

The
DETROIT
ELECTRIC



1916



THE
Detroit
ELECTRIC



ANDERSON ELECTRIC CAR COMPANY
DETROIT MICH., U.S.A.

New York Chicago Cleveland
Kansas City Minneapolis

World's Largest Builders of Enclosed Pleasure Cars

Property of
J. A. Roggenbuck



Factory View

The factory of the Anderson Electric Car Company, in which the Detroit Electric Car is manufactured, covers eleven acres of floor space and is equipped with the most modern manufacturing facilities for designing and completely manufacturing electric cars.

P r o g r e s s

PROGRESSIVENESS has marked the policy of The Anderson Electric Car Company since its first efforts. No company has contributed more actively to the advancement of the electric car industry. No company has been more energetically concerned in the development and betterment of the electric car. No company has more aggressively promoted the establishing of branches and service stations throughout the country to improve and facilitate service to owners.

1916 marks the next important step in our predetermined policy, namely, a material price reduction. These new prices are possible only because of doubled volume of sales. Our 1916 production will far overshadow anything that has been done in the past in the manufacture of enclosed automobiles, either gasoline or electric.

The 1916 Detroit Electric models will possess the inherent high qualities of last season's cars plus a score or more of new refinements—though listed at lower prices. Many who have found the price an obstacle in the past need hesitate no longer, for now the Detroit Electric costs less than any other high grade inside driven automobile.

On the following pages are briefly outlined some of the more important features of the Detroit Electric which make it the ideal car for the use of the entire family in any locality where electric power is procurable.



Three Passenger Cabriolet Model 56

The business man cannot find a more appropriate and practical motor car for his daily service than the Detroit Electric Cabriolet. It is always ready for instant use, winter as well as summer, and affords all the protection of a closed car in inclement weather and the pleasure of an open car on warm summer days.

Three Passenger Cabriolet Model 56

CONVERTIBLE BODY—The Cabriolet is so designed that in inclement weather the top may be raised, completely protecting occupants against rain or snow; while in pleasant weather the top may be lowered, offering all the pleasures of an open roadster. All panels and battery hoods are of sheet aluminum and the top is of the finest grade leather.

INTERIOR ARRANGEMENT—This car seats three people comfortably on the wide rear seat and one on the auxiliary front seat.

DIMENSIONS—Rear seat—width 50 inches, depth 18 inches. Front to rear window 53 inches. Top of cushion to roof 40 inches. Door width 24 inches. Measurements over all—height 88 inches, width 67 inches, total length 11 feet 10 inches.

UPHOLSTERY—This model is beautifully upholstered in superfine broadcloth or hand-buffed leather in blue, green or maroon shades. Exclusive imported whipcords and bedfords are also offered. Turkish type of upholstery is used throughout. Cushions are deep and comfortable, tufted with genuine curled hair.

PAINTING—The quality of finish on Detroit Electric cars is lustrous and enduring. Color options; Detroit blue, maroon or green.

TREAD—56 inches (Standard).

BATTERY—Our guaranteed battery—42 cells—15 plate—used in this car is of our own exclusive design and insures the greatest capacity per unit of weight. An Edison Battery of 54 cells, A-6 type may be installed at additional cost.

AXLES—Designed and manufactured in our own shops, the Detroit Electric full floating rear axle is equipped with Lanchester type undermounted worm gears or the worm bevel type. The front axle is a drop forging of the I-beam type.

WHEEL BASE—The long wheel base, 100 inches, combined with the long, resilient springs, assures splendid riding qualities.

OPERATING LEVERS—Operating levers are mounted on the side of the car in horizontal position, one above the other. The longer (steering) lever is operated by the right hand and the shorter (controller) lever by the left. When the driver leaves the car these levers may be turned up out of the way and locked preventing use of the car without the owner's knowledge.

BRAKES—Two separate sets of brakes are provided, operating independently. The brakes, on the rear hubs, are of the internal expanding type, 16 x 2½ inches, and are operated by foot pedal. To the left of brake foot pedal is a small pedal, pressure on which locks the hub brakes and automatically cuts off the power. The second brake operates on the motor and is applied by a slight backward movement of the controller lever.

TIRES—The tires are of either non-puncturable Motz cushion type or cord pneumatic. Cushion tires 36 x 4½ inches, pneumatic tires 34 x 4½ inches.

FENDERS—Fenders are full aluminum of the oval crown design and are skirted to the body so as to completely protect it against splash or mud.

SPEEDS—Five speeds are at your command, ranging as follows: 6, 9, 13, 17 and 21 miles per hour.

MILEAGE—Owing to the large battery capacity and high mechanical efficiency of the Detroit Electric, extra long mileage is assured. You can feel sure that your car will go as far on one charge as your daily requirements demand. Mileage per charge conservatively ranges from 50 to 85 miles.

EQUIPMENT—All the necessary equipment is furnished as standard, including headlights, body lamps, tail lamp, Klaxette horn, hub odometer, eight-day clock, Weston volt-ammeter, smoking set and complete equipment of tools.



Four Passenger Brougham Model 57

The distinctive beauty of the Detroit Electric Brougham renders it the appropriate equipage for church-going, afternoon affairs, trips to the theatre and formal evening functions, as well as for morning shopping expeditions and afternoon motoring through the parks.

Four Passenger Brougham Model 57

Rear Drive

BODY FEATURES—All portions of body exposed to the weather, such as panels, battery hoods, moldings, fenders, window frames (front and rear), and roof are of aluminum. The roof, pressed out of a single sheet, will not leak nor crack. Sashless plate glass door windows are easily opened or shut by turning a revolving lever. Rain drip protectors over the tops of the doors are provided.

INTERIOR ARRANGEMENT—This model comfortably seats four people, three on the wide rear seat and one on the revolving Pullman chair in the front right corner. An upholstered package box in the front left corner can be used as an extra seat if desired.

DIMENSIONS—Rear Seat—width 52 inches, depth 18 inches. Front to rear window 66 inches. Top of cushion to roof 40 inches. Door width 23 inches. Measurements overall—height 88 inches, width 67 inches, total length 11 feet 10 inches.

UPHOLSTERY—Superfine broadcloth, hand-buffed leather in blue, green and maroon shades, or exclusive imported bedfords and whipcords are the choices offered in the upholstery of this model. Turkish style of deep upholstery is used throughout. Cushions are thickly padded with genuine curled hair. Top is trimmed in plain broadcloth or tufted satin, as specified.

PAINING—Detroit blue, maroon or green are the standard color options offered. The finish on Detroit Electric cars is lasting and substantial and will retain its lustre for a long time.

TREAD—56 inches (Standard).

AXLES—Designed and manufactured in our own shops, the Detroit Electric full floating rear axle is equipped with Lanchester type undermounted worm gears or the worm bevel type. The front axle is a drop forging of the I-beam type.

BATTERY—Our guaranteed battery—42 cells, 15 plate—used in this car is of our own exclusive design, and insures the greatest capacity per unit of weight. An Edison Battery of 54 cells, A-6 type may be installed at additional cost.

OPERATING LEVERS—Operating levers are mounted at the side of the rear seat, in parallel position, one above the other. The longer (steering) lever is operated by the right hand, and the shorter (controller) lever by the left. When the driver leaves the car, these levers may be turned up out of the way and locked, preventing theft of car.

BRAKES—Two separate sets of brakes are provided, operating independently. The brakes on the rear hubs are of the internal expanding type, 16 x 2½ inches, and are operated by foot pedal. To the left of brake foot pedal is a small pedal, pressure on which locks the hub brakes and automatically cuts off the power. The second brake operates on the motor and is applied by a slight backward movement of the controller lever.

WHEEL BASE—The 100-inch wheel base, combined with long, resilient springs, insures utmost riding comfort.

TIRES—Tires are of either non-puncturable Motz cushion type, or cord pneumatic. Cushion tires 36 x 4½ inches, pneumatic 34 x 4½ inches.

FENDERS—Fenders are full aluminum, of the oval crown design, and are skirtoed to the body so as to completely protect it against splash or mud.

SPEEDS—Five speeds are at your command, ranging as follows: 6, 9, 13, 17, and 21 miles per hour.

MILEAGE—Owing to the large battery capacity and high mechanical efficiency of the Detroit Electric, extra large mileage is assured. You can be sure that your car will go as far on one charge as your daily requirements demand. Mileage per charge conservatively ranges from 50 to 85 miles.

EQUIPMENT—The comprehensive equipment consists of headlights, body lamps, two sun-burst interior lights, tail lamp, Klaxette horn, Weston volt-ammeter, hub odometer, eight-day clock, Hanlon patented rain-vision front window, cut glass flower vase, toilet set, and complete equipment of tools.



Five Passenger Brougham Model 58

This roomy Five-Passenger forward-drive Brougham makes you independent of weather or distance. Winter or Summer, your Detroit is always ready. The most immaculate toilet will never be soiled or even ruffled in your Detroit Electric ride.

Five Passenger Brougham Model 58

Front Drive

BODY FEATURES—All portions of the body exposed to the weather, such as panels, battery hoods, moldings, fenders, window frames (front and rear), and roof are of aluminum. The roof, pressed out of a single sheet, will not leak nor crack. Sashless plate glass door windows are easily opened or shut by turning a handle. Rain drip protectors over the tops of the doors are provided.

INTERIOR ARRANGEMENT—Comfortable seating arrangements for five passengers are provided, three on the roomy rear seat and two on the revolving Pullman chairs in front. Special attention has been given to the arrangement of seats so that easy entrance or exit may be effected without interference with other passengers.

DIMENSIONS—Rear seat—width 52 inches, depth 16 inches. Front to rear window 74 inches. Top of cushion to roof 40 inches. Width of doors 24½ inches. Measurements over all—height 88 inches, width 67 inches, total length 11 feet 10 inches.

UPHOLSTERY—This model is beautifully upholstered in superfine broadcloth or hand buffed leather in blue, green or maroon shades. Exclusive imported whipcords and bedfords are also offered. Turkish type of upholstery is used throughout. Cushions are deep and comfortable, and are padded with genuine curled hair. Top is trimmed in plain broadcloth or tufted satin, as specified.

PAINTING—The quality of finish on Detroit Electric cars is most enduring, and will retain its lustre for a long time. Color options: Detroit blue, green or maroon.

TREAD—56 inches (Standard).

AXLES—Designed and manufactured in our own shops, the Detroit Electric full floating rear axle is equipped with Lanchester type undermounted worm gears or the worm bevel type. The front axle is a drop forging of the I-beam type.

BATTERY—Our guaranteed battery—42 cells, 15 plate—used in this car, is of our own exclusive design and insures the greatest capacity per unit of weight. An Edison battery of 54 cells, A-6 type may be installed at additional cost.

OPERATING LEVERS—This car is operated exclusively from the front Pullman chair. Operating levers are mounted at the side of the car—in parallel position, one above the other. The longer (steering) lever is operated by the right hand, and the shorter (controller) lever by the left. When the driver leaves the car these levers may be turned up out of the way and locked, preventing theft of car.

BRAKES—Two separate sets of brakes are provided, operating independently. The brakes on the rear hubs, are of the internal expanding type, 16 x 2½ inches, and are operated by foot pedal. To the left of brake foot pedal is a small pedal, pressure on which locks the hub brakes and automatically cuts off the power. The second brake operates on the motor and is applied by a slight backward movement of the controller lever.

WHEEL BASE—The long wheel base, 100 inches, combined with long, resilient springs, assures splendid riding qualities.

TIRES—Tires are of either non-puncturable Motz cushion type or Goodrich cord pneumatic. Cushion tires 36 x 4½ inches, pneumatic 34 x 4½ inches.

FENDERS—Fenders are full aluminum, of the oval crown design, and are skirted to the body, so as to completely protect it against splash or mud.

SPEEDS—Five speeds are at your command, ranging as follows: 6, 9, 13, 17 and 21 miles per hour.

MILEAGE—Owing to the large battery capacity and high mechanical efficiency of the Detroit Electric, extra long mileage is assured. You can be sure that your car will go as far on one charge as your daily requirements demand. Mileage per charge conservatively ranges from 50 to 85 miles.

EQUIPMENT—The comprehensive equipment consists of headlights, body lamps, two sun-burst interior lights, tail lamp, Klaxette horn, Weston volt-ammeter, hub odometer, eight-day clock, Hanlon patented rain-vision front window, cut glass flower vase, toilet set, and complete equipment of tools.



Five Passenger Brougham Model 59

This sturdy Detroit Electric is not only at your service throughout the entire day but also offers an elegant and easily operated motor car for the ladies wishing to attend an evening affair unescorted.

Five Passenger Brougham Model 59

Rear Drive

BODY FEATURES—All portions of the body exposed to the weather, such as panels, battery hoods, moldings, fenders, window frames (front and rear) and roof are of aluminum. The roof, pressed out of a single sheet, will not leak nor crack. Sashless plate glass door windows are easily opened or shut by turning a handle. Rain drip protectors over the tops of the doors are provided.

INTERIOR ARRANGEMENT—This model comfortably seats five people, three on the wide rear seat, one on the revolving Pullman chair at right front corner, and one on a large upholstered box seat in left front corner.

DIMENSIONS—Rear Seat—width 52 inches, depth 18 inches. Front to rear window 74 inches. Top of cushion to roof 40 inches. Door width 24½ inches. Measurements over all—height 88 inches, width 67 inches, total length 11 feet 10 inches.

UPHOLSTERY—Superfine broadcloth, hand-buffed leather in blue, green and maroon shades, or exclusive bedfords and whipcords are the choices offered in the upholstery of this model. Turkish style of deep upholstery is used throughout. Cushions are padded with genuine curled hair. Top is lined with plain broadcloth or tufted satin, as specified.

PAINTING—Detroit blue, green or maroon are the standard color options offered. The finish on Detroit Electric cars is lasting and substantial and will retain its lustre for a long time under the most severe conditions.

BATTERY—Our guaranteed battery—42 cells, 15 plate, used in this car is of our own exclusive design and insures the greatest capacity per unit of weight. An Edison Battery of 54 cells, A-6 type may be installed at additional cost.

OPERATING LEVERS—Operating levers are mounted at the side of the rear seat, in parallel position one above the other. The longer (steering) lever is operated by the right hand and the shorter (controller) lever by the left. When the driver leaves the car these levers may be turned up out of the way and locked, preventing theft of car.

BRAKES—Two separate sets of brakes are provided, operating independently. The brakes, on the rear hubs, are of the internal expanding type, 16 x 2½ inches, and are operated by foot pedal. To the left of brake foot pedal is a small pedal, pressure on which locks the hub brakes and automatically cuts off the power. The second brake operates on the motor and is applied by a slight backward movement of the controller lever.

AXLES—Designed and manufactured in our own shops, the Detroit Electric full floating rear axle is equipped with Lanchester type under-mounted worm gears or the worm bevel type. The front axle is a drop forging of the I-beam type.

WHEEL BASE—The 100-inch wheel base, combined with long, resilient springs, insures utmost riding comfort.

TREAD—56 inches (Standard).

TIRES—Tires are of either non-puncturable Motz cushion type or cord pneumatic. Cushion tires 36 x 4½ inches, pneumatic 34 x 4½ inches.

FENDERS—Fenders are full aluminum, of the oval crown design, and are skirted to the body so as to completely protect it against splash or mud.

SPEED—Five speeds are at your command, ranging as follows: 5, 9, 13, 17 and 21 miles per hour.

MILEAGE—Owing to the large battery capacity and high mechanical efficiency of the Detroit Electric, extra long mileage is assured. You can be sure that your car will go as far on one charge as your daily requirements demand. Mileage per charge conservatively ranges from 50 to 85 miles.

EQUIPMENT—The comprehensive equipment consists of headlights, body lamps, two sun-burst interior lights, tail lamp, Klaxette horn, Weston volt-ammeter, eight-day clock, hub odometer, Hanlon patented rain-vision front window, cut glass flower vase, toilet set, and complete equipment of tools.



Five Passenger Brougham Model 60

With its town and suburban capabilities this luxurious Duplex Drive Brougham is an especially desirable car for the entire family. When five are riding, this model is driven from the front seat with perfect ease and comfort. With fewer passengers the driver may operate the car from the rear seat.

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Five Passenger Brougham Model 60

Duplex Drive

BODY FEATURES—All portions of the body exposed to the weather, such as panels, battery hoods, moldings, fenders, window frames (front and rear), and roof are aluminum. The roof, pressed out of a singlesheet, will not leak nor crack. Sashless plate glass door windows are easily opened or shut by turning a handle. Rain drip protectors over the tops of the doors are provided.

INTERIOR ARRANGEMENT—Comfortable seating arrangements for five passengers are provided, three on the roomy rear seat and two on the revolving Pullman chairs in front. Special attention has been given to the arrangement of seats so that easy entrance or exit may be effected without interference with other passengers.

DIMENSIONS—Rear seat—width 52 inches, depth 18 inches. Front to rear window 74 inches. Top of cushion to roof 40 inches. Width of doors 24½ inches. Measurements over all—height 88 inches, width 67 inches, total length 11 feet 10 inches.

UPHOLSTERY—This model is beautifully upholstered in superfine broadcloth or hand-buffed leather in blue, green or maroon shades. Exclusive imported whipcords and bedfords are also offered. Turkish type of upholstery is used throughout. Cushions are deep and comfortable and are padded with genuine curled hair. Top is trimmed in plain broadcloth or tufted satin, as specified.

PAINTING—The quality of finish on Detroit Electric cars is most enduring and will retain its lustre for a long time. Color options: Detroit blue, maroon or green.

TIRES—Tires are of either non-puncturable Metz cushion type or cord pneumatic. Cushion tires 36 x 4½ inches, pneumatic 34 x 4½ inches.

AXLES—Designed and manufactured in our own shops, the Detroit Electric full floating rear axle is equipped with Lanchester type undermounted worm gears or the worm bevel type. The front axle is a drop forging of the I-beam type.

WHEEL BASE—The long wheel base, 100 inches, combined with the long, resilient springs, assures splendid riding qualities.

OPERATING LEVERS—This car can be operated from either front or rear seat, two independent sets of parallel control levers being provided. In order to have one set of control levers in operating position, the other set must be folded flat against the side of the car and locked in that position. Thus the possibility of tampering with the set not in use is prevented.

BRAKES—Two separate sets of brakes are provided, operating independently. The brakes, on the rear hubs, are of the internal expanding type, 16 x 2½ inches, and are operated by foot pedal. To the left of the brake foot pedal is a small pedal, pressure on which locks the hub brakes and automatically cuts off the power. The second brake operates on the motor and is applied by a slight backward movement of the controller lever.

TREAD—56 inches (Standard).

BATTERY—Our guaranteed battery—42 cells, 15 plate, used in this car is of our own exclusive design and insures the greatest capacity per unit of weight. An Edison Battery of 54 cells, A-6 type may be installed at additional cost.

FENDERS—Fenders are full aluminum, of the oval crown design, and are skirted to the body so as to completely protect it against splash or mud.

SPEED—Five speeds are at your command, ranging as follows: 6, 9, 13, 17 and 21 miles per hour.

MILEAGE—Owing to the large battery capacity and high mechanical efficiency of the Detroit Electric, extra long mileage is assured. You can be sure that your car will go as far on one charge as your daily requirements demand. Mileage per charge conservatively ranges from 50 to 85 miles.

EQUIPMENT—The comprehensive equipment consists of headlights, body lamps, two sunburst interior lights, tail lamp, Klaxette horn, Weston volt-ammeter, hub odometer, eight-day clock, Hanlon patented rain-vision front window, cut glass flower vase, toilet set, and complete equipment of tools.

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Four Passenger Brougham Model 61

This Detroit Electric Brougham effectively meets the requirements of the busy man. Its quick pick-up and flexibility in crowded traffic makes the Detroit Electric Model 61 a most valuable automobile for daily activities about town the whole year 'round. In summer you are protected from flying dust and dirt. In winter you are never delayed in starting by frozen radiator or chilled cylinders.

Four Passenger Brougham Model 61

Rear Drive

BODY FEATURES—All portions of the body exposed to the weather, such as panels, battery hoods, moldings, fenders, window frames (front and rear), and roof are of aluminum. The roof, pressed out of a single sheet, will not leak nor crack. Sashless plate glass door windows are easily opened or shut by turning a handle.

INTERIOR ARRANGEMENT—This model comfortably seats four people, three on the wide rear seat and one on the revolving Pullman chair in the front right hand corner. Driver's position on rear seat is advanced four inches to give elbow room.

DIMENSIONS—Rear seat—width 52 inches, depth 18 inches. Front to rear window 65 inches. Top of cushion to roof 40 inches. Door width 24 inches. Measurements over all—height 86 inches, width 67 inches, total length 11 feet 4½ inches.

UPHOLSTERY—Superfine broadcloth, hand-buffed leather in blue, green and maroon shades, or exclusive imported bedfords and whipcords are the choices offered in the upholstery of this model. Turkish style of deep-upholstering is used throughout. Cushions are padded with genuine curled hair. Top is trimmed in plain broadcloth.

PAINTING—Detroit blue, green or maroon are the standard color options offered. The finish of Detroit Electric cars is lasting and substantial and will retain its luster for a long time.

TREAD—56 inches (Standard).

BATTERY—Our guaranteed non-wash lead battery—40 cells, 13 plate—used in this car does away with the expense and annoying delay of washing out lead batteries of the old type.

WHEEL BASE—The 94-inch wheel base makes this a compact and easily handled car—a very desirable feature in congested traffic.

SPEED—Five speeds are at your command, ranging as follows: 5, 8, 13, 17 and 20 miles per hour.

AXLES—The full floating rear axle is equipped with the latest improved worm bevel driving gears, insuring high efficiency and very quiet operation. The front axle is a drop forging of the I-beam type.

OPERATING LEVERS—Operating levers are mounted at the side of the rear seat, in parallel position one above the other. The longer (steering) lever is operated by the right hand and the shorter (controller) lever by the left. When the driver leaves the car these levers may be turned up out of the way and locked, preventing theft of the car.

BRAKES—Two separate sets of brakes are provided, either of which may be operated independently. The foot brakes are of the internal expanding type, 14 x 2½ inches, and operate on the rear hubs. Pressure on the left pedal not only applies the brakes but cuts off the power. Pressure on the right pedal merely applies the brakes without cutting off the power. The hand brake is of the electric type, operating on the motor and applied by a backward movement of the controller lever.

TIRES—Tires are of either non-puncturable Motz cushion type or cord pneumatic. Cushion tires 36 x 4 inches, pneumatic 34 x 4 inches.

FENDERS—Fenders are of full aluminum, of the oval crown design, and are skirted to the body so as to completely protect it against splash or mud.

MILEAGE—Owing to the large battery capacity and high mechanical efficiency of the Detroit Electric, extra long mileage is assured. You can be sure that your car will go as far on one charge as your daily requirements demand. Mileage per charge conservatively ranges from 50 to 85 miles.

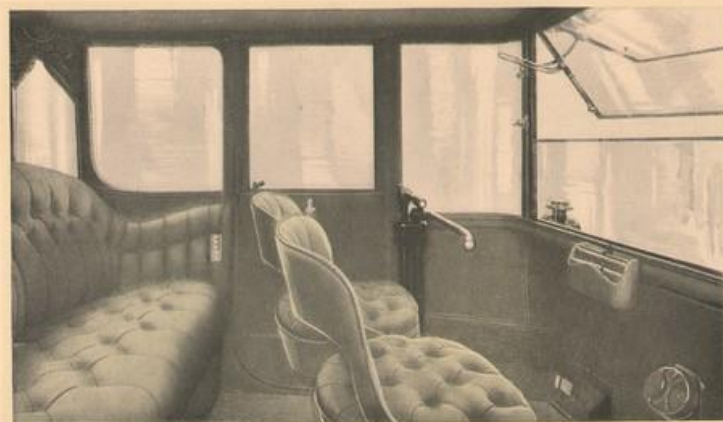
EQUIPMENT—Equipment of this model includes headlights, side body lamps, two interior lights, tail lamp, Weston volt-ammeter, hub odometer, Klaxette horn, toilet case, cut glass flower vase, Hanlon patented rain-vision front window, complete outfit of tools.



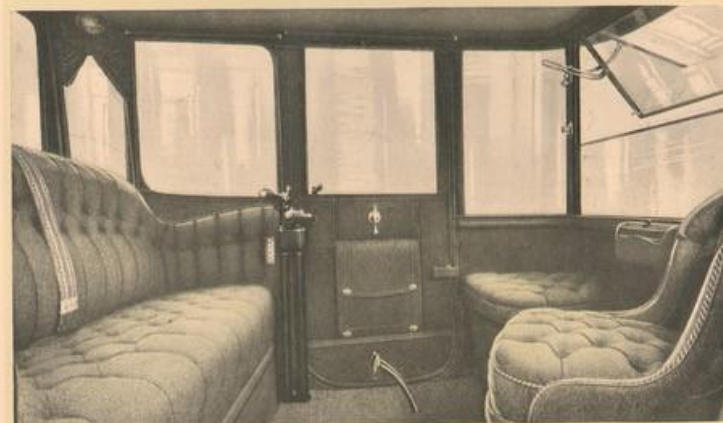
This interior view of Model 57 gives a splendid idea of the spacious seating arrangement. The rear seat comfortably seats three people. The revolving Pullman chair and the auxiliary seat in left front corner increase the seating capacity to five people. Beneath the auxiliary seat is a package box; there is a large pocket on the door for smaller parcels; and the lighting switches are most conveniently placed.



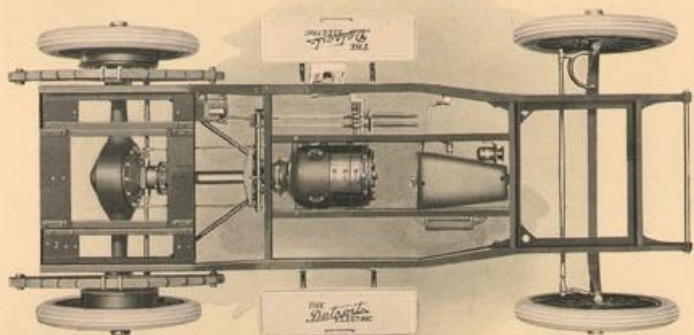
This view of Model 60 illustrates the Detroit Duplex Drive. Observe that when one set of operating levers is in driving position, the other set must be folded against side of car.



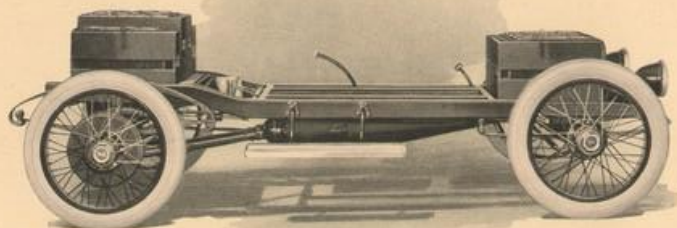
In body design, equipment and passenger capacity, this Model 58 is similar to Model 60. The Model 58, however, is driven exclusively from the front Pullman chair. The seating arrangement permits any passenger to enter or leave the car without disturbing others.



This large rear drive Brougham, Model 59, seats five passengers comfortably—three on the wide rear seat, one on the Pullman chair, and one on the stationary front seat. Underneath this seat is a large package compartment.



Top view of chassis showing simple and substantial arrangement of mechanical parts. The simplicity which has been attained in the mechanism of the Detroit Electric guarantees freedom from mechanical troubles.



Side view of chassis showing batteries in place and illustrating even distribution of weight, which promotes easy riding qualities and reduces wear on parts to a minimum.

Mechanical Description

The Chassis

MODELS 56, 57, 58, 59, 60.

For 1916 there are a number of additional refinements in the Detroit Electric chassis. These refinements do not depart from our well-established principles of construction. They result, however, in greater comfort and greater ease of operation and care.

Our use of the highest grade metals, such as vanadium and chrome nickel steels, reduces weight, while increasing strength. Improvements in design have enabled us to eliminate a number of parts, while improvements in factory operations have resulted in perfect interchangeability of parts.

Control System

The control system, especially the steering mechanism, has been highly simplified and improved. Safety of the driver and occupants in all models is absolutely assured through the efficient automatic safety devices provided.

When the car is at full speed it may be instantly stopped by pressure on a small foot pedal. This operation simultaneously cuts off the flow of current and applies both hub brakes regardless of the position of the controller lever. It is impossible to start the car again until the controller lever has been returned to its neutral position.

As in the past, we shall continue to use the drum type controller. This system, operating in connection with our high capacity motor, has unquestionably proven superior to all others in low power consumption, quick getaway and hill-climbing.

An important feature of the controller is a self-lubricating device which assures continuous lubrication of drum segments and therefore aids easy operation.

Battery

The Detroit Electric battery equipment for 1916 affords greater capacity in proportion to the weight of the car than is found in any other electric. This battery is of our own exclusive design and is guaranteed for at least 8000 miles.

Accessibility

Accessibility of all parts is one of the noteworthy features of the 1916 Detroit Electric. Several important parts formerly reached with more or less difficulty are now located very accessibly. The metal compartment in which the controller, motor brake, Klaxette horn and certain important electrical connections are located, will be placed just ahead of the motor as formerly and is easily reached through a door in the floor. The motor is so constructed and located that for ordinary care and inspection it can be easily reached.

Lubrication

The lubrication of the car is greatly simplified by the use of self-lubricating bronze bushings wherever possible. The number of places requiring grease or oil is reduced to a minimum and all are accessible from the outside of the car, so that there is no necessity for getting underneath the car to oil the various parts.

Frame

The distance between side members of frame is sufficient to afford the greatest support for the body, as well as to give large space under battery hoods. This enables us to place our complete equipment of batteries in the most accessible position. Every cell and connection may be reached with ease. Short turning radius of the car has been secured by narrowing the frame in front.

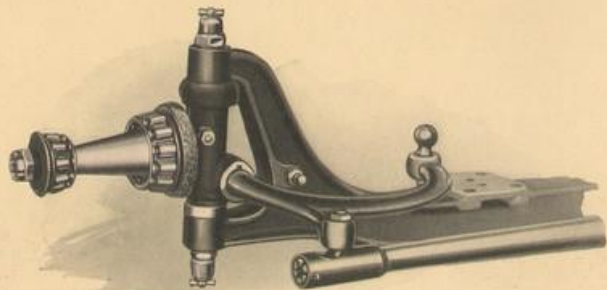
Springs

The springs used in our 1916 models are of the highest grade alloy steel, specially heat-treated to secure the greatest strength and flexibility.

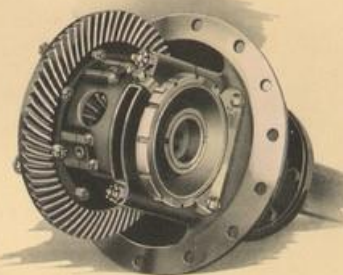
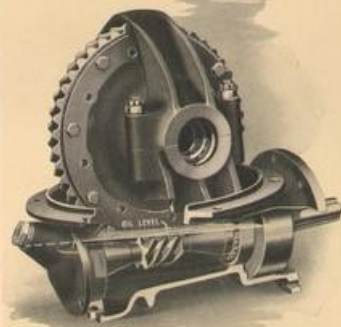
A Manufactured Car

The Detroit Electric chassis is not an assemblage of various parts purchased from parts manufacturers. All mechanical and electrical parts, as well as the bodies, are of our own design, made in our own shops. Only materials of the highest grade are used. Bearings of the finest quality throughout the chassis insure safety and long life. The use of bushings, which take the wear and can be readily and quickly replaced, further lengthens the life of the car.

Throughout the chassis, drop forgings and steel pressings are used wherever possible. Clean lines, great strength and simplicity characterize the completed Detroit Electric chassis.

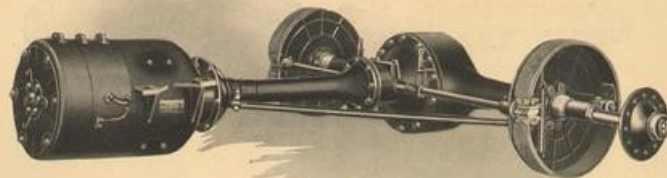


The Front Axle is an I-Beam drop forging; the spindles, steering knuckles and ball ends being of special alloy steel, heat-treated. Knuckles turn in ball bearings and are fitted with self-lubricating bushings, insuring easy steering.

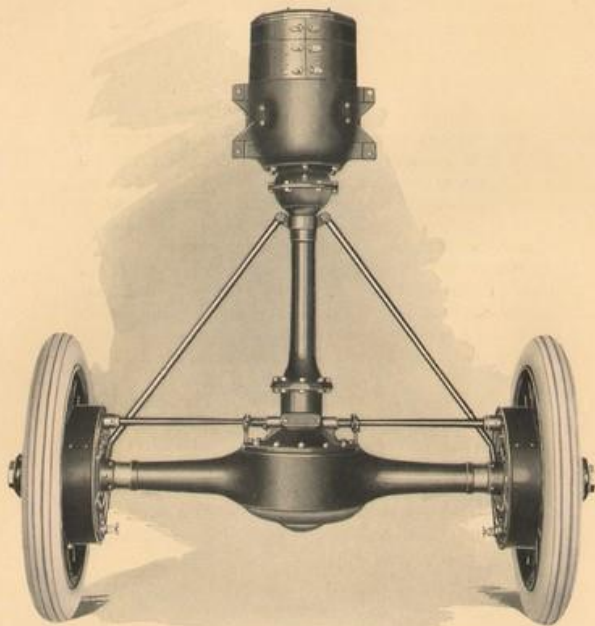


Because of the marked success of the Lanchester type worm driving gears in previous Detroit Electric models, we shall continue to use this construction in our 1916 cars when specified. This type of gear is silent and smooth in operation. Mounting the worm below the ring gear, places it in a bath of oil, insuring constant and ample lubrication.

As optional equipment, the Worm Bevel type of gear will be furnished. This type of construction insures silence, smooth running and high efficiency, as well as permitting of a slightly higher clearance under rear axle.



Rear axle and direct-connected power plant, showing mounting of Worm Bevel Gear. Note the large size brakes (expanding type) on rear axle.



Direct Shaft Drive "Chainless" Power Plant, (Worm Bevel Gear.)

Among the many mechanical features which have contributed to the success of the Detroit Electric, none ranks higher in importance than the "Chainless" Direct Shaft Drive (illustrated above.) This type of construction delivers to the rear wheels, the highest possible percentage of power developed by the motor.

In this, as in other important features, time has proved the wisdom and foresight of our engineers. We were the first to adopt the direct shaft drive principle and today many other electric cars are using it. Naturally, since we led the way, we have had greater experience and have succeeded in perfecting and refining this driving system to the greatest degree.

The connection between motor and rear driving gears is direct without chain or gear reduction. The propeller shaft and pinion gear are of chrome nickel and vanadium steel and are entirely enclosed in a pressed tubular housing of clean cut design. Motor and shafts all travel on ball bearings of liberal size, reducing friction to the lowest possible limit.

Warranty

WE warrant all electric vehicles manufactured by this Company for one year following the date of shipment, based upon the invoice date. This warranty is limited to the replacement at our factory of all parts giving out under normal service in consequence of defective material or workmanship. If the circumstances do not permit that the work 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 tires.

The condition of this warranty is such that if the electric vehicle to which it applies is altered or repaired outside of our factory, our liability under this warranty shall cease. The purchaser understands and agrees that no warranty of the vehicle is made or authorized to be made by this Company other than hereinbefore set forth.



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All monograms finished in gold unless colors are specified, except No. 1527 and 1530, which are outlined in gold and filled in to harmonize with colors or striping on body.