

*Announcing  
the*

# *Century Electric*

*Typifying the  
most advanced and  
progressive ideas  
in Electric Car Con-  
struction*



## A car designed by a Dealer and the Public

**A**ND this is exactly how the public participated with the Dealer in the design of the Century Electric.

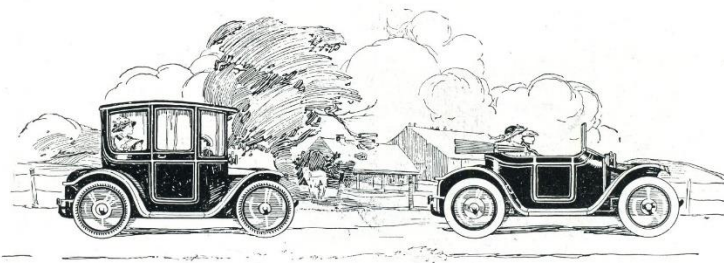
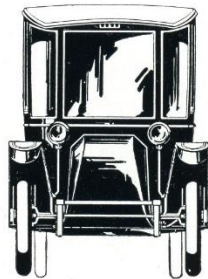
This Dealer was situated in Detroit. Detroit is the Hot-bed of Automobiledom. On every hand cars are discussed with a comprehension and a familiarity that quickly stamps the dominating industry.

The Dealer who designed the Century Electric sold both gasoline and electric cars.

He knew the advantages and faults of both—NOT theoretically but from daily face to face contact with those who drove them.

The dirtiness, yes the filthiness of operating a gasoline car disgusted him as it has many others.

On the other hand even the highest priced Electrics, while beautiful from the standpoint of finish, including cut glass and silver trimmings, were limited in their sphere of usefulness.





## The Century— an Unlimited Electric

**T**HE vision that came to the Dealer-Designer was the "Unlimited Electric"

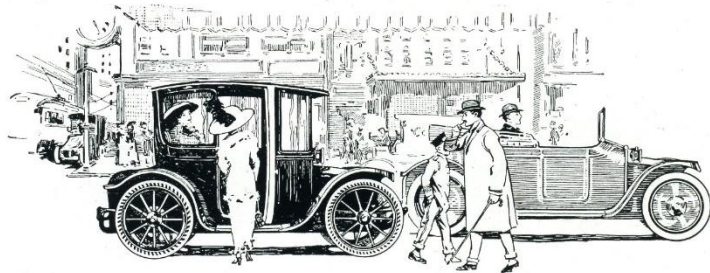
An electric in which easy riding, comfort, economy, and all those things that make the ownership of a car a delight and a pleasure should be practically unlimited.

An Electric that would be equally at home, equally reliable and serviceable on country roads or city streets—an electric car that could be owned and operated with equal pleasure by the man in the city or his brother in the small country town—as universal in its usefulness as a gasoline car. But it would be a twelve months car—an all-the-year-round automobile.

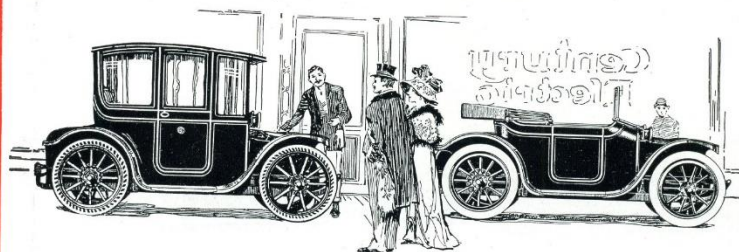
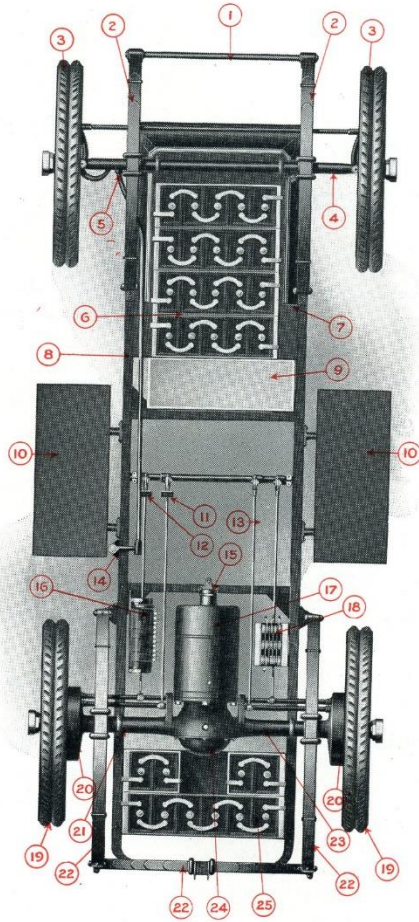
To accomplish this ideal meant radical departures in many details from accepted practice. It meant the use of brains instead of following the cow-path. It meant the utilization of all that was best in both gasoline and electric car practice. It involved creative effort.

It took fourteen months' steady work by a thoroughly competent engineer and electric car builder, working in harmony with the Dealer-Designer, before the first chassis was ready.

For months this had to be tested; every detail checked and cross checked; every test repeated again and again. Bear in mind that the features sought were safety—the elimination of skidding, side sway, etc.—ease of riding with **SOLID** tires; increased comfort over any electric extant, increased efficiency through lower power consumption, increased accessibility, greater all round economy of operation. All these united mean supremely satisfactory service.



# The Century Electric





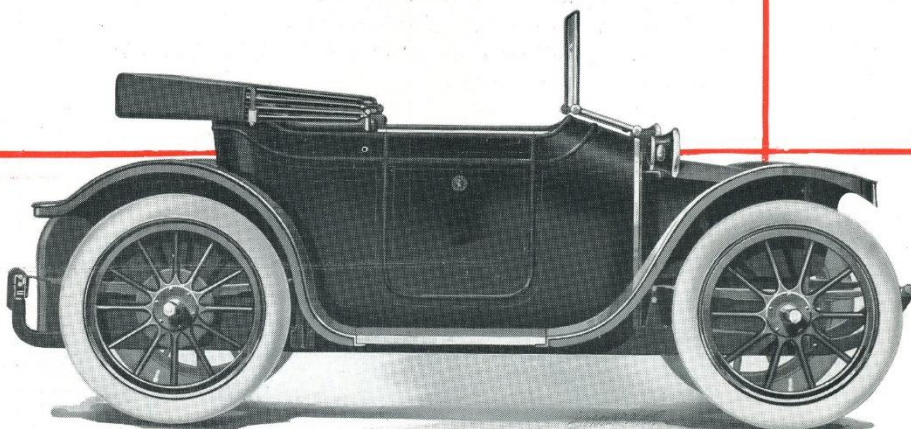
THE MOTOR WORLD

# The Century Electric

Dealers who visited the Detroit Show and saw the Century Electric pronounced it the most beautiful car they had ever seen.

**Two Passenger  
Century  
Roadster**

**Price Complete  
\$1750**



# *The* **Century Electric**

In finish, lines, details and equipment it rivals, yes, outstrips the highest priced cars money can buy.

**Five Passenger  
Century  
Brougham**

**Price Complete  
\$1950**

