



# 1912 Flanders "20" Roadster



## Manufacturing Information

Manufactured By	E-M-F Company
Assembled At	Detroit, Michigan
Model Production	Unknown (this model only in 1912)
Annual Production	Unknown (all vehicles this manufacturer in 1912)
Body	Roadster
Horsepower	20
Weight	1,200 pounds/544 kilograms
1912 Cost	\$750 (USD)

## Innovations

Eccentric gear type steering  
Leather-faced reverse cone clutch  
Dual ignition – magneto and battery  
Vacuum feed oiler  
Worm-and-roller steering

## Former Piquette Employee

After leaving Ford Motor Company where he had been the production boss at Piquette, Walter Flanders was determined to introduce a car of his own that would compete directly with the new Ford Model T. While working as Manager of E-M-F, Flanders purchased the former DeLuxe Motor Company factory at W. Jefferson Avenue and Clark Street in Detroit and introduced the 20 horsepower Flanders "20" for the 1910 model year. The car enjoyed some sales success for several seasons, with production totaling 31,500 units, far below that of the Ford Model T. You are viewing a fine example of a "barn find", an unrestored old car. It was located years ago by a collector in a barn where it had rested for some forty or fifty years. The car is quite complete and is a great example of what antique car restoration frequently begins with. The rear deck of the Roadster is a mystery. It does not appear to be a factory design.

## Dr. William F. Spencer

On loan from Dr. William Flanders Spencer of Bloomfield Hills, Michigan, who is the great-grandson of Walter E. Flanders.



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