

More People Have Selected

THE
Detroit
ELECTRIC

Than Any Other Electric

Detroit Electric automobiles have been manufactured for twenty years, and today there are more Detroit Electrics in service than all other makes.

Thousands of these cars have been in service for ten years or more. The complete absence of vibration, and the fact that body designs do not change annually have made it unnecessary for their owners to dispose of them. They are good cars today, giving constant service at the lowest cost per mile.

Ask for Demonstration and New Prices

DETROIT ELECTRIC CAR COMPANY
DETROIT



Here are SOME of the nationally known owners of "DETROIT ELECTRICS" who we believe are qualified to pass on the merits of high-grade electrics:

THOS. A. EDISON

HENRY FORD
Ford Motor Co.

HARRY C. STUTZ
H. C. S. Motor Co.

MR. A. MACAULEY
Pres. Packard Motors

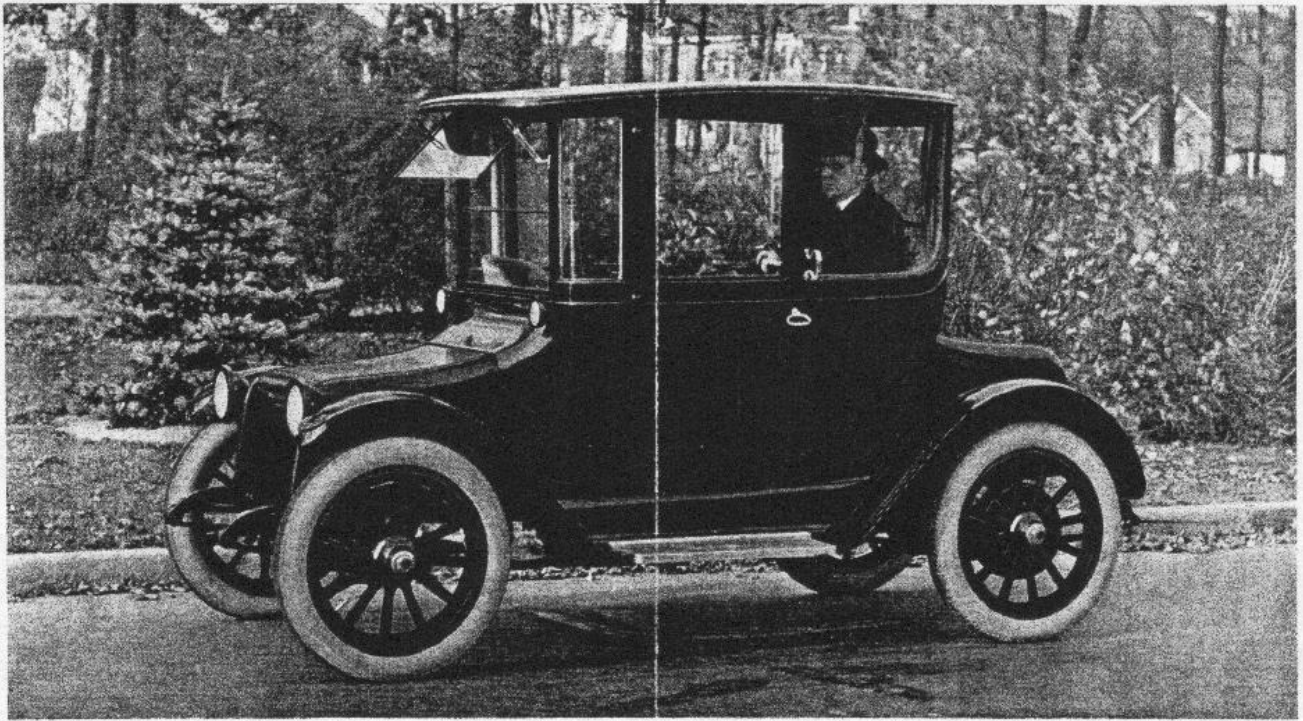
MR. H. JOY
Ex-Pres. Packard Motors

JNO. D. ROCKEFELLER, JR.
Standard Oil Co.

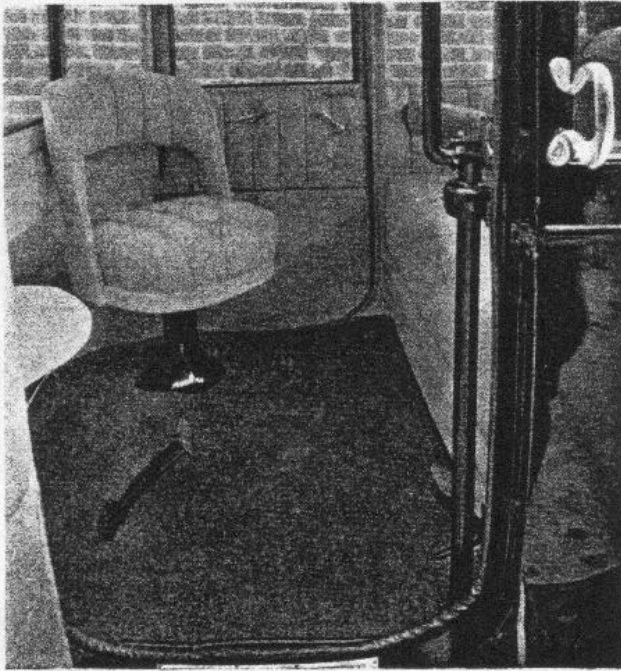
SENATOR UNDERWOOD
Washington, D. C.

MR. HOWARD MARMON
Marmon Motor Co.

MR. H. CAMPBELL
Pres. H. C. S. Motor Co.



DETROIT ELECTRIC MODEL 95—4-PASSENGER COUPE



INTERIOR VIEW

IN THIS MODEL 95 Detroit Electric are incorporated just those features that make a car of service to its owner. Easy to handle in traffic, to park at the curb, and to care for in the garage; dependable day after day; alert at a touch upon the controller; instantly responsive to the brakes, it lends renewed pleasure to driving. Handsome in appearance, luxurious in appointment, superb in coach work and mechanical equipment, it instantly appeals to you as your personal car.

Detail Specifications of the "Detroit Electric" Model 95, a Four-Passenger Rear Drive Coupe

Body Features

Four-passenger capacity, accommodating three persons on the rear seat, and the fourth occupying the pullman seat in the right-hand front corner. A removable seat is placed in the left-hand front corner, which may be used for a child or an adult in an emergency.

Upholstery

This model is beautifully upholstered in exclusive mohair fabric. Turkish type of upholstery is used throughout. Cushions are deep, comfortable and over-high quality, durable springs.

Painting

The panels are painted either dark blue or Brewster green with gold stripe. The front and rear hoods, top, upper body structure and fenders are painted black. Wood wheels are painted to match the panels.

Springs

Are of the semi-elliptic type, made of Silico Manganese steel and designed especially for this model by the William and Harvey Rowland Company of Philadelphia, Pa.

Battery

Our guaranteed battery—42 cells, 13 plate, is of the greatest capacity per unit of weight available. Read guarantee, page 3.

Speeds

Five speeds are at your command, ranging as follows: 6, 10, 15, 20 and 25 miles per hour.

Mileage

The large battery capacity and high mechanical efficiency of the Detroit Electric insure extra long mileage. 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 65 to 85 miles.

Tires

Tires are of Silvertown cord pneumatic type. Size 32 x 4 inches.

Equipment

The equipment consists of two head lamps, two body parking lamps, one rear signal lamp, one interior dome light, electric Klaxette horn, Hanlon rain vision shield, Warner speedometer, volt and ammeter, charging plug and tools.

COPY OF DETROIT ELECTRIC CAR CO. BATTERY GUARANTEE

Electric Truck and Pleasure Car Guarantee

The Detroit Electric Car Company, hereinafter called the Manufacturer, guarantees to.....

..... hereinafter called the Purchaser, this set of batteries, consisting of.....cells, type.....

ampere hour capacity.....6 hour rate.....

installed in.....

(Make) (Electric Truck or Vehicle Model)

on.....day of.....19.....

under the following terms and conditions:

If at any time during the period of this guarantee this battery or any succeeding exchanged Detroit battery supplied under this guarantee cannot be made to give at least 80% of its rated capacity after a full charge, for any normal reason, the Manufacturer will supply on the order of the Purchaser an exchange battery of similar type at a price based on the then prevailing new battery price and expressed in percentage in the following allowance table:

Time elapsed	Allowance in % of new battery price, f. o. b. factory or its distributor
3 months.....	100%
4, 5 and 6 months.....	80%
7 and 8 months.....	70%
9 and 10 months.....	60%
11 and 12 months.....	50%
13 and 14 months.....	40%
15 and 16 months.....	36%
17 and 18 months.....	32%
19 and 20 months.....	29%
21 and 22 months.....	27%
23 and 24 months.....	25%
25 and 26 months.....	23%
27 and 28 months.....	22%
29 and 30 months.....	21%
30 and 36 months.....	20%

The Purchaser will promptly return the old battery, carefully packed in the cases in which the new battery is shipped and will prepay transportation charges to the Manufacturer at Detroit, Michigan. All batteries exchanged under this guarantee automatically become the property of the Manufacturer. This guarantee applies only to the battery heretofore described and cared for in accordance with the Manufacturer's instructions. This guarantee is measured from the date of shipment of this set of batteries from the Manufacturer and is considered to have given service up to date of receipt of written notice from the Purchaser to Manufacturer.

This guarantee is not transferable and one copy must be signed and returned to Manufacturer at Detroit, Michigan.

Approved by.....

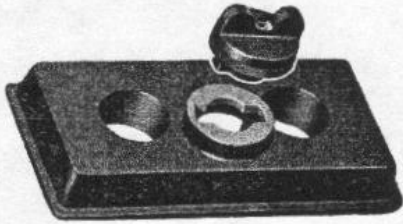
DETROIT ELECTRIC CAR COMPANY

Accepted by

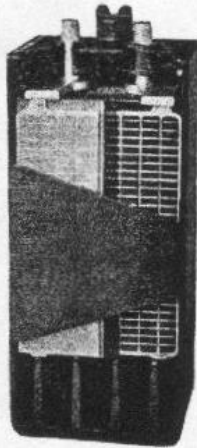
Name.....

Address.....

Printed in U. S. A.



COVER



SECTIONAL VIEW OF BATTERY

Renewal Batteries

The renewal batteries furnished by us for all makes of electric cars are made of the highest quality new process plates only. They are manufactured according to our own specifications and are assembled, formed and tested by us so that they are exactly in accordance with our requirements for electric Vehicle service.

DETROIT ELECTRIC CAR CO.



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Choice of Monograms \$3.50 to \$5.00 Each