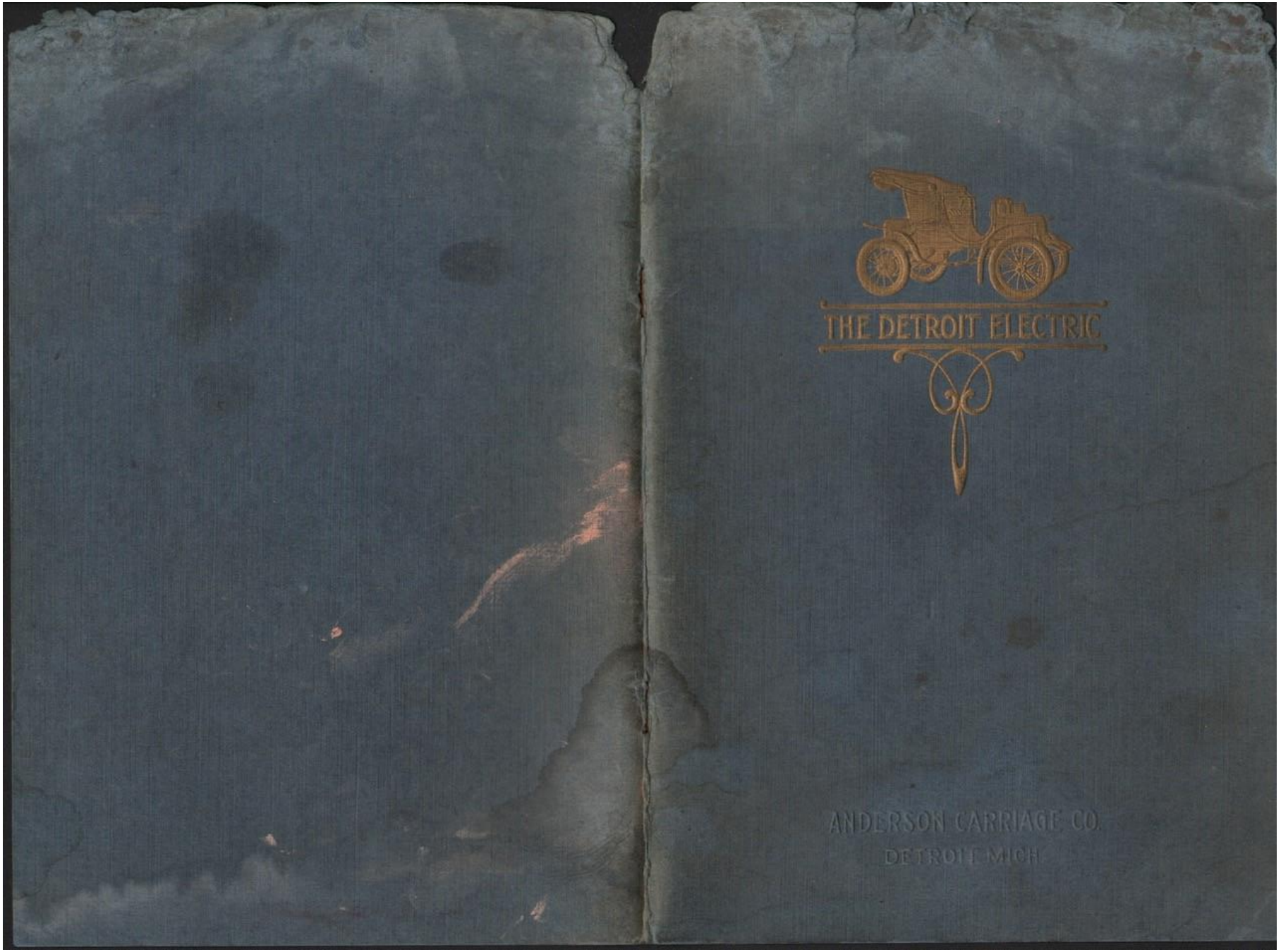
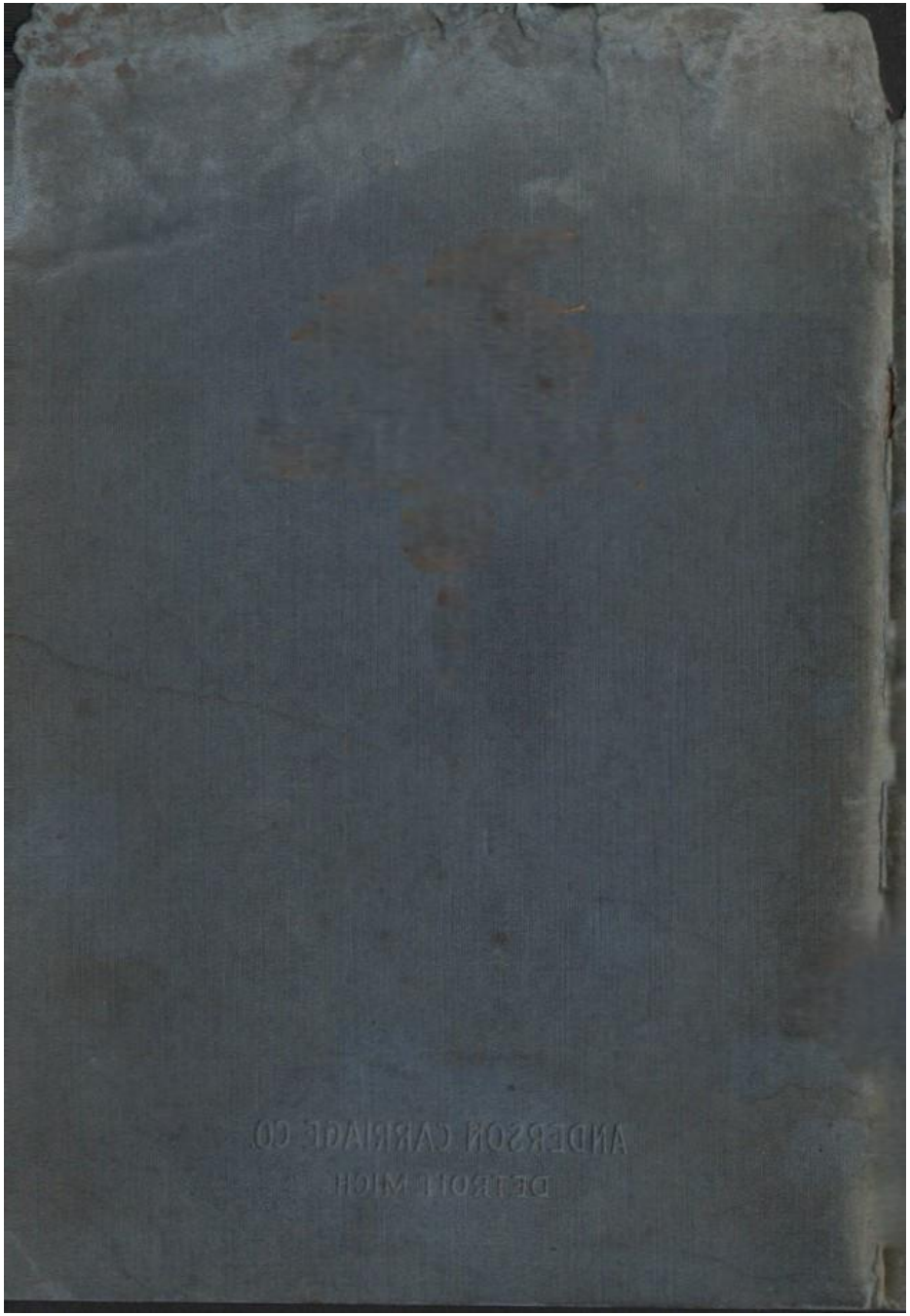
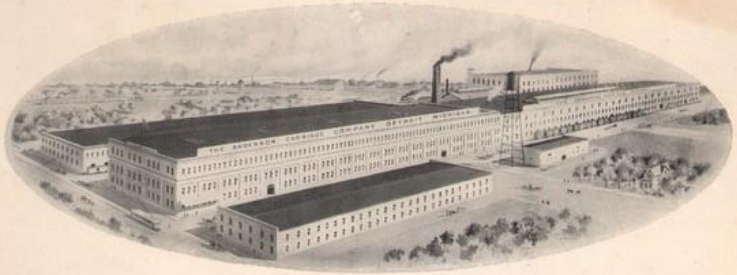

THE DETROIT ELECTRIC
ANDERSON CARRIAGE CO.
DETROIT MICH.



The Anderson Carriage Co.



MAIN OFFICE AND FACTORY

DETROIT, MICHIGAN

OFFICERS

W. C. ANDERSON, President

C. A. NEWCOMB, Vice President — W. M. LOCKE, Treasurer

W. P. McFARLANE, Secretary

GEO. M. BACON, E. E.

SELLING AGENCIES

BOSTON, MASS.	ST. LOUIS, MO.	SEATTLE, WASH.
ROCHESTER, N. Y.	DENVER, COLO.	TOLEDO, OHIO
WASHINGTON, D. C.	CINCINNATI, OHIO.	DAVENPORT, IOWA
CLEVELAND, OHIO	MILWAUKEE, WIS.	KANSAS CITY, MO.
CHICAGO, ILL.	OAKLAND, CAL.	PASADENA, CAL.
COUNCIL BLUFFS, IOWA	MINNEAPOLIS, MINN.	TRENTON, N. J.

THE history of the Electric Automobile until the advent of the "Detroit Electric" merely demonstrated the great desire the public had for such a convenient, safe and clean manner of being conveyed.

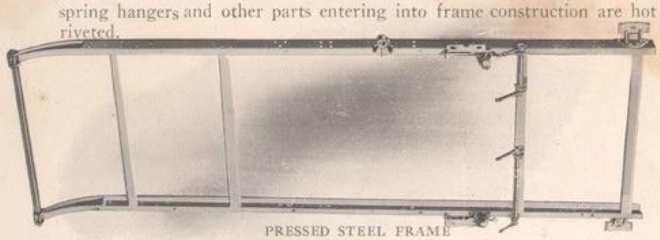
All users of Electrics have regretted that they were not able to go further on a single charge. You or your friends know how strong the desire has been for this additional mileage. The whole world waited patiently for a more perfect Electric and with a spirit of confidence believed one would be built which could fulfi ll their hopes.

The "Detroit Electric" is the Electric for which the public has been waiting. It is the peer of them all and with its regular battery can run 140 miles on a single charge at 12½ miles an hour.

The most convincing argument in behalf of "Detroit Electrics" is what they have accomplished. Some views of the famous overland trip from Detroit to Atlantic City, N. J., 1060 miles, are shown herein. Look at the views; examine the parts of the car; notice the beauty of the finished models and you can tell why "Detroit Electrics" are more popular than any other Electric on the market today. They are the best by every test.

WHERE NOTHING BUT A "DETROIT ELECTRIC" COULD CONQUER, NEAR GENEVA, N. Y.

Side members are one piece cold pressed steel, channel tapering to front spring eye, where they are tied together with bolt and distance piece of steel tube. Cross members are cold pressed steel angles. Rear spring hangers and other parts entering into frame construction are hot riveted.



PRESSED STEEL FRAME

Rear springs 1¾ x 40 in. full elliptic scroll. Front springs 1¾ x 40 in. half elliptic, perched 2 in. forward of center, connecting to hangers in water-proof sockets; rear end is shackled to frame with 3½ in. shackles. Leaves have double lips to hold them in position and each spring has four forged iron Norway clips to prevent breakage on rebound.

FRONT AXLE

Front axle with improved steering knuckles entirely eliminates all wear in the yoke. The pin and the hardened bushings receive the wear instead, which can be easily replaced. The levers connecting the two knuckles are detachable and in case of a broken one can be repaired without disturbing the knuckle.

WHERE THE MUD WAS ABUNDANT BETWEEN ELYRIA AND CLEVELAND, OHIO

Knuckles have a long bearing surface and are equipped with a compression grease cup instead of oil hole caps.

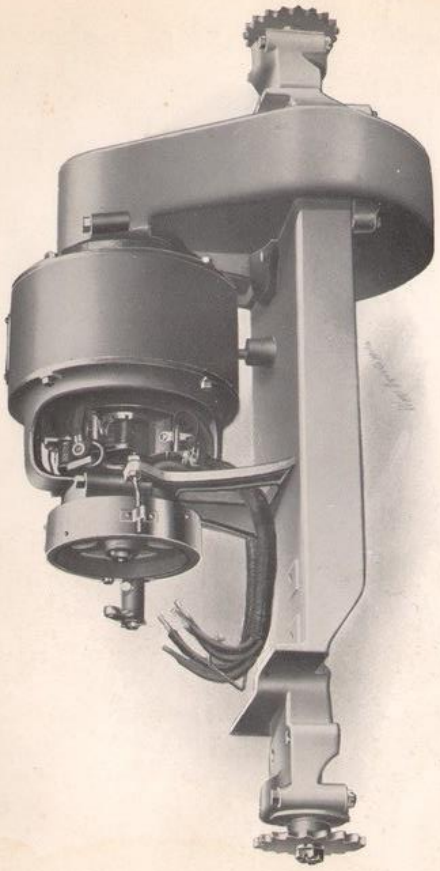
REAR AXLE

Both rear and front axles are of extra heavy Shelby steel tube and arched, giving proper set to all four wheels. Internal expanding brake shoes are lined with improved fabric. Timken bearings are used on both front and rear axles. Spindles on rear axle are bronzed in the tubing.

BODIES

Unusual care and attention are given to the construction of our bodies. Panels are reinforced on the inside with canvas. Frame work is mortised and double lapped. All parts of bodies after leaving dry kiln are placed in room with high temperature, which prevents checking or warping afterwards. White lead is applied to all parts where water is liable to come in contact with the wood before putting together. Roofs of coupe bodies are constructed strongly and yet as light as possible, so as to avoid any unnecessary weight.

OBSERVE THE WORKMEN GIVING THE ROADS MUCH NEEDED ATTENTION, NEAR ELYRIA



MOTOR

(SEE NEXT PAGE FOR DETAILED DESCRIPTION)

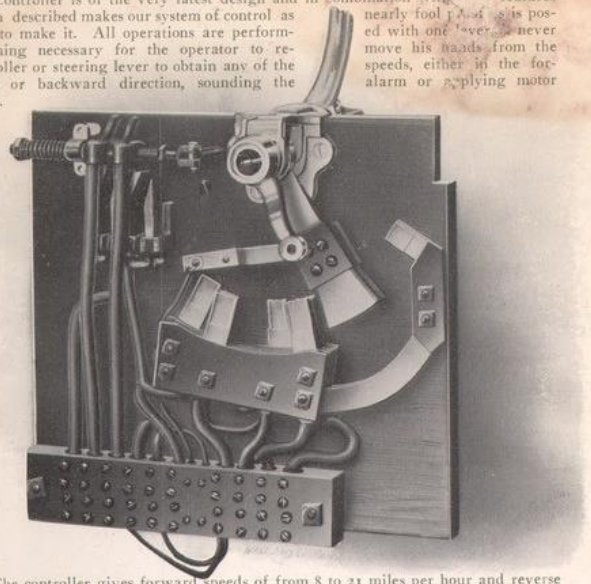
Motor is 3 E. P. type, normally rated at from 2 to 3 H. P., and especially designed to suit the Detroit. Overload capacity is extremely high, being amply sufficient to meet all normal conditions, and will not burn out or develop any commutator trouble. Armature shaft revolves in the well-known Hess-Bright annular bearing and requires no adjustment or attention except the occasional repacking with grease.

Power is transmitted from motor to counter shaft through silent running Renold chain, running in oil, all enclosed in oil tight case. Counter shaft on which is placed the differential gear also runs in Hess-Bright annular bearings, three being used, one at each outer end and one near center of shaft. A subframe of aluminum supports the motor, counter shaft and controller.

This comprises the power plant, which if necessary may be taken out separately or together. Further, in its construction there is no way for the motor shaft or counter shaft becoming unaligned. Adjustment of chain between motor and counter shaft is made by turning two eccentrics. Other adjustments that are ever necessary to make in motor brake or controller are accomplished by removing seat cushion.

WISHING HE WAS THROUGH WITH THE MUD, NEAR ELYRIA, OHIO

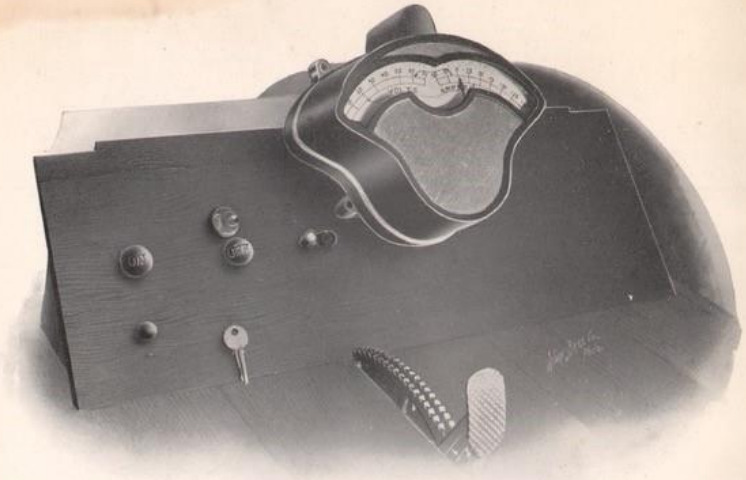
Controller is of the very latest design and in combination with other features herein described makes our system of control as nearly fool proof as is possible to make it. All operations are performed with one lever. It never becoming necessary for the operator to remove his hands from the controller or steering lever to obtain any of the speeds, either in the forward or backward direction, sounding the alarm or applying motor brake.



The controller gives forward speeds of from 8 to 21 miles per hour and reverse speeds of from 8 to 13 miles per hour. The operation of the controller lever is forward for both ahead and reverse speeds. Pulling controller lever backward, whether the car be running forward or backward, throws the current off and applies an emergency brake, which consists of a drum and band arrangement on the motor shaft.

WITH A SHOUT OF THANKS, HE PULLED THROUGH TO BETTER ROADS

In combination with the controller, an arrangement is provided which does away with the usual cumbersome running plug and eliminates the risk of having the vehicle stolen or wrecked. It also serves as an emergency switch. The "DETROIT ELECTRIC" cannot be run with a



pocket knife, hairpin, coin or anything that happens to be handy. The proper key must be had. This arrangement is termed a lock switch and is operated by the foot through two push buttons in the toe board of the car. The operation is as follows:

Assuming that operator has brought car to curb side and is about to let it stand for some time; current, of course, has been shut off at the controller and the foot brake set. Then by depressing button marked OFF with the foot, the switch is opened and automatically locked in that position and the controller lever cannot be moved forward of its off position until switch has been unlocked. Assume now that the operator is about to re-enter and start the car, he first unlocks the lock switch, takes his seat in the usual manner, then grasps the steering handle with the right hand, controller handle with left hand and releases the foot brake. In these positions the controller handle and lock switch have been released and the car is ready for the current. He now depresses the button marked ON, which closes the lock switch. The rest of the operations are the regular running operations.

The charging position of the controller lever is vertical and in this position the motor is cut out of circuit, so that should the operator neglect to open the lock switch, the car would be perfectly safe. It is, however, always advisable to open the lock switch.

BRAKES

Brakes are two in number, one operating on both rear huis by ratchet lever operated by foot. The other, the motor brake, operated by the controller lever. Either brake can be used separately or together. When used together they act as an emergency brake. The pedal and ratchet on foot brake allow of setting brake at any desired pressure and by slightly tilting pedal forward brake is very easily released.

DRIVE

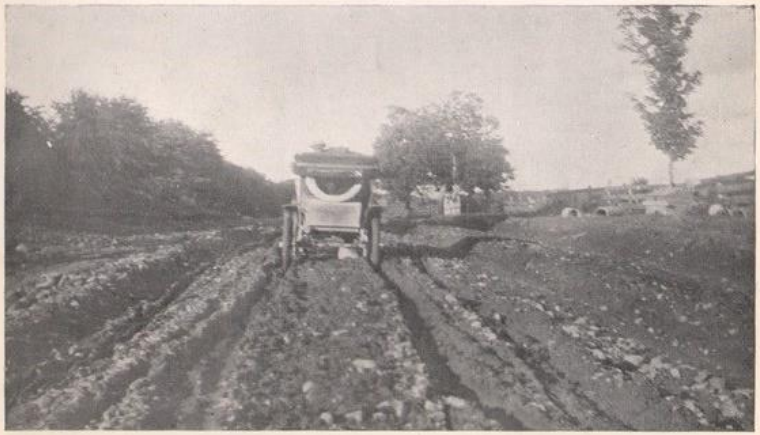
Drive is of the double chain system, which has many advantages for a car of this type where battery weight comes over rear axle.

TIRES

Standard equipment, pneumatic. In the selection of tires we are in position to offer valuable aid, for the reason we are constantly making experiments and know what is the best for tire equipment so as to obtain the most satisfactory results.

METER

The latest improved Whitney combination volt and ammeter. The light attachment in instrument is directly over dial and protected from being broken.



ALAS, "MORE AND WORSE OF IT" 14 MILES FROM AUBURN, N. Y.

STEERING MAST

Our new type of steering mast entirely eliminates the weak point found on previous types of side levers at the hinge joint. Also the head of the hinge is equipped with a spring catch holding lever in any desired position.

STEERING MAST

ODOMETER

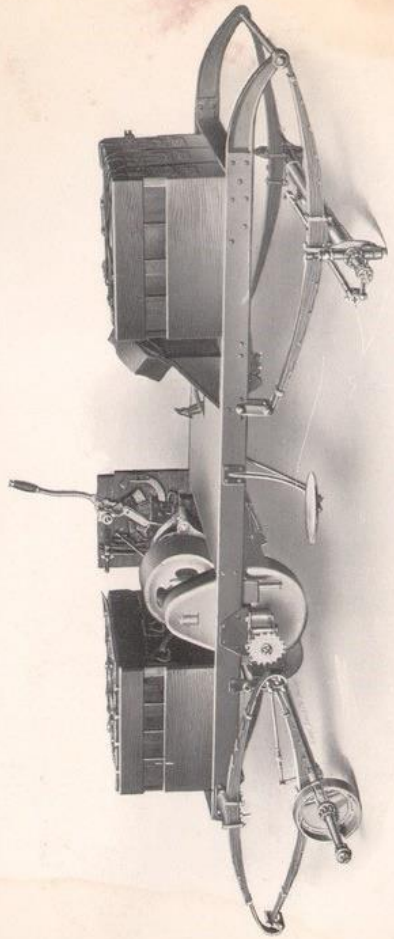
Gear driven Veeder attached to steering knuckle.

MILEAGE AND SPEED

Mileage and speed are both dependent on conditions. As an illustration, single tube tires running on practically level roads, with moderately temperate weather, make it possible to secure the best of results.

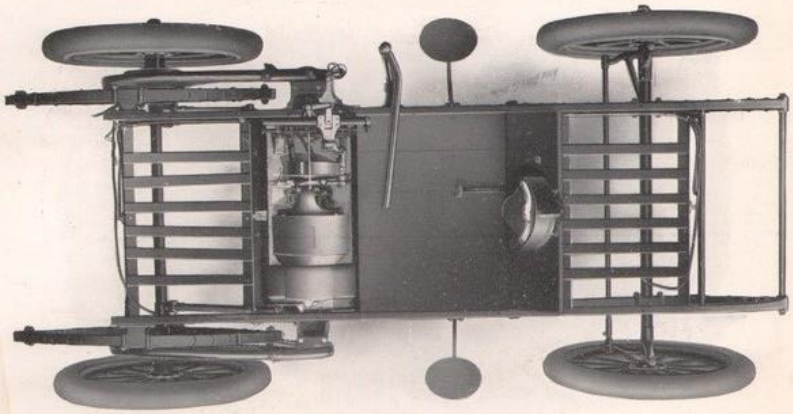
We observe a tendency on the part of our competitors not to give full enough information on this point and if possible we want to make it perfectly clear, as when the facts are fully understood it will be seen that the "Detroit Electric" has a greater mileage under similar conditions than any other Electric on the market. For instance, the speed at which an Electric car is run has a great deal to do with the ultimate distance it will go on any single charge, and we have stated in the description of each of our models the normal distance which they will run at various standard speeds. It should be distinctly borne in mind, however, that should lower speeds be desired they will run a much greater distance than any other at a similar speed, and we have no hesitancy in saying that 250 miles can be attained on a single charge at a slow speed. We make this full explanation so that no one will permit themselves to be persuaded that there is an Electric on the market that will go as far as ours when exactly the same conditions are confronted.

ODOMETER



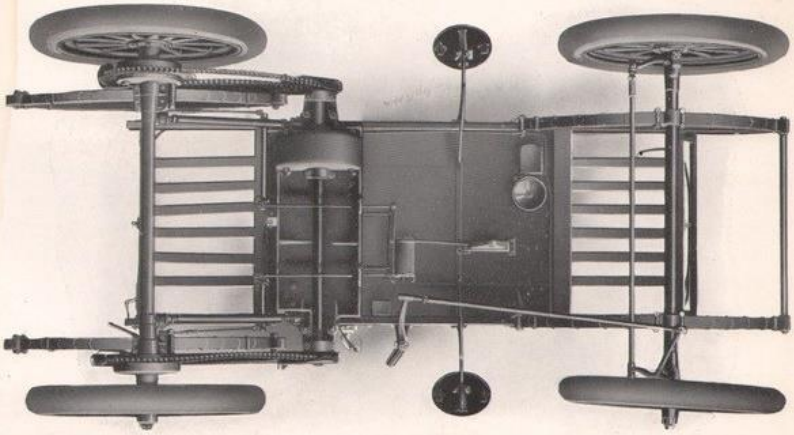
VIEW OF COMPLETE CHASSIS

Ready for body, wheels and fenders. Notice equal distribution of battery weight, also motor, controller and internal expanding brakes



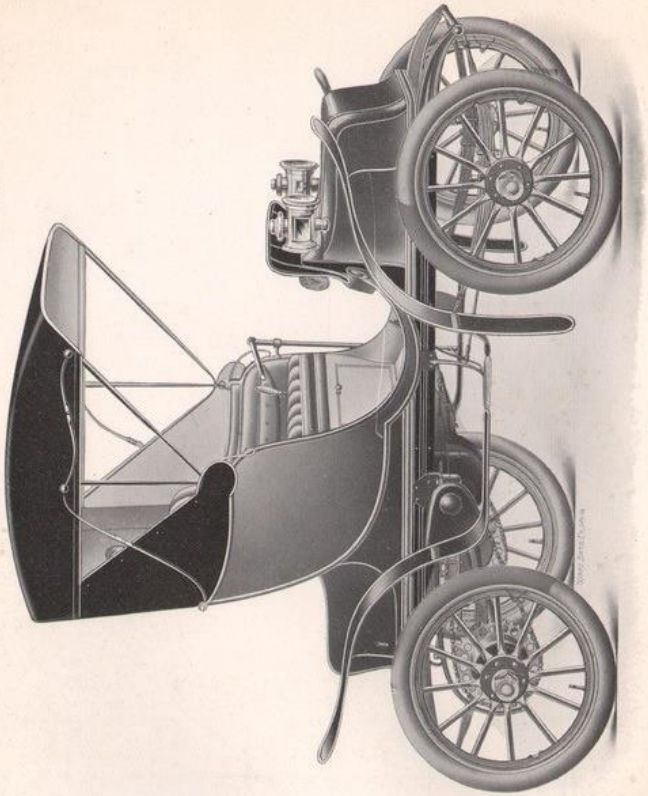
TOP PLAN VIEW OF CHASSIS

Models A, B, C, and D bodies interchangeable on one chassis



BOTTOM PLAN VIEW OF CHASSIS

The simplicity of our construction is to some extent here shown. No complicated wiring



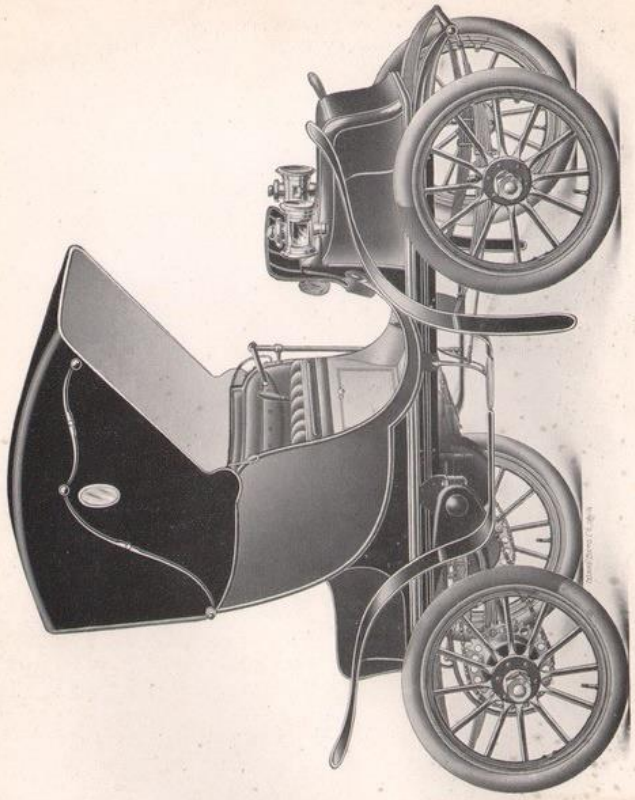
1909 MODEL "A" 79 in. Wheel Base

Model "A" Victoria

COLOR	Blue and Brewster green. Maroon on order.
UPHOLSTERY	22 oz. Waterloo superfine broadcloth or leather, blue, green or maroon shades. Morocco or goatskin extra.
WIDTH SEAT	Top of cushion 42½ inches. Depth 20 inches.
EQUIPMENT	Side lamps, tail lamp, storm apron, gear driven odometer, inspection lamp and a complete outfit of tools.
FENDERS AND DASH	Covered with grain dash leather.
TOP	Buffed enameled top leather; depth 54 inches.
WHEEL BASE	79 inches.
TREAD	4 ft. 3 in.
WHEELS	Artillery type, 32 inches.
TIRES	Front and rear 32 x 3½. Goodrich Palmer Web double tube clincher, 10 layer fabric. Guaranteed.
BRAKES	Motor brake and internal expanding hub brakes.
STEERING	Side lever.
BATTERY	24 cells 13 M. V. plate; make optional.
CONTROL	One lever.
SPEEDS	Five speeds—5-8-13-17-22 miles per hour.
MILEAGE	50 to 125 miles. (See page 10).
WEIGHT	2,000 pounds.

Model "A" body interchangeable on chassis with either Models "B," "C" or "D."

ANOTHER GRADE 20 MILES OUT FROM ERIE, PA.



1909 MODEL "B" 79 in. Wheel Base

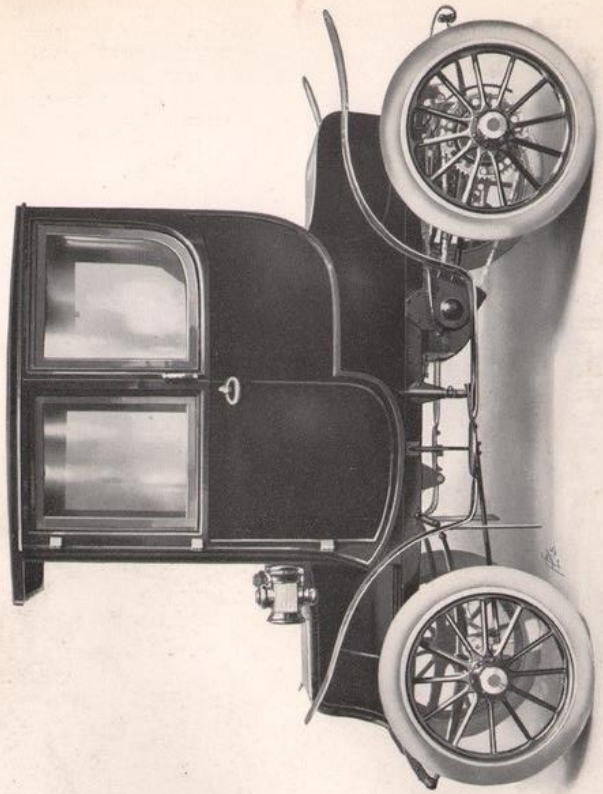
THE DETROIT ELECTRIC

Model "B" Victoria

COLOR	Blue and Brewster green. Maroon on order.
UPHOLSTERY	22 oz. Waterloo superfine broadcloth or leather, blue, green or maroon shades. Morocco or goatskin extra.
WIDTH SEAT	Top of cushion 42½ inches. Depth 20 inches.
EQUIPMENT	Side lamps, tail lamp, storm apron, gear driven odometer, inspection lamp and a complete outfit of tools.
FENDERS AND DASH	Covered with grain dash leather.
TOP	Buffed enameled top leather; depth 54 inches.
WHEEL BASE	79 inches.
TREAD	4 ft. 3 in.
WHEELS	Artillery type, 32 inches.
TIRES	Front and rear 32 x 3½. Goodrich Palmer Web double tube clincher, 10 layer fabric. Guaranteed.
BRAKES	Motor brake and internal expanding hub brakes.
STEERING	Side lever.
BATTERY	24 cells 13 M. V. plate; make optional.
CONTROL	One lever.
SPEEDS	Five speeds—5-8-13-17-22 miles per hour.
MILEAGE	50 to 125 miles. (See page 10).
WEIGHT	2,000 pounds.

Model "B" body interchangeable on chassis with either Models "A," "C" or "D."

TRYING TO DETERMINE A BETTER WAY, NEAR NORWALK, OHIO



1909 Model "C" Round Corner front 79 in. Wheel Base

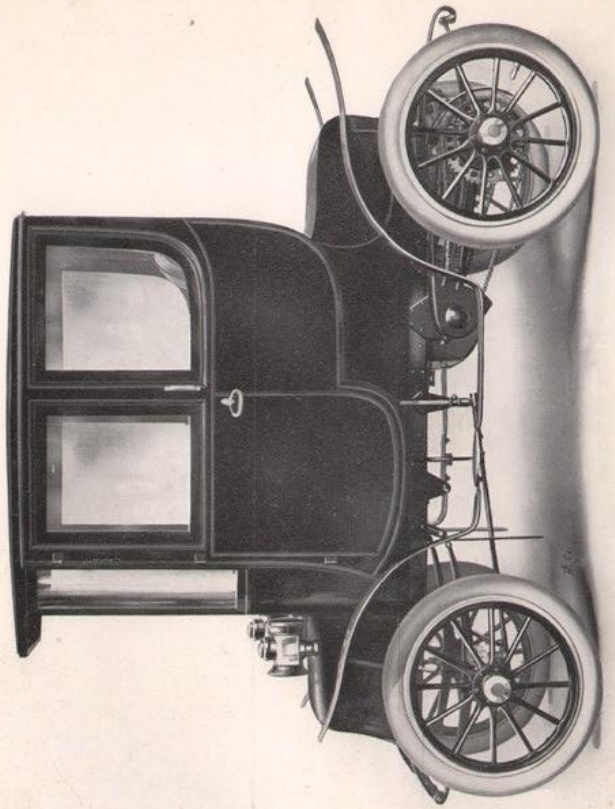
THE DETROIT ELECTRIC

Model "C" Two-Passenger Coupe

COLOR	Blue and Brewster green. Maroon on order.
UPHOLSTERY	22 oz. Waterloo superfine broadcloth or leather, blue, green or maroon shades. Morocco or goatskin extra.
WIDTH SEAT	Top of cushion 44½ inches. Depth 20 inches.
EQUIPMENT	Side lamps, tail lamp, storm apron, gear driven odometer, inspection lamp and a complete outfit of tools.
FENDERS	Covered with grain dash leather.
WHEEL BASE	79 inches.
TREAD	4 ft. 3 in.
WHEELS	Artillery type, 32 inches.
TIRES	Front and rear 32 x 3½. Goodrich Palmer Web double tube clincher, 10 layer fabric. Guaranteed.
BRAKES	Motor brake and internal expanding hub brakes.
STEERING	Side lever.
BATTERY	24 cells 13 M. V. plate; make optional.
CONTROL	One lever.
SPEEDS	Five speeds—5-8-13-17-22 miles per hour.
MILEAGE	50 to 100 miles. (See page 10).
WEIGHT	2,200 pounds.

Model "C" body interchangeable on chassis with either Models "A," "B" or "D."

PASSING AN "UNFORTUNATE" NEAR LITTLE FALLS, N. Y.



1909 Model "D" 79 in. Wheel Base

Model "D" Four-Passenger Brougham

COLOR	Blue and Brewster green. Maroon on order.
UPHOLSTERY	22 oz. Waterloo superfine broadcloth or leather, blue, green or maroon shades. Morocco or goatskin extra.
WIDTH OF SEATS	Rear seat, top of cushion 44½ inches. Depth 20 inches. Front seat, top of cushion 37 inches. Depth 14 inches.
EQUIPMENT	Side lamps, tail lamp, storm apron, gear driven odometer, inspection lamp and a complete outfit of tools.
FENDERS	Covered with grain dash leather.
WHEEL BASE	79 inches.
TREAD	4 ft. 3 in.
WHEELS	Artillery type, 32 inches.
TIRES	Front and rear 32 x 3½. Goodrich Palmer Web double tube clincher, 10 layer fabric. Guaranteed.
BRAKES	Motor brake and internal expanding hub brakes.
STEERING	Side lever.
BATTERY	24 cells 13 M. V. plate; make optional.
CONTROL	One lever.
SPEEDS	Five speeds—5-8-13-17-22 miles per hour.
MILEAGE	50 to 100 miles. (See page 10).
WEIGHT	2,300 pounds.

Model "D" body interchangeable on chassis with either Models "A," "B" or "C."

ASCENDING A GRADE LEAVING PAINSVILLE, OHIO

What "Detroit Electrics" Have Accomplished

"Detroit Electrics" have done more to increase the interest in the use and sale of Electric Automobiles than the record of all other cars combined.

The public has now learned that *Electrics as a class* are coming to the front as the most desirable style of automobile. This truth has been *forced upon them* by what the "Detroit Electric" has really and actually done. The "Detroit Electric" has clearly demonstrated by its trip overland to Atlantic City, a distance of 1060 miles, that it is the leader of all Electrics.

We print in this catalog some of the views taken on that wonderful trip. No competitor has ever even approached such a record, much less surpassed it.

BUY THE PROVEN SUCCESSFUL CAR

SO COZY, ISN'T IT?

"Detroit Electrics" in Small Cities

The "Detroit Electric" is well adapted to meet th requirements and conditions necessary to make them satisfactory in the smaller cities. Heretofore Electrics were only for the larger cities, but the "Detroit Electric" is now "everybody's car nearly everywhere."

They require less power to run, they are built stronger, run longer and ride easier than any similar car on the market.

They are the really perfect car. You *can* make a mistake in buying an Electric but it won't be when you buy a "Detroit." Why, then, take a chance when you can be sure of not making a mistake by buying a "Detroit Electric?"

ALWAYS SUPREMELY HAPPY

THE building of a popular priced Electric of modern construction and efficiency, necessary to high grade electrics, has been a problem for no little thought and deliberation.

Realizing the growing demand for this type of car we offer our line of Model "L" Electric Runabouts, illustrations of which are shown on the following pages, as a complete solution of the whole problem.

It will be noted that in general construction radical changes, differing from our regular types, have been made which is necessary in order to arrive at a more economical method of building, but it should be borne in mind that such parts, which necessarily must be of a high grade order are maintained. Points differing from our regular types are as follows:

1st Design of Body;
2nd Weight distribution;
3rd System of drive.

In body design we have followed out to a certain extent the established lines of gasoline motor car types, permitting the placing of all battery weight forward, relieving the rear axle of undue weight strain. This allows the use of the well known divided rear axle, to which we have attached our new system of unit direct drive, with silent Renold chain running in oil, all dust proof. The weight of the motor is divided between the body and rear axle suspended to torsion rod.

ON THE BANK OF THE MOHAWK, NEAR FONDA, N. Y.

Standard equipment is 16 or 20 cell battery. Mileage of 60 or 80 miles on a single charge. Speed 8 to 19 miles an hour. Larger battery equipment can be furnished if desired, increasing both mileage and speed. (See pages 26 and 27.)

A very popular feature in connection with our line of Electric Runabouts is the quick interchanging of batteries. Two sets of 16 cell battery may be employed to a splendid advantage and as a result practically continuous running of the car may be had, as while one set is in use the other is on charge and the only interruption is the few minutes required to make the change.

This arrangement is very advantageous for hilly localities, where it must be expected that high mileage is handicapped as compared with more level places. In such instances, by the interchanging of the two sets of batteries a high mileage is obtainable, which practically brings the use of our Electric on an equally satisfactory basis with cities where such conditions are not prevalent.

Another advantage which will be appreciated by users is the fact that when two sets of batteries are employed the car is operating under practically maximum voltage conditions, thereby giving maximum speed at all times; also proper care may be given to the batteries without interfering with the daily operation of the car.

BETWEEN NORWALK AND CLEVELAND, OHIO

The fact that the specifications in our catalogue of the Model "L" Runabout offer a selection of either a 16, 20 or 24 cell battery has caused numerous inquiries as to what results may be expected with the different sized batteries. We trust, therefore, that a careful perusal of the following remarks will be of some assistance in determining upon a battery equipment best suited to the conditions.

We advocate a 16 or 20 cell battery in cases where a liberal speed is to be maintained, and on good, level roads the Model "L" with either of these equipments will give a speed of 16 to 19 miles per hour continuously for 60 miles, with the demand for current at all times well within the limits of the discharge rate of the battery.

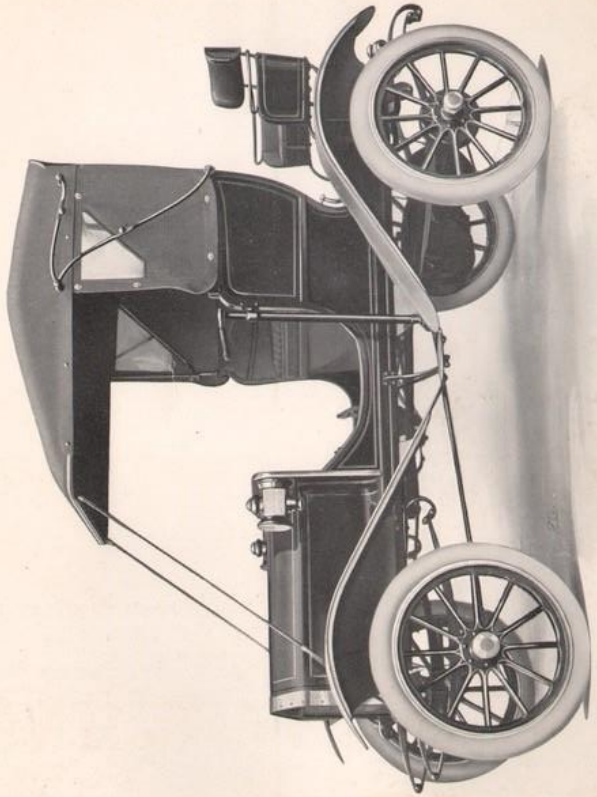
A 24 cell battery works out with satisfactory results where long mileage is required per charge but at lower speed or short "spurts" at higher speed. It, however, becomes necessary to decrease the size of the cells as compared with those used in a 16 or 20 cell equipment in order to keep within the weight limits for which the car was designed. However, where we obtain 16 miles per hour with 16 cells or 19 miles per hour with the 20 cells, we have with the 24 cells (under the same road conditions) made practically 23 miles per hour. It is, therefore, plainly seen that by decreasing the size of the cells and increasing the speed must necessarily demand heavier work of the battery. However, to obviate this, other speeds are used and instead of using the high speed, an intermediate speed of 12½ miles per hour may be used, which is very economical and will give from 75 to 80 miles on a charge.

Summing up the above conditions, we have the 16 or 20 cell equipment of larger capacity, giving practical speeds of 16 to 19 miles per hour, and also the 24 cell equipment of smaller capacity per cell giving still higher maximum speed and a very practical intermediate speed of 12½ miles per hour. We do not advocate 24 cell battery equipment where continuous high speed will be used.

Of course the ultimate life of a storage battery is determined by a certain number of complete charges and discharges and when it is considered that the amount of energy that can be stored or taken away is dependent on the size and not the number of cells, it is evident from an all around standpoint that a 16 or 20 cell battery has advantages over a 24 cell equipment where a continuous higher speed is required.

For further information on battery equipment as explained above, and prices, see price list.

ARRIVED IN THE RAIN AT ROCHESTER, N. Y., HAVING GONE 78 MILES



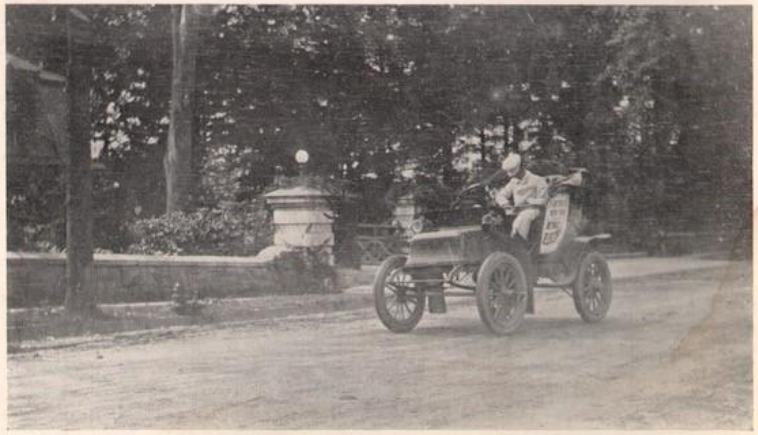
MODEL "L"—CAPE TOP

Model "L" Cape Top

COLOR	Maroon and blue.
UPHOLSTERY	Leather.
WIDTH SEAT	Top of cushion 40½ inches. Depth 18 inches.
EQUIPMENT	Side lamps, tail lamp, odometer, inspection lamp and a complete outfit of tools.
FENDERS	Steel.
TOP	Cape, first quality mohair.
WHEEL BASE	87 inches.
TREAD	4 ft. 3 inches.
WHEELS	Artillery type, 32 inches.
TIRES	32 x 3½, pneumatic.
BRAKES	Motor brake and internal expanding hub brakes, all inclosed.
STEERING	Side lever or wheel.
BATTERY	16, 20 or 24 cells (see pages 26-27).
CONTROL	One lever.
SPEEDS	8 to 21 miles an hour (see pages 26-27).
MILEAGE	60 to 80 miles.
WEIGHT	Approximately 1,700 pounds.

A GRAND FINISH ON THE OCEAN'S SHORE, ATLANTIC CITY

NEAR FISHKILL-ON-THE-HUDSON



PASSING MISS HELEN GOULD'S COUNTRY HOME ON THE HUDSON

ILLUSTRATING OUR MODEL "A" IN "REAL LIFE"

ACTUAL PHOTO SHOWING CAR WITH FOUR PEOPLE—OUR MODEL "D"

NATIONAL ASSOCIATION OF AUTOMOBILE MANUFACTURERS

STANDARD WARRANTY

WE WARRANT all goods furnished by us for sixty days following the date of their shipment, based upon the date of invoice covering the goods, this warranty being limited to the replacement in our factory of all parts giving out under normal service in consequence of defect of material or workmanship.

If the circumstances do not permit that the work shall 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 pneumatic tires or the 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.

We are not responsible to the purchaser of our goods for any undertakings and warranties made by our agents beyond those expressed above.

We wish it distinctly understood that we make no warranty of our goods except as stated above, but desire and expect that customers shall make a thorough examination of our goods before purchasing.

Should any breakage occur in a Detroit at any time by reason of defective material, we will replace it free of charge when such parts are returned to us, freight prepaid, for our inspection.