFO HIDDEN

A Thought to Ponder

Why is it that "phonics" is not spelled the way it sounds?

E-M-F Parts Wanted

I need an **EMF fan bracket**, part no. A-228. **Tom Ruggles** CONTACT INFO HIDDEN

I am looking for the following parts for an **EMF 30**: engine complete, a pair of cylinders, water pump, internal brake shoe, one clincher rim with one retaining ring and one locking ring (whether or not as individual parts), a pair of break and clutch pedal

NOTE: I am in Germany and my English is not very good. Swen Below Phone: CONTACT INFO HIDDEN

Looking for a **Distributor Cap** for the Splitdorf Magneto on my 1912 EMF. **Jerry Huffman** CONTACT INFO HIDDEN

I am looking for a **float and the float bowl mechanism** for a 1909/1910 EMF carburetor or information allowing me to have same made. CONTACT INFO HIDDEN



E-M-F Services

Rear Wheel Hub Pullers custom made for the E-M-F (and other cars). <http://customhubpullers.com/> or call **George** at CONTACT INFO HIDDEN

Metal spinning's one inch to 96 inch's, all metals for early cars. Brass lights and other parts. Call me to discuss your needs! **Larry Gibson** Kirksville, MO. CONTACT INFO

"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 and Website.

President: **Daryl Kemerer** - CONTACT INFO HIDDEN

Vice President: **Floyd Jaehnert** - CONTACT INFO HIDDEN

Main Contact/Newsletter Editor/Webmaster/Secretary/Treasurer: **John M. Daly** - CONTACT INFO HIDDEN

Upcoming E-M-F "30" Events

March 18th, 2022 at 4:00 CDT - E-M-F Registry Meeting at Chickasha Pre-WWII Meet on the Friday afternoon of the show. It will be in one of the meeting rooms in the south building. This will 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: Tom Ruggles** CONTACT INFO HIDDEN

Summer 2022 – The re-schedule of our E-M-F Company outing tour!!! More information to follow on the E-M-F Homepage . It will be by the Shore in New England. **Contact Jim & Linda Gorel for more information at** CONTACT INFO HIDDEN

October TBD, 2022 4:00 PM Hershey Time - E-M-F Registry Owners Meeting at 2022 Hershey AACA Fall Meet – at Jim Gorel's spaces CI 73-75. If you are going to Hershey, please plan on attending. **For more information contact: Daryl Kemerer** CONTACT INFO HIDDEN

NOTE: If you have received this issue via US mail, and have an email address, can you please send me an email at CONTACT INFO HIDDEN so I can save some money and start delivering *The Hyphens* by email?