

THE
Detroit
ELECTRIC

STANDARD WARRANTY
APPROVED BY
National Automobile Chamber of Commerce

Detroit Electric Car Company
DETROIT, MICH. U. S. A.

540 - 580 Piquette Avenue
Established 1906

1928

Announcing
DETROIT
ELECTRIC CARS
Deluxe

The Ideal Car for City or Suburb

Have a Detroit Electric ~ ~
As Your *Second Car* (or *22nd!*)

WITH more and more families finding a second car a real necessity—many American business men have wisely selected a Detroit Electric in whose safety and dependability they know they can rely.

"I WANT you to know how happy my wife is with her Detroit Electric," writes a prominent banker from Ohio. "In the coldest, snowiest weather it is always at her service. It has never given the slightest trouble and I am certain many others would seek the same peace of mind that I enjoy in my office during the day knowing she is both contented and safe—if they only knew the many advantages of the Detroit Electric."

THIS IS THE CAR

Detroit Electric Car
Model 97



NEW PACKAGE
BOX-SEAT.

CUSTOM MADE, TOO

In addition to our standard models, we can manufacture your electric to your order, too, if you desire—incorporating into it exactly the features in design and finishings that you personally prefer.



AMERICA'S ALL SEASON CAR

Fundamental Points Usually Considered By The Motor Car Buyer

Serviceability:

The DETROIT ELECTRIC is always ready to serve Winter or Summer. It will take you there and bring you back with the lowest possible liability of delay through mechanical mishaps.

Comfort:

It is roomy with deep wide cushions and with the absence of vibration it is the ideal car to ride in.

Durability:

There is no type of self-propelled vehicle enjoying such a record of longevity and economy as the DETROIT ELECTRIC. Thousands of DETROIT ELECTRICS that were built ten to sixteen years ago are rendering good service today.

Style:

The new lower lines give the car a smart but conservative style and appearance.

Economy:

Cost of operation and maintenance is remarkably low. The price and quality of electric current is not varying while the grade and cost of gasoline is constantly changing. The power is applied so smoothly that there is an almost entire lack of jerky motion which so greatly increases the cost of maintenance of gasoline driven cars.

Cleanliness:

Freedom from engine lubricating oils, gasoline odors and carbon monoxide gas as between the ELECTRIC and other cars is so definitely in favor of the ELECTRIC as to require little argument.

Safety:

This is the great factor in favor of the DETROIT ELECTRIC. It is the safest automobile made; all members of the family use and enjoy it.

Brief Specifications "Detroit Electric" 1928

BODY: Four passenger capacity, accommodating three persons in rear seat and the fourth occupying folding seat in right corner facing forward. This seat can be folded out of the way when not in use. Package box in left front corner if desired.

WHEELBASE: 100 inches. Tread 56 inches (standard).

INTERIOR: Height—Floor to Top, 49 inches. Rear seat cushion to Top, 36 inches. Length—Rear seat back to Instrument Board, 50 inches. Width—At rear seat, 50 inches.

UPHOLSTERY: Beautifully trimmed in exclusive Mohair or Broadcloth fabrics.

Cushions are deep, comfortable and overhigh quality. (Samples of materials on request.)

PAINTING: Lacquer or Duco in standard colors. Fenders enameled Black. Wood wheels painted and striped. Wire wheels enameled. However, customer may select most any color or combination desired.

SPRINGS: Semi-elliptic type made of Silico Manganese steel and especially designed for this Model.

BATTERY: 42-13 high capacity Detroit or Philco fully guaranteed. Mileage per charge conservatively ranges from 65 to 85 miles. Extra cells can be installed if desired.

Model 97—Four Passenger Rear Drive Coupe

SPEEDS: Five speeds forward ranging 6-10-15-20-25 miles per hour. This is up to maximum allowed by traffic regulations. Shunt to increase speed to 30-35 miles per hour can be installed.

MOTOR: Our own design. Heavy in copper with large overload capacity. Is practically trouble free and will deliver smooth, dependable power on any grade where wheels have traction.

BRAKES: Two separate sets of brakes are provided operating independently. The brakes on the rear hubs are of the internal expanding type operated by a foot pedal.

To the left of the brake foot pedal is a smaller pedal, pressure on which locks the hub brakes and automatically cuts off the power. The second brake is the external contracting type mounted on the rear end of motor and is operated by a slight backward movement of the controller lever.

TIRES: 33 x 4½ Silvertown (oversize.)

EQUIPMENT: Headlamps, parking lamps, Remy horn, S-W Speedometer, visor, volt and ammeter, combination tail and stop-light, electric windshield wiper, bumpers, rearview mirror.