

THE IDEAL FAMILY CAR

THE DETROIT ELECTRIC is the ideal car for city or suburban use. It is the second, or possibly the third car in the family garage, but the most dearly cherished car of them all.

No one who has experienced the luxury and convenience of a Detroit Electric would be willing to exchange it for any other type of vehicle.

This expression from a prominent Ohio banker is only one of hundreds that have come to us from satisfied owners: "I want you to know how happy my wife is with her Detroit Electric. 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."

The Detroit Electric is an all seasons car—well ventilated and cool in summer—luxuriously warm and comfortable in winter—always ready for service—no matter what the weather may be.

Its deep wide cushions—its silent vibrationless operation—its freedom from the odor of burning gas, or the dirt of engine oils—the most uncanny smoothness of its riding qualities give to it a dignity and distinctiveness to be found in no other car.

Its economy of operation, and the almost negligible cost of maintenance together with its safety under modern traffic conditions, contribute still further to its pre-eminence as the ideal family car.

SPECIFICATIONS — MODEL 97

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. Wood wheels painted and striped. Wire wheels enameled. Special Color Combinations if desired.

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

BATTERY: 42-43 high capacity Detroit or Philco fully guaranteed. Mileage per charge conservatively ranges from 65 to 85 miles. Extra cells can be installed if desired.

SPEEDS: Five speeds forward ranging 4-10-15-20-25 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. This 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.

All Detroit Electric Cars are Custom Made and Hand Tailored

Model 99—With roomy gasoline coupe type of body is also being produced. Details on request.

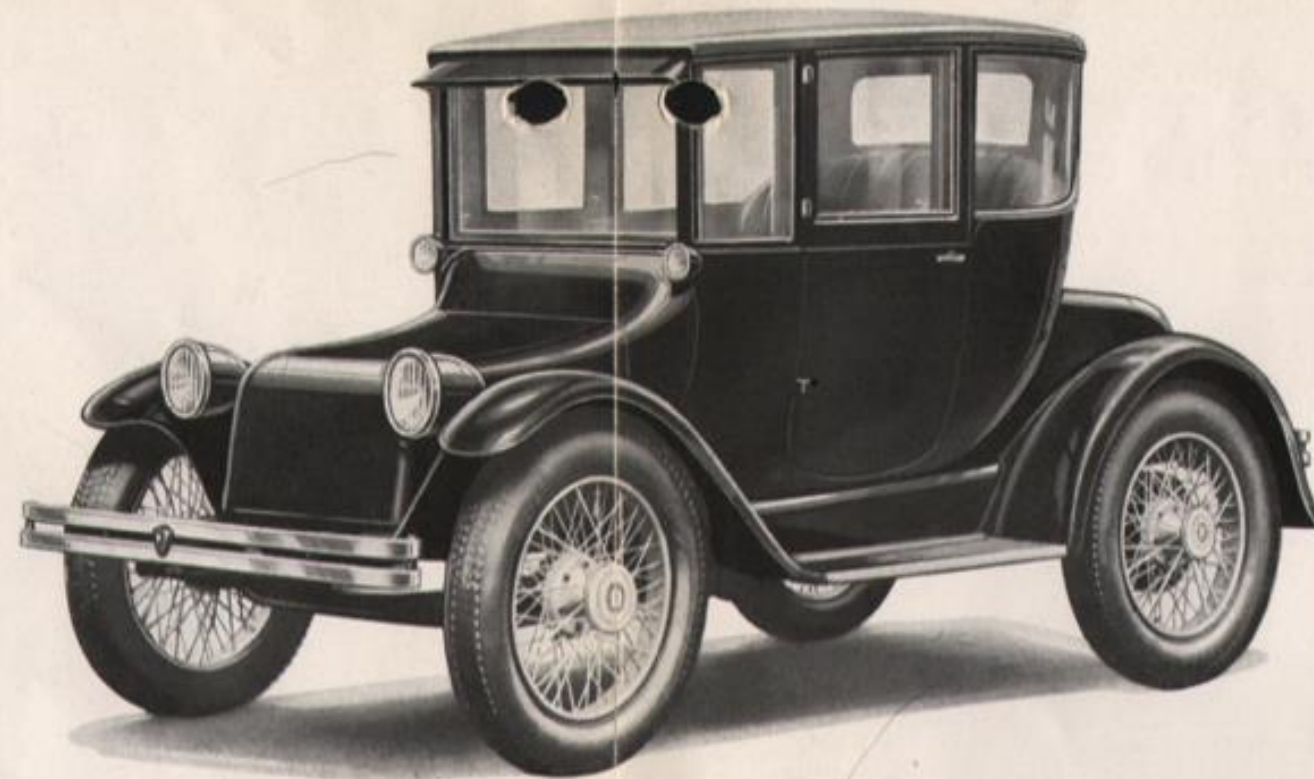
Detroit Electric Car Company
540 Piquette Avenue, Detroit

DETROIT ELECTRIC CAR COMPANY

540 PIQUETTE AVENUE

DETROIT, MICHIGAN





The Detroit Electric—Model 97

Always At Your Service

NO car in all the world has ever quite equalled the Detroit Electric in luxury and comfort — in smooth, vibrationless riding qualities — in ease of control and safety of operation.

The Detroit Electric is the town car de luxe.

The car for the woman who loves the independence that it gives her in meeting her social engagements — attending to her marketing, or sending the children to school.

The car for the business or professional man who enjoys the ease and flexibility of its operation — the readiness with which it can be parked — and the speed and sureness with which it weaves through heavy traffic.

The car for the aged or infirm — who revel in its safety and the simplicity of its control.

The Detroit Electric is not a competitor of the gas car — it is a supplement to it — filling a place in the life of the family that no other form of transportation can meet.

It is the second — or third — or possibly fourth or fifth car that the family needs to meet its requirements — and often it proves to be the most useful and entirely satisfying car of them all.

The Detroit Electric provides the nearest approach to smooth, effortless flight that has yet been attained in surface transportation. When the power is applied the car glides quickly into speed. There is none of the jerking and grinding so familiar in gas car operation. It responds much more quickly to applied power and turns in a short radius, hence it is easier to control in heavy traffic. It may be parked in a much smaller space — and the operation of it is so simple and positive that it is as safe and as easy to drive as a pony cart.

*No family garage is complete without
a Detroit Electric.*

Detroit Electric Car Company

ESTABLISHED 1906

