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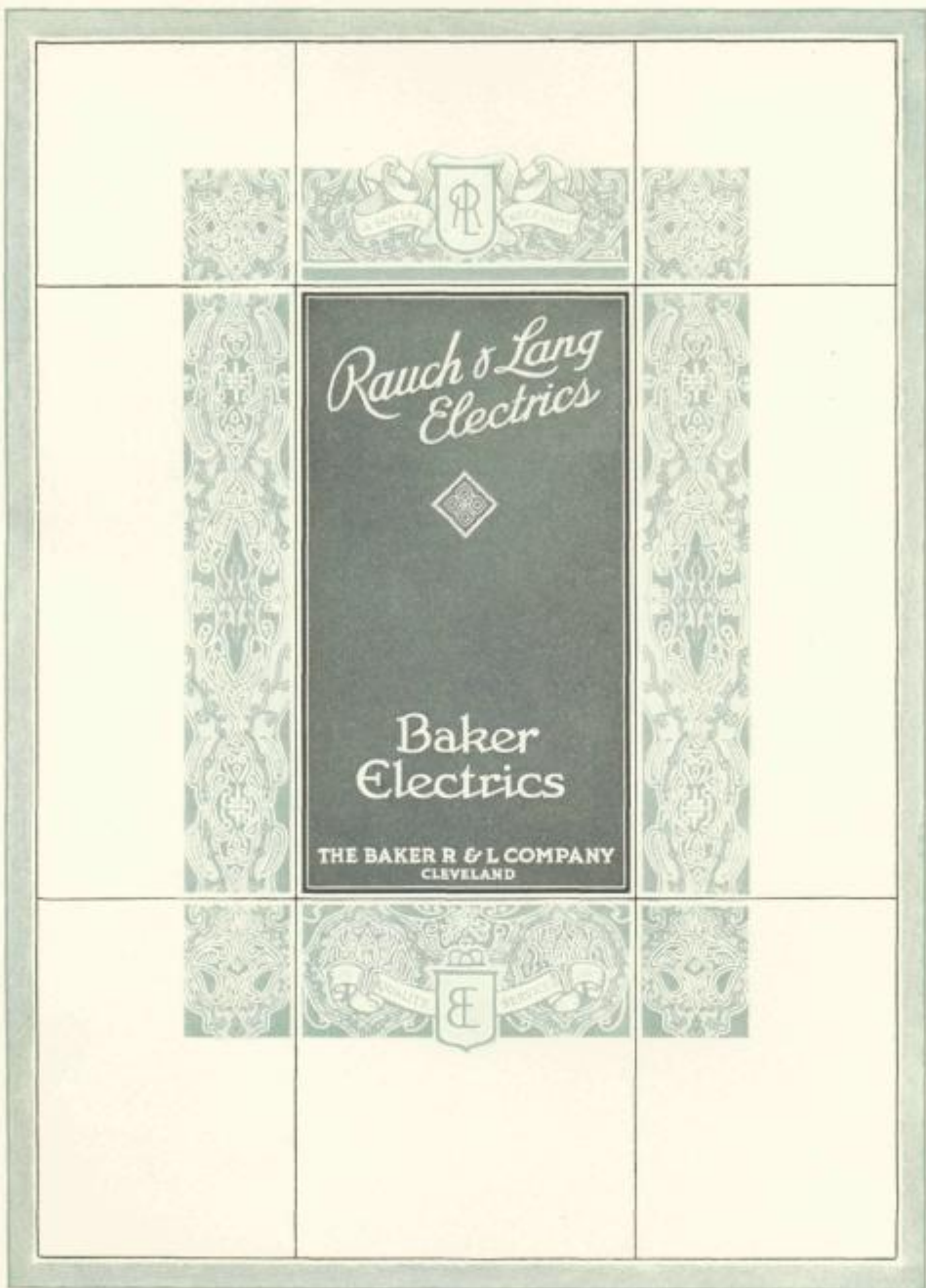


**THE AUTOMOBILE
OF TODAY**

THE BAKER R & L COMPANY
CLEVELAND







*Rauch & Lang
Electrics*



*Baker
Electrics*

THE BAKER R & L COMPANY
CLEVELAND

C O P Y R I G H T N I N E T E E N S I X T E E N

T H E B A K E R R & L C O M P A N Y

THE AUTOMOBILE OF TODAY



Is that car which cares for transportation problems of the family—driven by every one in the family—no need of a chauffeur—gives transportation service cleanly, safely and easily—has sufficient mileage to care for a day's travel with speed even faster than the law allows—the car that needs practically no attention because of the excellence of the product both in body and chassis and presents everything in the matter of transportation in the most satisfying, pleasing, economical and safe manner. Such a car is the Automobile of Today.

Such a car is the Baker or
Rauch & Lang
Electric.



THE HOMES OF
THE BAKER R & L PRODUCT
CLEVELAND



THE AUTOMOBILE OF TODAY



ON June 1st, 1915, The Baker Motor Vehicle Company and The Rauch & Lang Carriage Company consolidated into The Baker R & L Company in order to manufacture under one roof the Baker Electric and the Rauch & Lang Electric.

Seventeen years ago The Baker Motor Vehicle Company began the building of electrically propelled vehicles. Since that company's entrance into the electric vehicle field it has been a very predominant factor in the furthering and upholding of the high quality standards of business. It is practically one of the oldest electric pleasure vehicle companies in existence and has been identified with some of the revolutionary items incorporated in self-propelled vehicles.

The Rauch & Lang Carriage Company with a reputation of fifty years preceding it in the manufacture of the highest class horse-drawn vehicles, entered the electric field nearly a score of years ago and began building electric pleasure cars on the same high class plan that characterized the manufacture of the horse-drawn vehicle.

The Baker Motor Vehicle Company and The Rauch & Lang Carriage Company are practically the only two logical concerns in the electric vehicle industry that could have been consolidated and continue producing quality products. The high point of excellence to which these two products have measured eliminate quantity production.

Each Baker and Rauch & Lang Electric is built so that it practically becomes a personification of one's individual taste.

This point alone makes these cars different—makes them the desired cars—the cars that naturally appeal to the refined and aesthetic tastes.

This season the Baker car will be confined to the Model DA6 Coupe, which already has won such an enviable reputation as the greatest light weight quality Coupe of the electric vehicle industry and the BBD6 the Double Drive Brougham.

The Rauch & Lang cars will be built in seven models, comprising an Open Roadster, Club Roadster, two sizes of Broughams, Coach and two models of Town Cars. This combined line gives the prospective purchaser an opportunity to select a car to his liking and for his especial need.

Unusual attention has been given wherever it is possible to improve upon the already artistic appearance of the Baker and Rauch & Lang bodies in the new models. Baker and Rauch & Lang designs are acceptable to the one who is fond of comfort because they offer pleasant interior decorations, restful positions and sufficient room for car riding enjoyment.

They are smart without being radical, good looking without being faddish and present a style and solidity that is the last word in car manufacture. Each car is rich in design, harmonious in contour and perfection as regards the combination.

Sheet aluminum bodies, hand hammered, make the new models as near perfection as it is possible to build them.

Mechanically the changes are slight. Safety, ease of control, freedom from adjustments, the providing of the easiest method of adjustment where this is necessary, have been the aims of the engineers in their work on the latest productions.

The chassis frame has been built of sufficient depth and thickness and properly designed to care consistently and satisfactorily for the load to be carried. The battery location on the chassis has been given special attention so as to give the proper width and length to accommodate the battery as well as the proper distribution of weight on the front and rear wheels. The

batteries may be cared for easily without necessitating the owner soiling and ruining garments by having to reach underneath the seat or enter the car to give them attention.

At each point where there is any possibility of wear, provisions have been made for lubricating in the newest approved manner. The simplified method cares for the proper amount of oil and grease being deposited in the respective places with the least effort on the part of the owner or caretaker.

The Worm Drive means the addition of a number of features which are most essential to the full enjoyment of the electric car. These are silence, longevity, low upkeep cost, absence of misalignment and the elimination of adjustments.

The light weight, high speed, high efficient, high capacity motor has been retained. This type of motor has given the most remarkable results for vehicle propulsion.

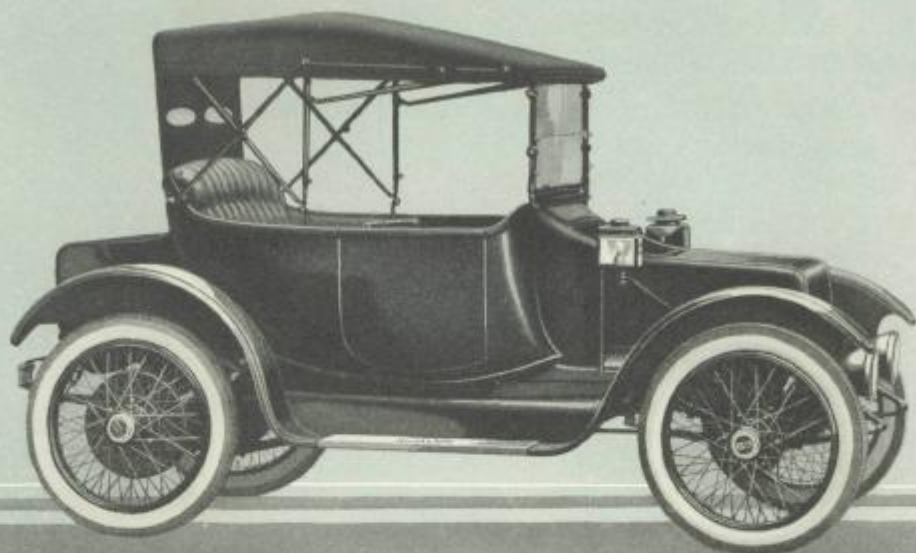
All mechanical points where possible have been simplified, making the sanest, most perfect and logical, all year round car that has ever been placed on the market.

A short turning radius has been secured through the narrowing of the chassis at the front end.

On Rauch & Lang Electrics an ampere hour meter has been added as the central feature around which is grouped the ammeter, volt meter and the speedometer containing trip, mileage and speed dial. These items have been placed in a unit with sufficient illumination to make them readable under all circumstances.

In conclusion—The Baker R & L Company in presenting these nine models of two standard makes, does so with a firm conviction that the pinnacle of high grade electric car manufacture has been reached. The excellence of the models leaves nothing further to be desired when a prospective car owner has in mind an automobile that is elegant and presents service of a satisfactory kind and incidently is fool-proof.

The nine models present cars of various types, each a standard and each for a special need.



ROADSTER R6



BODY SPECIFICATIONS

Upholstery—Blue, green or maroon, imported broad-cloth as well as exclusive fancy fabrics and leather.
Wheels—Wire wheels with Pneumatic or wood wheels with Pneumatic or Cushion tires optional.
Wheel Base—92 inches. *Drive*—Worm.

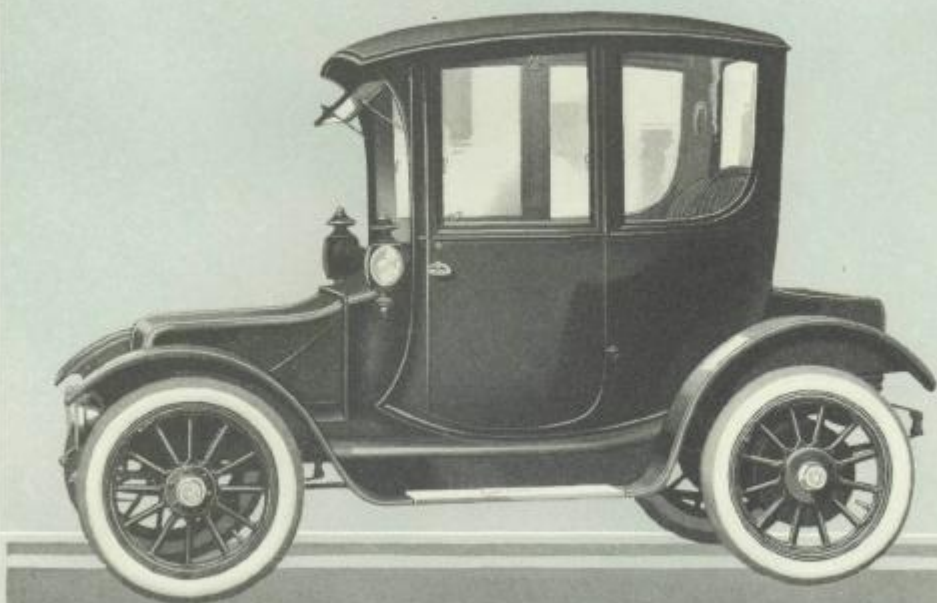
Tires—33x4 1/2-inch Special Electric Pneumatic. 36x4-inch Special Electric Cushion.
Battery—41 cells, 11 M. V. Hy-Cap Exide standard equipment, Ironclad-Exide or Edison at extra cost.
Tread—Standard. *Steering*—Side Lever.

EQUIPMENT

This model is provided with an auxiliary folding seat, two side lamps, two head lamps, tail lamp, a combination ampere hour meter—ampere meter, volt meter, Warner Auto Meter with mileage, speed and trip dials so arranged and illuminated to make them

readable under all conditions, windshield, Waltham 8-day timepiece, Klaxon horn and a curtain arrangement that instantly turns the open car into an enclosed car—snug and comfortable, kit of tools.

Price—F. O. B. Cleveland, \$2600.00.



CLUB ROADSTER CR6



BODY SPECIFICATIONS

Upholstery—Blue, green or maroon, imported broadcloth, exclusive fancy fabrics, standard color leathers, also Spanish leathers.

Wheels—Wire with Pneumatic only or wood wheels with Pneumatic or Cushion tires optional.

Wheel Base—92 inches. *Drive*—Worm.

Tires—33x4½-inch Special Electric Pneumatic. 36x4-inch Special Electric Cushion.

Battery—41 cells, 11 M. V. Hy-Cap Exide standard equipment, Ironclad-Exide or Edison at extra cost.

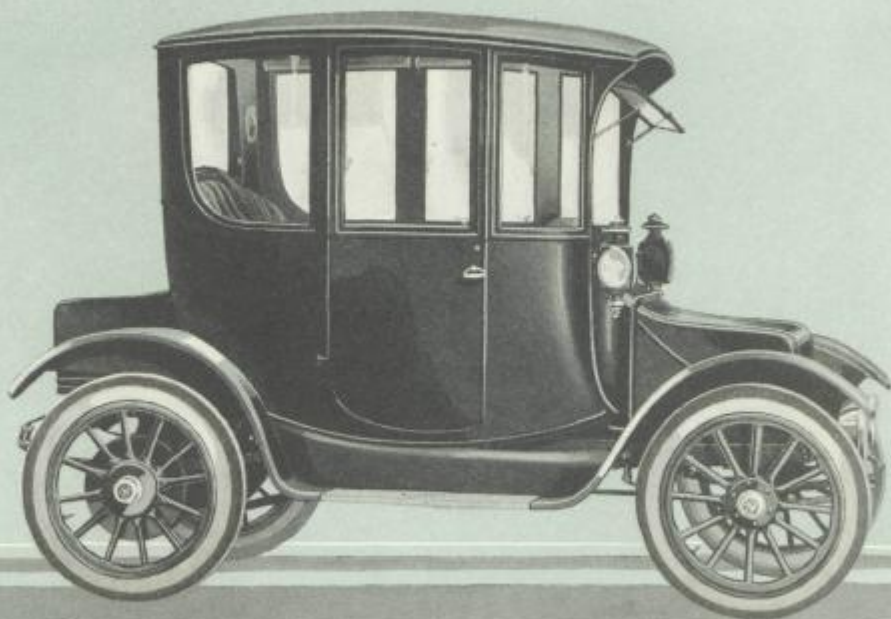
Tread—Standard. *Steering*—Side Lever.

EQUIPMENT

This model is provided with an auxiliary folding seat, two side lamps, two head lamps, tail lamp, dome lamp operated by opening of door, two corner lamps, adjustable full car width Seebach mirror, mechanical window lifts, frameless windows, auxiliary rain vision shield, a combination ampere hour meter, ampere

meter, volt meter, Warner Auto Meter with mileage, speed and trip dials so arranged and illuminated to make them readable under all conditions, Waltham 8-day timepiece, separate case containing mirror and memorandum book, Klaxon horn, kit of tools.

Price—F. O. B. Cleveland, \$2800.00.



BROUGHAM BX6



BODY SPECIFICATIONS

Upholstery—Blue, green or maroon, imported broad-cloth as well as exclusive fancy fabrics and leather.

Wheels—Wire with Pneumatic tires only, or wood wheels with Pneumatic or Cushion tires.

Wheel Base—92 inches. *Drive*—Worm.

Tires—33x4½-inch Special Electric Pneumatic. 36x4-inch Special Electric Cushion.

Battery—41 cells, 11 M. V. Hy-Cap Exide standard equipment, Ironclad-Exide or Edison at extra cost.

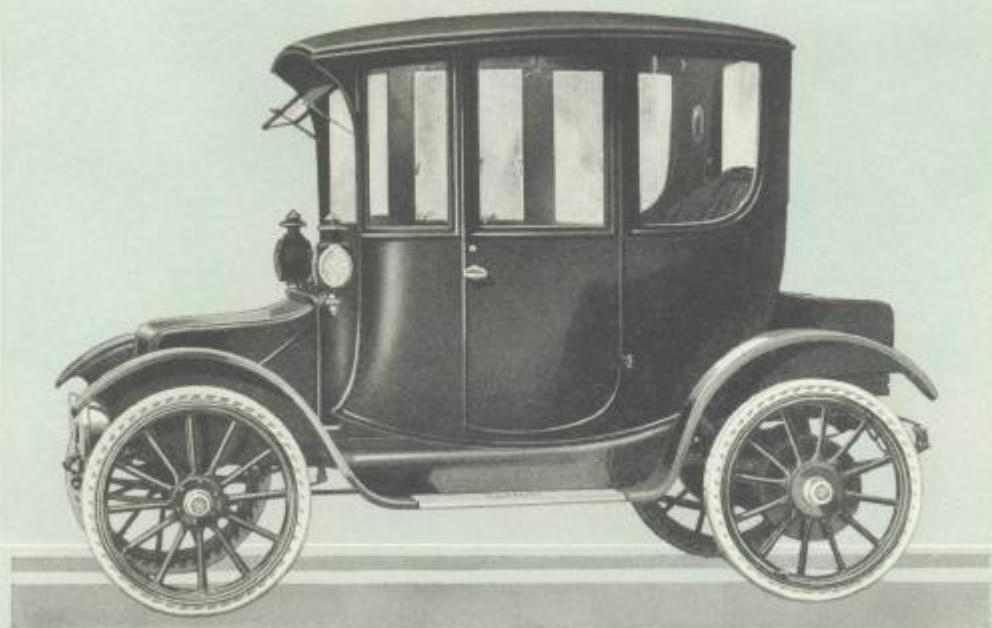
Tread—Standard. *Steering*—Side Lever.

EQUIPMENT

This model is similar to "B6" except that the rear seat is wider, accommodating three passengers, has one revolving seat and one upholstered package compartment, two side lamps, two head lamps, tail lamp, dome lamp operated by opening of door, two corner lamps, adjustable full car width Seebach mirror, mechanical window lifts, frameless windows, auxiliary rain vision

shield, a combination ampere hour meter—ampere meter, volt meter, Warner Auto Meter with mileage, speed, and trip dials so arranged and illuminated to make them readable under all conditions, Waltham 8-day timepiece, separate case containing mirror and memorandum book. Klaxon horn, kit of tools.

Price—F. O. B. Cleveland, \$2800.00.



BROUGHAM B6



BODY SPECIFICATIONS

Upholstery—Blue, green or maroon, imported broadcloth as well as exclusive fancy fabrics and leather.
Wheels—Wire with Pneumatic tires only or wood wheels with Pneumatic or Cushion tires optional.
Wheel Base—92 inches. *Drive*—Worm.

Tires—33x4 $\frac{1}{2}$ -Inch Special Electric Pneumatic. 36x4 $\frac{1}{2}$ -inch Special Electric Cushion.
Battery—41 cells, 11 M. V. Hy-Cap Exide standard equipment, Ironclad-Exide or Edison at extra cost.
Tread—Standard. *Steering*—Side Lever.

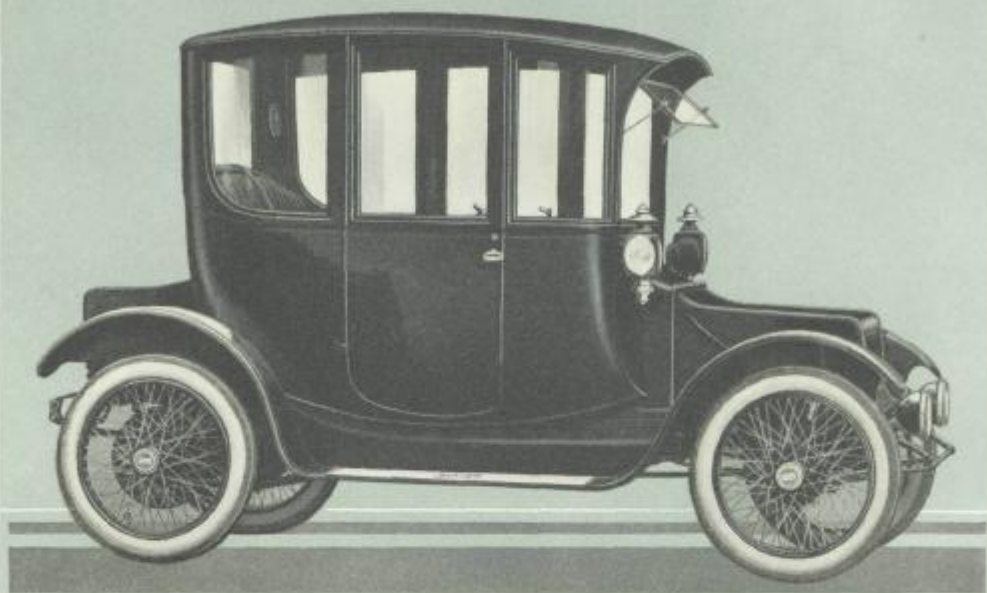
EQUIPMENT

This model is provided with one revolving seat and one upholstered package compartment seat, two side lamps, two head lamps, tail lamp, dome lamp operated by opening of door, two corner lamps, adjustable full car width Seebach mirror, mechanical window lifts, frameless windows, auxiliary rain vision shield, a combination ampere hour meter, ampere meter, volt meter,

Warner Auto Meter with mileage, speed and trip dials so arranged and illuminated to make them readable under all conditions, Waltham 8-day timepiece, separate case containing mirror and memorandum book, Klaxon horn, kit of tools.

Price—F. O. B. Cleveland, \$2800.00.

T H E A U T O M O B I L E O F T O D A Y



C O A C H J 6



B O D Y S P E C I F I C A T I O N S

Upholstery—Blue, green or maroon, imported broadcloth as well as exclusive fancy fabrics and leather.

Wheels—Wire with Pneumatic only, or wood wheels with Pneumatic or Cushion tires optional.

Wheel Base—102 inches. *Drive*—Worm.

Tires—33x4 $\frac{1}{4}$ -inch Special Electric Pneumatic, 36x4 $\frac{1}{4}$ -inch Special Electric Cushion.

Battery—42 cells, 11 M. V. Hy-Cap Exide standard equipment, Ironclad-Exide or Edison at extra cost.

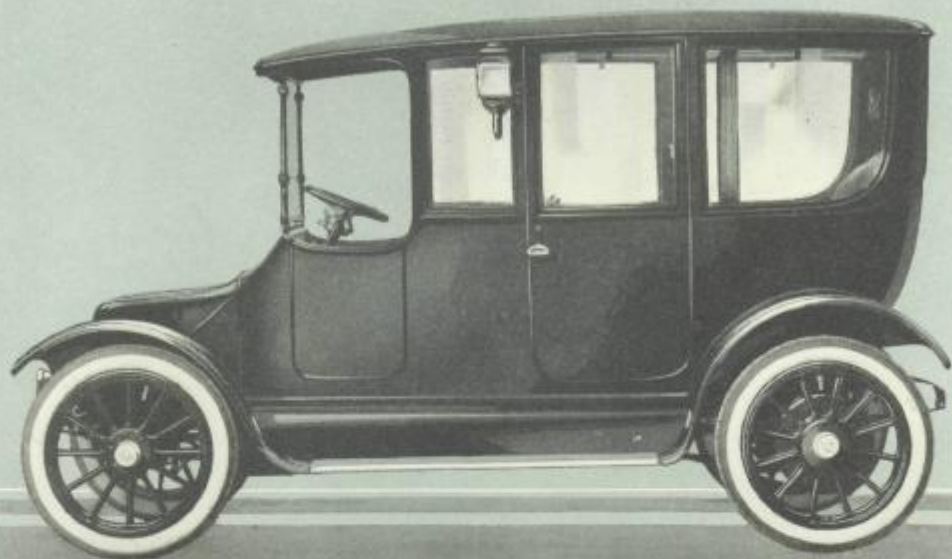
Tread—Standard. *Steering*—Side Lever.

E Q U I P M E N T

This model is provided with two revolving seats and when dual control, this car may be driven from the front left-hand seat or rear left-hand seat, two head lamps, tail lamp, dome lamp operated by opening of door, two corner lamps, adjustable full car width Seebach mirror, mechanical window lifts, frameless windows, auxiliary rain vision shield, a combination amperes hour meter, amperes meter, volt meter, Warner

Auto Meter with mileage, speed and trip dials so arranged and illuminated to make them readable under all conditions, Waltham 8-day timepiece, separate case containing mirror and memorandum book, Klaxon horn, kit of tools.

Price—F. O. B. Cleveland. Rear Control, \$2900.00; Front Control, \$2900.00; Selective Dual Control, \$3000.00.



TOWN CAR TC6



BODY SPECIFICATIONS

Upholstery—Blue, green or maroon, imported broadcloth as well as exclusive fancy fabrics and leather.
Wheels—Wire with Pneumatic only, or wood wheels with Pneumatic or Cushion tires optional.
Wheel Base—109 inches.

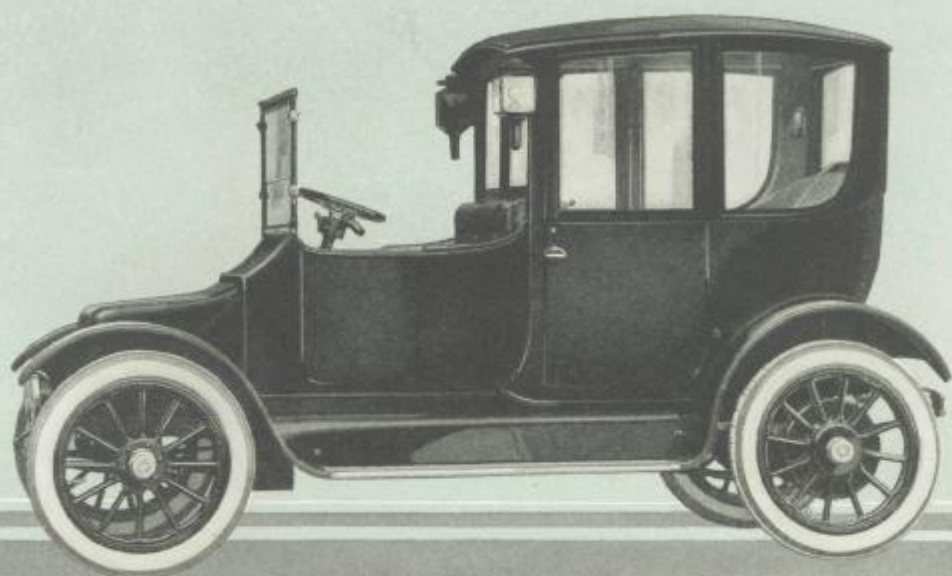
Tires—33x4½-inch Special Electric Pneumatic. 36x4½-inch Special Electric Cushion.
Battery—42 cells, 11 M. V. Hy-Cap Exide standard equipment, Ironclad-Exide or Edison at extra cost.
Drive—Worm. *Tread*—Standard. *Steering*—Wheel with Control.

EQUIPMENT

This model is provided with two additional folding seats, two side lamps, two head lamps, tail lamp, dome lamp operated by opening of door, two corner lamps, mechanical window lifts, frameless windows, a combination ampere hour meter, ampere meter, volt meter, Warner Auto Meter with mileage trip and speed dials

so arranged and illuminated to make them readable under all conditions, Waltham 8-day timepiece, separate case containing mirror and memorandum book, Klaxon horn, speaking tube, kit of tools.

Price—F. O. B. Cleveland, \$4000.00.



TOWN CAR TXC6



BODY SPECIFICATIONS

Upholstery—Blue, green or maroon, imported broad-cloth as well as exclusive fancy fabrics and leather.
Wheels—Wire with Pneumatic only, or wood wheels with Pneumatic or Cushion tires optional.
Wheel Base—109 inches. *Drive*—Worm. *Tread*—Standard.

Tires—33x4 1/2-inch Special Electric Pneumatic. 36x4 1/2-inch Special Electric Cushion.
Battery—42 cells, 11 M. V. Hy-Cap Exide standard equipment, Ironclad-Exide or Edison at extra cost. *Steering*—Wheel with Control.

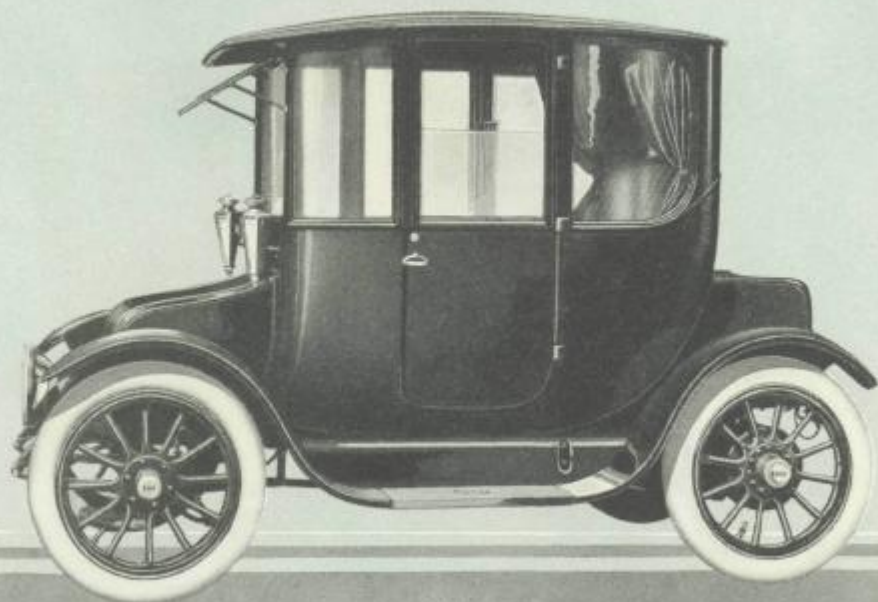
EQUIPMENT

This model is provided with two additional folding seats, two side lamps, two head lamps, tail lamp, dome lamp operated by opening of door, two corner lamps, mechanical window lifts, frameless windows, ventilator, windshield, a combination ampere hour meter, ampere meter, volt meter, Warner Auto Meter with mileage,

speed and trip dials so arranged and illuminated to make them readable under all conditions, Waltham 8-day timepiece, separate case containing mirror and memorandum book, Klaxon horn, speaking tube, kit of tools.

Price—F. O. B. Cleveland, \$4000.00.

THE AUTOMOBILE OF TODAY



COUPE DA 6



BODY SPECIFICATIONS

Upholstery—Blue, green or maroon, imported broadcloth as well as exclusive fancy fabrics and leather.
Wheels—Wire with Pneumatic only, or wood wheels with Pneumatic or Cushion tires optional.

Wheel Base—90 inches. *Drive*—Worm. *Tread*—Standard. *Steering DA5*—Horizontal Lever.

Tires—32x4-inch Special Electric Pneumatic. 34x4-inch Special Electric Cushion.

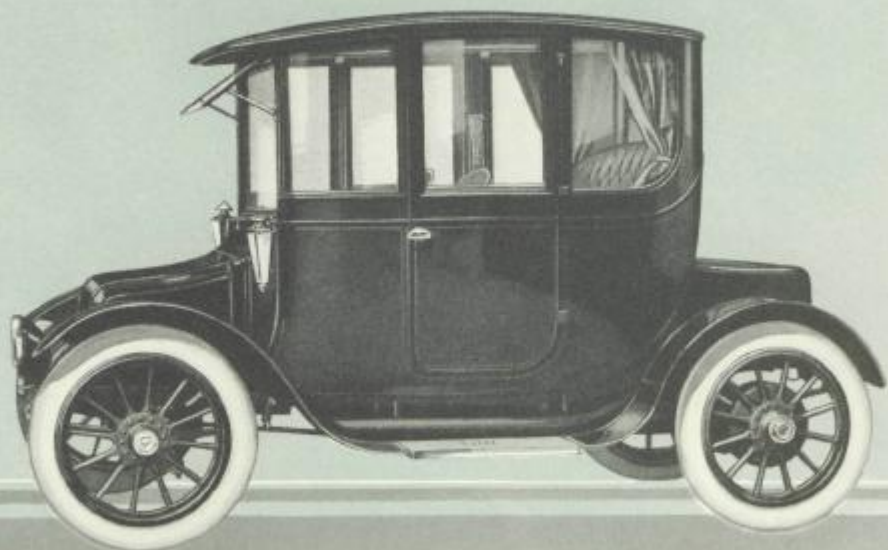
Battery—36 cells, 11 M. V. Hy-Cap, Ironclad-Exide at extra cost.

EQUIPMENT

This model is equipped with two drop seats, two head lamps, two Colonial side lamps, tail lamp, interior lamps operated automatically when door is opened, combination lighting switch controlling all lights, ventilator, volt ammeter, automatic circuit breaker, ad-

justable rear vision mirror, case containing mirror and memorandum book. Swiss 8-day clock, complete outfit of tools.

Price—F. O. B. Cleveland, \$2475.00.



BROUGHAM BBD6



BODY SPECIFICATIONS

Upholstery—Blue, green or maroon imported broadcloth as well as exclusive fancy fabrics and leather.
Wheels—Wire with Pneumatic only, or wood wheels with Pneumatic or Cushion tires optional.
Wheel Base—102 inches.

Tires—34x4½-inch Special Electric Pneumatic, 36x4-inch front, 38x4½-inch rear Special Electric Cushion.
Battery—42 cells, 11 M. V. Hy-Cap Exide standard equipment, Ironclad-Exide or Edison at extra cost.
Tread—Standard.

EQUIPMENT

This model is provided with two revolving seats, two side lamps, two head lamps, tail lamp, dome lamp operated by opening of door, two corner lamps, combination lighting switch which controls all lights, ventilator, adjustable rear vision mirror, frameless windows,

auxiliary rain vision shield, volt ammeter, automatic circuit breaker, Swiss 8-day timepiece, kit of tools. Separate case containing mirror and memorandum book.
Price—F. O. B. Cleveland, Selective Dual Control, \$3000.

G U A R A N T E E



We guarantee all goods furnished by this Company for one year following the date of their shipment, based upon the date of invoice covering the goods; this guarantee being limited to the replacement in our factory of all parts giving out under normal service in consequence of defect of material or workmanship, without other responsibility on our part of any character. If the circumstances do not permit that the work shall be executed in our factory, then this guarantee is limited to the shipment, without charge, of the parts intended to replace those acknowledged to be defective.

This Company makes no guarantee whatever regarding tires or 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.

Dealers are solely responsible to the purchaser of our goods for all undertakings and guarantees made by them beyond those expressed above.

THE BAKER R & L COMPANY

CLEVELAND, OHIO

Milady of a Century
ago, in her luxurious
coach, fared poorly
when compared with
the Lady of Today
in her Baker or Rauch
& Lang Electric—
The Automobile
of Today



LONGWOOD

BAKER R & L MOTOR CAR CO.
2214 SPRING GARDEN STREET
PHILADELPHIA, PA.