



The Baker Motor Vehicle Co
CLEVELAND OHIO • UNITED STATES OF AMERICA

THE A
PRINT
CLEVELAND

"What is Excellent
is Permanent"

— EMERSON

MOTOR VEHICLE production, the newest of great industries, benefiting by the accumulated scientific and mechanical experience of centuries, has covered in such rapid strides the distance between experiment and excellence, that the achievement borders on the wonderful.

It seems but yesterday since the first of self-propelled vehicles for road use were introduced to public sight. Yet today these modern savers of time and space are everywhere providing a service which stamps upon them the brand of thorough success, in consequence of which recognition of their merit can no longer be withheld. Yet among motor vehicles as among the horses upon whose labor they improve, there are varying degrees of worth and adaptabilities.

The prospective user, would he select wisely, needs therefore to know upon what basis rests each vehicle's title to his consideration, and with this thought in mind, let us descend from general expressions to concrete facts and take under examination the Baker Electric.

EXCELLENCE IN DESIGN

Produced in a plant where motor vehicle manufacture is the sole and single purpose, the Baker is not a vehicle to the making of which its producers give half thought, half time. It is not a side issue or a make-shift.

Designed by skillful and experienced men, having in mind the peculiar requirements essential to success, built to produce the best possible results, and, in action, a faithful expression of its makers' confidence, the Baker commands the respect of its users by satisfying their needs and giving an unabridged measure of service — the true test of merit.

Page upon page of highly colored panegyrics could not make the Baker better than it has proved to be, for thorough ability which has brought it forth, has produced a motor vehicle not requiring rhetorical effort to establish its worth, but one which, fairly tried, earns praise and confidence of a most substantial character. Nor yet is the Baker Motor Vehicle without its limitations. None is. Mechanical genius, scientific research, capital, labor, all the skill, enterprise and energy the world affords has completely failed to produce perpetual motion. This is a significant fact, for perpetual motion is finality and until it is established, there can be no finality.

The human body requires food and exercise, the brain demands sustenance and rest, machinery of whatever kind fails in its work when suffered to neglect. And the Baker Motor Vehicle, violating none of the fundamental principles of mechanical life, demands attention to

EXCELLENCE IN WORKMANSHIP

maintain its excellent standard. But the minimum of care returns a maximum of results, than which no motor vehicle within the knowledge of the world can possibly do more.

Light in weight, free from noise, odor and vibration, symmetrical in design, always absolutely within the control of even the least experienced driver, the Baker combines within itself those qualifications which differentiate the sterling from the indifferent and worthless. Built for service it supplies the users' wants faithfully, day after day, at an expense wholly inadequate to results obtained. It is economical, satisfactory, excellent. Whether for the business or the professional man, for the pleasure seeker or the strict utilitarian, it could not more happily fulfill the present day need than now it does.

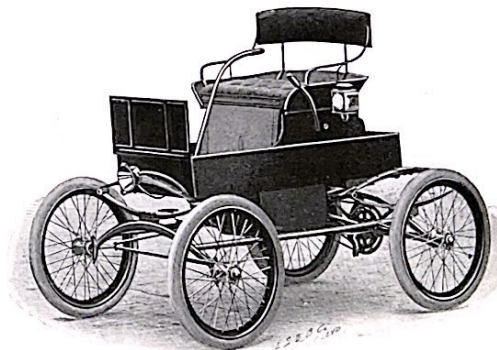


The Baker Runabout

WITHOUT QUESTION the Baker Runabout has proven itself the most popular of all electric carriages of its type. Public approval has strongly emphasized itself in its wonderful sale, while many imitators continue flattering compliments in fruitless endeavors to reach the Baker efficiency. Intrinsic qualities grow out of deep research, sincerity of purpose and harmony of manufacture represented in design, material, workmanship, weight, strength and durability, giving as a result the highest development of the ideal power.

The Baker Runabout was the first of electric carriage creations of Mr. W. C. Baker, from whom this Company and product take their name. These vehicles retain all of the sterling qualities that have so thoroughly established Baker reputation and represent a greater efficiency than can be found in any other carriage of its kind. Our pride is well centered in this our first carriage, even though a generous public has moved us to produce carriages richer and more attractive in design, of superior external elegance and finish.

THE BAKER RUNABOUT



\$850

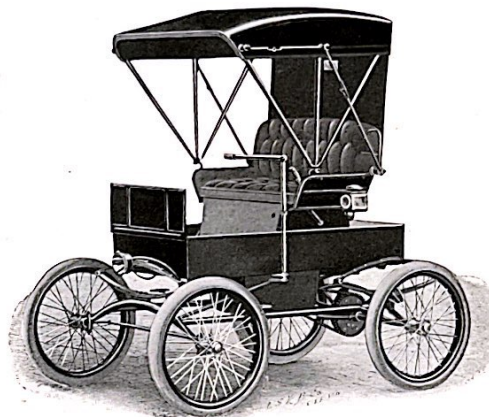
The Baker Motor Vehicle Co. Cleveland, O.

The Baker Imperial

AS A GENTLEMAN'S carriage the Baker Imperial is incomparable. There is character in its design, refinement in its finish and withal a richness in the carefully worked out details adaptable to a vehicle of its type. The creation of this style grew out of a demand for a carriage of somewhat larger proportions, more pretentious, if you please, and richer in finish than our small Runabout, which has established for itself a reputation distinct and wide-spread. Our Imperial is our latest product and develops that touch of refinement and attractiveness that finds responsive favor with the gentleman of means and man of affairs. Its pleasing lines and serviceable qualities are endorsed and approved by a generous yet discriminating public in the constantly increasing demand. Beauty, durability and intrinsic merits speak more eloquently than we can. It is not what we say, but what this carriage is and does that makes it so popular.

□ The Imperial is furnished either with or without top.

IMPERIAL WITH TOP



\$1200

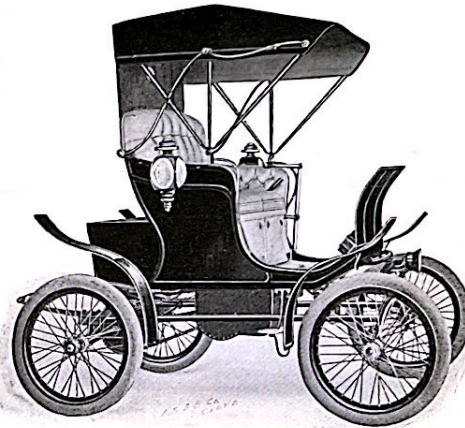
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The Baker Stanhope

A BAKER STANHOPE is the complete embodiment of refinement in carriage making art, rich in its interior as well as exterior finish. Its lines are distinctively smart. As an ideal carriage for informal social affairs, park riding or shopping purposes, it is replete in every detail and most fully emphasizes the growing independence of women in a complete freedom from liveried attendance. So simple in its manipulation that a child can use it, absolutely safe, free from lubricants, odor and noise, its cleanliness bespeaks at once the eliminating of the coarser, unbecoming automobile suit with an unrestricted taking on of gowns of finer texture with richer and more becoming tints.

Ⓛ This carriage is also in much favor for general pleasure riding, and has proven equally popular with leading physicians in professional work. It is furnished with either open or the Victoria top at the purchaser's option, thus affording complete protection from the severe rays of the sun, and is thoroughly booted for occasions of rain or snow.

STANHOPE WITH OPEN TOP



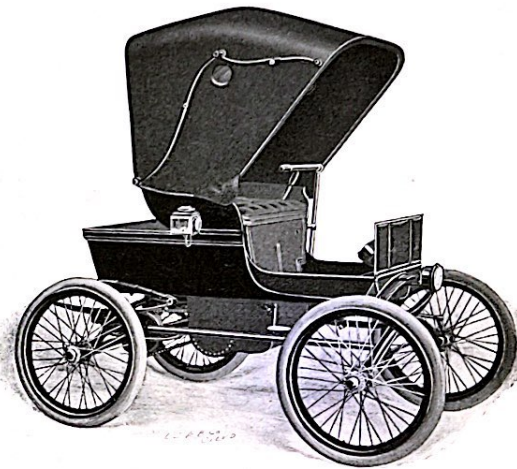
\$1600

The Baker Motor Vehicle Co. Cleveland, O.

The Physicians' Chapelete

NO ONE can more thoroughly and completely recognize the convenience, value, cleanliness and adaptability of the electric vehicle than the busy practising physician. No other professional or business man can more quickly estimate its necessity in strenuous occasions for quick and ready service. Every minute counts where life and reputation are at stake, and the electric carriage thoroughly and brilliantly lighted and moving at an instant's notice, is invaluable. The muscular strain in the driving of the spirited horse and the nervous effect in forcing the noble steed that has faithfully covered the road too many times, completely unfits the doctor for delicate work. These things are eliminated with the electric carriage, and the cool, calm and quiet that is essential to the physician as a balance to the fevered action of the patient is his. Thus the electric carriage puts aside the one horse chaise. To the city physician the horse will soon be but a memory. The workings of genius have created the evolution. This quick and graceful conveyance without a strain of muscle or disturbance of mind must be adopted by the profession. The cost is but a pittance in the moral responsibility of not possessing. The expense of maintenance is comparative economy, and in convenience this electric carriage amounts to practical necessity.

CHAPELETE — DOCTOR'S WAGON



\$1200

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Specifications

The STANHOPE Weight, including battery, 900 pounds. Track, 4 feet, 4 inches. Body, black. Panels option, Brewster green or blue. Running gear option, Brewster green or blue. Upholstering options, green or blue broadcloth or leather. Top option, Victoria top or open top. Tire, 30 x 3 inches. Speeds, 6 miles, 11 miles and 14 miles per hour.

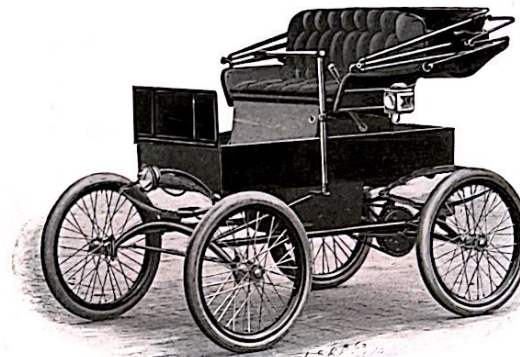
The IMPERIAL Weight, with battery, 815 pounds. Track, 4 feet, 4 inches. Body, black. Panels option, Brewster green or blue. Running gear option, Brewster green or blue. Upholstering options, green or blue broadcloth or leather. Tires, 30 x 2 1-2 inches. Speeds, 6 miles, 11 miles and 14 miles per hour.

The PHYSICIANS' CHAPELETE Weight, with battery, 800 pounds. Track, 4 feet, 4 inches. Body, black. Running gear option, Brewster green or blue. Upholstering option, green or blue broadcloth or leather. Top, Victoria. Tire, 30 x 2 1-2 inches. Speeds, 6 miles, 11 miles and 14 miles per hour.

The RUNABOUT Weight, with battery, 650 pounds. Track, 4 feet, 4 inches. Body, black. Running gear option, Brewster green or blue. Upholstering, Bedford cord or leather. Tire, 28 x 2 1-2. Tops are not furnished with these carriages. Speeds, 6 miles, 11 miles and 14 miles per hour.

ALL VEHICLES ARE FURNISHED WITH TWELVE CELLS OF BATTERY.

IMPERIAL WITH TOP DOWN



\$1200

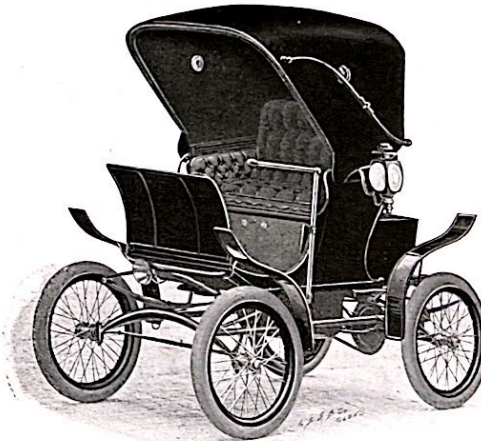
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Power

ELECTRICITY so far excels any other motive power for practical efficiency where there are pavements and good roads, that it is incomparable. The storage battery is an ideal accumulation of energy. Compact, clean and absolutely safe, yielding to the will of the operator as requirements demand, and its response is instantaneous. It requires neither oil to lubricate, fuel for fire, water to cool, nor pumps for air. There is no water to freeze, no boilers to burn or explode, no cloud of steam follows its trail. Free from the dangers of explosives, it has no offensive odor to annoy. It requires no preliminary pumping for the start; no engineering skill to manipulate; no machinist to repair. Wherever electric current may be obtained, it is wholly reliable for economical use. In the electric carriage the lamps are ever filled and at the touch of the button show the brightest light.

◀ We do not make our batteries, we purchase them. We have no affiliation with any battery manufacturing company. We have had much experience with the various kinds of storage batteries, and the regular equipment of our vehicles in this important regard is the best obtainable for continued efficiency. If preference is expressed for any particular battery other than our regular kind, we prefer to sell our vehicles minus battery, making due allowance.

STANHOPE WITH VICTORIA TOP



\$1600

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MOTOR

☞ The Baker Motor is of the most modern multi-polar type and is constructed with special windings adapted to our exclusive system of control, and will stand any load the battery will furnish without burning out. It is ball bearing throughout, as also is the countershaft by which the power is transmitted. Our motor is of great efficiency, and as it relates to horse power in applied mechanics, we get a greater result with the "Baker" than can be demonstrated with any other electric vehicle.

CONTROLLER

☞ The Baker Controller for simplicity has no equal. It is practically non-sparking and eliminates any possibility of welding the contacts. It requires neither study nor experience to manipulate. The controller lever is located in a convenient position outside of seat. It is operated with the left hand, leaving the right hand for the steering lever. There are three speeds forward and backward, alike in efficiency.

BRAKES

☞ The Baker vehicles are supplied with two brakes, viz.: the motor brake and the emergency brake. The motor brake is immediately applied by a back pull of the controlling lever which shuts off the electric current, and is quite sufficient for ordinary occasions. The emergency brake is ap-

STANHOPE VICTORIA — TOP DOWN



\$1600

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plied by pressure of foot on brake lever on floor of carriage. It is a powerful friction acting upon the rear axle and need only be used in cases of emergency, in descending steep grades or when you wish to leave the carriage on an incline.

These brakes are effective both forward and backward. A most valuable safeguard in case of accident.

VOLT-AMMETER

Every Baker carriage is equipped with a Weston Standard Volt-Ammeter. By use of this meter the operator can at all times read the potential of cells and the current consumption, that is, the condition of the battery is given, indicating the energy used and the power remaining. In charging the battery this meter is an absolute necessity.

WHEELS

The wheels on all Baker vehicles are absolutely rust proof, thus removing the only substantial objection to what is termed as the wire wheel. The spokes and hubs are constructed of a special composition metal of great strength—thus the Baker wheels, hubs and bearings are dust and water proof and may be freely washed without injury or fear of rust. A slight rubbing with a soft cloth or chamois skin will keep them bright. The tires are the best the market affords and are furnished in 2 1-2 and 3 inch widths as per specification.

ODOMETER

With every Baker vehicle there is furnished free one of the celebrated Veeder Trip Odometers, which registers each trip and the total mileage.

TOOLS

We furnish with each vehicle the following tools free of charge: 1 axle wrench, 1 combination wrench and spanner, 1 screw driver, 1 jiffy tube, 1 pump, 1 extension lamp and cord, 1 safety key or plug.

MILEAGE

Under good conditions of weather on level macadam or smooth pavements we secure 40 miles easily with one charge of the battery. If rough, rutty or sandy highways are travelled or hills are ascended (and the Baker will climb any hill any other motor vehicle will climb), this mileage is reduced in percentum to the resistance. We frankly state facts. Under-rate rather than over-claim the matter of mileage possibilities, yet it is a matter of record that the greatest mileage ever secured by any electric motor vehicle on a single charge of battery was made with a Baker vehicle, still we sacrifice distance for durability and equip sufficiently for any reasonable requirements.

TESTS

Every Baker vehicle is put to a thoroughly practical test before its delivery to sales department.

Simple Instructions

HOW TO RUN THE
BAKER ELECTRIC

FIRST, get into the carriage. Move the CONTROLLER lever to a backward position. Then insert the controller key. Take STEERING lever in right hand and with the left hand move the controller lever forward gently. The carriage will move slowly at first, but when the controller lever is forward as far as it will go, the carriage will move at its normal or second speed. This is all there is to start the Baker Electric.

TO STOP

☞ Pull (not jerk) the controller lever back as far as it will go. This shuts off the power and at the same time applies the brake and will stop the carriage. There is another brake on floor of carriage that is controlled with the right foot which, if applied in conjunction with the hand brake, will stop the carriage almost instantly. This comprises all there is in driving the Baker, excepting the practice that makes one proficient.

TO REVERSE

☞ Pull the controller lever back until the current is shut off. Place heel of left foot on reverse step which is located near the floor of the carriage

at the left of the seat in front. Press down as far as it will go, then move the lever forward slowly and the carriage will move backward. Slide the heel forward and off reverse step and pull lever back to point where brake is applied and the carriage is brought to a stop. The reverse will then spring back to regular position and the carriage will move forward when lever applies the power.

☞ If more speed is desired, it can be secured by pressing the speed button on floor of carriage. It is a special advantage with the Baker Electrics that this may be done continually without possible harm to battery, motor or working parts.

☞ NOTE: — It is better to use the foot brake in preference to the hand brake, especially in descending grades.

☞ Do not run the carriage when brake is applied or set.

☞ REMOVE CONTROLLER KEY BEFORE getting out of the carriage.

☞ The more thoroughly one understands the Baker, the more satisfactory it is. To assist our friends in this direction we publish for free distribution a little book of pointers. By careful reading you can become proficient in handling and caring for the Baker Electric.



NATIONAL
ASSOCIATION

OF

Automobile
Manufacturers

STANDARD WARRANTY
Adopted August 12th, 1902

WE WARRANT all goods furnished by us for sixty days following the date of their shipment, based upon the date of invoice covering the goods, this warranty being limited to the replacement in our factory of all parts giving out under normal service in consequence of defect of material or of workmanship.

☐ If the circumstances do not permit that the work shall be executed in our factory, this warranty is limited to the shipment, without charge, of the parts intended to replace those acknowledged to be defective.

☐ It is, however, understood that we make no warranty whatever regarding pneumatic tires or the batteries.

☐ We cannot accept any responsibility in connection with any of our motor cars when they have been altered or repaired outside of our factory.

☐ We are not responsible to the purchaser of our goods for any undertakings and warranties made by our agents beyond those expressed above.

☐ We wish it distinctly understood that we make no warranty of our goods except as stated above, but desire and expect that customers shall make a thorough examination of our goods before purchasing.

☐ Should any breakage occur in a Baker at any time by reason of defective material, we will replace it free of charge when such parts are returned to us, freight prepaid, for our inspection.