THE Detroit ELECTRIC

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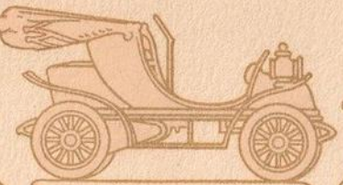
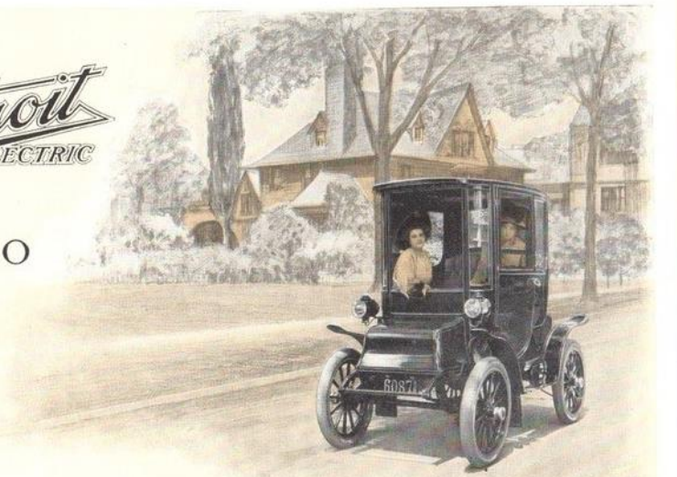


THE ANDERSON CARRIAGE CO.
DETROIT, MICH.

THE Detroit ELECTRIC

1910



THE ANDERSON CARRIAGE CO.
DETROIT MICHIGAN

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W. C. ANDERSON, *President*

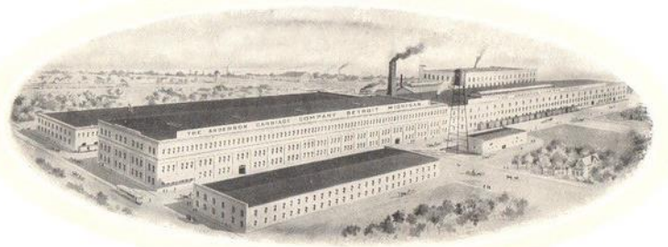
C. A. NEWCOMB, *Vice President*

W. P. Mc FARLANE, *Secretary*

W. M. LOCKE, *Treasurer*

GEO. M. BACON, *Electrical Engineer*

M. S. TOWSON, *Gen. Eng. & Gen. Mgr. Cleveland Factory*



MAIN OFFICE & FACTORY, DETROIT, MICHIGAN

Cleveland, Ohio Factory, (Former Elwell-Parker Electric Co. of America).

Selling Agencies

Branch Factory Headquarters and Salesroom, 2416 Michigan Avenue, Chicago, Ill.

Boston	Toledo	Kansas City	Portland	Dallas	Salt Lake City
Philadelphia	Nashville	Council Bluffs	Sacramento	San Antonio	Grand Rapids
Washington	Minneapolis	Omaha	San Francisco	Houston	Saginaw
Rochester	Milwaukee	Denver	Oakland	Forth Worth	Bay City
Cleveland	St. Louis	Spokane	Los Angeles	Austin	Rock Island
Pittsburgh	Louisville	Seattle	Pasadena	Oklahoma City	Peoria

INTRODUCTORY

IN selecting an electric automobile, the buyer should first take into consideration the following essential points—mechanical construction—durability—maintenance—simplicity of operation—design—luxurious appointments, and long mileage without the adoption of undesirable features to gain these points.

The Detroit Electric now in its fourth year is built entirely in its own shops, where absolute and rigid tests of parts are made to our own satisfaction eliminating the manufacturer of parts who has no particular interest in the complete car or the purchaser.

Proof of our claims of manufacturing the best mechanical, most durable and longest mileage electric vehicle in the world has been demonstrated openly to the people of the United States, by our many successful feats of cross country tours and contests that other makers of electric automobiles have failed to establish. Probably the most notable of our many runs was the tour made from Detroit to Atlantic City in a Victoria Model stock car, regular equipment throughout, covering a distance of 1060 miles, averaging 86 miles per day, entirely on its own power without a broken part or a single adjustment of any nature.

Again in September, 1909, the Detroit Electric entered the Munsey Endurance Run for gas cars, from Washington to Boston. While all manufacturers of electric vehicles were invited to contest for honors, the manufacturers of the Detroit were the only ones who believed their car could stand the grueling pace set by the high powered gas cars. Being supplied with an official observer our car completed the run to Boston, covering 671 miles in six days, entirely on its own power and was awarded a certificate of perfect score, not having a single mechanical trouble or broken part of any nature.

Throughout this catalog we endeavor to illustrate views showing conditions the Detroit had to overcome to establish these records.

The Detroit is made in the largest factory in the world devoted to the manufacture of electric vehicles, assuring the purchaser that the maker is substantially and permanently established, and that duplicate parts can always be obtained.

"Why Detroit Electrics Always will be Best"

Our motto "Detroit Electrics Always will be Best" means more than the assembling of so many words. Its the concrete expression of a determination on our part, that no electric auto will in the present or future, reach the high standard that will be maintained at all times in the construction and building of Detroit Electrics. Intended buyers of electric autos must recognize that the future of their cars and the obtaining of parts depends upon the stability and facilities of the factory that makes them and not the agent who sells them.

That you may have your own proof that Detroit Electrics always will be best, we submit to you the fact that the capitalization of the Anderson Carriage Company, is $1,000,000, and the extent of its facilities and size of its plants are twice that of any other electric car builder.

In order that we might maintain unsurpassed facilities, we have purchased the entire plant of the Elwell-Parker Electric Company of America, located at Cleveland, which brings into our organization the largest individual factory in the United States devoted exclusively to the construction of motors, controllers and parts of electric cars and gives us the best electrical engineers, designers and mechanics that can be gotten together in this country. This approximates an investment of $400,000 for that department in our business alone, and is probably four times greater than any similar department of other electric car builders; *hence*

"Detroit Electrics Always will be Best"

For the season of 1910, Detroit Electrics will be made in nine models, a variety sufficient to meet the various conditions and taste in selection.

We use both side chain and tandem chain drive the former being adopted for models of the heavier type, the latter for models of the lighter type.

On the well known models "A" "B" "C" and "D" of the side chain drive the general outline will remain the same, while a few important improvements have been made. The wheel base has been slightly lengthened insuring even better riding qualities.

The entire power plant is rearranged by dropping motor below floor of car gaining the following very important points:

First: Eliminating motor noise inside the body.
Second: Lowering center of gravity.
Third: Allowing the equipping of a substantial emergency countershaft brake.

The addition of the countershaft brakes makes the brake equipment of the Detroit Electric superior to any other car built, and assures absolute safety under any and all conditions while being operated by even the most timid.

To the Model "L," with the tandem chain drive, we have added Models "E" "F" "G" and "H," and to this chassis we have added additional strength throughout, providing for a larger size battery, larger motor, and new double Renold chain drive housed in oil tight casings.

The steel cross members supporting batteries on both chassis are rearranged so that all models at any time can be equipped with either the present lead or the new type Edison battery.

Years of experience in selecting proper materials, and then applying them to construct a perfect body has long been an asset of the makers of Detroit Electrics. To build a body to fit a certain chassis or to accommodate a given number of passengers is not necessarily an engineering achievement; but to model a body and combine with it strength, graceful lines and obtain inside space that insures the occupants of greatest comfort is a work of art found only in the Detroit Electric.

Upholstering and painting are of the highest standard possible. Skins, leathers and broadcloths are all imported and selected.

The appointments in all models are elegant and pleasing to the most exquisite tastes.

FRONT AXLE

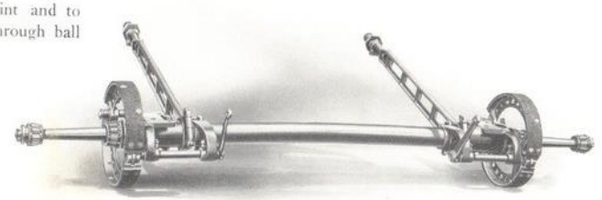
Front axle is cold drawn seamless steel tubing. Knuckle yokes are drop forged. Spring saddles are crucible steel press fitted and riveted to axle.

Knuckle pins and bushings are case hardened steel, ground and fitted to knuckle so that all wear is confined to bushing and pins; the yoke being absolutely protected from wear.

The adjustable connecting rods between knuckles operate through a ball and socket joint which are also adjustable eliminating rattle.

Rear axle is cold drawn seamless steel tubing. Spindles are high grade steel, electrically welded to tube. Brake lever and spring saddle brackets are crucible steel, press fitted and pinned to tube at a point covering the electrically welded joint which adds double strength at this point on the axle.

Strut rods are crucible steel connected to axle through a semi-spherical joint and to countershaft supporting bracket through ball and socket joint. With this arrangement any possible position of the axle and frame in relation to one another under varying road conditions are taken care of perfectly. Brake shoes are attached to spring saddle bracket and form part of axle equipment but may be readily detached.



REAR AXLE

Controller is knife blade type giving five forward and three reverse speeds. In this controller the loss in voltage between battery and motor is less than on any other type

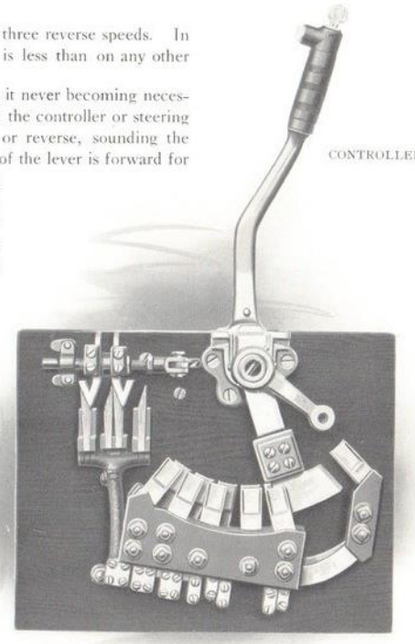
All operations are performed with one lever, it never becoming necessary for the operator to remove his hands from the controller or steering lever to obtain any of the speeds, either forward or reverse, sounding the alarm or applying motor brake. The operation of the lever is forward for both forward and reverse speeds; pulling lever backward whether the car be running forward or backward, throws the current off and applies an emergency brake, which consists of a drum and band arrangement on the motor shaft.

An especially designed yale lock located in end of controller grip prevents operation of car without using necessary key.

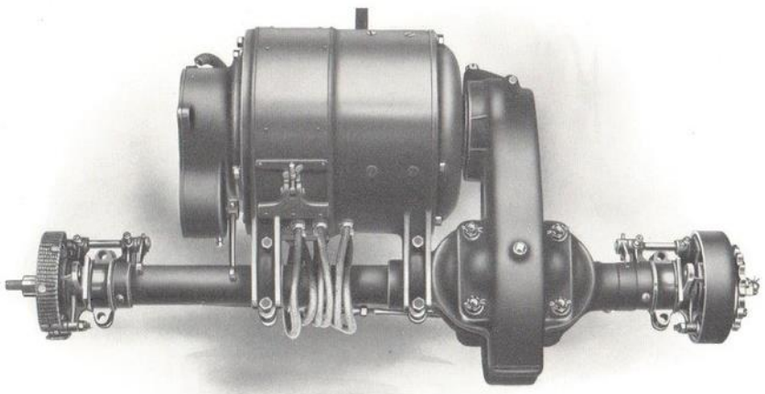
STEERING MAST

Steering Mast

This type of steering mast entirely eliminates the weak point found on previous types of side levers at the hinge joint. The head of the hinge is equipped with spring catch holding lever in any desired position.



CONTROLLER



Power Plant for Models "A" "B" "C" and "D"

Power plant for Models "A" "B" "C" and "D" consists of a 3 H. P. (normal rating) multipolar series wound motor in combination with tubular steel countershaft housing and cast aluminum chain case.

This motor is designed to develop sufficient horse power to propel the vehicle without injurious effects under all conditions and tests that a self propelled vehicle can conscientiously be put to.

Commutator is extremely large for this size motor. Brushes are eight in number, giving great flexibility with absolutely no sparking under any condition. Motor is entirely enclosed from dust and moisture, but may be readily made accessible for inspection.

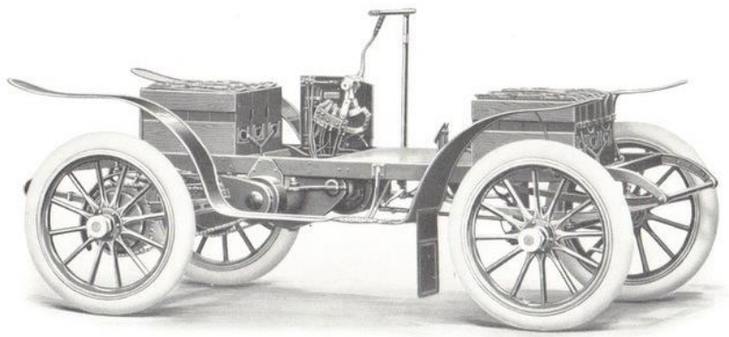
Armature shaft is equipped with 1¾ x 6 inch band brake enclosed in aluminum case. The motor supporting arms are flange fitted to slide rests, which are press fitted and riveted to countershaft housing. This permits of chain adjustment without effecting alignment between motor and countershaft.

The reduction between motor and countershaft is by means of a 1¾ x ½ inch pitch, 17 tooth pinion, and a silent running Renold chain to a 60 tooth gear bolted to differential, all running in oil tight case.

Both motor and countershaft are equipped with the well known imported Hess Bright annular ball bearings which by means of our lubricating system need practically no attention.

Countershaft is fitted on either end with 1½ x 6 inch internal expanding brake which is an entirely new and distinct feature found on no other car but the Detroit Electric.

Either end of countershaft may be removed from housing without dissembling other parts. The entire power plant may be detached from chassis or the motor may be removed separately as the case may warrant.



Complete Chassis ready for body. Models "A" "B" "C" and "D"

We herewith illustrate complete chassis with battery as used on Models "A" "B" "C" and "D."

Frame consists of one piece cold rolled steel channel side members ⅜ x 1 x 1 x 3, and cold rolled steel angle cross members, all hot riveted. Front ends of side members are tapered and curved forming front spring hangers, which are tied together at spring eye with bolt and distance piece of steel tubing, which serves to strengthen the chassis and is a protection to front of body.

Wheel base is 80 inches. Tread, 4 feet 3 inches. Front springs are half elliptic, 1¾ x 40 inches, shackled at rear end to side members. Rear springs are full elliptic scroll, 1¾ x 40 inches, shackled at either end to scroll in upper half of spring.

Wheels are artillery type, 32 x 3½ inches all around. All wheels revolve on Timken roller bearings of large carrying capacity.

Battery consists of 24 cells which are divided equally, 12 cells being in front and 12 in rear, making a perfectly balanced car.

Power is transmitted from motor to countershaft through a 1¾ x ½ inch pitch, silent running Renold chain, incased in oil tight housing, and from countershaft direct to rear wheels through two ⅜ x ¾ inch pitch diamond chains.

Side chain adjustments can be made without disturbing the fixed position of rear springs.

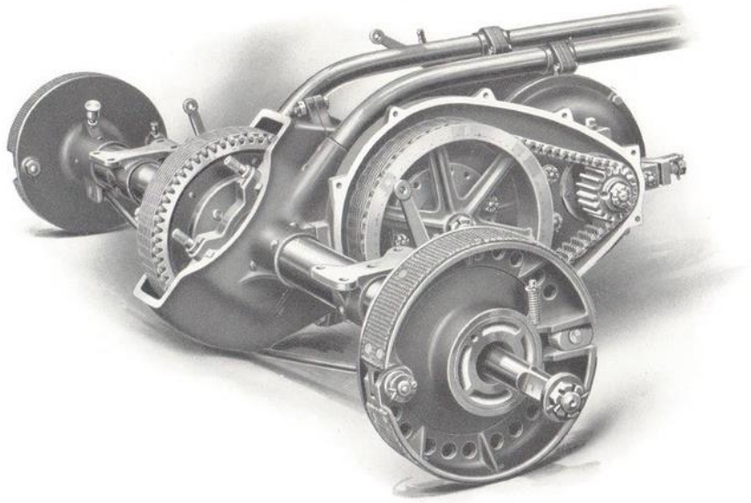
Reduction ratio between motor and countershaft is 3½ to 1, and between countershaft and rear wheels is 3¼ to 1.

Small sprockets are double keyed and bolted to a fixed hub on either end of countershaft and rear sprockets are riveted to brake drum which form a part of rear hub.

Brakes are five in number: one to each rear hub, operated by foot; one to each end of countershaft, also operated by foot; and one to motor, operated by controller lever.

An emergency cut-out in connection with foot brake, is put in operation when brake is set in ratchet. This, however, will not interfere with the usual operation of brake in checking the speed, or bringing the car to a stop.

Steering is by means of a side lever. Body is bolted to chassis by three bolts on each side, spaced equally along the chassis frame, and can be taken off or put on without disturbing any of the wiring, battery or power plant.



Power Plant for Models "E" "F" "G" "H" and "L"

Power plant for Models "E" "F" "G" "H" and "L" consists of a 2½ H. P. (normal rating) multipolar series wound motor in combination with short countershaft, rear axle and torsion rods.

This motor will develop sufficient horse power to propel the car over any road conditions that would be considered safe for motoring.

The commutator in this motor is designed with sufficient area that in combination with the brush holder arrangement no injurious heating or sparking will develop.

Armature shaft is equipped with 1¾ x 6 inch band brake enclosed in illuminum case.

The motor countershaft and rear axle together form a compact and ingenious arrangement of the motive parts.

Motor is suspended from torsion rods distributing a large portion of the weight to the front springs.

The reduction from motor to rear axle is through two silent running Renold chains arranged as follows: A 1½ x ½ inch pitch chain transmits power from motor to countershaft and a 2 x ½ inch pitch chain transmits power from countershaft to rear axle.

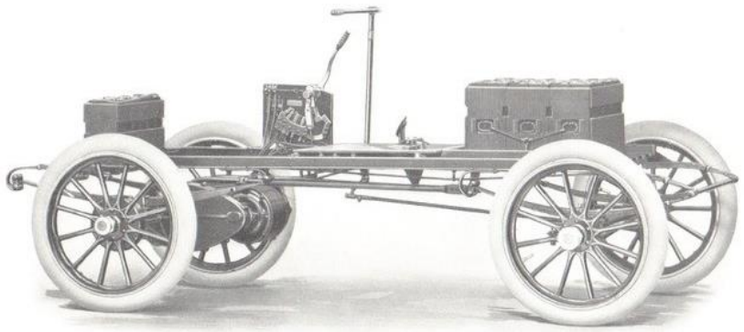
The reduction ratio between motor and countershaft is 3.8 to 1 and between countershafts and rear axle is 3.2 to 1.

All gears and chains are enclosed in oil tight housing and adjustments are simple and positive.

The rear axle housing is cold drawn seamless steel tubing. The differential housing, brake lever and spring saddle brackets are crucible steel castings press fitted and riveted to rear axle housing.

The motor, countershaft and rear axle revolve on imported Hess-Bright annular ball bearings which are at all times automatically lubricated.

If necessary the entire power plant including rear axle may be removed from the car or each part may be taken out separately. Either end of rear axle including two outer bearings can be readily withdrawn from housing by loosening two nuts. Differential including the two inner bearings can be detached by removing four studs. Hub brakes are of the internal expanding type 2 x 12 inches.



Complete chassis ready for fenders and body. Models "E" "F" "G" "H" and "L"

On opposite page we illustrate complete chassis with battery which is used on Models "E" "F" "G" "H" and "L".

Frame is of cold rolled steel angle ⅛ x 1½ x 2 inches. When mounted with body no part of frame is visible giving a clean appearance to general lines of body. Spring suspension is exceedingly liberal, all four being three-quarter elliptic. Front springs are 1¾ x 40 inches, rear 1¾ x 50 inches.

Front springs are tied together at front end with bolt and distance piece of steel tubing adding strength to spring suspension and protecting the body in case of accident. Wheel base is 87 inches. Tread 4 feet 3 inches. Wheels are artillery type, 32 x 3½; spokes are select second growth hickory.

Front wheels run on Timken roller bearings of a large carrying capacity. The rear wheels are secured to the ends of live axle by means of tapered square and nuts.

The battery of 24 cells is divided by placing 18 cells in front and 6 cells in rear which with power plant suspension and body hung on chassis equalizes the weight properly to insure a perfect coasting car and the lowest minimum wear on tires.

Power is transmitted from motor to rear axle through two silent running Renold chains all housed in oil tight cases.

The torsion rod supporting motor is brought well forward and attached to a cross member on frame by means of a universal shackle.

Controller is the knife blade lever type giving five forward speeds and the three reverse. It also operates the motor brake by being thrown back of neutral position.

Hub brakes are controlled by foot lever and ratchet set in floor of chassis. An emergency cut out in connection with the foot brake is put in operation when the brake is set in the ratchet. This will not, however, interfere with the usual operation of the brake in checking the speed or bringing car to a stop.

Steering is by means of a side lever. Body is bolted to chassis by 4 bolts on either side spaced at equal intervals along chassis frame. All wiring is carried on chassis and need not be disturbed in case of removing the body.

Model "A" Victoria

Model "A" Victoria

COLOR: Blue, Brewster green and maroon. (Special colors extra.)

UPHOLSTERY: 22 oz. Waterloo superfine broadcloth or leather, blue, green or maroon shades. Goatskin extra.

WIDTH SEAT: Top of cushion, 43 inches. Depth, 20 inches.

EQUIPMENT: Side lamps, tail lamp, storm apron, speedometer, inspection lamp and outfit of tools.

FENDERS AND DASH: Covered with grain dash leather.

TOP: Buffed enameled top leather; depth, 54 inches.

WHEEL BASE: 80 inches.

TREAD: 4 feet 3 inches.

WHEELS: Artillery type, 32 inches.

TIRES: Front and rear, 32 x 3½. Goodrich Palmer Web double tube clincher, 10 layer fabric. Guaranteed.

BRAKES: Motor brake and internal expanding hub and countershaft brakes.

STEERING: Side lever.

BATTERY: 24 cells 13 M. V. plate; make optional.

CONTROL: One lever.

SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour

MILEAGE: 50 to 125 miles.

WEIGHT: 2,100 pounds.

PRICE: See page 53.

Model "A" body interchangeable on chassis with either Models "B" "C" or "D."

Starting from Hotel Pontchartrain, Detroit, on the long 1060 mile journey to Atlantic City

Country touring especially demonstrates endurance. Also emphasizes the long mileage qualities of the "Detroit Electric."

Regular country roads between Detroit and Toledo

Model "B" Victoria

Model "B" Victoria

COLOR: Blue, Brewster green and maroon. (Special colors extra.)

UPHOLSTERY: 22 oz. Waterloo superfine broadcloth or leather, blue, green or maroon shades. Goatskin extra.

WIDTH SEAT: Top of cushion, 43 inches. Depth, 20 inches.

EQUIPMENT: Side lamps, tail lamps, storm apron, speedometer, inspection lamp and outfit of tools.

FENDERS AND DASH: Covered with grain dash leather.

TOP: Buffed enameled top leather; depth, 54 inches.

WHEEL BASE: 80 inches.

TREAD: 4 feet 3 inches.

WHEELS: Artillery type, 32 inches.

TIRES: Front and rear, 32 x 3½. Goodrich Palmer Web double tube clincher, 10 layer fabric. Guaranteed.

BRAKES: Motor brake and internal expanding hub and countershaft brakes.

STEERING: Side lever.

BATTERY: 24 cells 13 M. V. plate; make optional

CONTROL: One lever.

SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

MILEAGE: 50 to 125 miles.

WEIGHT: 2,100 pounds.

PRICE: See page 53.

Model "B" body interchangeable on chassis with either Models "A" "C" or "D."

After hard rains mud was abundant between Elyria and Cleveland, Ohio

We simply prove that the "Detroit" is built to endure harder service than the purchaser will ever require.

Near Auburn, N. Y., even with these road conditions, the "Detroit" was never out of current

Model "C" Two Passenger Coupe

Model "C" Two Passenger Coupe

COLOR: Blue, Brewster green and maroon. (Special colors extra.)

UPHOLSTERY: 22 oz. Waterloo superfine broadcloth or leather, blue, green or maroon shades. Goatskin extra.

WIDTH SEAT: Top of cushion, 45 inches. Depth, 20 inches.

EQUIPMENT: Side lamps, tail lamp, storm apron, speedometer, flower vase, toilet case, inspection lamp and outfit of tools.

FENDERS: Covered with grain dash leather.

WHEEL BASE: 80 inches.

TREAD: 4 feet 3 inches.

WHEELS: Artillery type, 32 inches.

TIRES: Front and rear 32x3½. Goodrich Palmer Web double tube clincher, 10 layer fabric. Guaranteed.

BRAKES: Motor brake and internal expanding hub and countershaft brakes.

STEERING: Side lever.

BATTERY: 24 cells 13 M. V. plate; make optional.

CONTROL: One lever.

SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

MILEAGE: 50 to 100 miles.

WEIGHT: 2,300 pounds.

PRICE: See page 53.

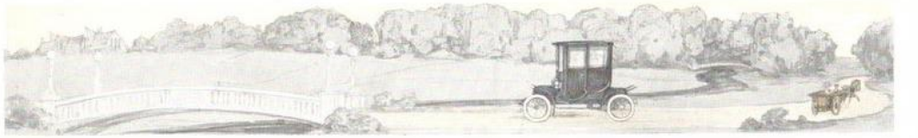
Model "C" body interchangeable on chassis with either Models "A" "B" or "D."

Where nothing but a "Detroit Electric" could conquer, near Geneva, N. Y.

Necessity or pleasure may prompt you to make country drives. If so remember the "Detroit" is built for such requirements.

Along the Hudson, near Poughkeepsie, N. Y.

Model "D" Four Passenger Brougham



Model "D" Four Passenger Brougham

COLOR: Blue, Brewster green and maroon. (Special colors extra.)

UPHOLSTERY: 22 oz. Waterloo superfine broadcloth or leather, blue, green or maroon shades. Goatskin extra.

WIDTH SEATS: Rear seat, top of cushion, 45 inches. Depth, 20 inches. Front seat, top of cushion, 38 inches. Depth, 15 inches.

EQUIPMENT: Side lamps, tail lamp, storm apron, speedometer, flower vase, toilet case, inspection lamp and outfit of tools.

FENDERS: Covered with grain dash leather.

WHEEL BASE: 80 inches.

TREAD: 4 feet 3 inches.

WHEELS: Artillery type, 32 inches.

TIRES: Front and rear, 32 x 3½. Goodrich Palmer Web double tube clincher, 10 layer fabric. Guaranteed.

BRAKES: Motor brake and internal expanding hub and countershaft brakes.

STEERING: Side lever.

BATTERY: 24 cells 13 M. V. plate; make optional.

CONTROL: One lever.

SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

MILEAGE: 50 to 100 miles.

WEIGHT: 2,400 pounds.

PRICE: See page 53.

Model "D" body interchangeable on chassis with either Models "A" "B" or "C."

The grand finish on the the ocean's shore, Atlantic City. Have completed the tour entirely on its own power and without a broken part

Remember the "Detroit" completed this tour to Atlantic City. 1060 miles without a broken part and entirely on its own power.

Near Fishkill-on-the-Hudson

Model "E" Two Passenger Coupe

Model "E" Two Passenger Coupe

COLOR: Blue, Brewster green and maroon. (Special colors extra.)

UPHOLSTERY: 20 oz. Waterloo superfine broadcloth or leather, blue, green or maroon shades. Goatskin extra.

WIDTH SEAT: Top of cushion, 45 inches. Depth, 20 inches.

EQUIPMENT: Side lamps, tail lamp, storm apron, speedometer, inspection lamp and outfit of tools.

FENDERS: Alumaloyd.

WHEEL BASE: 87 inches.

TREAD: 4 feet 3 inches.

WHEELS: Artillery type, 32 inches.

TIRES: Front and rear, 32x3½. Goodrich Palmer Web double tube clincher, 10 layer fabric. Guaranteed.

BRAKES: Motor brake and internal expanding hub brakes.

STEERING: Side lever.

BATTERY: 24 cells 13 M. V. plate; make optional.

CONTROL: One lever.

SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

MILEAGE: 50 to 100 miles.

WEIGHT: 2,300 pounds.

PRICE: See page 53.

Model "E" body interchangeable on chassis with either Models "F" "G" "H" or "L"

In each town the plucky "Detroit" was admired for its staying qualities.

Frank A. Munsey Reliability Contest

Washington, D. C.

This is to certify that the Detroit Electric, which left Washington, D. C., September 21, 1909, with the Munsey Reliability Tour, reached Boston, Mass., in first class shape, after covering the entire distance under its own power. No trouble of any kind was encountered, with the exception of slight tire trouble.

The observer appointed by the Munsey Tour officials was Mr. Edgar J. Orme, a well known Washington automobilist, and he is enthusiastic in his praise of the performance of the Detroit Electric.

Yours truly,

Mgr. Munsey Tour.

Oct. 18, 1909

Where miles of hills and mountains were encountered and conquered.

Model "F" Victoria

Model "F" Victoria

COLOR: Blue, Brewster green and maroon. (Special colors extra.)

UPHOLSTERY: 20 oz. Waterloo superfine broadcloth or leather, blue, green or maroon shades. Goatskin extra.

WIDTH SEAT: Top of cushion, 43 inches. Depth, 20 inches.

EQUIPMENT: Side lamps, tail lamp, storm apron, speedometer, inspection lamp and outfit of tools.

FENDERS: Alumaloyd.

TOP: Buffed enameled top leather; depth 54 inches.

WHEEL BASE: 87 inches.

TREAD: 4 feet 3 inches.

WHEELS: Artillery type, 32 inches.

TIRES: Front and rear, 32 x 3½. Goodrich Palmer Web double tube clincher, 10 layer fabric. Guaranteed.

BRAKES: Motor brake and internal expanding hub brakes.

STEERING: Side lever.

BATTERY: 24 cells 13 M. V. plate; make optional.

CONTROL: One lever.

SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

MILEAGE: 50 to 125 miles.

WEIGHT: 2,000 pounds.

PRICE: See page 53.

Model "F" body interchangeable on chassis with either Models "E" "G" "H" or "L."

Illustrating a few interior views in our fire-proof factory built of solid steel and concrete.

CORNER OF WOOD WORKING DEP'T
SHOWING COUPE BODIES NEARING COMPLETION

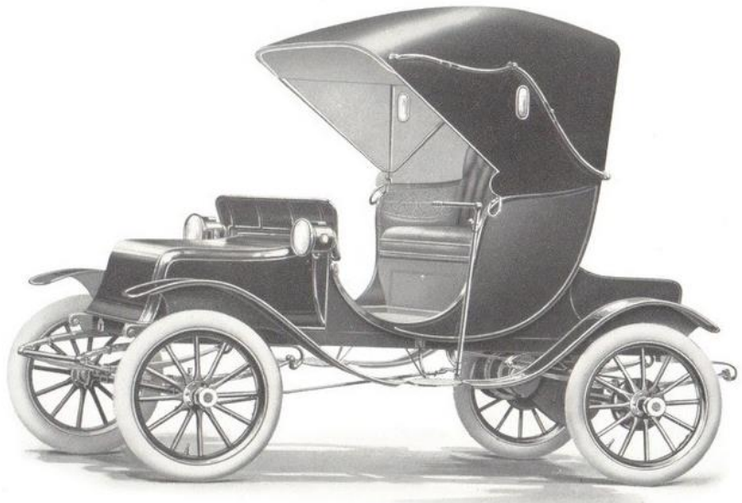
COLOR VARNISH ROOM IN PAINT DEP'T

ROUGH STUFF AND LEAD ROOM IN PAINT DEP'T

A road through the woods near Delaware Water Gap.

The builders of the "Detroit" were the only makers of electrics who believed their car could endure this grueling contest. All were invited.

One of the many rough stony roads through the mountains of Pennsylvania.



Model "G" Victoria

Model "G" Victoria

COLOR: Blue, Brewster green and maroon. (Special colors extra.)

UPHOLSTERY: 20 oz. Waterloo superfine broadcloth or leather, blue, green or maroon shades. Goatskin extra.

WIDTH SEAT: Top of cushion, 43 inches. Depth, 20 inches.

EQUIPMENT: Side lamps, tail lamp, storm apron, speedometer, inspection lamp and outfit of tools.

FENDERS: Alumaloyd.

TOP: Buffed enameled top leather; depth 54 inches.

WHEEL BASE: 87 inches.

TREAD: 4 feet 3 inches.

WHEELS: Artillery type, 32 inches.

TIRES: Front and rear, 32x3½. Goodrich Palmer Web double tube clincher, 10 layer fabric. Guaranteed.

BRAKES: Motor brake and internal expanding hub brakes.

STEERING: Side lever.

BATTERY: 24 cells 13 M. V. plate; make optional.

CONTROL: One lever.

SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

MILEAGE: 50 to 125 miles.

WEIGHT: 2,000 pounds.

PRICE: See page 53.

Model "G" body interchangeable on chassis with either Models "E" "F" "H" or "L."

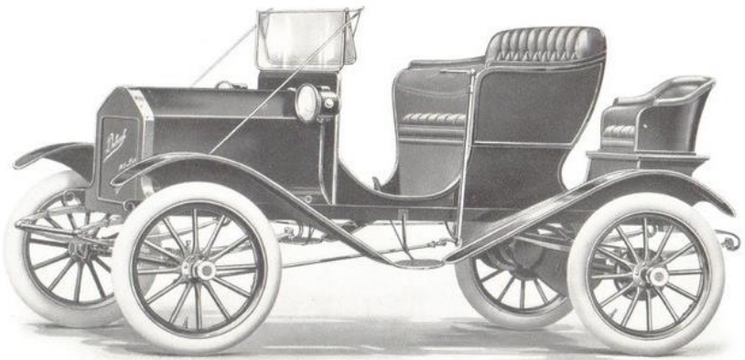
UPHOLSTERING DEPT.

CHASSIS COLOR VARNISH ROOM IN PAINT DEPT.

Near Newburgh, N. Y., four days out, averaging more than 100 miles per day through the worst kind of roads.

Yes; the "Detroit" followed the high powered gas cars up the mountains and through the mud, entirely on its own power without a broken part. Five automobile manufacturers of Detroit have purchased "Detroit Electrics."

On the summit of the famous Jacob's Ladder mountain, where no other Electric has ever been.



Model "H" Roadster

Model "H" Roadster

COLOR: Maroon body and chassis, or blue body with straw color chassis.

UPHOLSTERY: Leather.

WIDTH SEAT: Top of cushion, 40½ inches. Depth, 18 inches.

EQUIPMENT: Side lamps, tail lamp, speedometer, wind shield, rumble seat, inspection lamp and outfit of tools.

FENDERS: Alumaloyd.

WHEEL BASE: 87 inches.

TREAD: 4 feet 3 inches.

TIRES: Front and rear, 32 x 3½. Goodrich Palmer Web double tube clincher, 10 layer fabric. Guaranteed.

WHEELS: Artillery type, 32 inches.

BRAKES: Motor brake and internal expanding hub brakes.

STEERING: Side lever.

BATTERY: 24 cells 13 M. V. plate; make optional.

CONTROL: One lever.

SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

MILEAGE: 50 to 125 miles.

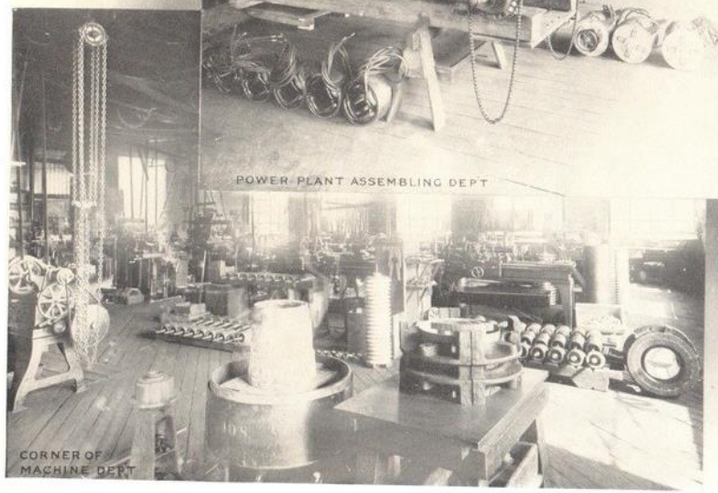
WEIGHT: 1,900 pounds.

PRICE: See page 53.

Model "H" body interchangeable on chassis with either Models "E" "F" "G" or "L."

Interior views of the Elwell-Parker plant, Cleveland, O., recently purchased by the Anderson Carriage Co.

POWER PLANT ASSEMBLING DEPT

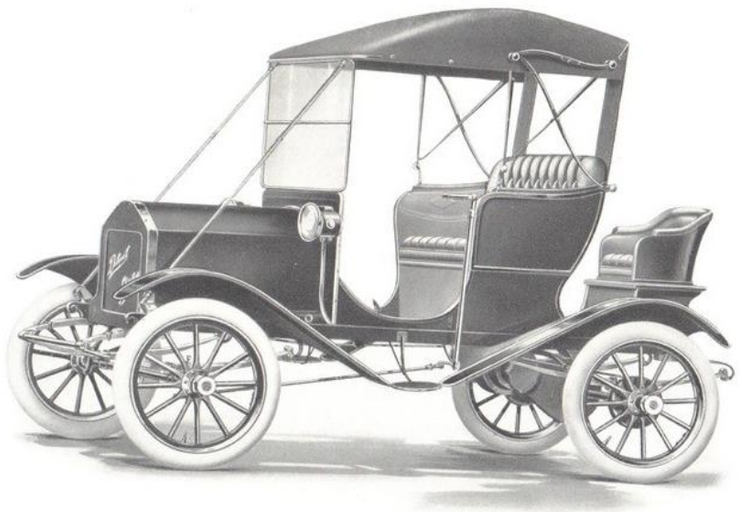


CORNER OF MACHINE DEPT

Going east from Poughkeepsie, N. Y. Not a single adjustment on the car has been made since the start at Washington, D. C.

When "Detroit Electrics" perform so admirably under adverse conditions, it should convince you they are mechanically superior to all others.

Along one of the generally good Massachusetts country roads.



Model "L" Roadster

Model "L" Roadster

COLOR: Maroon body and chassis, or blue body with straw color chassis.

UPHOLSTERY: Leather.

WIDTH SEAT: Top of cushion, 40½ inches. Depth, 18 inches.

EQUIPMENT: Side lamps, tail lamp, speedometer, wind shield, rumble seat, inspection lamp and outfit of tools.

FENDERS: Alumaloyd.

TOP: Cape, with door and side curtains, first quality mohair.

WHEEL BASE: 87 inches.

TREAD: 4 feet 3 inches.

WHEELS: Artillery type, 32 inches.

TIRES: Front and rear, 32x3½. Goodrich Palmer Web double tube clincher, 10 layer fabric. Guaranteed.

BRAKES: Motor brake and internal expanding hub brakes.

STEERING: Side lever.

BATTERY: 24 cells 13 M. V. plate; make optional.

CONTROL: One lever.

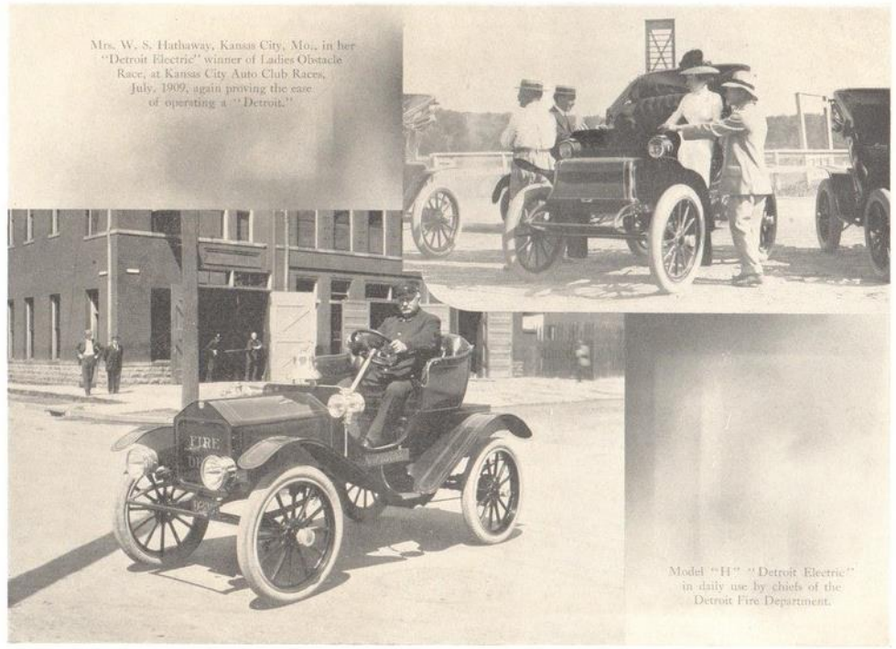
SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

MILEAGE: 50 to 125 miles.

WEIGHT: 2,000 pounds.

PRICE: See page 53.

Model "L" body interchangeable on chassis with either Models "E" "F" "G" or "H."



Mrs. W. S. Hathaway, Kansas City, Mo., in her "Detroit Electric" winner of Ladies Obstacle Race, at Kansas City Auto Club Races, July, 1909, again proving the ease of operating a "Detroit."

Model "H" "Detroit Electric" in daily use by chiefs of the Detroit Fire Department.

Terms, Conditions and Instructions for Ordering

PRICES on automobiles and parts are positively net, F. O. B. Detroit.

DISCOUNTS. We do not allow discounts excepting to automobile dealers with whom we make annual contracts for quantities of cars and who are properly equipped to conduct their business successfully and serve the best interest of "Detroit Electric" owners.

TERMS. Our terms on parts are strictly cash with order. Orders accompanied by remittances will receive prompt attention, otherwise we will be obliged to hold them and write for the money.

When parts are desired by mail, the remittance must be sufficient to cover postage also.

REMITTANCES should be made by New York or Chicago Exchange, post office money order or express money order.

WHEN ORDERING state plainly what is wanted. Do not leave anything to be inferred. Write and sign your order plainly on a separate sheet from your letter. When ordering any parts always state the model, number of motor, type and factory number of car.

WHEN RECEIVING GOODS examine carefully before signing railroad receipt so that in case of damage or breakage detailed notation can be written on face of receipt for evidence in making claim on railroad for such damaged parts.

WHEN RETURNING GOODS to us for any reason, charges must be prepaid. They must also be tagged with *your* name and address (or we cannot identify them) and be accompanied by a letter of instructions.

CORRESPONDENCE. Address all correspondence to the Company, not to individuals. Our executive force is large, departments being under separate heads, therefore it will save delay if correspondence bearing on different subjects be written on separate sheets being properly dated and signed.

Price List 1910 Models

(Prices subject to change without notice)

MODEL "A" VICTORIA—22 ounce cloth or hand buff leather trimming, 24 cell 13 plate battery, countershaft brake, speedometer, Palmer Web tires	$1,900
MODEL "B" VICTORIA—22 ounce cloth or hand buff leather trimming, 24 cell 13 plate battery, countershaft brake, speedometer, Palmer Web tires	1,925
MODEL "C" TWO PASSENGER COUPE with extra third person seat—22 ounce cloth or hand buff leather trimming, tufted satin ceiling, 24 cell 13 plate battery, countershaft brake, speedometer, flower vase, Palmer Web tires	2,350
MODEL "D" FOUR PASSENGER BROUGHAM—22 ounce cloth or hand buffed leather trimming, tufted satin ceiling, 24 cell 13 plate battery, countershaft brake, speedometer, flower vase, Palmer Web tires	2,500
MODEL "E" TWO PASSENGER COUPE with extra third person seat—20 ounce cloth or machine buff leather trimming, tufted ceiling, 24 cell 13 plate battery, speedometer, Palmer Web tires	2,100
MODEL "F" VICTORIA—20 ounce cloth or machine buff leather trimming, 24 cell 13 plate battery, speedometer, Palmer Web tires	1,800
MODEL "G" VICTORIA—20 ounce cloth or machine buff leather trimming, 24 cell 13 plate battery, speedometer, Palmer Web tires	$1,825
MODEL "H" ROADSTER, OPEN—machine buff leather trimming, 24 cell 13 plate battery, speedometer, glass wind shield, Palmer Web tires	1,650
MODEL "L" ROADSTER—mohair cape top, machine buff leather trimming, 24 cell 13 plate battery, speedometer, glass wind shield, Palmer Web tires	1,700
Model "A" Body Complete	350
Model "B" Body Complete	375
Model "C" Body Complete	775
Model "D" Body Complete	900
Model "E" Body Complete	725
Model "F" Body Complete	325
Model "G" Body Complete	350
Model "H" Body Complete	250
Model "L" Body Complete	300
Genuine Goatskin, upholstering on any Model	40
Mohair cape top, with curtains for Model "H"	50
Steering wheel instead of side lever on Model "H" or "L"	25
If wind shield is not desired where illustrated deduct	20

National Association of Automobile Manufacturers

Standard Warranty

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 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.

NOTE—Should any breakage occur in a "Detroit" within twelve months of shipping date from factory by reason of defective material, we will replace it free of charge when such parts are returned to us, freight prepaid, for our inspection.

Life of Storage Battery

The life of a battery is not based on days, months or years but on the number of charges and discharges it is given—meaning that each time it goes through this process there is a gradual loss of life until the final current producing powers are exhausted.

A battery should be charged only when necessary as excessive charging means hurrying the deterioration and naturally shortening the life. It has been a problem of makers of electric vehicles to produce a car that was mechanically constructed to first carry a large enough battery and second to run lightly and free from friction so that the desired result could be attained on as low amperage draft as possible, which when accomplished self explains that a longer mileage per charge can be obtained requiring a less number of charges to cover a given distance, which results in longer life to battery.

EXAMPLE

"A" has a car poorly constructed mechanically and electrically together with a battery of small cells of low amperage capacity obtains an average of 40 miles per charge. He drives an average of 40 miles per day necessitating recharging every day.

"B" has a Detroit Electric in which are used high grade imported bearings, all moving parts tested and fitted reducing friction—weight properly divided, and a battery of cells containing a large amperage capacity obtains an average of 80 to 100 miles per charge. He like "A" drives an average of 40 miles per day but learns that it is only necessary to recharge every two days.

The Detroit Electric is the longest mileage car in the world also the most economically operated electric built. Its well known accomplishments of long mileage and wonderful endurance could not be obtained through freakish appliances or ideas, but by using the highest grade of materials and mechanical construction throughout together with knowledge and practical experience to properly apply them.

We have not endeavored to produce a car of prohibitive and impractical speed as this cannot be accomplished without an over taxation on any battery. We have five speeds on each car producing from 5 to 22 miles per hour all of which are efficient, the amperage draft being well under the capacity of the battery.

The makers of the Detroit Electric publish a complete battery instruction book which explains in detail the care a battery should be given. We also publish an instruction book on the operation and care of the Detroit Electric.

Designed, Engraved and Printed by
The Cargill Company
Grand Rapids