

# EMERSON "FOUR"



## NOTICE!

**O**WING to the enormous increase in the price of materials the past few months it is no longer possible to build a car to sell at our original prices. We have therefore discontinued the \$395 car and the Emerson "FOUR" is now priced at

# \$545

fully equipped, with electric starter and lights, speedometer, tire carrier, demountable rims and 30x3 $\frac{1}{2}$  tires all around.

EMERSON MOTORS CO INC

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*THE Emerson Motors Company, Inc., in presenting the Emerson "Four" to the prospective automobile buyer, cannot restrain a reasonable feeling of pride that in so short a time a new five-passenger, one hundred and ten inch wheel base automobile should have been made possible at such a reasonable price. A car with the Emerson "Four" specifications could only have been brought to such a state of refinement by men with years of experience in automobile manufacture, backed by engineering experience defining the best in automobile construction without waste of time or funds on non-essentials or experimentation. Their original determination to produce a full size, powerful, durable and comfortable automobile at a price within the reach of the average purchaser has been brought to actuality in the Emerson "Four," a five-passenger automobile of a one hundred and ten inch wheel base.*

*The following pages describe the car in detail; a careful perusal will convince you of the fact that a remarkable car has been produced at an unprecedented price.*

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# EMERSON "FOUR"

*The lowest priced  
Five Passenger Car  
with 110 inch wheel-  
base in the world*

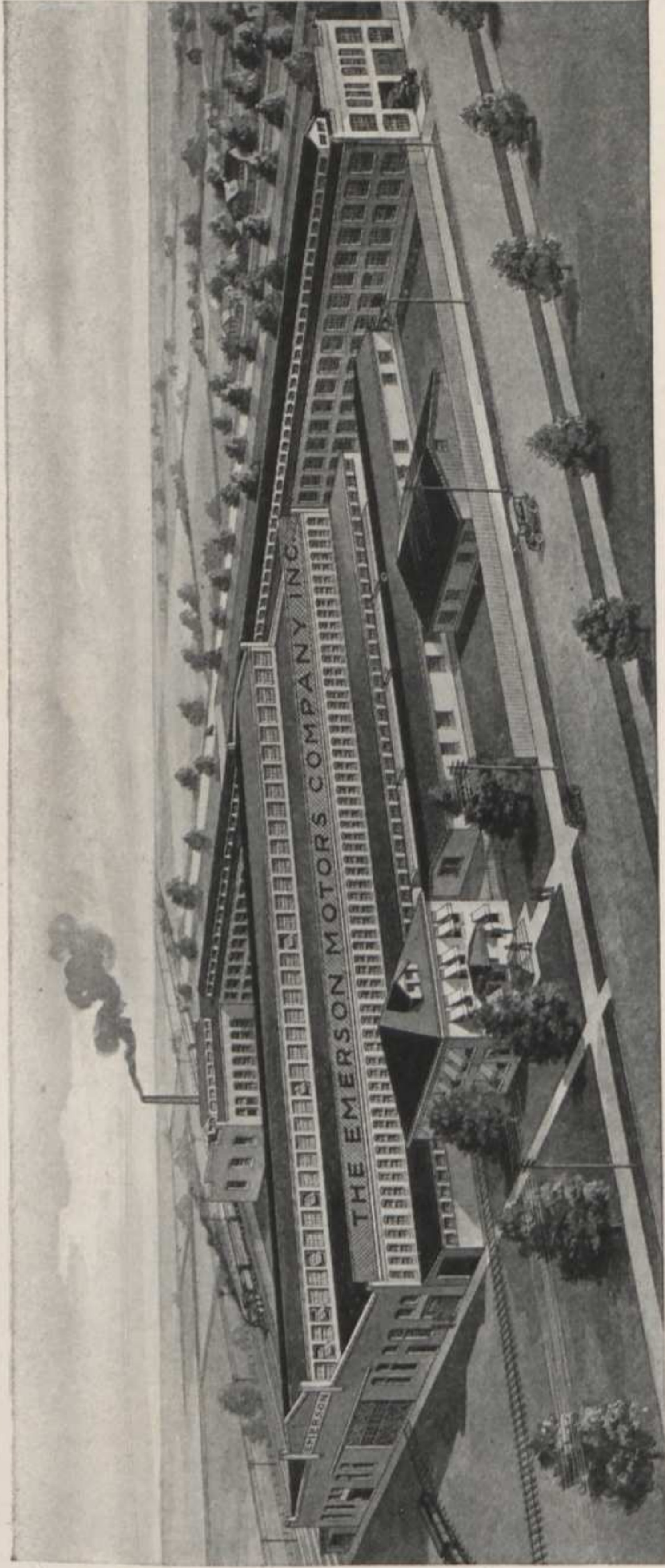
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**\$395**

*Equipped with Electric  
Starter, Speedometer,  
and Tire Carrier, \$470*

*Prices F. O. B. Kingston, N. Y.*

THE EMERSON  
MOTORS CO. INC.  
KINGSTON, N. Y.



PLANT OF THE EMERSON MOTORS CO., INC., AT KINGSTON, N. Y.

Showing the additions and improvements recently completed which provide approximately 150,000 feet of manufacturing and office floor space.

## The Organization back of the Emerson Car

**T**HE production of such an automobile as the Emerson "Four" could only be made possible by an organization of men whose aggregate of experience has covered the whole field of automobile manufacture ever since automobiles first came into use. With a composite knowledge which eliminated all valueless and expensive experiment and with a quick and unerring judgment which enabled them to select at once the best and the most economical in design and material, these men, backed by sufficient capital and with a plant devoted exclusively to the production of one model, have delivered a car which for size, serviceability and style has never been equalled at the price.

The selection and equipment of a factory suitable to the economical manufacture, in large quantities, of the Emerson "Four" brought into instant play the valuable experience of past years and the Emerson plant at Kingston, N. Y., will be found to be ideally located for Emerson requirements. Consisting as it does of several brick constructed buildings,

containing approximately 150,000 feet of manufacturing floor space, arranged and connected in such a way as to enable the proper rotation of manufacturing operations, located on the four track way of the West Shore Railroad, with access to the four railroads entering Kingston, providing water freight rates, with two railroad switches running right through the plant, the Emerson Kingston factory and its advantages play no small part in the economical production of the Emerson "Four."

It has become well understood that scientific manufacture in large quantities of one exclusive design will work wonders in the reduction of costs.

Economical and scientific management devoted to the quantity production of a single chassis, the Emerson "Four," has had its logical outcome in the creation of a big, comfortable, handsome car at a reasonable first cost and of a remarkably low upkeep. A careful study of the description and specifications of the Emerson "Four" and comparison with the specifications of other cars selling at considerably higher prices, will convince any thinking man of the unprecedented value in the Emerson "Four."

## The Emerson "Four"

**T**HE real impression of the Emerson "Four" is that of a large, handsome car of lustrous finish. The stream line body and handsome crown fenders harmonize well with the long chassis of one hundred and ten inch wheelbase. The seats are wide, deep and comfortable, and the liberal upholstery, together with the long flexible spring suspension insure the acme of riding comfort, both in town and on road tours. From the front the appearance of the car is as gratifying as from the side, the gracefully rounded hood and radiator blending perfectly with the body lines and harmonizing with the graceful sweep of the crown front fenders and well spaced lamps.

The one-man top, when raised, does not mar, as in some cases, the appearance of the car, but connects gracefully with the slanting rain vision ventilating windshield, where it is firmly secured. The steering wheel allows the driver a comfortable, natural, easy position, with all control instruments easily accessible. This feature is especially attractive to the woman motorist. The irreversible worm drive steering gear prevents back lash and makes steering easy. Comfortable cushions and plenty of leg room complete the provisions for the driver's comfort.

After taking note of the attractive external features of the Emerson "Four," and you lift the engine hood, further surprise

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# THE EMERSON "FOUR" FIVE PASSENGER CAR

*Built at*

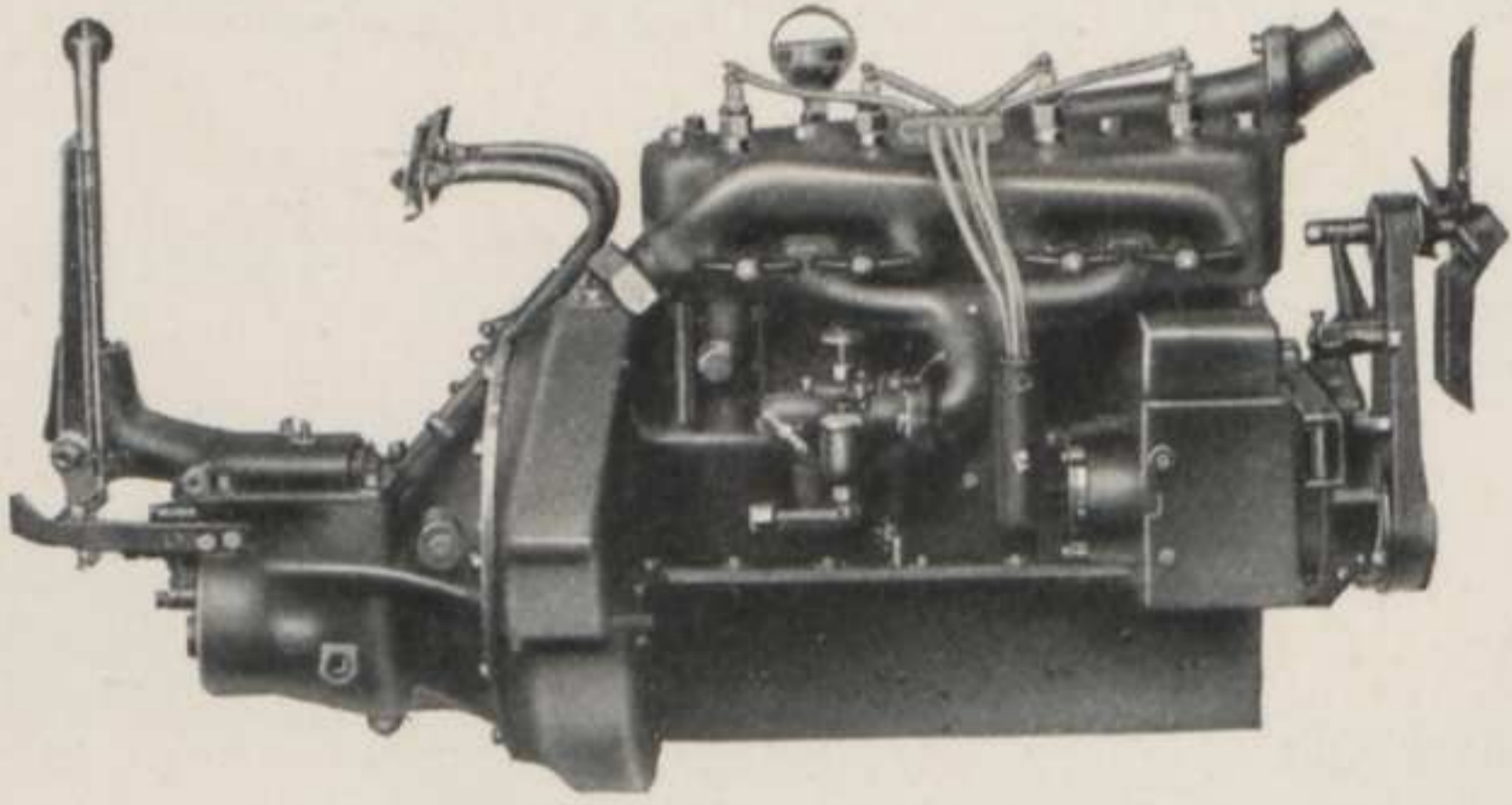


*Kingston On the Hudson*



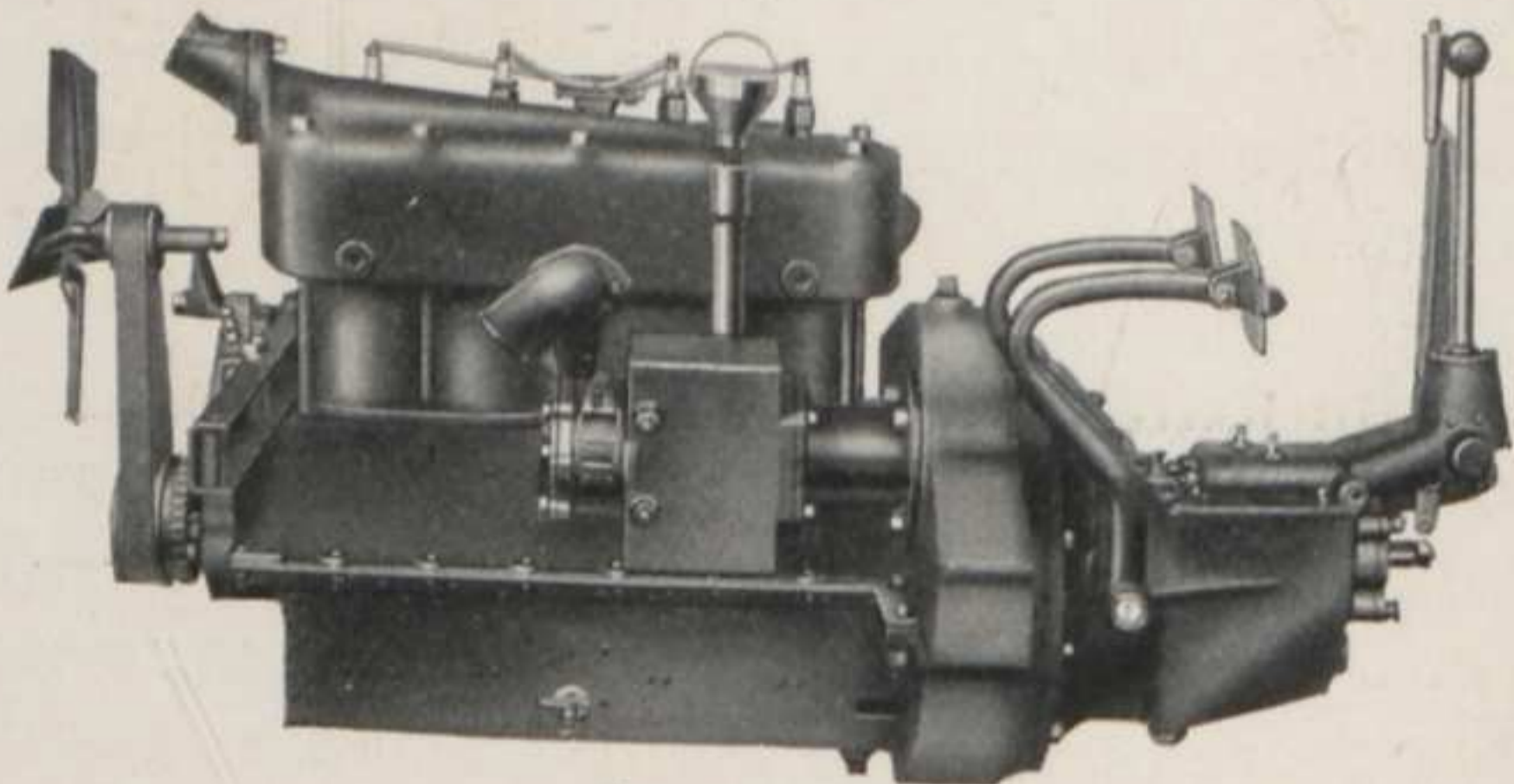
and gratification is afforded by the clean cut business-like appearance of the sturdy power plant, with its four-cylinder L-head motor with cylinders cast en-bloc and with more than power enough to meet every requirement of the loaded car, even on the steepest hills. A generator on the motor provides current for ignition and lighting and for the starting motor, which is readily attached when ordered as an extra. The clutch is of the multiple disc type, and with the transmission forms a unit power plant along the lines of the best known engineering practice. A further examination of the chassis increases the observer's wonder that such sturdy mechanical construction can be provided at so reasonable a price. The front axle is of heat-treated steel—I-beam construction. The frame of pressed steel members of ample strength to meet every stress and road shock. The rear axle is of semi-floating type, ample for the load and fitted with Hyatt bearings with internal and external brakes of the best approved design. A glance at the illustrations of the chassis, axles, motor, etc., and a careful analysis of the detailed specifications will further convince you of the many high grade features embodied in the Emerson "Four," and a comparison of the specifications with those of cars costing considerably more money will increase your wonder that a car at the Emerson price can be so thoroughly well built.





Carburetor Side

These two illustrations show the carburetor side and starter side of the Emerson "Four" Unit Power plant. A sturdy, powerful four-cylinder cast en-bloc motor is built complete with clutch and transmission and provided with an electric generator on one side for lighting and ignition, and with provision for bolting the starting motor in place when it is desired as an extra. Full details of this wonderful unit power plant will be found in the specifications on the following pages. Suffice to say here that it fully provides for every power requirement of the Emerson "Four" and is built to give reliable, economical service with a minimum of attention.



Starter Side



Emerson Front Axle

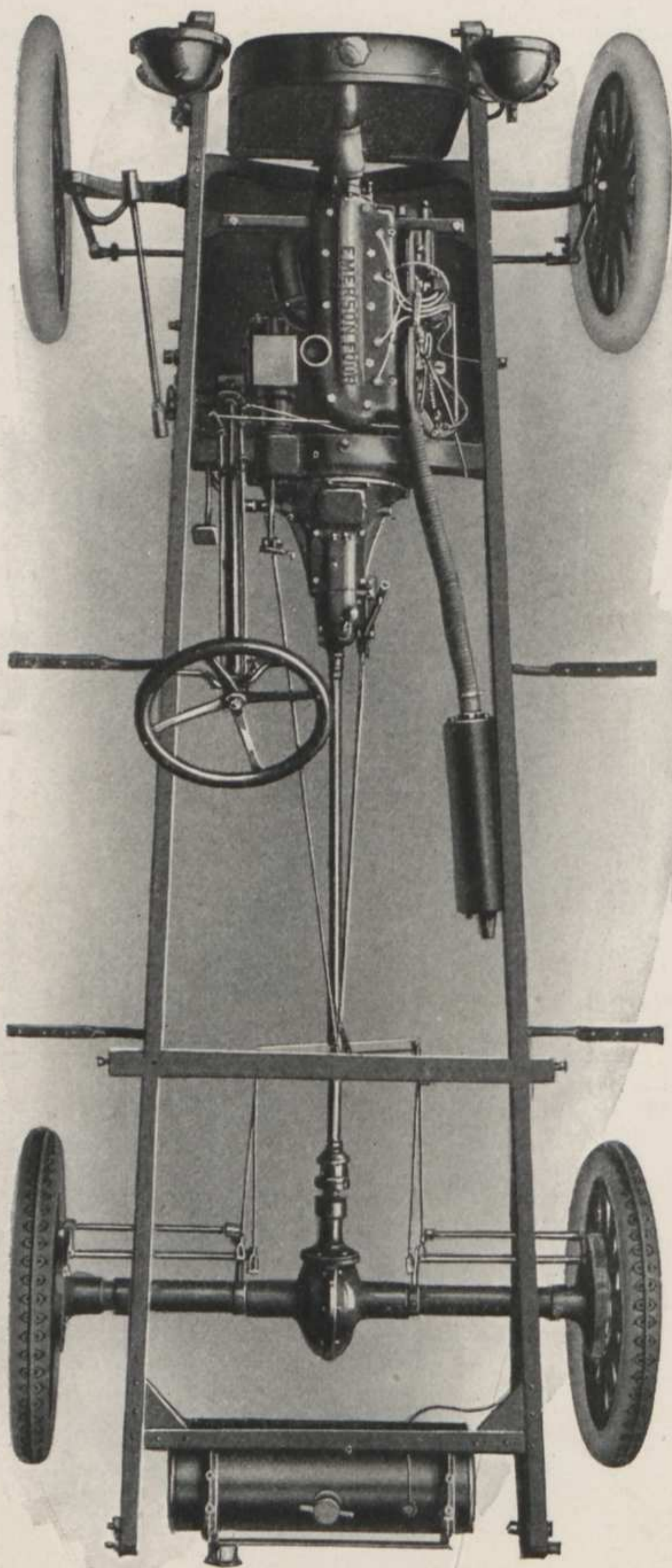
The Emerson Front Axle, shown above, is drop forged I-beam specially heat treated. The knuckle and bolts are also heat treated to insure the maximum of strength and toughness with minimum weight. The front wheels are provided with cup and cone bearings.

The Rear Axle, of the semi-floating type, has shafts of ample size to carry the load, and is provided with Hyatt bearings of standard sizes and a standard differential geared  $4\frac{1}{4}$  to 1. The internal expanding and external contracting brakes, of ample breaking surface on 10-inch drums, are smooth and effective in operation and fully adequate to the most arduous requirements of hill driving.

The whole rear axle in its well designed housing provides a unit in keeping with the other features of the Emerson "Four."



Emerson Rear Axle



The Emerson "Four" Chassis

## SPECIFICATIONS

**MOTOR**—The Emerson motor is four-cylinder, four-cycle, cast en-bloc,  $3\frac{3}{4}$ " bore, 4" stroke, three-bearing crank shaft. 22.4 horsepower, A. L. A. M. rating.

The cylinder head is removable, giving access to the pistons and valves, being a point in favor of greater economy of upkeep. The lower crankcase is so cast that the oil bottom is made of pressed steel and is removable, which gives the same accessibility to the bearings and other parts of the motor as the removable head does to the top of the motor. Bearings standard size.

The oil is circulated by pump and splash.

The motor is cast with a standard S. A. E. No. 5 housing, which completely encloses the flywheel and receives the transmission.

The transmission is bolted to the bell of the motor, which forms the unit power plant.

**CLUTCH**—The clutch is multiple disc type of the latest known successful and tried pattern, and runs in oil.

**TRANSMISSION**—The transmission is three speeds forward and one reverse, selective type. Shafts are of standard size. The gears standard size throughout. Bearings standard size throughout. Change gear lever directly over gears, ball and socket type of shift. Emergency brake directly alongside the cane handle shifting lever.

**UNIT POWER PLANT**—This type of construction, wherein the motor is connected in unit with the transmission by clutch, is the type of construction that has gained in popularity more rapidly than any other, and is today recognized as the standard, and is known as the **Unit Power Plant**. This Unit Power Plant is constructed with **three-point suspension**.

**UNIVERSAL JOINTS**—The double universal joint with propeller shaft between connects the unit power plant with rear axle. Both joints housed so as to retain lubricants.

**AXLES**—The front axle is drop forged I-beam, specially heat treated, with cup and cone bearings in front wheels. Knuckles and bolts heat treated.

The rear axle is semi-floating. Shafts are of ample size to carry the load. Standard differential, geared  $4\frac{1}{4}$  to 1. Bearings Hyatt, standard sizes. Ball bearings in front of pinion. Short third member. Strongly and sturdily built. Brakes 10" internal and external—acts smoothly and quickly.

**SPRINGS**—Front—long semi-elliptic. Length 32 inches. Rear—underslung, long, very resilient, conducive to easy riding. Length 42 inches.

**HOTCHKISS DRIVE**—Our method of spring suspension permits us to make use of the latest, most up-to-date and simplest device known, that is, the **Hotchkiss Drive**.

**STEERING GEAR**—Worm and sector type. Its ease of action and control over the car is remarkable.

Left-hand drive. [Right-hand drive for export only.]

**RADIATOR**—Honeycomb. Sufficient capacity to insure perfect cooling.

**GAS TANK**—On rear—capacity 10 gallons. Gasoline fed to carburetor by **vacuum system**. This location of the gas tank is only another point of comfort.

**FRAME**—Pressed steel, of sufficient dimensions to form the foundation on which to install our other valuable and up-to-date features, and is of strength sufficient to withstand all conditions the car may be subjected to.

**LAMPS**—Electric, two heads and tail, with dimmer attachment.

**ELECTRIC EQUIPMENT**—Generator on front right-hand side of the motor, gear driven. [**Starter left rear side of motor. Very readily attached when ordered as an extra.**]

**IGNITION**—Atwater Kent distributor.

**BATTERY**—Wet storage.

**CARBURETOR**—Standard float feed.

**WHEELBASE**—110 inches.

**TREAD**—Standard 56" only.

**ROAD CLEARANCE**— $9\frac{1}{2}$  inches.

**BODY**—In the further carrying out of our ideas we have designed a neat full stream line body, the symmetry of the lines melting into each other from the honeycomb radiator in front to the rear.

The rear seat is very roomy as to width and leg room as well as the front seat.

**TOP**—One-man.

**FINISH**—Black and nickel; no option.

**TRIMMINGS**—Imitation leather.

**FENDERS**—Last, but not least, we deck this chassis with a set of beautifully mounted and snappy crown fenders.

**WHEELS**—Front—30" x 3", clincher rims. Rear—30" x 3½", clincher rims.

These sizes are standardized by other large producers of cars.

**EQUIPMENT**—Electric horn, tool kit, tire repair kit, jack and pump.

**APPOINTMENTS**—The car as a whole with its up-to-date and standard chassis—full stream line body—with slanting windshield and one-man top—with weight of approximately 1,800 pounds—gives to the consumer a snappy car that is pleasing to the eye, and satisfactory to the last degree in action on the road. **The EMERSON "FOUR" is the car long sought after.** With a distinctiveness all its own—with its marvelous economy in all respects (as to gas, oil, tires and upkeep)—its ease of control—its wonderful hill-climbing propensities—its easy riding qualities—these make it the popular car—that it is.

The above are guaranteed to be the exact specifications of the Emerson "Four," but, of course, the right is reserved to make such refinements and changes as may be deemed advantageous to the product. The standard guarantee of the National Automobile Chamber of Commerce, Inc., applies to every Emerson "Four."

**PRICE**—\$395.00 F. O. B. factory.

\$470.00 F. O. B. factory (equipped with electric starter, speedometer and tire carrier).

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