



Finding Aid for

**E-M-F, FLANDERS AND STUDEBAKER PHOTOGRAPHS,
CIRCA 1910-1914**

Accession 91.1.1769

Finding Aid Published: January 2015



Benson Ford Research Center, The Henry Ford
20900 Oakwood Boulevard · Dearborn, MI 48124-5029 USA
research.center@thehenryford.org · www.thehenryford.org

OVERVIEW

REPOSITORY: Benson Ford Research Center
The Henry Ford
20900 Oakwood Blvd
Dearborn, MI 48124-5029
www.thehenryford.org
research.center@thehenryford.org

ACCESSION NUMBER: 91.1.1769

CREATOR: Unknown

TITLE: E-M-F, Flanders, and Studebaker photographs

INCLUSIVE DATES: Circa 1910-1914

QUANTITY: 0.4 cubic ft.

LANGUAGE: The materials are in English.

ABSTRACT: Mainly unlabeled and undated photographs that detail the history of E-M-F and Flanders automobiles, both of which were incorporated into Studebaker Brothers manufacturing Company in 1912 and sold under that name. Also depicted is automotive production and shipping, images of automobile track racing, and photographic materials that promote the durability and reliability of E-M-F, Flanders and Studebaker vehicles.

ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS:** The materials are available for research.
- COPYRIGHT:** Copyright for some items in the collection may still be held by their respective creator(s).
- ACQUISITION:** Acquired, 1991.
- ALTERNATE FORMS:** Selected items from the collection have been digitized and are available at:
<http://collections.thehenryford.org/Collection.aspx?start=0&keywords=%22Flanders+Studebaker+Photographs%22>
- RELATED MATERIAL:** Related material held by The Henry Ford:
- Flanders Automobile photographs. Accession 2000.32.11.0
- Archives Vertical File for E-M-F, Flanders and Studebaker
- Related collections beyond The Henry Ford:
- Detroit Public Library, Digital Collections, E-M-F related images. Available at:
http://digitalcollections.detroitpubliclibrary.org/islandora/search?f%5B0%5D=mods_subject_topic_ms%3A%22E-M-F%20Company%22
- PREFERRED CITATION:** Item, folder, box, accession 91.1.1769, E-M-F, Flanders, and Studebaker photographs, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection originally processed by staff of The Henry Ford, circa 1991. Additional processing by Molly Malcolm, November, 2014.
- DESCRIPTION INFORMATION:** Finding aid written by staff of The Henry Ford, circa 2013, and updated by Molly Malcolm in November 2014. Published in January 2015.
- Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

HISTORICAL NOTE

Automobile manufacturer Everett-Metzger-Flanders Co. (E-M-F) began in 1908 intending to mass produce an automobile in a medium price range. The company was named for its three founders: Barney Everett, successful Detroit automobile body-builder; William Metzger, premier Cadillac Motor Co. salesman; and Walter Flanders, who had previously worked as Henry Ford's first production manager at Ford Motor Company. LeRoy Pelletier, another former Ford Motor Co. employee, was named advertising manager. Soon after its founding, E-M-F established an alliance with another automobile manufacturer, the Studebaker Brothers Manufacturing Co. The partnership was for Studebaker to handle half of all E-M-F automobile sale, including all export business and all sales in the southwestern U.S.

By 1909, following a rift with the company, Everett and Metzger left the company to build their own car, the Everett. They then sold their shares in E-M-F to Studebaker. Walter Flanders, having lost majority control of the company, then also aligned with Studebaker. Together, E-M-F and Studebaker, led by Flanders, began production of a new low-priced car that would compete directly with the Model T Ford, calling it the Flanders 20. By 1912, Studebaker Brothers Manufacturing Company and E-M-F were wholly combined, and by 1913 all new production E-M-F and Flanders vehicles were marketed as Studebakers. Years later, in 1921, Everett, Metzger, Flanders and Pelletier reunited to build and market the Rickenbacker automobile. Studebaker Brothers Manufacturing Co. continued producing and selling automobiles successfully in America until 1966.

Historical note adapted from the following:

- William E. Metzger. (2014, September 19). In *Wikipedia, The Free Encyclopedia*. Retrieved 20:30, January 28, 2015, from http://en.wikipedia.org/w/index.php?title=William_E._Metzger&oldid=626256351
- Walter Flanders. (2014, July 7). In *Wikipedia, The Free Encyclopedia*. Retrieved 20:31, January 28, 2015, from http://en.wikipedia.org/w/index.php?title=Walter_Flanders&oldid=615917186
- E-M-F Company. (2014, November 30). In *Wikipedia, The Free Encyclopedia*. Retrieved 20:31, January 28, 2015, from http://en.wikipedia.org/w/index.php?title=E-M-F_Company&oldid=636055997

SCOPE AND CONTENT NOTE

The **E-M-F, Flanders, and Studebaker photographs** consists of 238 black-and-white photographic prints that were once part of an album, most of which are unlabeled and undated. The photographs provide excellent visual documentation of E-M-F and Flanders automobiles, particularly the promotion of their durability and reliability, and include images of E-M-F 20, E-M-F 30, and Flanders 20 models. Researchers should note that some prints are water damaged.

Most photographs depict the use of the E-M-F 30 as the official vehicle chosen to perform a path finding tour in 1909. The tour went from Detroit to Denver via Minneapolis and Kansas City, and was sponsored by AAA and Charles J. Glidden (Pathfinder vehicles were judged on handling and performance on rough roads, steep hills, mountain trails, deep mud, and long distance runs rather than time). Other photographs depict similar Flanders 20 endurance runs in 1911; a Glidden sponsored tour on the East Coast; a pathfinder for the Pacific Highway Association to the Grand Canyon; a trip

covering over 4,000 miles from Canada to Mexico entitled "Under Three Flags;" and images of the Tiedeman Trophy Race in Savannah, Georgia. The Tiedeman race was contested by a Flanders car holding a speed record of 84 mph and nicknamed Old Bullet.

There are also photographs depicting the production and shipment of automobiles, automotive workers, automobile track racing, roadside camping, and award ceremonies. Additional genres (often framing an automobile) include landscapes, waterscapes, mountainscapes, streetscapes, cityscapes, and an occasional group portrait.

SUBJECT TERMS

Names, Personal and Corporate

AAA (Organization : U.S.)
Atlantic, Yellowstone and Pacific Highway Association
Everett-Metzger-Flanders Co.
Everett, Barney
Flanders, Walter E. (Walter Emmett), 1871-1923
Glidden, Charles J. (Charles Jasper), 1857-1927
Metzger, William
Pelletier, LeRoy
Studebaker Brothers Manufacturing Co.

Subjects

Assembly-line methods
Automobile dealers
Automobile driving on mountain roads
Automobile driving in bad weather
Automobile industry and trade
Automobile industry workers
Automobile racing
Automobile racing drivers
Automobile travel
Automobiles--Performance
Endurance sports
Industrialists

Geographic

Denver (Colo.)
Detroit (Mich.)
Grand Canyon (Ariz.)
Savannah (Ga.)
Seattle (Wash.)

Genre and Form

Photographic prints

CONTAINER LIST

Box no.	Description
----------------	--------------------

Box 1

E-M-F and Flanders automobile photographs, circa 1910-1914 (9 folders; 238 black-and-white linen-mounted photographic prints; 7.0 x 10.5 inches; some photographs are water damaged)