1911

ANDERSON ELECTRIC CAR CO.

DETROIT, MICH.,

FORMERLY

THE ANDERSON CARRIAGE CO.

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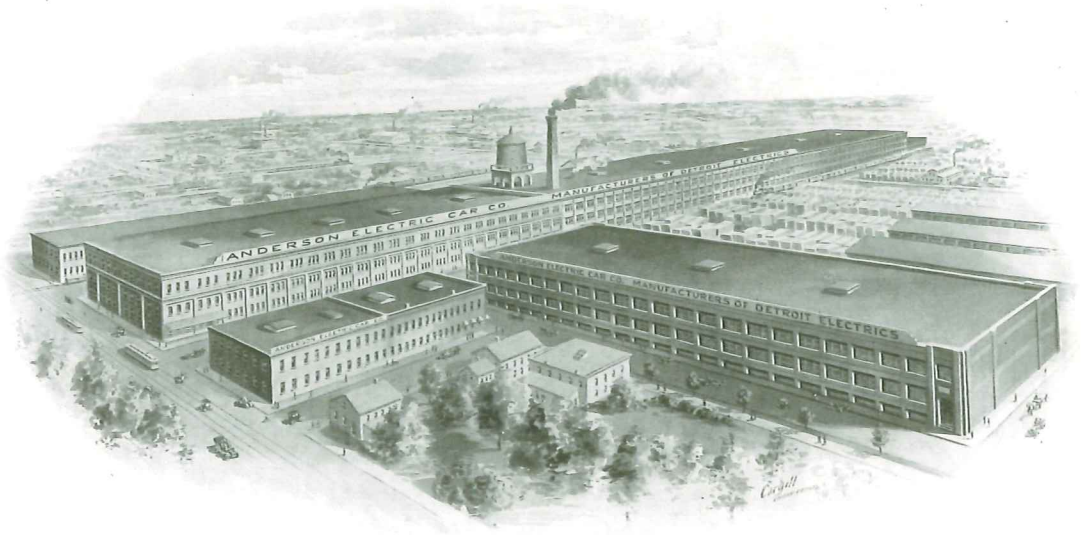


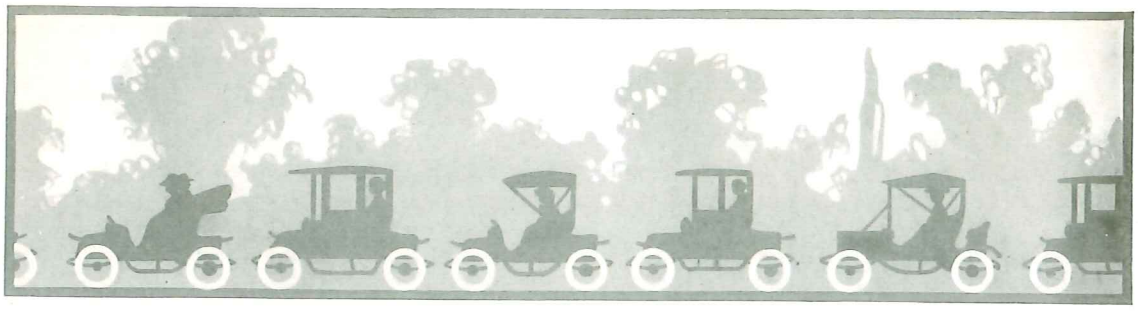
MAIN OFFICE AND FACTORY,
DETROIT, MICHIGAN

Branch Factory Headquarters and Salesrooms

NEW YORK CITY, NEW YORK, 2236 Broadway, Corner 80th Street
CHICAGO, ILL., 2416 Michigan Avenue
BUFFALO, N. Y., 1114 Main Street
KANSAS CITY, MO., 3501 Main Street
CLEVELAND, OHIO, 10550 Euclid Avenue

Selling Agencies

Boston	Louisville	Peoria	Sacramento
New Haven	Memphis	Milwaukee	Oakland
Philadelphia	Atlanta	Minneapolis	San Francisco
Washington	Jacksonville	Des Moines	Los Angeles
Pittsburg	New Orleans	Davenport	Pasadena
Rochester	Toledo	Denver	Oklahoma City
Utica	Savannah	Salt Lake City	Houston
Youngstown	Saginaw	Spokane	Toronto
Cincinnati	Grand Rapids	Seattle	Winnipeg
Nashville	St. Louis	Portland	Vancouver



INTRODUCTORY

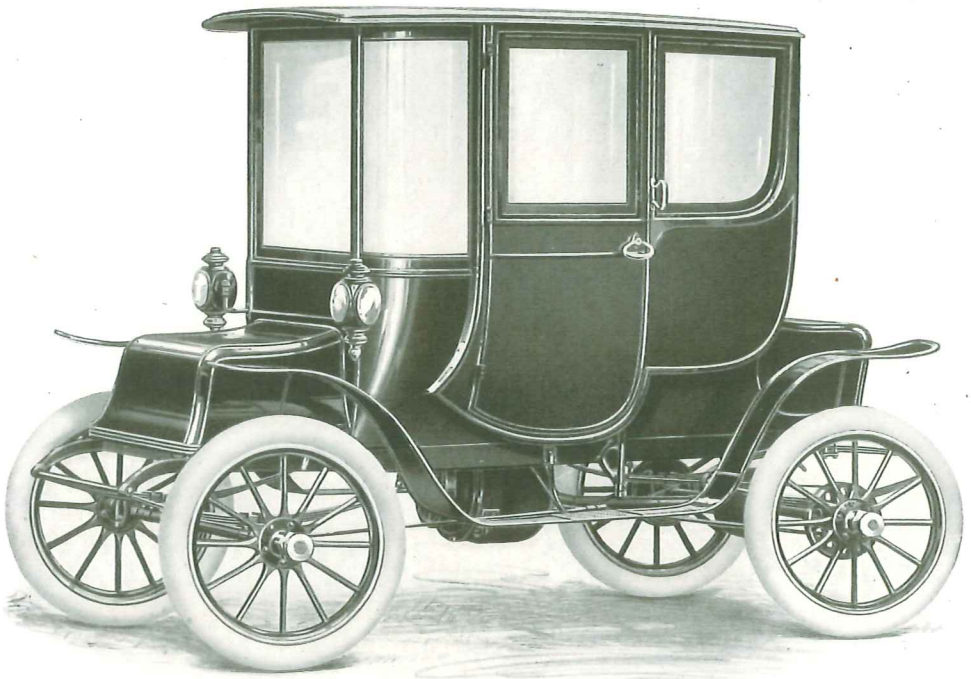
WE approach the year 1911 with confidence in our success as electric vehicle builders. We feel a just pride in the realization that our ideas have proven themselves correct and that the favorable reputation which the Detroit Electric enjoys, is the results of our efforts to build a car that would give the utmost of service and satisfaction.

Great achievements in any line of endeavor are invariably the result of co-operation. The Detroit Electric is not the product of one man's genius, but the careful co-operation of the master minds in this line of manufacture.

After all the real measure of worth of an automobile is "service"—combined with simple refined elegance of design and finish. In the purchase of a Detroit Electric one has the unqualified satisfaction of knowing that behind the car stands the largest electric vehicle factory in the world, a company financially responsible for its representations and warranty, and an organization worthy of the name "Detroit" on its product.

Our policy is that the automobile manufacturer owes a perpetual obligation to the purchaser of his vehicle; an obligation not measured in point of time, but lasting throughout the life and ownership of the investment. We believe that the organization which will win ultimate success, is the one which stands ever ready to lend advice and assistance in the care and upkeep of the vehicle purchased.

A Detroit Electric is a health giving, invigorating, care forgetting necessity.



Model "10" Four Passenger Extension Brougham

"CHAINLESS"
DIRECT SHAFT DRIVE

Specifications Model "10"

BODY DIMENSIONS: Rear seat, top of cushion, width 45 inches, depth 20 inches. Front seat, width 42 inches, depth 18 inches. From back rear seat to back front seat, 55 inches. Knee room between seats, 19 inches.

UPHOLSTERY: 22 ounce superfine Waterloo broadcloth or leather, blue, green or maroon shades. Imported goatskin, fancy novelty cloth or whipcord on order.

PAINTING: Blue, Brewster green and maroon. (Special colors extra.)

WHEEL BASE: 85 inches.

TIRES: Front and rear 32 x 4 special electric pneumatic. Guaranteed by makers.

BATTERY: 40 cells A-6 Edison nickel and steel battery; or 24 cells 17 M. V. size plate lead battery.

CONTROL: Our 1911 design horizontal lever, permitting use of entire width of seat.

BRAKES: 12 x 2 inch internal expanding hub, and 8 x 2 inch motor brake.

STEERING: Side lever.

FENDERS: Covered with hand-buffed grain dash leather.

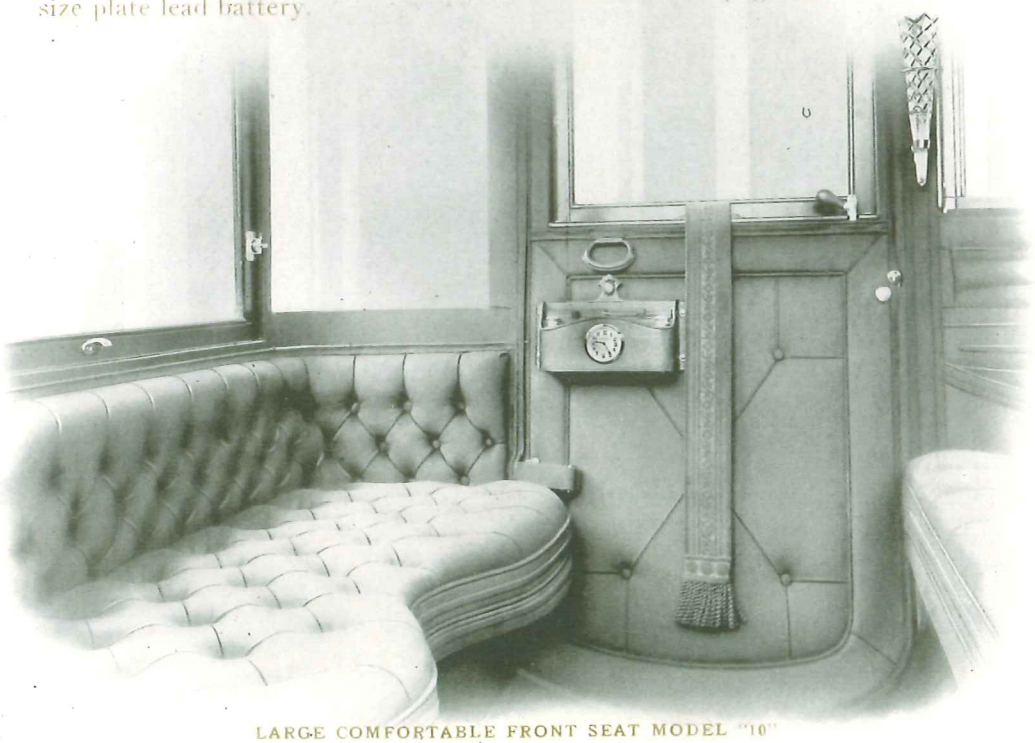
EQUIPMENT: Side lamps, tail lamp, odometer, inspection lamp, outfit of tools, flower vase and complete toilet and card case with watch.

SPEED: Five speeds—5, 8, 13, 17, 21 miles per hour.

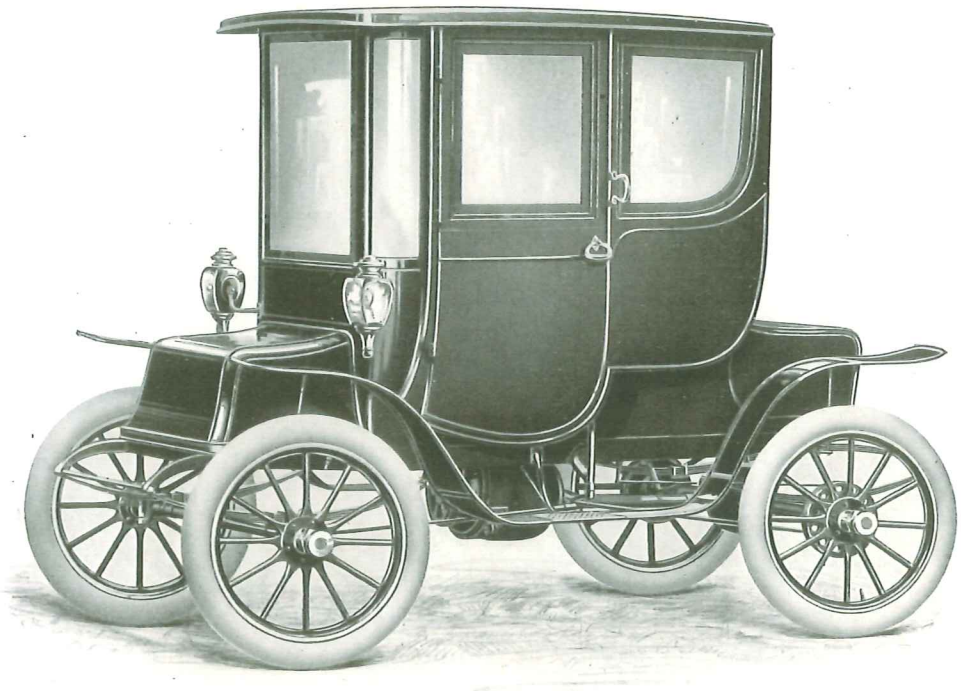
MILEAGE: 50 to 125 miles.

WEIGHT: Car complete with Edison battery, 2550 pounds. With lead battery, 2850 pounds.

PRICE: See page 45.



LARGE COMFORTABLE FRONT SEAT MODEL "10"



Model "11" Four Passenger Brougham

"CHAINLESS"
DIRECT SHAFT DRIVE

Specifications Model "11"

BODY DIMENSIONS: Rear seat, top of cushion, width 45 inches, depth 20 inches. Front seat, width 38 inches, depth 15 inches. From back rear seat to back front seat, 48 inches. Knee room between seats, 15 inches.

UPHOLSTERY: 22 ounce superfine Waterloo broadcloth or leather, blue, green or maroon shades. Imported goatskin, fancy novelty cloth or whipcord on order.

PAINTING: Blue, Brewster green and maroon. (Special colors extra.)

WHEEL BASE: 80 inches.

TIRES: Front and rear 32 x 4 special electric pneumatic. Guaranteed by makers.

BATTERY: 40 cells A-6 Edison nickel and steel battery; or 24 cells 17 M. V. size plate lead battery.

CONTROL: Our 1911 design horizontal lever, permitting use of entire width of seat.

BRAKES: 12 x 2 inch internal expanding hub, and 8 x 2 inch motor brake.

STEERING: Side lever.

FENDERS: Covered with hand-buffed grain dash leather.

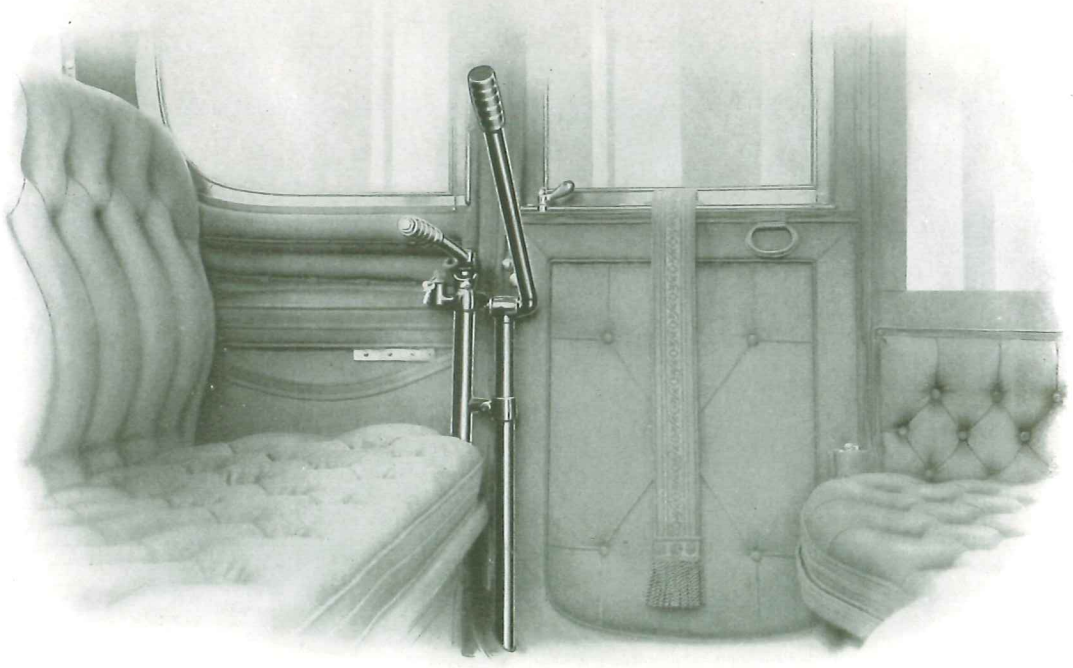
EQUIPMENT: Side lamps, tail lamp, odometer, inspection lamp, outfit of tools, flower vase and complete toilet and card case with watch.

SPEEDS: Five speeds—5, 8, 13, 17, 21 miles per hour.

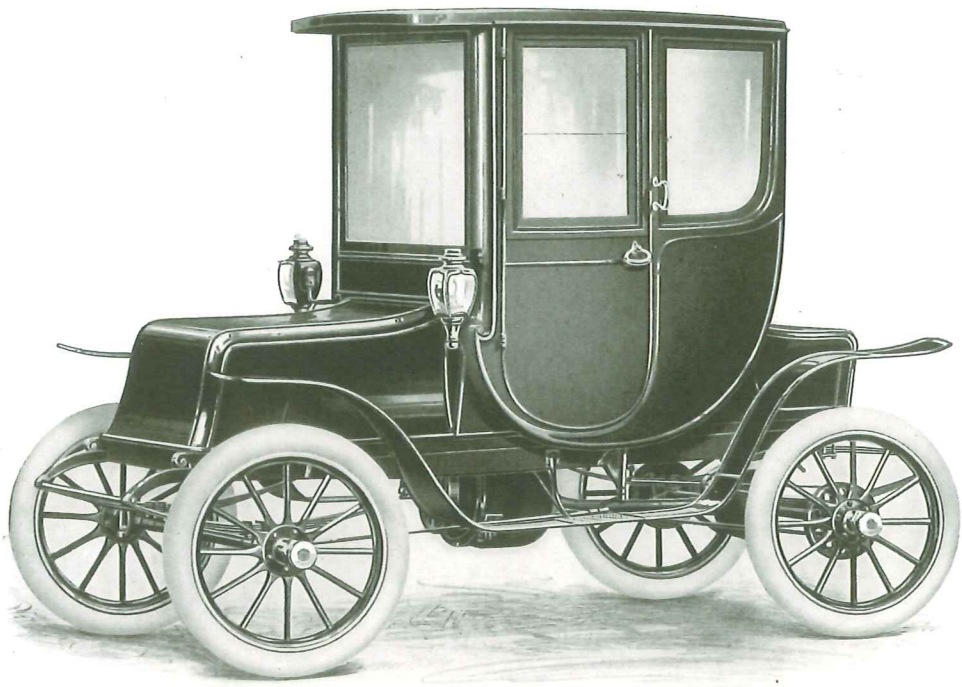
MILEAGE: 50 to 125 miles.

WEIGHT: Car complete with Edison battery, 2450 pounds. With lead battery, 2750 pounds.

PRICE: See page 45.



REAR SEAT SHOWING POSITION OF 1911 HORIZONTAL CONTROLLER



Model "12" Two Passenger Coupe with Third Person Seat

"CHAINLESS"
DIRECT SHAFT DRIVE

Specifications Model "12"

BODY DIMENSIONS: Rear seat, top of cushion, width 45 inches, depth 20 inches. Folding third person seat, 14 x 14 inches. Knee room, 24 inches.

UPHOLSTERY: 22 ounce superfine Waterloo broadcloth or leather, blue, green or maroon shades. Imported goatskin, fancy novelty cloth or whipcord on order.

PAINTING: Blue, Brewster green and maroon. (Special colors extra.)

WHEEL BASE: 85 inches.

TIRES: Front and rear 32 x 4 special electric pneumatic. Guaranteed by makers.

BATTERY: 40 cells A-6 Edison nickel and steel battery; or 24 cells 17 M. V. size plate lead battery.

CONTROL: Our 1911 design horizontal lever, permitting use of entire width of seat.

BRAKES: 12 x 2 inch internal expanding hub, and 8 x 2 inch motor brake.

STEERING: Side lever.

FENDERS: Covered with hand-buffed grain dash leather.

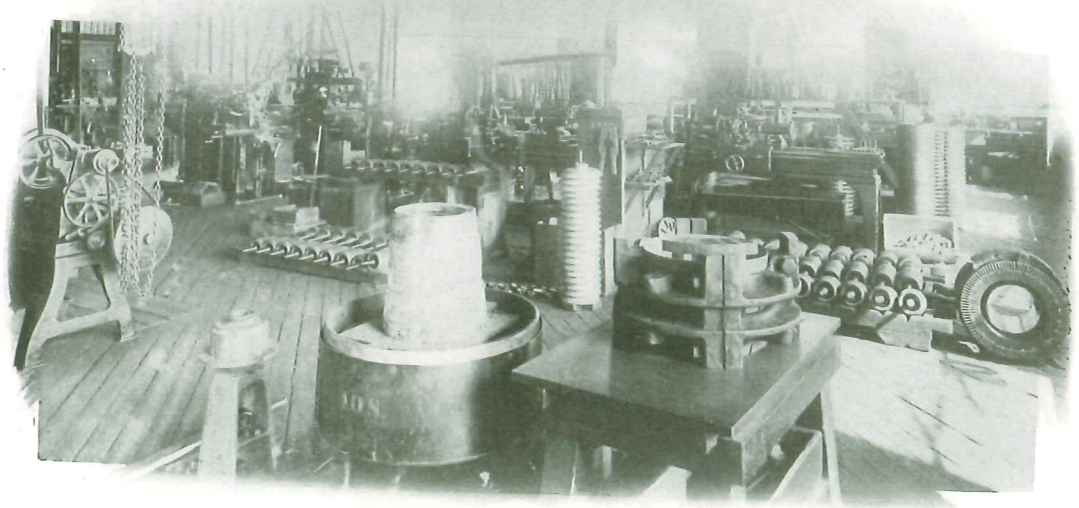
EQUIPMENT: Side lamps, tail lamp, odometer, inspection lamp, outfit of tools, flower vase and complete toilet and card case with watch.

SPEEDS: Five speeds—5, 8, 13, 17, 21 miles per hour.

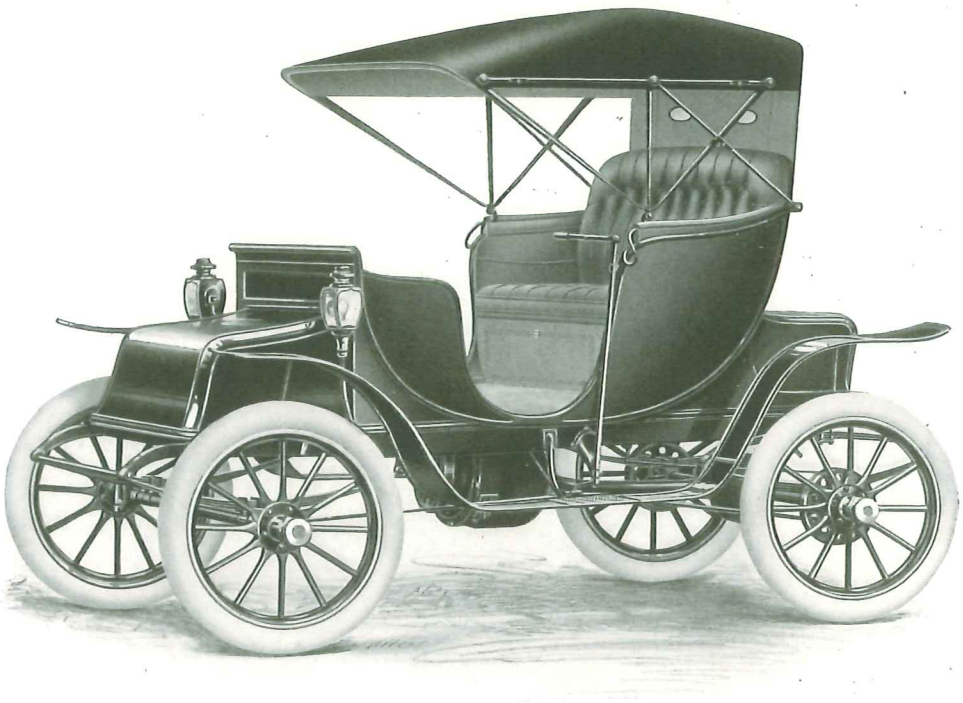
MILEAGE: 50 to 125 miles.

WEIGHT: Car complete with Edison battery, 2500 pounds. With lead battery, 2800 pounds.

PRICE: See page 45.



CORNER OF MACHINE DEPARTMENT



Model "14" Four Passenger Victoria

"CHAINLESS"
DIRECT SHAFT DRIVE

Specifications Model "14"

BODY DIMENSIONS: Rear seat, top of cushion, width 43 inches, depth 20 inches. Front seat, width 37 inches, depth 14 inches. From back rear seat to back front seat, 54 inches. Knee room between seats, 20 inches.

UPHOLSTERY: 22 ounce superfine Waterloo broadcloth or leather, blue, green or maroon shades. Imported goatskin, fancy novelty cloth or whipcord on order.

TOP: Buffed enamel top leather.

PAINTING: Blue, Brewster green and maroon. (Special colors extra.)

WHEEL BASE: 85 inches.

TIRES: Front and rear 32 x 4 special electric pneumatic. Guaranteed by makers.

BATTERY: 40 cells A-6 Edison nickel and steel battery, or 24 cells 15 M. V. size plate lead battery.

CONTROL: Our 1911 design horizontal lever, permitting use of entire width of seat.

BRAKES: 12 x 2 inch internal expanding hub, and 8 x 2 inch motor brake.

STEERING: Side lever.

FENDERS: Covered with hand-buffed grain dash leather.

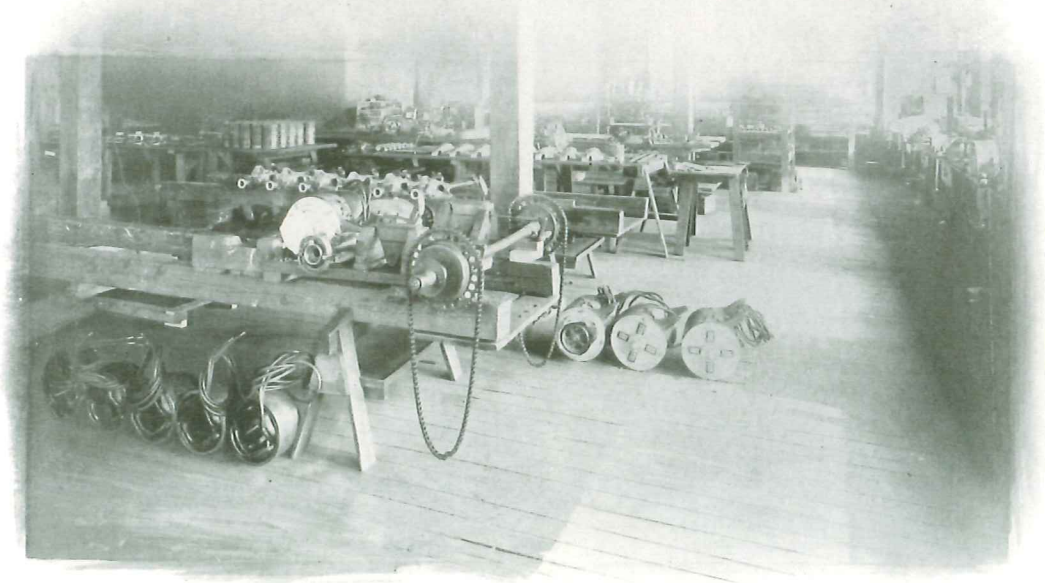
EQUIPMENT: Side lamps, tail lamp, odometer, inspection lamp, outfit of tools.

SPEEDS: Five speeds—5, 8, 13, 17, 21 miles per hour.

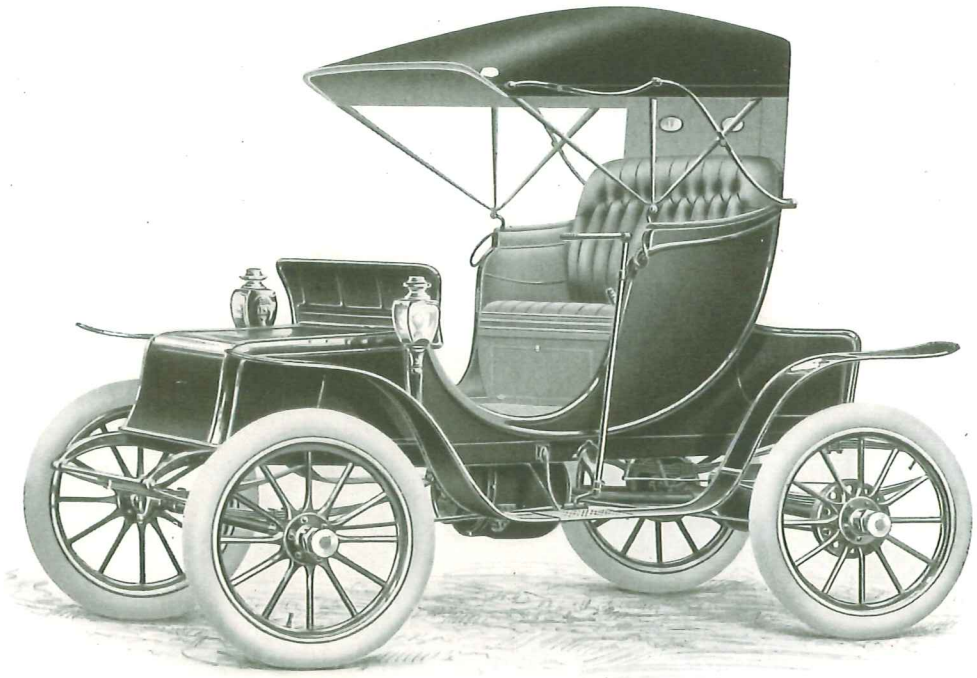
MILEAGE: 50 to 125 miles.

WEIGHT: Car complete with Edison battery, 2300 pounds. With lead battery, 2575 pounds.

PRICE: See page 45.



POWER PLANT ASSEMBLY DEPARTMENT



Model "15" Victoria

"CHAINLESS"
DIRECT SHAFT DRIVE

Specifications Model "15"

BODY DIMENSIONS: Seat, top of cushion, width 43 inches, depth 20 inches. Knee room front of cushion to dash, 25 inches.

UPHOLSTERY: 22 ounce superfine Waterloo broadcloth or leather, blue, green or maroon shades. Imported goatskin, fancy novelty cloth or whipcord on order.

TOP: Buffed enamel top leather.

PAINTING: Blue, Brewster green and maroon. (Special colors extra.)

WHEEL BASE: 80 inches.

TIRES: Front and rear 32 x 4 special electric pneumatic. Guaranteed by makers.

BATTERY: 40 cells A-6 Edison nickel and steel battery, or 24 cells 15 M. V. size plate lead battery.

CONTROL: Our 1911 design horizontal lever, permitting use of entire width of seat.

BRAKES: 12 x 2 inch internal expanding hub, and 8 x 2 inch motor brake.

STEERING: Side lever.

FENDERS: Covered with hand-buffed grain dash leather.

EQUIPMENT: Side lamps, tail lamp, storm apron, odometer, inspection lamp, outfit of tools.

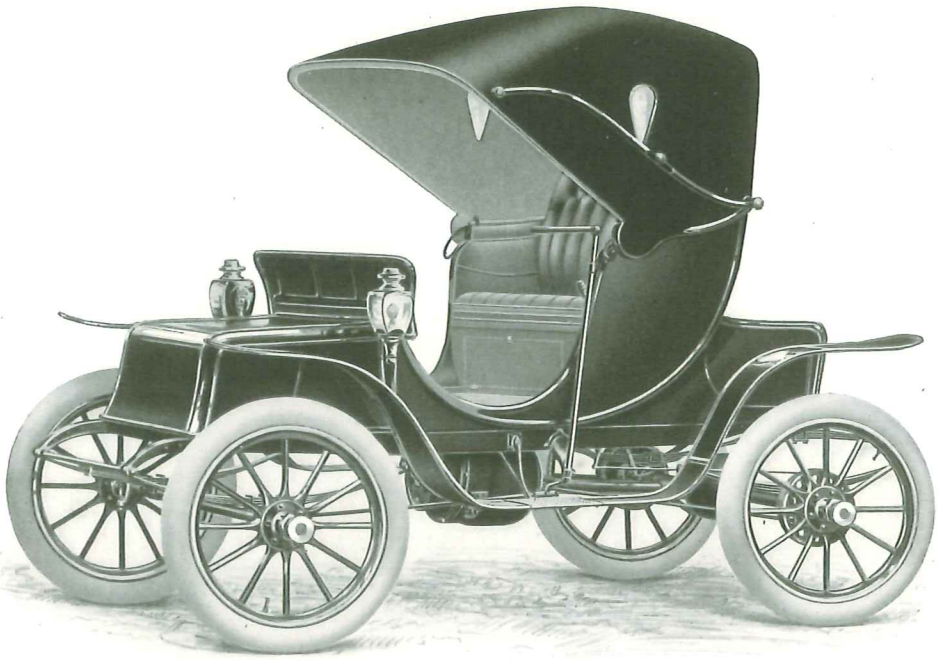
SPEEDS: Five speeds—5, 8, 13, 17, 21 miles per hour.

MILEAGE: 50 to 125 miles.

WEIGHT: Car complete with Edison battery, 2200 pounds. With lead battery, 2475 pounds.

PRICE: See page 45.

ARMATURE WINDING DEPARTMENT



Model "16" Victoria

"CHAINLESS"
DIRECT SHAFT DRIVE

Specifications Model "16"

BODY DIMENSIONS: Seat, top of cushion, width 43 inches, depth 20 inches. Knee room front of cushion to dash, 25 inches.

UPHOLSTERY: 22 ounce superfine Waterloo broadcloth or leather, blue, green or maroon shades. Imported goatskin, fancy novelty cloth or whipcord on order.

TOP: Buffed enamel top leather.

PAINTING: Blue, Brewster green and maroon. (Special colors extra.)

WHEEL BASE: 80 inches.

TIRES: Front and rear 32 x 4 special electric pneumatic. Guaranteed by makers.

BATTERY: 40 cells A-6 Edison nickel and steel battery, or 24 cells 15 M. V. size plate lead battery.

CONTROL: Our 1911 design horizontal lever, permitting use of entire width of seat.

BRAKES: 12 x 2 inch internal expanding hub, and 8 x 2 inch motor brake.

STEERING: Side lever.

FENDERS: Covered with hand-buffed grain dash leather.

EQUIPMENT: Side lamps, tail lamp, storm apron, odometer, inspection lamp, outfit of tools.

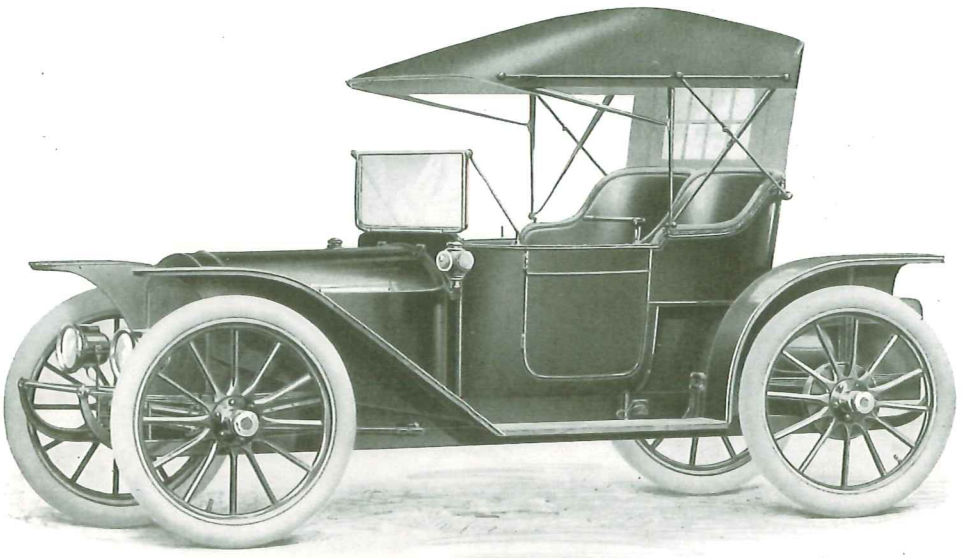
SPEEDS: Five speeds—5, 8, 13, 17, 21 miles per hour.

MILEAGE: 50 to 125 miles.

WEIGHT: Car complete with Edison battery, 2200 pounds. With lead battery, 2475 pounds.

PRICE: See page 45.

MACHINE DEPARTMENT



Model "17" Underslung Roadster

TANDEM ENCLOSED
SILENT CHAIN DRIVE

Specifications Model "17"

BODY DIMENSIONS: Twin divided seats, top of cushion, width 39 inches, depth 21 inches. Width door, 18 inches. Knee room front of cushion to dash, 26 inches.

UPHOLSTERY: Leather, green, blue or maroon shades.

TOP: Cape, with side and door curtains, first quality mohair.

PAINTING: Brewster green body with maroon chassis or blue body with straw-color chassis.

WHEEL BASE: 96 inches.

TIRES: Front and rear 34 x 4 or 36 x 3½ special electric pneumatic. Guaranteed by makers.

BATTERY: 40 cells A-6 Edison nickel and steel battery; or 24 cells 17 M. V. size plate lead battery.

CONTROL: One side lever.

BRAKES: 12 x 2 inch internal expanding hub, and 6 x 1¼ inch motor brake.

STEERING: Side lever.

FENDERS: Alumaloyd.

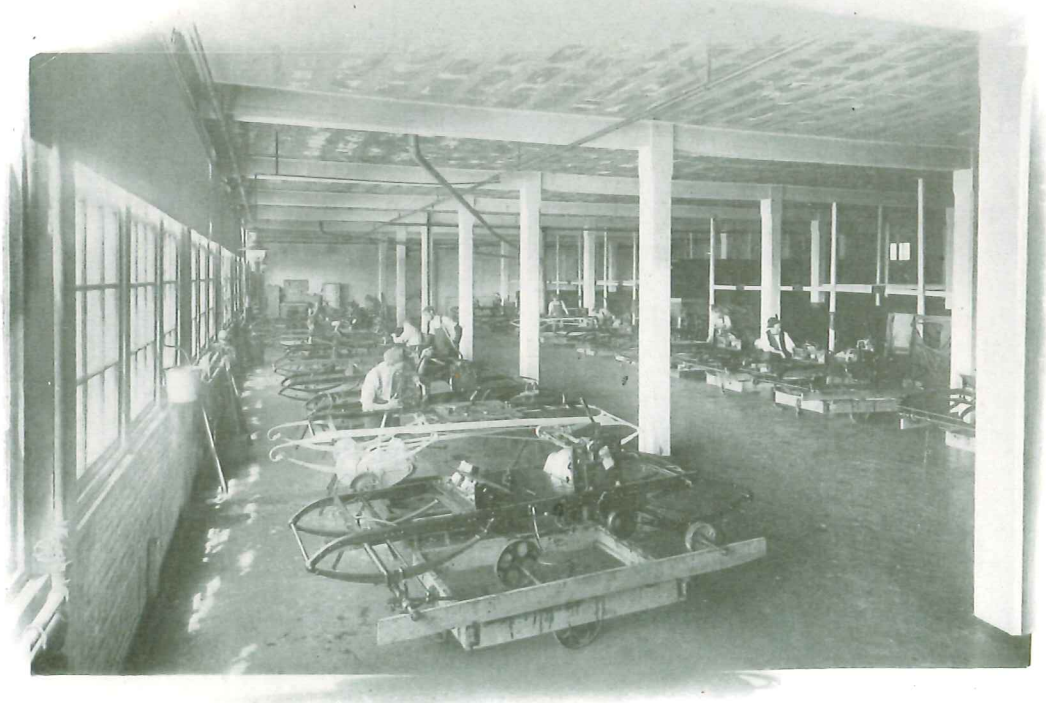
EQUIPMENT: Wind shield, two front lamps, two side lamps, one tail lamp, odometer, inspection lamp, outfit of tools.

SPEEDS: Five speeds—5, 8, 12, 16, 20 miles per hour.

MILEAGE: 50 to 125 miles.

WEIGHT: Car complete with Edison battery, 2300 pounds. With lead battery, 2600 pounds.

PRICE: See page 45.



CHASSIS COLOR VARNISH ROOM IN PAINT DEPARTMENT

Model "18" Torpedo Body Roadster

TANDEM ENCLOSED
SILENT CHAIN DRIVE

Specifications Model "18"

BODY DIMENSIONS: Twin divided seats, top of cushion, width 39 inches, depth 21 inches. Width door, 18 inches. Knee room front of cushion to dash, 26 inches.

UPHOLSTERY: Leather, green, blue or maroon shades.

TOP: Cape, with side and door curtains, first quality mohair.

PAINTING: Brewster green body with maroon chassis, or blue body with straw-color chassis.

WHEEL BASE: 87 inches.

TIRES: Front and rear 32 x 4 special electric pneumatic. Guaranteed by makers.

BATTERY: 40 cells A-6 Edison nickel and steel battery; or 24 cells 13 M. V. size plate lead battery.

CONTROL: One side lever.

BRAKES: 12 x 2 inch internal expanding hub, and 6 x 1¼ inch motor brake.

STEERING: Side lever. Wheel steer on order.

FENDERS: Alumaloyd.

EQUIPMENT: Wind shield, rumble seat, two front lamps, two side lamps, tail lamp, odometer, inspection lamp, outfit of tools.

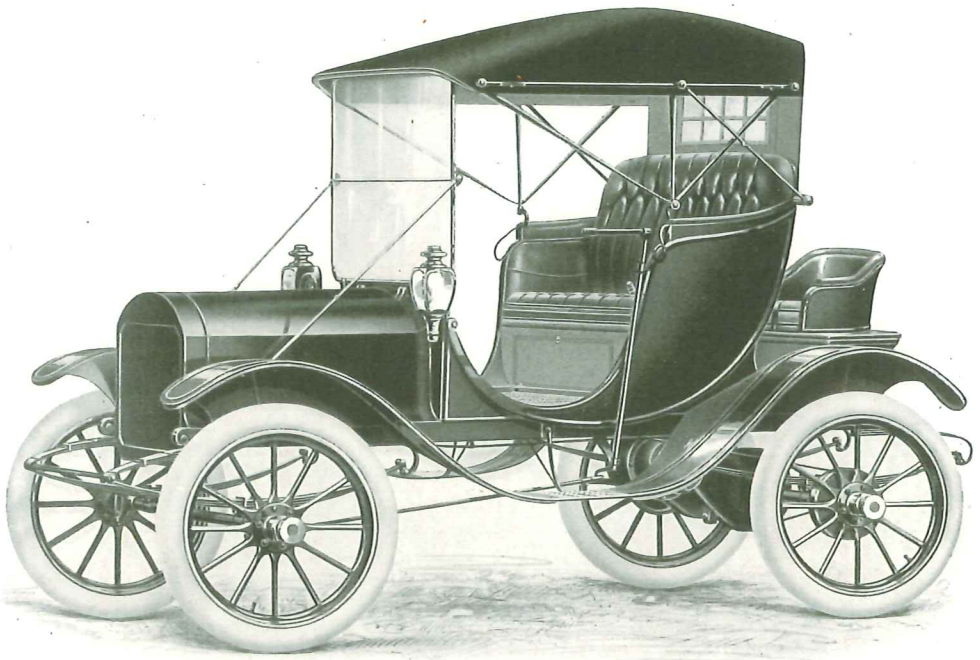
SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

MILEAGE: 50 to 125 miles.

WEIGHT: Car complete with Edison battery, 2150 pounds. With lead battery, 2300 pounds.

PRICE: See page 45.

COUPE BODIES NEARING COMPLETION IN WOOD WORKING DEPARTMENT



Model "19" Victoria Body Roadster

TANDEM ENCLOSED
SILENT CHAIN DRIVE

Specifications Model "19"

BODY DIMENSIONS: Seat, top of cushion, width 43 inches, depth 20 inches. Knee room front of cushion to dash, 25 inches.

UPHOLSTERY: 22 ounce superfine Waterloo broadcloth or leather, blue, green or maroon shades. Imported goatskin, fancy novelty cloth or whipcord on order.

TOP: Buffed enamel top leather.

PAINTING: Blue, Brewster green and maroon. (Special colors extra.)

WHEEL BASE: 87 inches.

TIRES: Front and rear 32 x 4 special electric pneumatic. Guaranteed by makers.

BATTERY: 40 cells A-6 Edison nickel and steel battery; or 24 cells 13 M. V. size plate lead battery.

CONTROL: One side lever.

BRAKES: 12 x 2 inch internal expanding hub and 6 x 1¾ inch motor brake.

STEERING: Side lever. Wheel steer on order.

FENDERS: Alumaloyd.

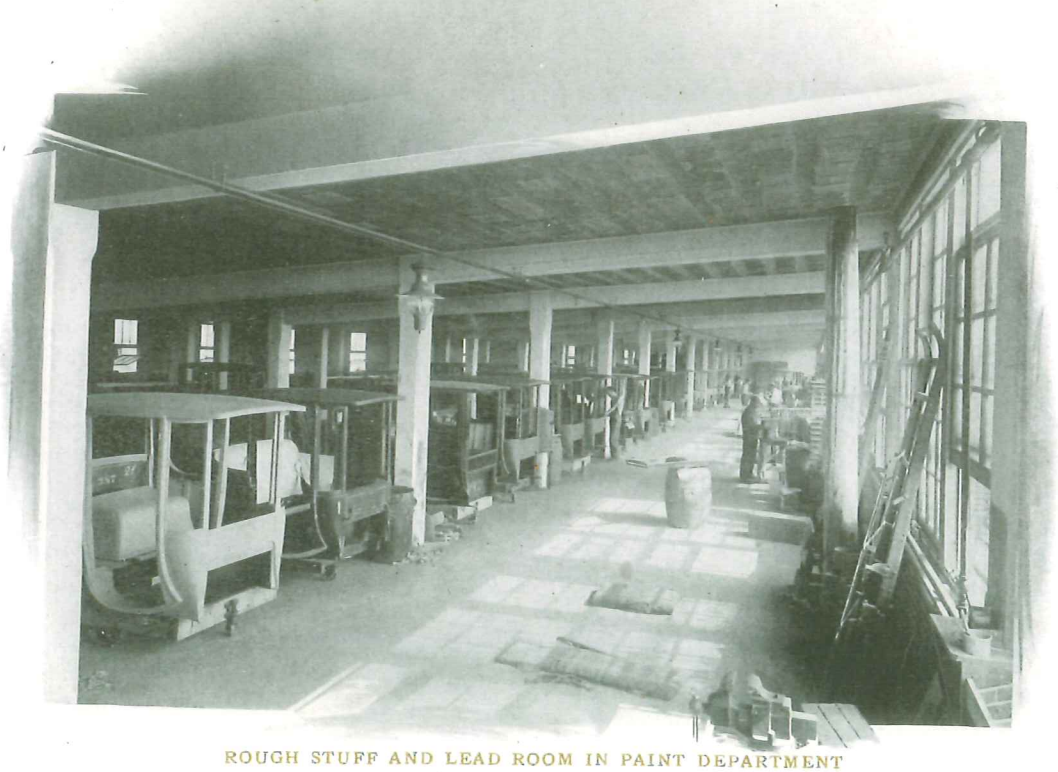
EQUIPMENT: Wind shield, rumble seat, front lamps, tail lamp, odometer, inspection lamp, outfit of tools.

SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

MILEAGE: 50 to 125 miles.

WEIGHT: Car complete with Edison battery, 2150 pounds. With lead battery, 2300 pounds.

PRICE: See page 45.



ROUGH STUFF AND LEAD ROOM IN PAINT DEPARTMENT

Model "20" Roadster

TANDEM ENCLOSED
SILENT CHAIN DRIVE

Specifications Model "20"

BODY DIMENSIONS: Seat, top of cushion, width 40 inches, depth 18 inches.

UPHOLSTERY: Leather, green, blue or maroon shades.

TOP: Three bow, with side and door curtains, first quality mohair.

PAINTING: Maroon body with maroon chassis, or blue body with straw-color chassis.

WHEEL BASE: 87 inches.

TIRES: Front and rear 32 x 4 special electric pneumatic. Guaranteed by makers.

BATTERY: 40 cells A-6 Edison nickel and steel battery; or 24 cells 13 M. V. size plate lead battery.

CONTROL: One side lever.

BRAKES: 12 x 2 inch internal expanding hub and 6 x 1¾ inch motor brake.

STEERING: Side lever.

FENDERS: Alumaloyd.

EQUIPMENT: Wind shield, rumble seat, front lamps, tail lamp, odometer, inspection lamp, outfit of tools.

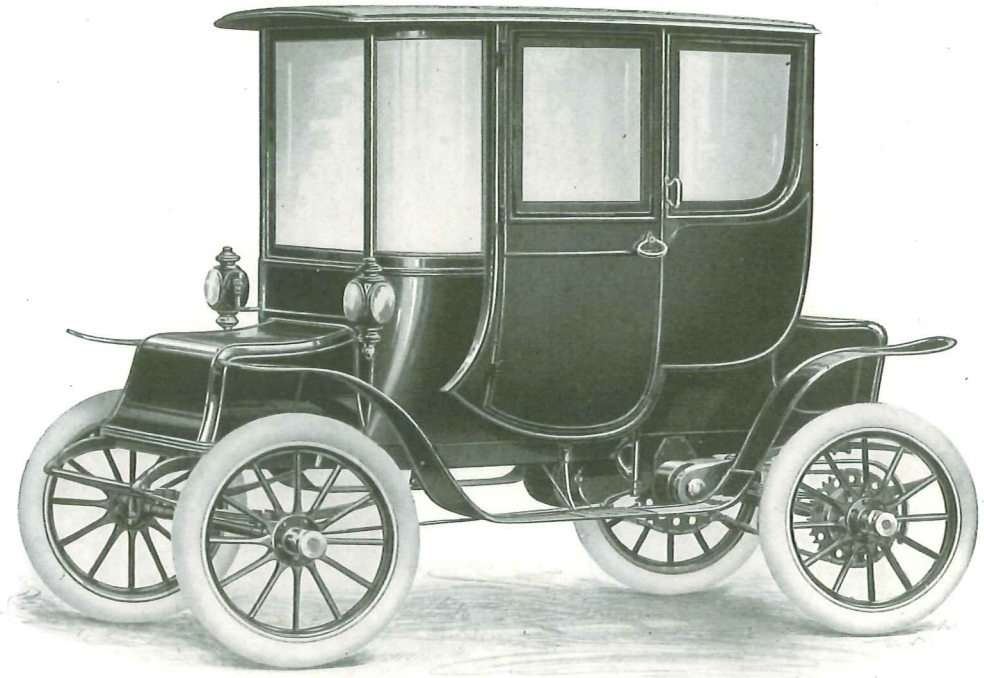
SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

MILEAGE: 50 to 125 miles.

WEIGHT: Car complete with Edison battery, 2150 pounds. With lead battery, 2300 pounds.

PRICE: See page 45.

COLOR VARNISH ROOM IN PAINT DEPARTMENT



Model "21" Four Passenger Extension Brougham

DOUBLE CHAIN DRIVE

Specifications Model "21"

BODY DIMENSIONS: Rear-seat, top of cushion, width 45 inches, depth 20 inches. Front seat, width 42 inches, depth 18 inches. From back rear seat to back front seat, 55 inches. Knee room between seats, 19 inches.

UPHOLSTERY: 22 ounce superfine Waterloo broadcloth or leather, blue, green or maroon shades. Imported goatskin, fancy novelty cloth or whipcord on order.

PAINTING: Blue, Brewster green and maroon. (Special colors extra.)

WHEEL BASE: 85 inches.

TIRES: Front and rear 32 x 4, special electric pneumatic. Guaranteed by makers.

BATTERY: 40 cells A-6 Edison nickel and steel battery; or 24 cells 17 M. V. size plate lead battery.

CONTROL: One side lever.

BRAKES: 10 x 2 inch internal expanding hub, 6 x 1½ inch internal expanding on countershaft, and 6 x 1¾ motor brake.

STEERING: Side lever.

FENDERS: Covered with hand-buffed grain dash leather.

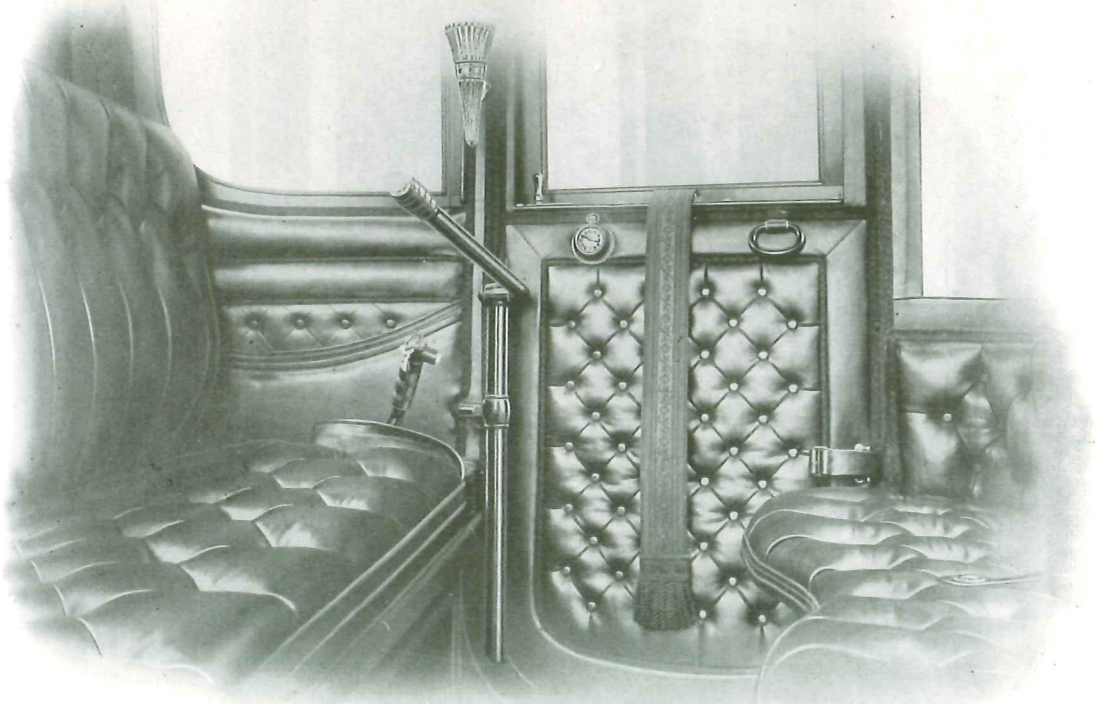
EQUIPMENT: Side lamps, tail lamp, odometer, inspection lamp, outfit of tools, flower vase and complete toilet and card case with watch.

SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

MILEAGE: 50 to 125 miles.

WEIGHT: Car complete with Edison battery, 2450 pounds. With lead battery, 2750 pounds.

PRICE: See page 45.



REAR SEAT VIEW MODEL "21" SHOWING CONTROLLER

Model "22" Four Passenger Brougham

DOUBLE CHAIN DRIVE

Specifications Model "22"

BODY DIMENSIONS: Rear seat, top of cushion, width 45 inches, depth 20 inches. Front seat, width 38 inches, depth 15 inches. From back rear seat to back front seat, 48 inches. Knee room between seats, 15 inches.

UPHOLSTERY: 22 ounce superfine Waterloo broadcloth or leather, blue, green or maroon shades. Imported goatskin, fancy novelty cloth or whipcord on order.

PAINTING: Blue, Brewster green and maroon. (Special colors extra.)

WHEEL BASE: 80 inches.

TIRES: Front and rear 32 x 4, special electric pneumatic. Guaranteed by makers.

BATTERY: 40 cells A-6 Edison nickel and steel battery; or 24 cells 17 M. V. size plate lead battery.

CONTROL: One side lever.

BRAKES: 10 x 2 inch internal expanding hub, 6 x 1½ inch internal expanding on countershaft, and 6 x 1¾ motor brake.

STEERING: Side lever.

FENDERS: Covered with hand-buffed grain dash leather.

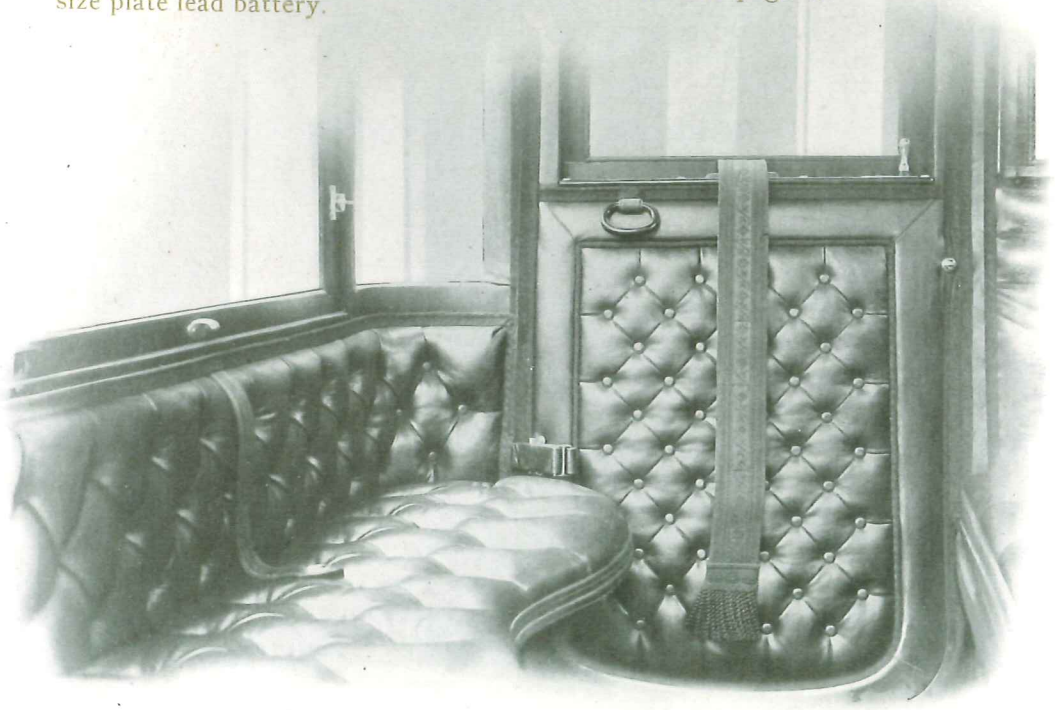
EQUIPMENT: Side lamp, tail lamp, odometer, inspection lamp, outfit of tools, flower vase and complete toilet and card case with watch.

SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

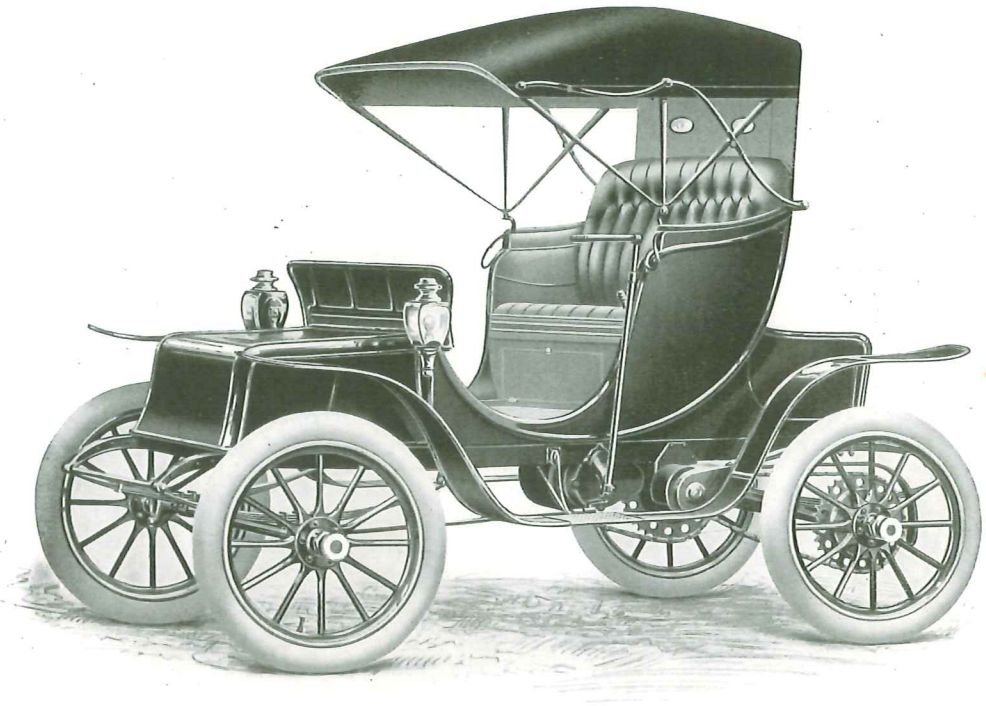
MILEAGE: 50 to 125 miles.

WEIGHT: Car complete with Edison battery, 2350 pounds. With lead battery, 2650 pounds.

PRICE: See page 45.



FRONT SEAT MODEL "22"



Model "23" Victoria

DOUBLE CHAIN DRIVE

Specifications Model "23"

BODY DIMENSIONS: Seat, top of cushion, width 43 inches, depth 20 inches. Knee room front of cushion to dash, 25 inches.

UPHOLSTERY: 22 ounce superfine Waterloo broadcloth or leather, blue, green or maroon shades. Imported goatskin, fancy novelty cloth or whipcord on order.

TOP: Buffed enamel top leather.

PAINTING: Blue, Brewster green and maroon. (Special colors extra.)

WHEEL BASE: 80 inches.

TIRES: Front and rear 32 x 4 special electric pneumatic. Guaranteed by makers.

BATTERY: 40 cells A-6 Edison nickel and steel battery, or 24 cells 15 M. V. size plate lead battery.

CONTROL: One side lever.

BRAKES: 10 x 2 inch internal expanding hub, 6 x 1½ inch internal expanding on countershaft, and 6 x 1¾ motor brake.

STEERING: Side lever.

FENDERS: Covered with hand-buffed grain dash leather.

EQUIPMENT: Side lamps, tail lamp, storm apron, odometer, inspection lamp, outfit of tools.

SPEEDS: Five speeds—5, 8, 13, 17, 22 miles per hour.

MILEAGE: 50 to 125 miles.

WEIGHT: Car complete with Edison battery, 2100 pounds. With lead battery, 2375 pounds.

PRICE: See page 45.

UPHOLSTERING DEPARTMENT

The "Detroit" Electric is designed so that without alteration, 40 cells A-6 Edison battery may be installed.

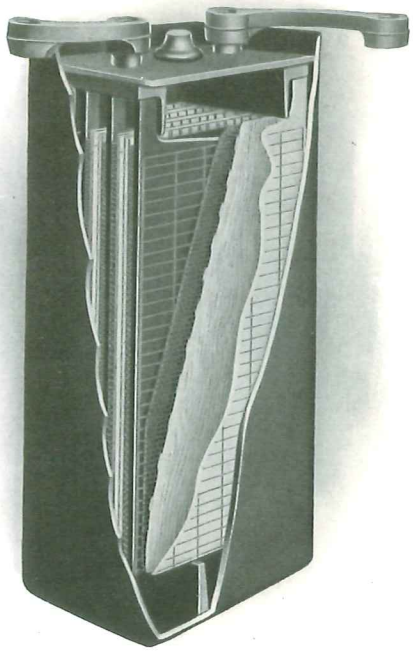
The Edison battery, including jars, consists entirely of nickel and steel.

Positive plate consists of a steel grid supporting perforated steel tubes filled with flake nickel and nickel hydrate.

Negative plate is a steel grid supporting rectangular pockets filled with oxide of iron.

The electrolyte is a reduced solution of caustic potash.

The maximum life of an Edison battery is yet to be determined; present records show one thousand complete charges and discharges and still retaining rated capacity.



Lead batteries consist of pure lead and its oxides, the retaining jars being of hard rubber.

Positive plate consists of a metallic lead grid supporting a filler of oxide of lead.

Negative plate is a metallic lead grid supporting a filler of peroxide of lead.

The electrolyte is a reduced solution of sulphuric acid.

The average life of a standard lead battery is equal to 300 to 350 complete charges and discharges.

Construction

IT is our wish that every prospective purchaser of an electric automobile could accept our invitation to visit our shops in which is built the Detroit Electric.

Our entire plant, finances and energies are devoted exclusively to the building and perfecting of the electric vehicle.

Entering our fifth year as electric vehicle manufacturers, has enabled us to equip our factory with the latest and most modern mechanical and electrical devices of recent developments for the perfecting of our product.

Devoting seven acres to floor space and employing 750 men, every part of the Detroit Electric is designed and made in our own shops. No stock parts are used. We design and make our motors, controllers, axles, gears and bodies to fit the requirements for which each model is intended. Each part is finished and fitted, insuring perfect unison of design, that it may add to the efficiency of the complete car.

All body panels are of selected yellow poplar, properly seasoned; frames and sills are of second growth white ash; hoods, front and rear are of aluminum, which is stronger and lighter than wood and may be formed into more beautiful and symmetrical lines, with absolute assurance against splitting or checking.

Broadcloths, whipcords, leathers and skins of finest quality are standard equipment. Our upholstery is luxury in itself, and the general appointments, elegance and refinement without show.

Our standard colors of painting are blue, green and maroon. Special colors are furnished when desired, in which cases we reserve the right to offer suggestions or corrections, that perfect harmony of colors will be attained.

Each Detroit Electric, when completed, is an individual car that has been properly built, thoroughly tested and offered as the highest grade of electric vehicle that the facilities of the age permit.

THE Detroit ELECTRIC

Chainless Direct Shaft Drive

On opposite page is a photographic reproduction of our "Chainless" Direct Shaft Drive power plant, showing a straight path of power from battery and motor to adjustable bevel gear in rear axle.

The system of power transmission consists of a low speed motor directly connected to bevel gear in rear axle through what is virtually an extension of the armature shaft, dispensing with chain or gear reduction.

The motor is rigidly attached to a sub-frame suspended from main side members in such a position that the drive shaft never assumes an angle greater than three degrees in spring movement.

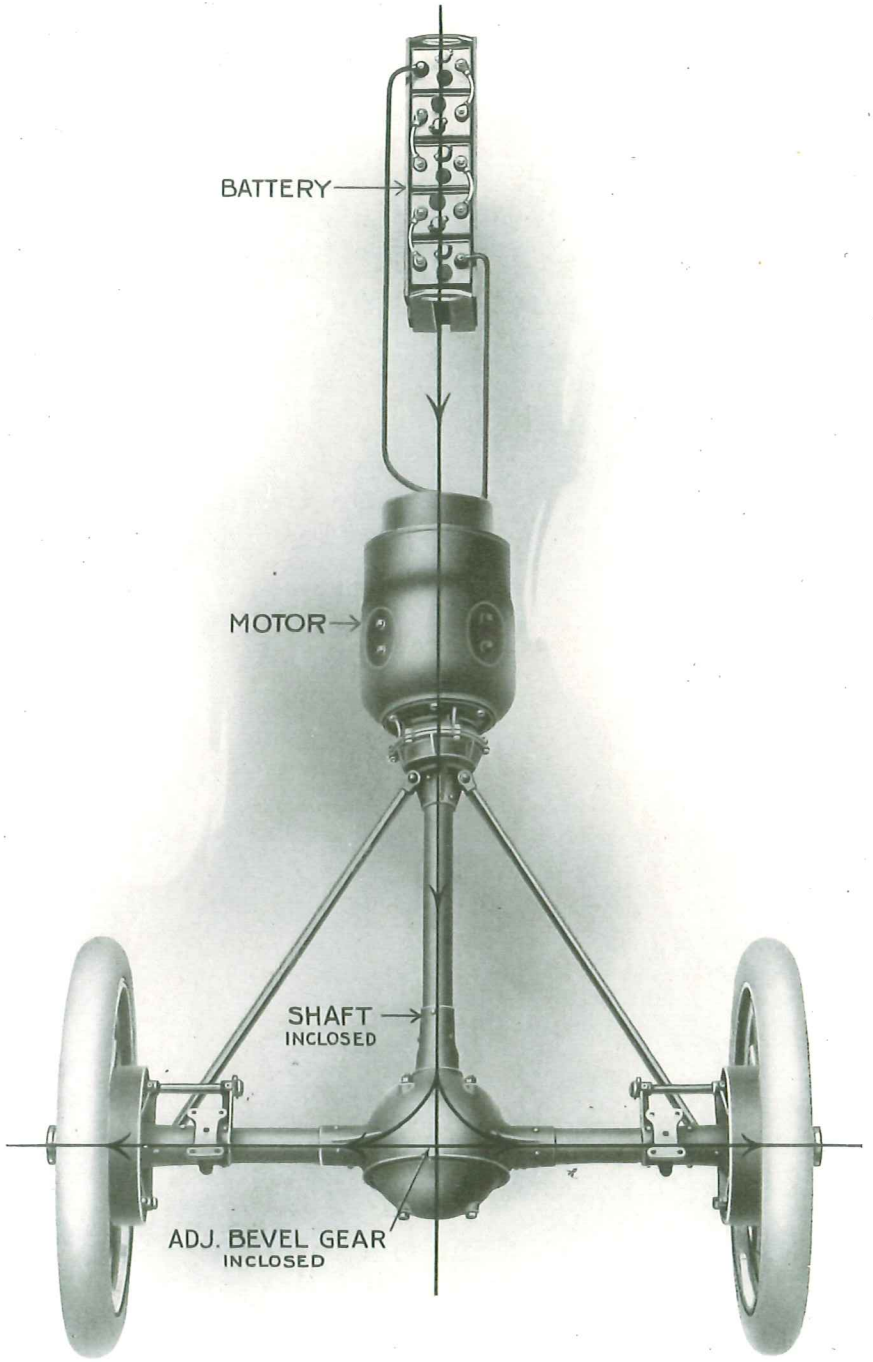
By eliminating the common practice of using a chain or gear reduction between motor or shaft, we produce a power plant with the least possible number of parts and make the transmission of parts absolutely direct with the least loss of efficiency.

The universal joint is of special dust-proof design, forming part of the rear motor head, and is constantly lubricated by working in a bath of grease.

The semi-floating axles, bearings, supports and differential may be separately removed from the rear axle without disarranging the general assembly; similarly, the armature may be removed from the motor.

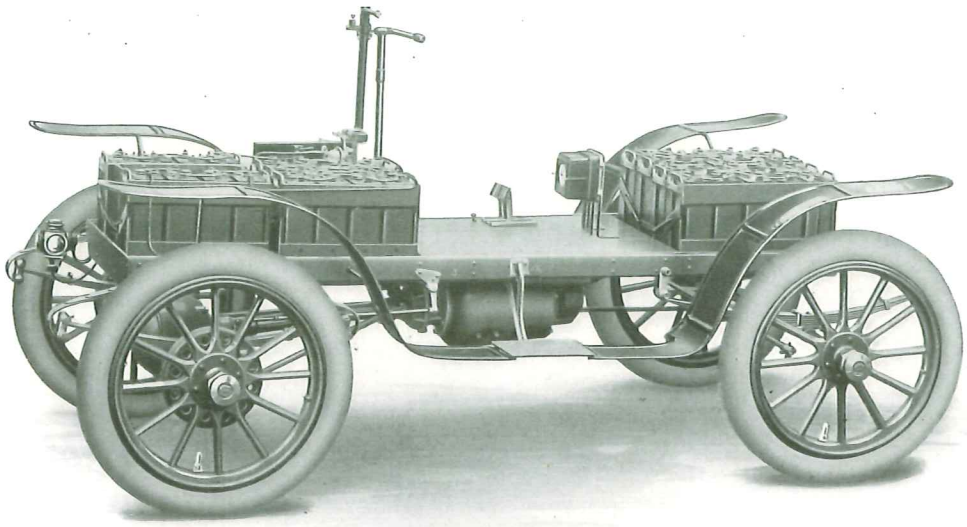
Not a single moving part from the motor to the rear axle is exposed.

Our construction provides a simple and positive means of adjustment in the meshing of gears. It can be made by the owner himself without expert assistance, by removing the cap that covers the differential housing without disassembling the rear axle.



Complete Power Plant

"CHAINLESS"
DIRECT SHAFT DRIVE



View of Chassis, "Chainless" Direct Shaft Drive

Frame is of cold rolled pressed steel channel side members and angle cross members, hot riveted.

Front ends of side members are bolted together with spacing rod which strengthens frame, and is a protection to front of body.

Springs are of finest quality spring steel, eyes bronzed bushed, bolts hardened and ground, fitted with compressed grease cups. Front springs are semi-elliptical, rear full elliptical, 40 inches long.

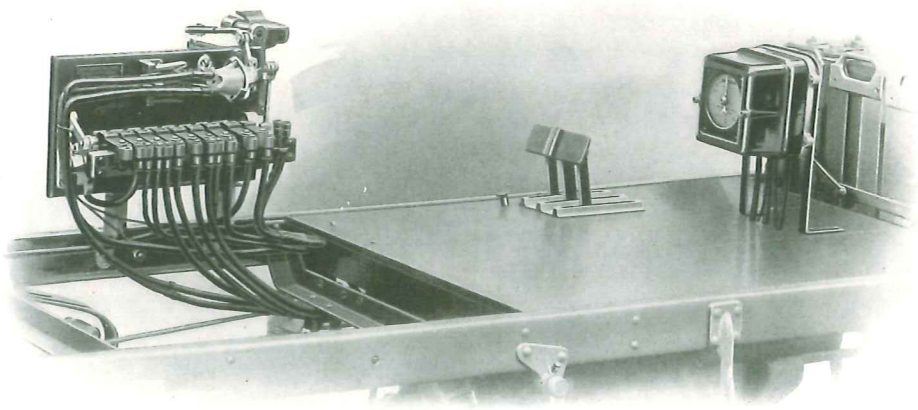
Wheels are artillery type, 32 x 4 inches all around; front wheels revolve on Timken roller bearings; rear wheels are secured to live axle which revolve on Hess-Bright annular ball bearings.

Battery, either lead or Edison, is equally divided on chassis frame.

Brakes, two in number, operated through foot pedals to 12 x 2 inch drums in each rear wheel, and 8 x 2 inch drum on motor shaft, making a combined braking area of 200 square inches.

Steering is by means of side lever.

Body is bolted to chassis by three bolts on each side, spaced equally along the chassis frame, and can be taken off or put on without disturbing any of the wiring, battery or power plant.



Floor Plan showing Controller, Brake Pedals and Meter in Position

Controller is new design drum-type, giving five forward or reverse speeds. A number of new electrical and mechanical features are developed in this controller.

Owing to the many inconveniences occasioned by the older type controller handle projecting at the side of seat cushion, we have designed a new feature in a horizontal lever, located directly over steering bar. Not only does this allow one to utilize full width of seat, but avoids possibility of garments becoming entangled in controller.

The operation of this lever gives to the driver a natural and restful position with hand on controller at all times.

The operation of the lever is forward for both forward and reverse speeds. The reverse is obtained by slightly raising lever before moving forward.

Push button is convenient at end of controller grip.

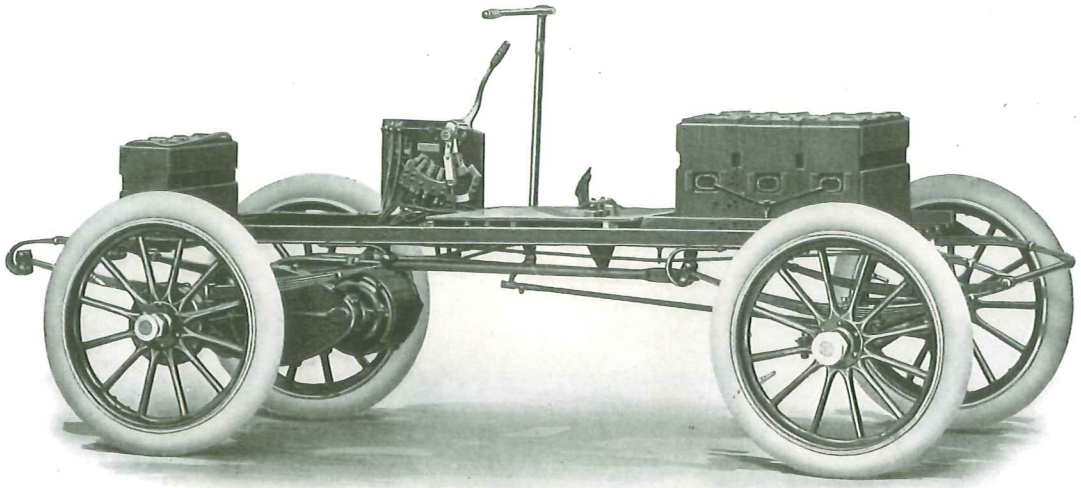
A Yale lock in connection with controller prevents operation of car without necessary key.

Brakes are applied through two foot pedals in combination with center lever. Right foot pedal applies brakes to rear hubs which is used as the service brake, and will handle the car efficiently under all normal conditions. Left foot pedal applies the motor brake which is used only when a second brake is necessary or on slippery pavements.

Both right and left foot pedals, neither of which are equipped with ratchet, may be operated separately or together, as the condition may require.

The object of the center lever, which is equipped with ratchet, is to set both brakes, at the same time opening the circuit from battery to motor.

To release brakes, press forward on center lever, and with the other foot press down on button immediately in front of pedals which releases ratchet and allows pedals to come back to neutral position.



Chassis Tandem enclosed, Silent Chain Drive, Models 17, 18, 19, 20

Power is transmitted from motor to rear axle through two silent running Renold chains, all housed in oil-tight cases.

Spring suspension is four three-quarter elliptical springs. Front springs are 1¾ x 40 inches, rear 1¾ x 50 inches.

Wheels artillery type, 32 x 4 inches all around. Front wheels revolve on Timken roller bearings. Rear wheels are secured to live axle which revolve on Hess-Bright annular ball bearings.

Battery, either Edison or lead, is divided by placing three-fourths of the number of cells in front and one-fourth in rear; combined with power plant suspension and passengers, gives equal distribution of weight.

Brakes, two in number; one to each rear hub, operated by foot, and one to motor operated by controller lever.

Frame is of cold rolled pressed steel angle side and cross members, hot riveted.

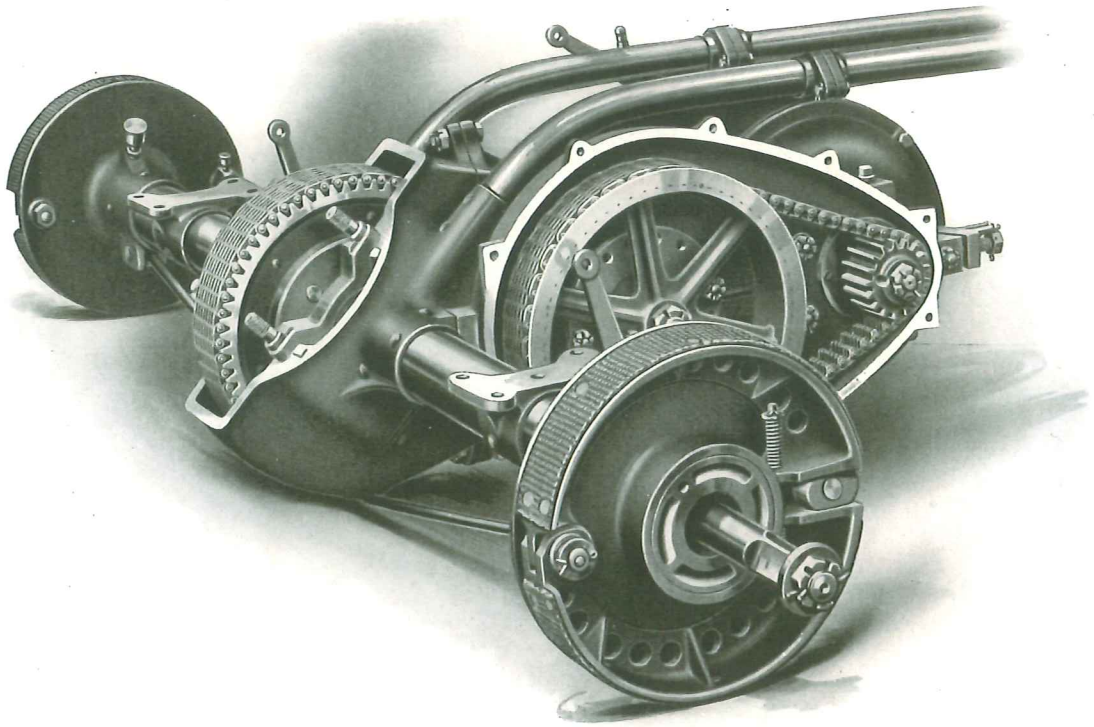
Controller is knife blade type, giving five forward and three reverse speeds.

All operations are performed with one lever. The operation of the lever is forward for both forward and reverse speeds; pulling 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.

An especially designed Yale lock, located in end of controller grip, prevents operation of car without using necessary key.

Steering is by means of a side lever. Body is bolted to chassis by four bolts on either side, spaced at equal intervals along chassis frame. All wiring is carried on chassis and need not be disturbed in case of removing the body.

NOTE—Model 17 has a specially designed undershung frame with 96 inch wheel base.



Power Plant, Models 17, 18, 19, 20

Consists of multipolar series wound motor in combination with short countershaft, rear axle and torsion rods.

Motor will develop sufficient horse power to propel the car over any road conditions that would be considered safe for motoring.

Armature shaft is equipped with 1¾ x 6 inch band brake, enclosed in aluminum case.

Motor is suspended from torsion rods, distributing a large portion of the weight to the front springs.

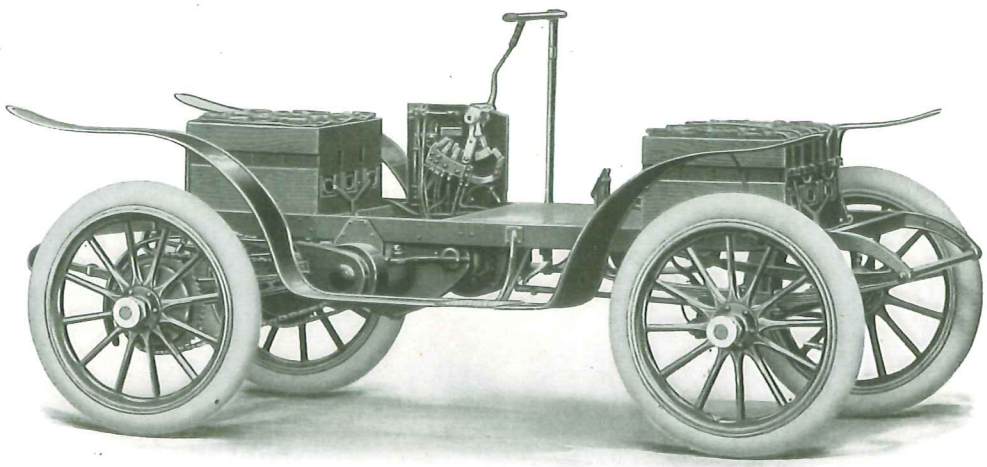
The reduction from motor to rear axle is through two silent running Renold chains, arranged as follows: A 1½ x ½ inch pitch chain transmits power from motor to countershaft, and a 2 x ½ inch pitch chain transmits power from countershaft to rear axle.

All gears and chains are enclosed in oil tight housings. Adjustments are simple and positive.

The rear axle housing is cold drawn seamless steel tubing. The differential housing, brake lever and spring saddle brackets are crucible steel castings, press fitted and riveted to rear axle housing.

The motor, countershaft and rear axle revolve on imported Hess-Bright annular ball bearings, which are at all times automatically lubricated.

If necessary, the entire power plant, including rear axle, may be removed from the car, or each part may be taken out separately. Either end of rear axle, including two outer bearings, can be readily withdrawn from housing by loosening two nuts. Differential, including the two inner bearings, can be detached by removing four studs.



Chassis, Chain Drive, Models 21, 22, 23

Frame is of cold rolled pressed steel channel side members and angle cross members, hot riveted. Front ends of side members are bolted together with spacing rod, which strengthens frame and is a protection to front of body.

Front springs are semi-elliptical; rear full elliptical; 40 inches long.

Wheels are artillery type, 32 x 4 inches all around. All wheels revolve on Timken roller bearings of large carrying capacity.

Battery, either Edison or lead, is equally divided on chassis frame.

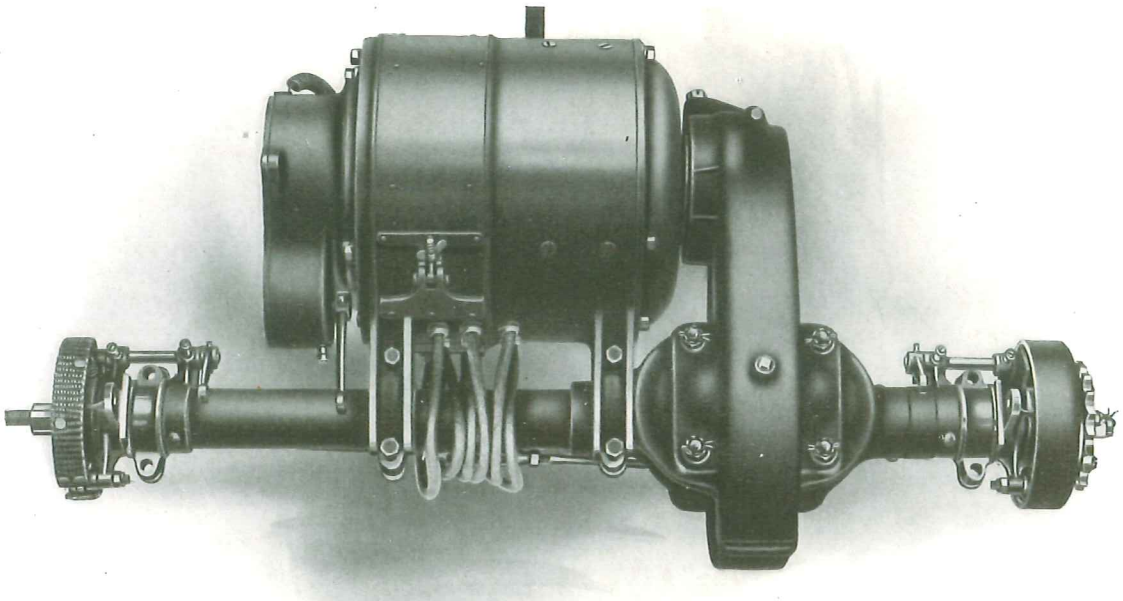
Brakes, five in number; one to each rear hub, operated by foot; one to each end of countershaft also operated by foot; and one to motor operated by controller lever.

Controller is knife blade type, giving five forward and three reverse speeds.

All operations are performed with one lever. The operation of the lever is forward for both forward and reverse speeds; pulling 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.

An especially designed Yale lock, located in end of controller grip, prevents operation of car without using necessary key.

Steering is by means of a side lever. Body is bolted to chassis by three bolts on each side, spaced equally along the chassis frame, and can be taken off or put on without disturbing any of the wiring, battery or power plant.



Power Plant, Models 21, 22, 23

Consists of a multipolar series wound motor in combination with tubular steel countershaft housing and cast aluminum chain case.

Motor is designed to develop sufficient horse power to propel the vehicle without injurious effects, under all conditions and tests that a self propelled vehicle can conscientiously be put to.

Commutator is extra large for this size motor. Brushes are eight in number, giving great flexibility with absolutely no sparking under any condition. Motor is entirely enclosed from dust and moisture, but may be readily made accessible for inspection.

Armature shaft is equipped with 1¾ x 6 inch band brake, enclosed in aluminum case. The motor supporting arms are flange fitted to slide rests, which are press fitted and riveted to countershaft housing. This permits of chain adjustment without effecting alignment between motor and countershaft.

The reduction between motor and countershaft is by means of a 1¾ x ½ inch pitch 17 tooth pinion, and a silent running Renold chain to a 60 tooth gear, bolted to differential, all running in oil tight case.

Both motor and countershaft are equipped with the well known imported Hess-Bright annular ball bearings, which by means of our lubricating system need practically no attention.

Countershaft is fitted on either end with 1½ x 6 inch internal expanding brake, which is a distinct feature found on no other car but the Detroit Electric.

Either end of countershaft may be removed from housing without dissembling other parts. The entire power plant may be detached from chassis or the motor may be removed separately, as the case may warrant.

Commercial Cars

USING "Detroit" Electric Commercial Cars is a practical way to reduce the expense of delivery and trucking.

One electric car does the work of two or more horse drawn wagons, as it carries a greater load and travels at a faster speed.

It consumes nothing while idle; it effects a saving in both labor and the amount of equipment necessary; it requires less stable room, saving space that may be otherwise utilized.

On account of its freedom from insurance liabilities, it may be loaded on dock, in warehouse or shipping room; it may be garaged on the premises.

The electric car is scarcely more inflammable than an ordinary wagon. For this reason Insurance Companies do not consider it is dangerous to property, and so place no restrictions on it.

It takes up less space than the horse truck, both in the street and warehouse, permitting more wagons to be loaded at one time.

Permits larger radius of delivery, meaning possible extension of free delivery limitations, yet at low cost.

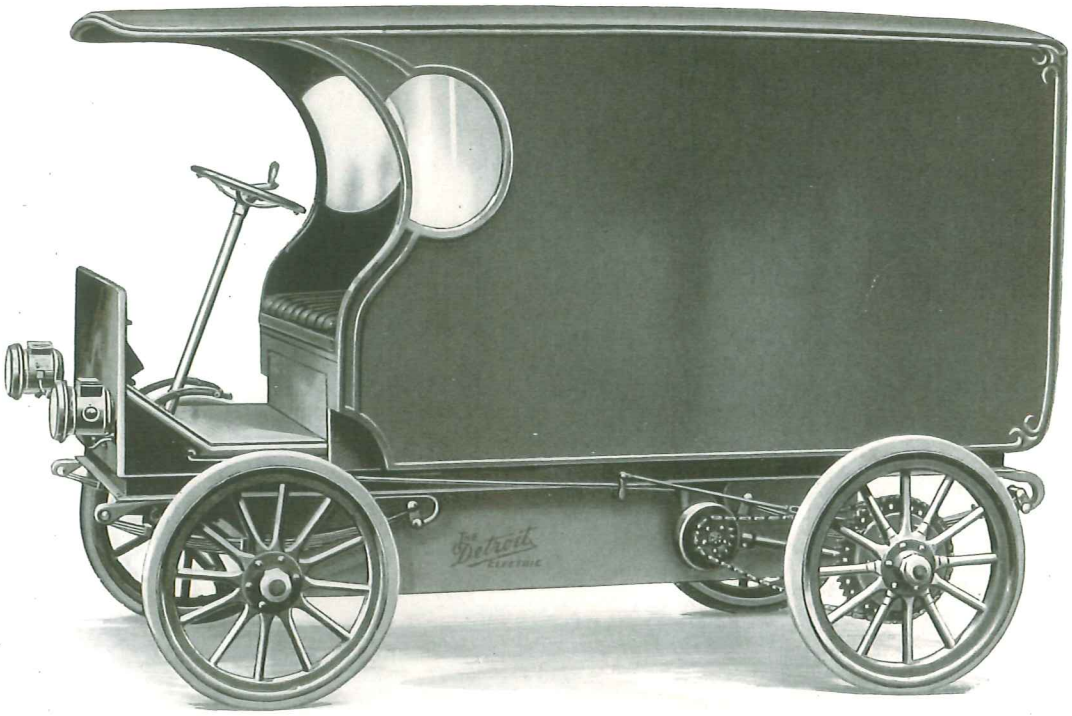
Electric cars are an excellent advertisement, as they indicate that the owner is progressive.

"Detroit" Electric Cars are equipped with the Edison nickel and steel battery. Edison batteries do not sulphate, require no washing or renewal of elements, insuring the vehicle against being laid up for battery care. Edison batteries are guaranteed by the Edison Storage Battery Company for a period of three years.

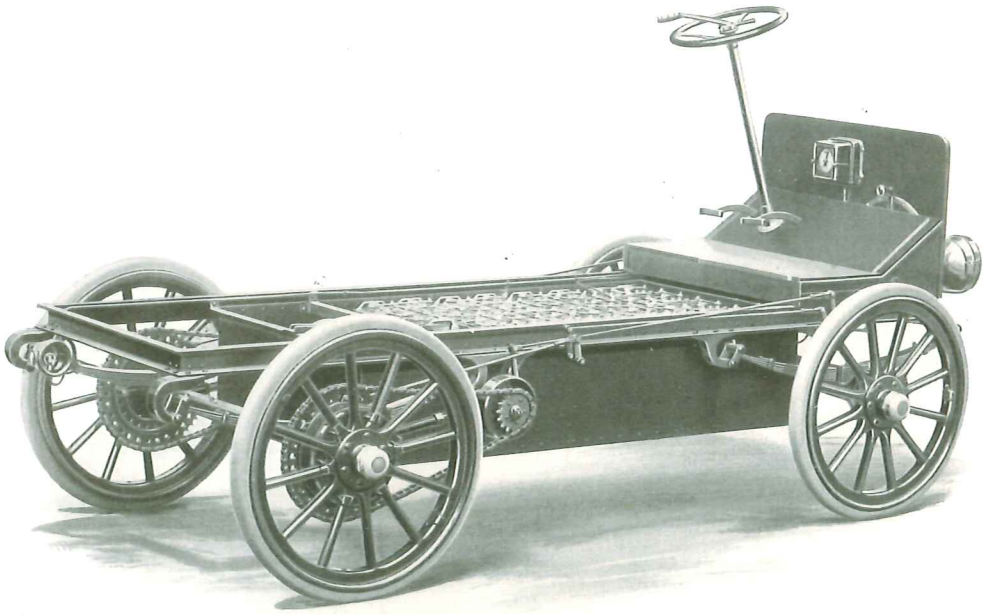
Each part of the "Detroit" Electric Car is designed and built in the shops of the Anderson Electric Car Company, which is equipped with the latest and most modern machinery for this kind of construction.

"Detroit" Electric Commercial Cars are built in sizes ranging from 750 to 10,000 pounds carrying capacity.

Write for our Commercial Car catalog.



Model 601. Panel Body, 2000 lb. capacity



Complete Chassis ready for Body, 2000 lb. capacity

Terms, Conditions and Instructions for Ordering

PRICES on automobiles and parts are positively net, F. O. B. Detroit.

DISCOUNTS. We do not allow discounts excepting to automobile dealers with whom we make annual contracts for quantities of cars and who are properly equipped to conduct their business successfully and serve the best interest of "Detroit Electric" owners.

TERMS. Our terms on parts are strictly cash with order. Orders accompanied by remittances will receive prompt attention, otherwise we will be obliged to hold them and write for the money.
When parts are desired by mail, the remittance must be sufficient to cover postage also.

REMITTANCES should be made by New York or Chicago Exchange, post office money order or express money order.

WHEN ORDERING, state plainly what is wanted. Do not leave anything to be inferred. Write and sign your order plainly on a separate sheet from your letter. When ordering any parts, always state the model, number of motor, type and factory number of car.

WHEN RECEIVING GOODS, examine carefully before signing railroad receipt, so that in case of damage or breakage, detailed notation can be written on face of receipt for evidence in making claim on railroad for such damaged parts.

WHEN RETURNING GOODS to us for any reason, charges must be prepaid. They must also be tagged with your name and address (or we cannot identify them) and be accompanied by a letter of instructions.

CORRESPONDENCE. Address all correspondence to the Company, not to individuals. Our executive force is large, departments being under separate heads, therefore it will save delay if correspondence bearing on different subjects be written on separate sheets being properly dated and signed.

Price List 1911 Models

(Prices subject to change without notice)

Model "10" Four Passenger Extension Brougham, "Chainless"

Direct Shaft Drive—With Standard Lead Battery	$2800
With Edison Battery	3400

Model "11" Four Passenger Brougham, "Chainless"

Direct Shaft Drive—With Standard Lead Battery	$2600
With Edison Battery	3200

Model "12" Two Passenger Coupe, with third person's seat

"Chainless" Direct Shaft Drive—With Standard Lead Battery	$2400
With Edison Battery	3000

Model "14" Four Passenger Victoria, "Chainless"

Direct Shaft Drive—With Standard Lead Battery	$2200
With Edison Battery	2800

Model "15" Victoria, "Chainless"

Direct Shaft Drive—With Standard Lead Battery	$2000
With Edison Battery	2600

Model "16" Victoria, "Chainless"

Direct Shaft Drive—With Standard Lead Battery	$2025
With Edison Battery	2625

Model "17" Underslung Roadster, "Tandem Enclosed"

Silent Chain Drive—With Standard Lead Battery	$2000
With Edison Battery	2600

Model "18" Torpedo Body Roadster, "Tandem Enclosed"

Silent Chain Drive—With Standard Lead Battery	$1800
With Edison Battery	2400

Model "19" Victoria Body Roadster, "Tandem Enclosed"

Silent Chain Drive—With Standard Lead Battery	$1800
With Edison Battery	2400

Model "20" Roadster, "Tandem Enclosed"

Silent Chain Drive—With Standard Lead Battery	$1700
With Edison Battery	2300

Model "21" Four Passenger Extension Brougham

Double Chain Drive—With Standard Lead Battery	$2700
With Edison Battery	3300

Model "22" Four Passenger Brougham

Double Chain Drive—With Standard Lead Battery	$2500
With Edison Battery	3100

Model "23" Victoria,

Double Chain Drive—With Standard Lead Battery	$1900
With Edison Battery	2500

Model "10" or "21" Body Complete	$1000
Model "11" or "22" Body Complete	900
Model "12" Body Complete	725
Model "14" Body Complete	450
Model "15" or "23" Body Complete	350
Model "16" Body Complete	375
Model "17" or "18" Body Complete	400
Model "19" Body Complete	350
Model "20" Body Complete	300
Imported Novelty Cloths, Whipcords or Goatskin upholstering on any model	40
If Wind Shield is not desired where illustrated, deduct	20

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.

NOTE—Should any breakage occur in a "Detroit" within twelve months of shipping date from factory by reason of defective material, we will replace it free of charge when such parts are returned to us, freight prepaid, for our inspection.