THE Detroit ELECTRIC

NINETEEN
FIFTEEN

INV # 230
LN # 3

~~25.00~~
20.00

The Detroit Electric
1915

THE Detroit ELECTRIC

Society's Town Car

Anderson Electric Car Company
Detroit, Mich., U. S. A.

New York 80th and Broadway	Boston 903 Boylston St.	Kansas City 3310 Main St.
Chicago 2416 Michigan Ave.	Cleveland 8920 Euclid Ave.	Minneapolis 1426 Hennepin St.

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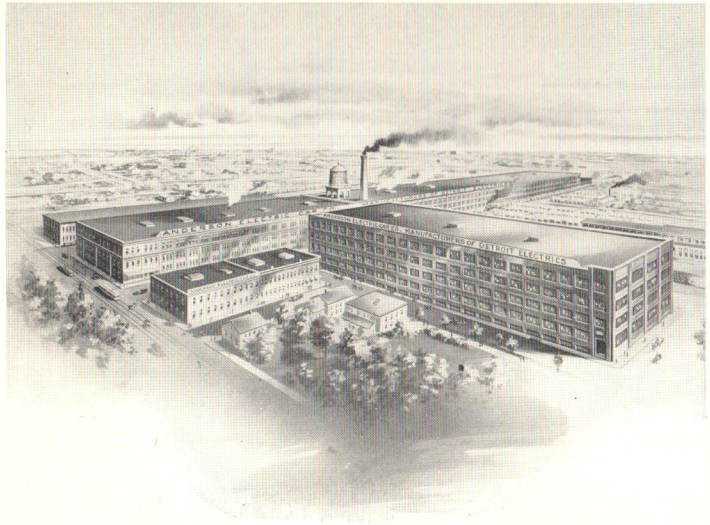


IN THIS FACTORY, covering eleven acres of floor space, and equipped with the most modern manufacturing facilities, Detroit Electric cars are designed and completely manufactured. This is the largest plant in the world manufacturing electric cars exclusively.

The Quality of Supremacy

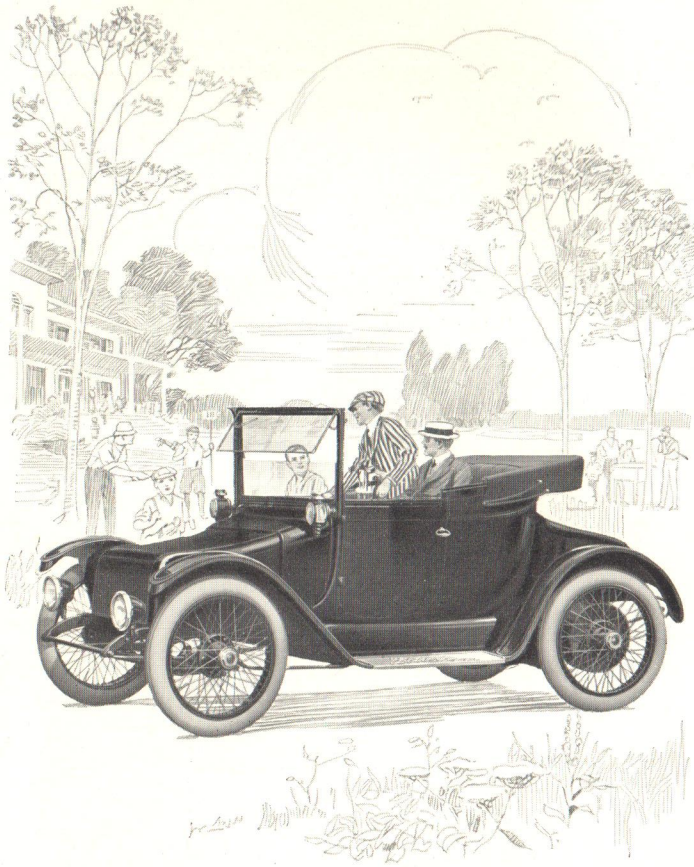
SUPERIORITY necessitates certain exclusive qualities. Each year the Detroit Electric has demonstrated its superiority in the electric car field by offering features not found in other electric cars. This supremacy is further emphasized by the announcement of distinctive advantages in the 1915 Detroit Electric models.

Perfect ease and naturalness in operating the car have been achieved by making the steering and control levers of the horizontal type and mounting them in a convenient and natural position, one over the other, on the left side of the car.

Absolute safety and security are assured by our interlocking automatic cutout braking system. Powerful foot and hand brakes, operating independently, give complete mastery of the car at all times with the least exertion.

The Detroit Electric motor is directly connected to the worm gear of the rear axle. This method of direct shaft drive, originated by us, means that the power usually lost through the friction of intermediate chains or gears is saved to aid in driving the car.

The ruggedness, power and efficiency of the Detroit Electric motor are unrivaled in any other electric automobile. The fact that 75 per cent. of the electric cars operated in hilly cities are Detroit Electrics is evidence conclusive.



Three Passenger Cabriolet Model 50

FOR a trip to the golf links, for getting about the city or suburbs rapidly, quietly and smoothly, the Detroit Electric Cabriolet is an ideal vehicle. With folding top this model is really two cars in one — an open roadster and a smart, exclusive coupe. (Wood wheels optional.)

Because of its larger battery capacity compared to weight of complete car, the Detroit Electric is capable of greater mileage and speed than any other electric.

The full aluminum body construction of all Detroit Electric models assures greatest permanency. Regardless of climatic conditions, it is impossible for panels, battery hoods, or window frames to warp and crack. The frame over which the sheet aluminum is formed is of selected white ash, all joints being mortised, glued and anchored in place by screws.

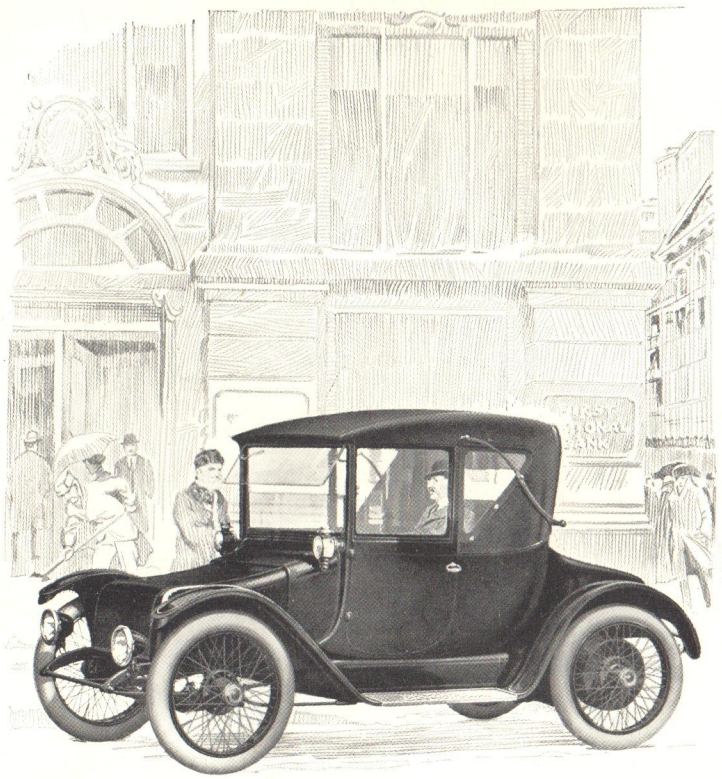
Aluminum moldings are so fastened to the body that screws holding them in place are practically hermetically sealed and draw the molding so tight to body that it is impossible for water to get behind it.

The fact that the Detroit Electric factory is the largest of its kind in the world and that Detroit Electrics constitute one-third of all electric cars now sold should be of particular interest to those who are in a quandary as to which car to choose.

The important facts emphasized in the following pages, we trust, will convince you that the Detroit Electric is the most practical and logical car for the entire family as well as for the professional or business man.

THE Detroit ELECTRIC

1915



Cabriolet Model 50

SPECIALLY designed for the business or professional man. Every day of the year, regardless of weather conditions, this modern car is instantly ready for emergency call. With top up it is a stylish enclosed car, with top down a snappy roadster. (Wood wheels optional.)

Three Passenger Cabriolet Model 50

Convertible Body The cabriolet is so designed that in inclement weather the top may be raised, completely protecting occupants against rain or snow, while in pleasant weather the top may be lowered, offering all the pleasures of an open roadster. All panels and battery hoods are of sheet aluminum and the top is of the finest grade leather.

Interior Arrangement This car seats three people comfortably—two on the wide rear seat and one on the auxiliary front seat.

Dimensions Rear seat — width 50″, depth 18″. Front to rear window 53″. Top of cushion to roof 40″. Door width 24″. Measurements over all—height 88″, width 67″, total length 11′ 10″.

Upholstery This model is beautifully upholstered in superfine broadcloth or hand-buffed leather in blue, green or maroon shades. Exclusive imported whipcords and bedfords are also offered. Turkish type of upholstery is used throughout. Cushions are deep and comfortable, tufted with genuine curled hair.

Painting The quality of finish on Detroit Electric cars is most enduring. It will retain its lustre for a long time under the most severe conditions of weather and use. Color options: Detroit blue, maroon or green.

Tread 56 inches (Standard).

Battery Our guaranteed non-wash battery—42 cells, 15 plate—used in this car does away with the expense and annoying delay of washing out lead batteries of the old type. An Edison battery of 54 cells A-6 type may be installed at additional cost.

Axles Designed and manufactured in our own shops, the Detroit Electric full floating rear axle is equipped with Lanchester type worm gears. In this axle the worm is mounted *below* the ring gear and runs in a bath of oil, thus assuring perfect lubrication. The front axle is a drop forging of the I-beam type.

Operating Levers Operating levers are mounted on the side of the car in horizontal position, one above the other. The longer (steering) lever is operated by the right hand and the shorter (controller) lever by the left. When the driver leaves the car these levers may be turned up out of the way and locked, preventing use of the car without the owner's knowledge

Brakes Three separate sets of brakes are provided, operating independently. The two sets of foot brakes, on the rear hubs, are of the internal expanding type, 16″ x 1¼″. Between the two foot pedals is a third pedal. Pressure on this applies both rear hub brakes, locks them and automatically cuts off the power. The electric hand brake operates on the motor and is applied by a slight backward movement of the controller lever.

Wheel Base The long wheel base, 100 inches, combined with the long, resilient springs, assures splendid riding qualities.

Tires The tires are large, of either non-puncturable Motz cushion type or Goodrich cord pneumatic. Cushion tires 36 x 4½ inches, pneumatic tires 34 x 4½ inches.

Fenders Fenders are full aluminum of the oval crown design and are skirted to the body so as to completely protect it against splash or mud.

Speeds Five speeds are at your command, ranging as follows: 5, 8, 13, 17 and 20 miles per hour.

Mileage Owing to the large battery capacity and high mechanical efficiency of the Detroit Electric, extra long mileage is assured. You can feel sure that your car will go as far on one charge as your daily requirements demand. Mileage per charge conservatively ranges from 50 to 85 miles.

Equipment All that you can ask in the way of equipment is furnished as standard, including headlights, body lamps, tail lamp, inspection lamp, Warner speedometer, eight-day clock, Weston voltammeter, smoking set and complete equipment of tools.

Price: $2,650 f. o. b. Detroit, Lead Battery. $880 extra for Edison Batteries



Four Passenger Brougham Model 51

THE drive to church in a Detroit Electric Brougham is especially in accord with the quiet restfulness of the day. And in the afternoon with this beautiful car you can enjoy the parks and drives with ease and comfort. (Wire wheels optional.)

Four Passenger Brougham Model 51

Rear Drive

Body Features All portions of body exposed to the weather, such as panels, battery hoods, moldings, fenders, window frames (front and rear), and roof are of aluminum. The roof, pressed out of a single sheet, will not leak nor crack. Sashless plate glass door windows are easily opened or shut by turning a handle. Rain drip protectors over the tops of the doors are provided.

Interior Arrangement This model comfortably seats four people, three on the wide rear seat and one on the revolving Pullman chair in the front right corner. An upholstered package box in the front left corner can be used as an extra seat if desired.

Upholstery Superfine broadcloth, hand-buffed leather in blue, green and maroon shades, or exclusive imported bedfords and whipcords are the choices offered in the upholstery of this model. Turkish style of deep upholstering is used throughout. Cushions are thickly padded with genuine curled hair. Top trimmed in plain broadcloth or tufted satin, as specified.

Painting Detroit blue, maroon or green are the standard color options offered. The finish on Detroit Electric cars is lasting and substantial, retaining its lustre for a long time under the most severe conditions.

Tread 56″ (Standard).

Wheel Base The 100″ wheel base, combined with long, resilient springs, insures utmost riding comfort.

Axles Designed and manufactured in our own shops, the Detroit Electric full floating rear axle is equipped with Lanchester type worm gears. In this axle the worm is mounted *below* the ring gear and runs in a bath of oil, thus assuring perfect lubrication. The front axle is a drop forging of the I-beam type.

Fenders Fenders are full aluminum, of the oval crown design, and are skirted to the body so as to completely protect it against splash or mud.

Speeds Five speeds are at your command, ranging as follows: 5, 8, 13, 17 and 20 miles per hour.

Battery Our guaranteed non-wash lead battery—42 cells, 15 plate—used in this car does away with the expense and annoying delay of washing out lead batteries of the old type. If desired, an Edison battery—54 cells A–6 type—may be used, at additional cost.

Operating Levers Operating levers are mounted at the side of the rear seat, in parallel position, one above the other. The longer (steering) lever is operated by the right hand and the shorter (controller) lever by the left. When the driver leaves the car these levers may be turned up out of the way and locked, preventing theft of car.

Brakes Three separate sets of brakes are provided, operating independently. The two sets of foot brakes, on the rear hubs, are of the internal expanding type, 16 x 1¼″. Between the two foot brake pedals is a third pedal. Pressure on this applies both rear hub brakes, locks them and automatically cuts off the power. The hand brake operates on the motor and is applied by a backward movement of the controller lever.

Tires Tires are of extra large size, of either non-puncturable Motz cushion type or Goodrich cord pneumatic. Cushion tires 36 x 4½″, pneumatic 34 x 4½″.

Dimensions Rear seat—width 52″, depth 18″. Front to rear window 66″. Top of cushion to roof 40″. Door width 23″. Measurements over all—height 88″, width 67″, total length 11′ 10″.

Mileage Owing to the large battery capacity and high mechanical efficiency of the Detroit Electric, extra long mileage is assured. You can be sure that your car will go as far on one charge as your daily requirements demand. Mileage per charge conservatively ranges from 50 to 85 miles.

Equipment The comprehensive equipment consists of headlights, body lamps, two sunburst interior lights, tail lamp, inspection lamp, Weston volt-ammeter, speedometer, eight-day clock, Hanlon patented rain-vision front window, cut glass flower vase, toilet set, smoking set and complete equipment of tools.

Price: $2,850 f. o. b. Detroit, Lead Battery. $880 extra for Edison Batteries



Five Passenger Brougham Model 52

A CAR for the entire family is this luxurious Duplex Drive Brougham. When five are riding this model is driven from the front seat with perfect ease and safety. With fewer passengers, the driver may operate the car from the rear seat. (Wire wheels optional.)

Five Passenger Brougham Model 52

Detroit Duplex Drive

Body Features All portions of the body exposed to the weather, such as panels, battery hoods, moldings, fenders, window frames (front and rear), and roof are aluminum. The roof, pressed out of a single sheet, will not leak nor crack. Sashless plate glass door windows are easily opened or shut by turning a handle. Rain drip protectors over the tops of the doors are provided.

Interior Arrangement Comfortable seating arrangements for five passengers are provided, three on the roomy rear seat and two on the revolving Pullman chairs in front. Special attention has been given to the arrangement of seats so that easy entrance or exit may be effected without interference with other passengers.

Dimensions Rear seat—width 52″, depth 18″. Front to rear window 74″. Top of cushion to roof 40″. Width of doors 24½″. Measurements over all—height 88″, width 67″, total length 11′ 10″.

Upholstery This model is beautifully upholstered in superfine broadcloth or hand-buffed leather in blue, green or maroon shades. Exclusive imported whipcords and bedfords are also offered. Turkish type of upholstery is used throughout. Cushions are deep and comfortable and are padded with genuine curled hair. Top is trimmed in plain broadcloth or tufted satin, as specified.

Painting The quality of finish on Detroit Electric cars is most enduring. It will retain its lustre for a long time under the most severe conditions of weather and use. Color options: Detroit blue, maroon or green.

Tires Tires are of extra large size, of either non-puncturable Motz cushion type or Goodrich cord pneumatic. Cushion tires 36 x 4½″, pneumatic 34 x 4½″.

Operating Levers This car can be operated from either front or rear seat, two independent sets of parallel control levers being provided. In order to have one set of control levers in operating position, the other set must be folded flat against the side of the car and locked in that position. Thus the possibility of tampering with the set not in use is prevented.

Axles Designed and manufactured in our own shops, the Detroit Electric full floating rear axle is equipped with Lanchester type worm gears. In this axle the worm is mounted below the ring gear and runs in a bath of oil, thus assuring perfect lubrication. The front axle is a drop forging of the I-beam type.

Brakes The braking system of this car consists of three separate sets of brakes—two operating on the rear hubs, applied by foot pedals, the third operating on the motor and applied by a backward movement of the control lever. In this model these brakes may be operated from either the front or rear driver's seat, either set being automatically locked when the other set is in use.

Tread 56″ (Standard).

Wheel Base The long wheel base, 100″, combined with the long, resilient springs, assures splendid riding qualities.

Battery Our guaranteed non-wash lead battery—42 cells, 15 plate—used in this car, does away with the expense and annoying delay of washing out lead batteries of the old type. If desired, an Edison battery—54 cells A-6 type—may be used, at additional cost.

Fenders Fenders are full aluminum, of the oval crown design, and are skirted to the body so as to completely protect it against splash or mud.

Speed Five speeds are at your command, ranging as follows: 5, 8, 13, 17 and 20 miles per hour.

Mileage Owing to the large battery capacity and high mechanical efficiency of the Detroit Electric, extra long mileage is assured. You can be sure that your car will go as far on one charge as your daily requirements demand. Mileage per charge conservatively ranges from 50 to 85 miles.

Equipment The comprehensive equipment consists of headlights, body lamps, two sunburst interior lights, tail lamp, inspection lamp, Weston volt-ammeter, speedometer, eight-day clock, Hanlon patented rain-vision front window, cut glass flower vase, toilet set, smoking set and complete equipment of tools.

Price: $3,000 f. o. b. Detroit, Lead Battery. $880 extra for Edison Battery



Five Passenger Brougham Model 53

FOR social duties or shopping trips this roomy Five-Passenger forward-drive Brougham makes you independent of weather or distance. Rain or sunshine, winter or summer, your Detroit is always ready. The most immaculate toilet will never be soiled or even ruffled in your Detroit Electric ride. (Wire wheels optional.)

Five Passenger Brougham Model 53

Front Drive

Body Features All portions of the body exposed to the weather, such as panels, battery hoods, moldings, fenders, window frames (front and rear), and roof are of aluminum. The roof, pressed out of a single sheet, will not leak nor crack. Sashless plate glass door windows are easily opened or shut by turning a handle. Rain drip protectors over the tops of the doors are provided.

Interior Arrangement Comfortable seating arrangements for five passengers are provided, three on the roomy rear seat and two on the revolving Pullman chairs in front. Special attention has been given to the arrangement of seats so that easy entrance or exit may be effected without interference with other passengers.

Dimensions Rear seat—width 52″, depth 16″. Front to rear window 74″. Top of cushion to roof 40″. Width of doors 24½″. Measurements over all—height 88″, width 67″, total length 11′ 10″.

Upholstery This model is beautifully upholstered in superfine broadcloth or hand-buffed leather in blue, green or maroon shades. Exclusive imported whipcords and bedfords are also offered. Turkish type of upholstery is used throughout. Cushions are deep and comfortable and are padded with genuine curled hair. Top is trimmed in plain broadcloth or tufted satin, as specified.

Battery Our guaranteed non-wash lead battery—42 cells, 15 plate—used in this car does away with the expense and annoying delay of washing out lead batteries of the old type. If desired, an Edison battery—54 cells A-6 type—may be used, at additional cost.

Tread 56″ (Standard).

Axles Designed and manufactured in our own shops, the Detroit Electric full floating rear axle is equipped with Lanchester type worm gears. In this axle the worm is mounted below the ring gear and runs in a bath of oil, thus assuring perfect lubrication. The front axle is a drop forging of the I-beam type.

Wheel Base The long wheel base, 100″, combined with long, resilient springs, assures splendid riding qualities.

Painting The quality of finish on Detroit Electric cars is most enduring. It will retain its lustre for a long time under the most severe conditions of weather and use. Color options: Detroit blue, green or maroon.

Operating Levers This car is operated exclusively from the front Pullman chair. Operating levers are mounted at the side of the car—in parallel position one above the other. The longer (steering) lever is operated by the right hand and the shorter (controller) lever by the left. When the driver leaves the car these levers may be turned up out of the way and locked, preventing theft of car.

Brakes Three separate sets of brakes are provided, operating independently. The two sets of foot brakes, on the rear hubs, are of the internal expanding type, 16 x 1¼″. Between the two foot brake pedals is a third pedal. Pressure on this applies both rear hub brakes, locks them and automatically cuts off the power. The hand brake operates on the motor and is applied by a backward movement of the controller lever.

Tires Tires are of extra large size, of either non-puncturable Motz cushion type or Goodrich cord pneumatic. Cushion tires 36 x 4½″, pneumatic 34 x 4½″.

Fenders Fenders are full aluminum of the oval crown design, and are skirted to the body so as to completely protect it against splash or mud.

Speeds Five speeds are at your command, ranging as follows: 5, 8, 13, 17 and 20 miles per hour.

Mileage Owing to the large battery capacity and high mechanical efficiency of the Detroit Electric, extra long mileage is assured. You can be sure that your car will go as far on one charge as your daily requirements demand. Mileage per charge conservatively ranges from 50 to 85 miles.

Equipment The comprehensive equipment consists of headlights, body lamps, two sunburst interior lights, tail lamp, inspection lamp, Weston volt-ammeter, speedometer, eight-day clock, Hanlon patented rain-vision front window, cut glass flower vase, toilet set, smoking set and complete equipment of tools.

Price: $2,950 f. o. b. Detroit, Lead Battery. $880 extra for Edison Battery



Five Passenger Brougham Model 54

THIS sturdy Detroit Electric is not only at your service throughout the entire day but also offers an elegant and easily operated opera coach for the ladies wishing to attend an evening performance unescorted. (Wood wheels optional.)

Five Passenger Brougham Model 54

Rear Drive

Body Features All portions of the body exposed to the weather, such as panels, battery hoods, moldings, fenders, window frames (front and rear), and roof are of aluminum. The roof, pressed out of a single sheet, will not leak nor crack. Sashless plate glass door windows are easily opened or shut by turning a handle. Rain drip protectors over the tops of the doors are provided.

Interior Arrangement This model comfortably seats five people, three on the wide rear seat, one on the revolving Pullman chair at right front corner, and one on a large upholstered box seat in left front corner.

Dimensions Rear seat—width 52″, depth 18″. Front to rear window 74″. Top of cushion to roof 40″. Door width 24½″. Measurements over all—height 88″, width 67″, total length 11′ 10″.

Upholstery Superfine broadcloth, hand-buffed leather in blue, green and maroon shades, or exclusive bedfords and whip-cords are the choices offered in the upholstery of this model. Turkish style of deep upholstering is used throughout. Cushions are padded with genuine curled hair. Top is lined with plain broadcloth or tufted satin, as specified.

Painting Detroit blue, green or maroon are the standard color options offered. The finish on Detroit Electric cars is lasting and substantial, retaining its lustre for a long time under the most severe conditions.

Battery Our guaranteed non-wash lead battery—42 cells, 15 plate—used in this car does away with the expense and annoying delay of washing out lead batteries of the old type. If desired, an Edison battery—54 cells A–6 type—may be used, at additional cost.

Axles Designed and manufactured in our own shops, the Detroit Electric full floating rear axle is equipped with Lanchester type worm gears. In this axle the worm is mounted below the ring gear and runs in a bath of oil, thus assuring perfect lubrication. The front axle is a drop forging of the I-beam type.

Operating Levers Operating levers are mounted at the side of the rear seat, in parallel position one above the other. The longer (steering) lever is operated by the right hand and the shorter (controller) lever by the left. When the driver leaves the car these levers may be turned up out of the way and locked, preventing theft of car.

Brakes Three separate sets of brakes are provided, operating independently. The two sets of foot brakes, on the rear hubs, are of the internal expanding type, 16 x 1¼″. Between the two foot brake pedals is a third pedal. Pressure on this applies both rear hub brakes, locks them and automatically cuts off the power. The hand brake operates on the motor and is applied by a backward movement of the controller lever.

Wheel Base The 100″ wheel base, combined with long, resilient springs, insures utmost riding comfort.

Tread 56″ (Standard).

Tires Tires are of extra large size, of either non-puncturable Motz cushion type or Goodrich cord pneumatic. Cushion tires 36 x 4½″, pneumatic 34 x 4½″.

Fenders Fenders are full aluminum, of the oval crown design, and are skirted to the body so as to completely protect it against splash or mud.

Speed Five speeds are at your command, ranging as follows: 5, 8, 13, 17 and 20 miles per hour.

Mileage Owing to the large battery capacity and high mechanical efficiency of the Detroit Electric, extra long mileage is assured. You can be sure that your car will go as far on one charge as your daily requirements demand. Mileage per charge conservatively ranges from 50 to 85 miles.

Equipment The comprehensive equipment consists of headlights, body lamps, two sunburst interior lights, tail lamp, inspection lamp, Weston volt-ammeter, speedometer, eight-day clock, Hanlon patented rain-vision front window, cut glass flower vase, toilet set, smoking set and complete equipment of tools.

Price: $2,950, f. o. b. Detroit, Lead Battery. $880 extra for Edison Battery



Four Passenger Brougham Model 55

THIS Detroit Electric Brougham effectively meets the requirements of the business man. An unexpected call to the new factory; the catching of a train; the keeping of appointments in distant parts of the city — make the Detroit Electric Model 55 a valuable convenience in the daily activities. (Wire wheels optional.)

Four Passenger Brougham Model 55

Rear Drive

Body Features All portions of the body exposed to the weather, such as panels, battery hoods, moldings, fenders, window frames and roof are of aluminum. The roof, pressed out of a single sheet, will not leak nor crack.

Interior Arrangement This model comfortably seats four people, three on the wide rear seat and one on the revolving Pullman chair in the front right corner. Driver's position on rear seat is advanced four inches to give elbow room.

Dimensions Rear seat—width 52″, depth 18″. Front to rear window 65″. Top of cushion to roof 40″. Door width 24″ inches. Measurements over all—height 86″, width 67″, total length 11′ 4½″.

Upholstery Superfine broadcloth, hand-buffed leather in blue, green and maroon shades, or exclusive imported bedfords and whipcords are the choices offered in the upholstery of this model. Turkish style of deep upholstering is used throughout. Cushions are padded with genuine curled hair. Top is trimmed in plain broadcloth.

Painting Detroit blue, green or maroon are the standard color options offered. The finish of Detroit Electric cars is lasting and substantial, retaining its lustre for a long time under the most severe conditions.

Tread 56″ (Standard).

Battery Our guaranteed non-wash lead battery—40 cells, 13 plate—used in this car does away with the expense and annoying delay of washing out lead batteries of the old type.

Wheel Base The 94″ wheel base makes this a compact and easily handled car—a very desirable feature in congested traffic.

Speed Five speeds are at your command, rangiag as follows: 5, 8, 13, 17 and 20 miles per hour.

Axles The full floating rear axle is equipped with the latest improved bevel driving gears, insuring high efficiency and very quiet operation. The front axle is a drop forging of the I-beam type.

Operating Levers Operating levers are mounted at the side of the rear seat, in parallel position one above the other. The longer (steering) lever is operated by the right hand and the shorter (controller) lever by the left. When the driver leaves the car these levers may be turned up out of the way and locked, preventing theft of the car.

Brakes Two separate sets of brakes are provided, either of which may be operated independently. The foot brakes are of the internal expanding type, 14 x 2½″, and operate on the rear hubs. Pressure on the left pedal not only applies the brakes but cuts off the power. Pressure on the right pedal merely applies the brakes without cutting off the power. The hand brake is of the electric type, operating on the motor and applied by a backward movement of the controller lever.

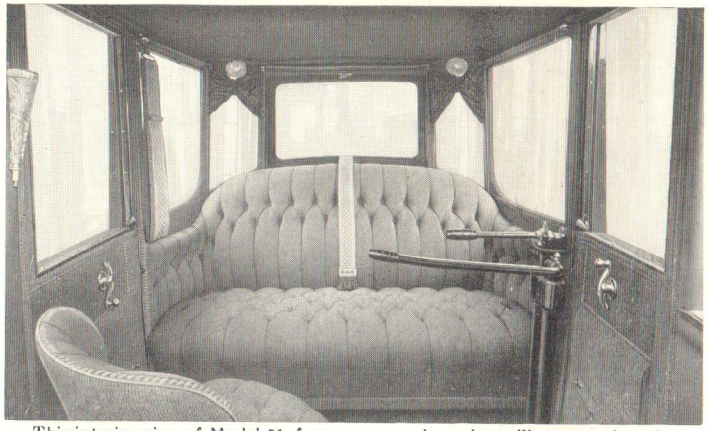
Tires Tires are of extra large size, of either non-puncturable Motz cushion type or Goodrich cord pneumatic. Cushion tires 36 x 4″, pneumatic 34 x 4″.

Fenders Fenders are of full aluminum, of the oval crown design, and are skirted to the body so as to completely protect it against splash or mud.

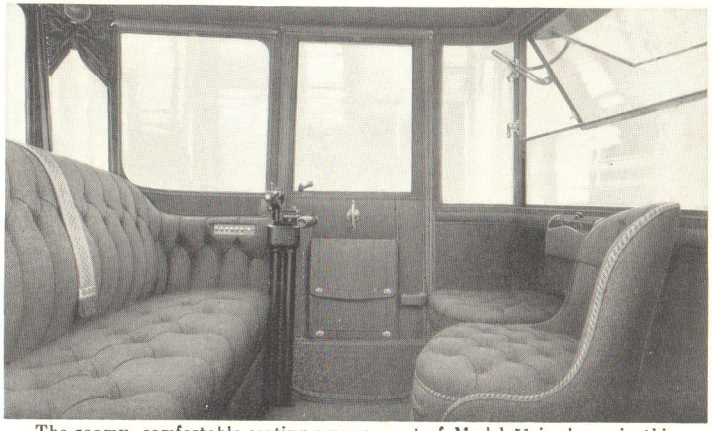
Mileage Owing to the large battery capacity and high mechanical efficiency of the Detroit Electric, extra long mileage is assured. You can be sure that your car will go as far on one charge as your daily requirements demand. Mileage per charge conservatively ranges from 50 to 85 miles.

Equipment Equipment of this model includes headlights, side body lamps, two interior lights, tail lamp, inspection lamp, Weston volt-ammeter, speedometer, alarm bell, toilet case, cut glass flower vase, Hanlon patented rain-vision front window, complete outfit of tools.

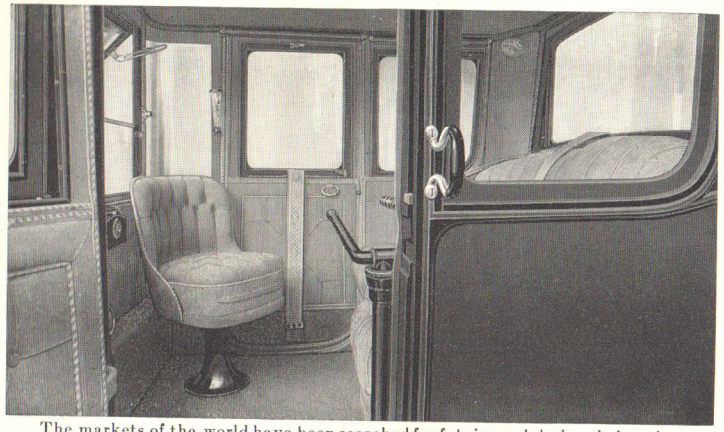
Price: $2,600 f. o. b. Detroit, Lead Battery



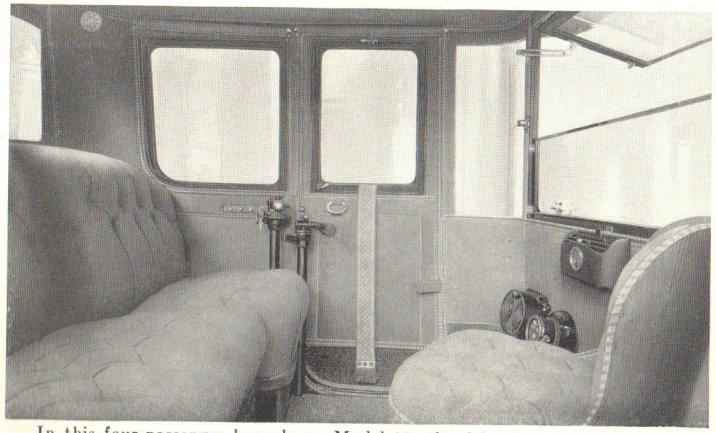
This interior view of Model 51, four-passenger brougham, illustrates the substantial and elegant character of Detroit Electric upholstery. Note also the convenient position of operating levers; the sunburst lights; arm rest; and handle for lowering and raising sashless door windows.



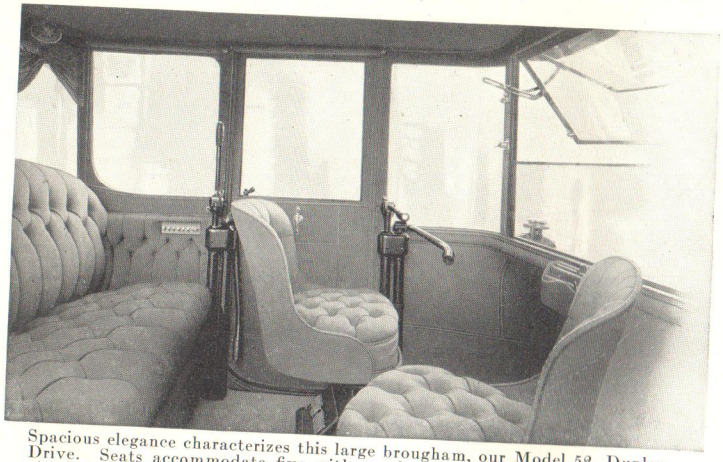
The roomy, comfortable seating arrangement of Model 51 is shown in this picture. Observe the wide rear seat and revolving Pullman chair; the package box in left front corner (forming an auxiliary seat); the large door pocket and the convenient light switches.



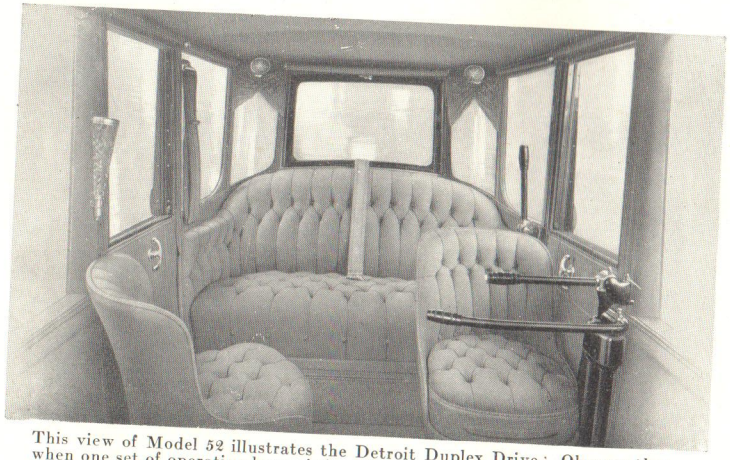
The markets of the world have been searched for fabrics and designs in interior finish. These have been adapted and refined to give the quiet elegance characteristic of Detroit Electric cars. The Pullman chair at the front of this Model 55 is most comfortable and may be turned to face toward rear or side.



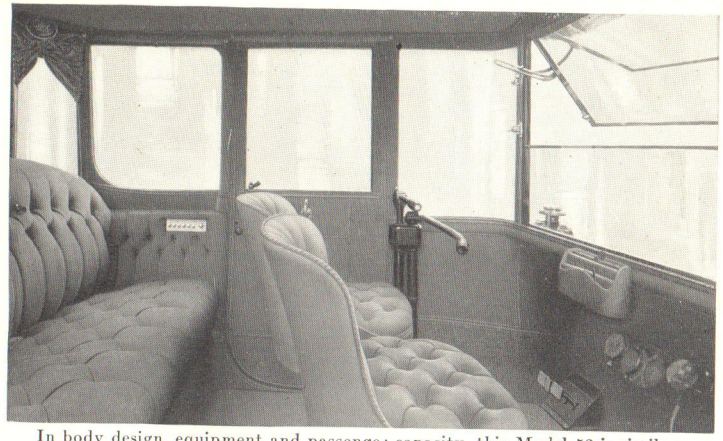
In this four-passenger brougham, Model 55, the driver's seat is advanced four inches, thus securing ample elbow room and bringing the operator closer to the front of the car with clear vision ahead. Toilet articles, watch, light switches and meter are accessibly placed.



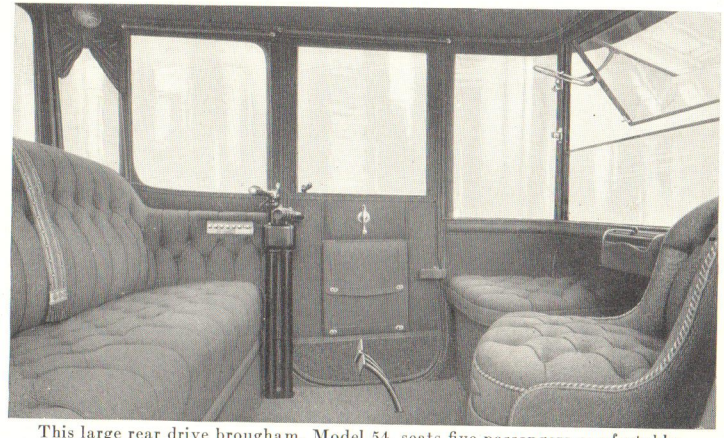
Spacious elegance characterizes this large brougham, our Model 52, Duplex Drive. Seats accommodate five with comfort. Glass panels afford clear vision in every direction. Pullman chairs may be turned in any position. Silk sun shades for windows are provided.



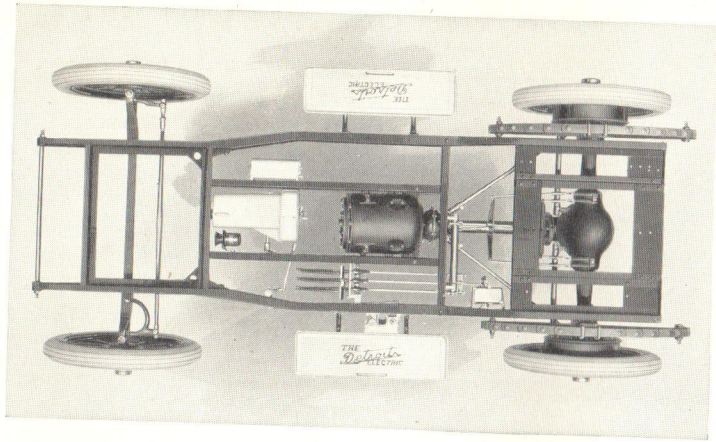
This view of Model 52 illustrates the Detroit Duplex Drive. Observe that when one set of operating levers is in driving position, the other set must be folded against side of car. Note also the disappearing brake pedals in pedestal of Pullman chair.



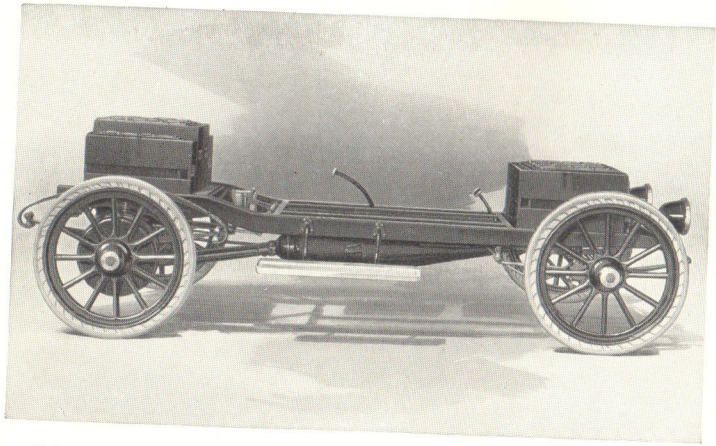
In body design, equipment and passenger capacity, this Model 53 is similar to Model 52. The Model 53, however, is driven exclusively from the front Pullman chair. The seating arrangement permits any passenger to enter or leave the car without disturbing others.



This large rear drive brougham, Model 54, seats five passengers comfortably —three on the wide, rear seat, one on the Pullman chair, and one on the commodious stationary front seat. Underneath this seat is a large package compartment.



Top view of chassis, showing simple and substantial arrangement of mechanical parts.



Side view of chassis, showing batteries in place and illustrating even distribution of weight.

Mechanical Description

The Chassis

Models 50, 51, 52, 53, 54

FOR 1915 there are a number of marked improvements in the Detroit Electric chassis. These new features do not alter our well-established principles of operation, but they are refinements resulting in greater comfort and greater ease of operation and care.

Our use of highest grade heat-treated steels reduces weight while increasing strength. Improvements in design have enabled us to eliminate a number of parts, while improvements in factory operations have resulted in perfect interchangeability of parts.

Control System

The control system, especially in the duplex drive model, has been greatly simplified so that the control of the car may be more readily shifted from one driving position to the other. Safety of the driver and occupants in all models is absolutely assured through the efficient automatic safety devices provided.

When the car is at full speed it may be instantly stopped by pressure on the center foot pedal. This operation simultaneously cuts off the flow of current and applies both hub brakes regardless of the position of the controller lever. It is impossible to start the car again until the controller lever has been returned to its neutral position.

As in the past, we shall continue to use the drum type of controller. This system operating in connection with our high-capacity motor has unquestionably proven superior to all others in low power consumption, quick getaway and fast hill-climbing.

An important feature of the controller is a self-lubricating device which assures constant lubrication and, therefore, easy operation.

Battery

The Detroit Electric battery equipment for 1915 affords greater capacity in proportion to the weight of the car than is found in any other electric. This insures the longest mileage and highest speed.

Accessibility

Accessibility of all parts is one of the noteworthy features of the 1915 Detroit Electric. Several important parts formerly reached only by getting under the car are now located in a metal compartment—accessible through a door in the floor. This compartment contains the controller, motor brake, Klaxette horn and certain important electric connections. The motor is so constructed and located that for ordinary care and inspection it can be reached easily.

Lubrication

The lubrication of the car has been greatly simplified by the use of self-lubricating bronze bushings wherever possible. The number of places requiring grease or oil is reduced to a minimum and all are accessible from the outside of the car, so that there is no necessity for getting underneath the car for any purpose.

Frame

The distance between side members of frame has been increased, giving better support for the body and more space under the battery hoods. This enables us to place our complete equipment of batteries in a most accessible position. Every cell and connection may be reached with ease. The turning radius of the car has been made unusually short by narrowing the frame in front.

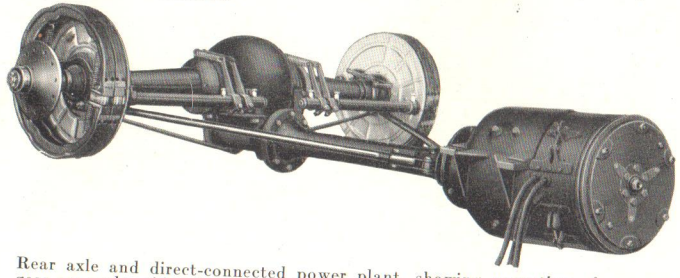
Springs

The springs used in our 1915 model are of the highest grade alloy steel, specially heat-treated to secure the greatest strength and flexibility. Self-lubricating cups in the spring leaves prevent the annoyance of squeaks.

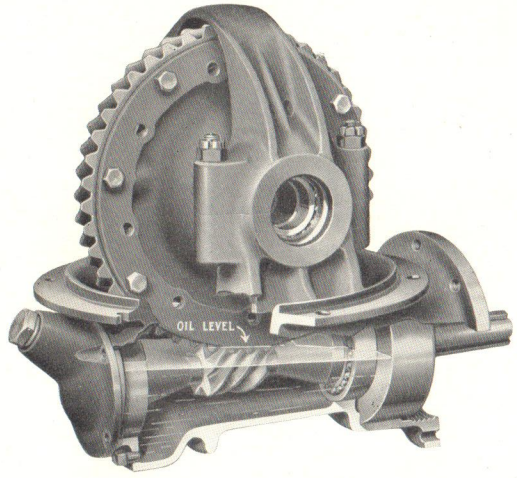
A Manufactured Car

The Detroit Electric chassis is not an assemblage of various parts purchased from parts manufacturers. All mechanical and electrical parts, as well as the bodies, are of our own design, made in our own shops. Only materials of the highest grade are used. Bearings of the highest grade throughout the chassis insure safety and long life. The use of bushings means practically unlimited life, as the bushings take the wear and can be readily replaced when necessary.

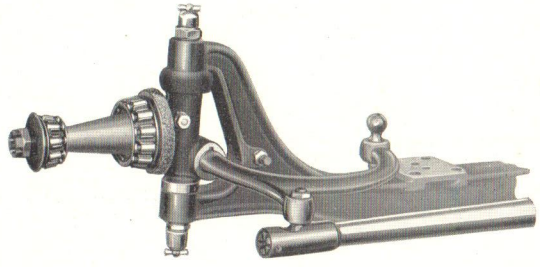
Throughout the chassis drop forgings are used wherever possible. Clean lines, great strength and simplicity characterize the completed Detroit Electric chassis.



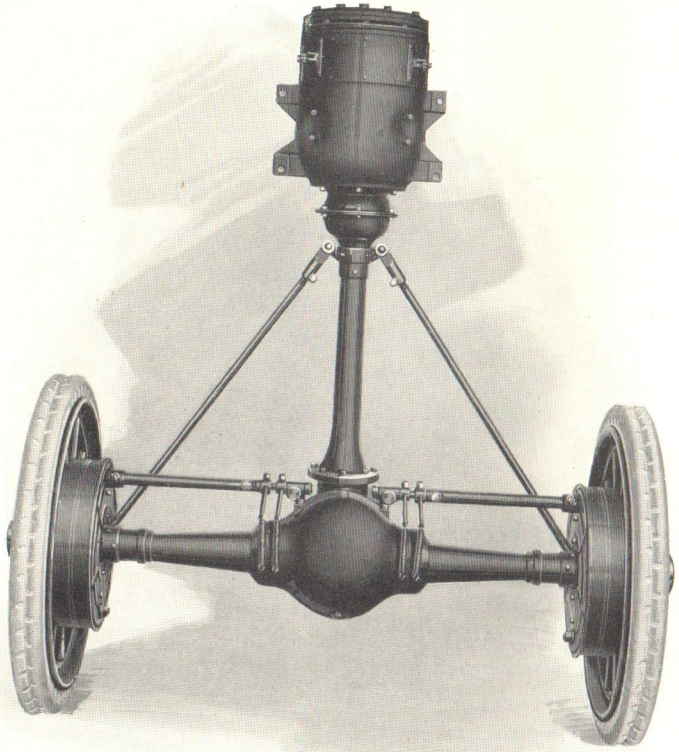
Rear axle and direct-connected power plant, showing mounting of worm gear on under side of rear axle. Note also the double brakes (expanding type) on rear hubs.



Because of the marked success of the Lanchester type worm driving gears in previous Detroit Electric models, both in engineers' tests and in owners' hands, we shall continue to use this construction in our 1915 cars. This type of gear is efficient, silent, perfectly smooth in operation and will outwear any other. Mounting the worm below the ring gear places it in a bath of oil, assuring constant and ample lubrication.



The front axle is an I-beam drop forging, the spindles, steering knuckles and ball ends being of special alloy steel, heat treated. Knuckles turn in ball bearings and are fitted with self-lubricating bushings, insuring easy steering.



Direct Shaft Drive "Chainless" Power Plant
(Worm Gear)

Direct Shaft Drive Power Plant

AMONG the many mechanical features which have contributed to the success of the Detroit Electric, none ranks higher in importance than the "Chainless" Direct Shaft Drive, illustrated on the opposite page. This type of construction delivers to the rear wheels the highest possible percentage of the power developed by the motor.

In this, as in other important features, time has proved the wisdom and foresight of our engineers. We were the first to adopt the direct shaft drive principle, and today many other electric cars are using it. Naturally, since we lead the way, we have had greater experience and have succeeded in perfecting and refining this driving system to the greatest degree.

The connection between motor and rear driving gears is direct without chain or gear reduction. The propeller shaft and pinion gear are of chrome nickel and vanadium steel and are entirely enclosed in a pressed steel housing of neat design. Motor and shafts all travel on ball bearings of liberal size, reducing friction to the lowest possible limit.



Clear vision ahead under all weather conditions is provided by the Hanlon patented rain-vision front window—an exclusive Detroit Electric feature. Rain, sleet or snow beats upon the inclined shield, which protects the inner window, thus leaving the operator's view unobscured. In pleasant weather both shield and window may be opened, being easily adjusted from the inside of the car.

THE DETROIT ELECTRIC car is manufactured under letters patent and copyrights covering mechanical features and clear vision body designs as follows:

Control Levers	Patent Granted
Controller	Patent Granted
Foot Brakes	Patent Granted
Single Universal Propeller Shaft	Patent Granted
Clear Vision Front Window Shield	Patent Granted
Clear Vision Body Design	Design Patent Granted
Frame	Patent Applied For
Crown Fenders	Patent Applied For

Price List 1915 Models

(Prices subject to change without notice)

Model 50 Cabriolet

With Detroit Electric Guaranteed Lead Battery	$2,650
With Edison Battery	3,530

Model 51 Four-Passenger Brougham

With Detroit Electric Guaranteed Lead Battery	$2,850
With Edison Battery	3,730

Model 52 Duplex Drive Five-Passenger Brougham

With Detroit Electric Guaranteed Lead Battery	$3,000
With Edison Battery	3,880

Model 53 Forward Drive Five-Passenger Brougham

With Detroit Electric Guaranteed Lead Battery	$2,950
With Edison Battery	3,830

Model 54 Rear Drive Five-Passenger Brougham

With Detroit Electric Guaranteed Lead Battery	$2,950
With Edison Battery	3,830

Model 55 Rear Drive Four-Passenger Brougham

With Detroit Electric Guaranteed Lead Battery	$2,600

Wire or wood wheels optional on all models

All prices f. o. b. Detroit

All printed literature and illustrations describing our products are subject to such changes as the necessities of manufacturing and mechanical construction may require us to adopt.

Warranty

WE WARRANT all electric vehicles manufactured by this company for one year following the date of shipment, based upon the invoice date. This warranty is limited to the replacement at our factory of all parts giving out under normal service in consequence of defective material or workmanship. If the circumstances do not permit that the work 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 tires.

The condition of this warranty is such that if the electric vehicle to which it applies is altered or repaired outside of our factory, our liability under this warranty shall cease. The purchaser understands and agrees that no warranty of the vehicle is made or authorized to be made by this Company other than hereinabove set forth.



Direct Factory Branches of the Anderson Electric Car Company

Detroit Electric Service

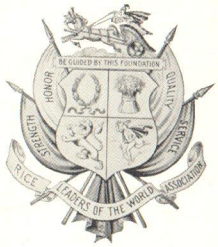
OUR interest does not end with the selling of cars. We fully realize that our permanent success depends upon the cars giving continuous pleasure and satisfaction. We permanently extend to all owners of Detroit Electrics, located at any point in the country, every facility to secure needed attention, repairs or adjustments without delay.

An absolute assurance of perfect service for Detroit Electric car owners is the fact that we have established direct factory branches in a number of the leading commercial centers throughout the United States. These branches are operated under factory management, employ factory trained mechanics and electricians and are stocked with every repair part which might be required.

Radiating from the direct branches are the dealers who cover every portion of the country. Before a dealer can secure our line, we must be convinced of his ability and desire to care for any Detroit Electric cars in his territory.

Furthermore, we maintain a corps of traveling mechanics, whose duty is to call upon Detroit Electric owners and give any needed assistance or instruction.

This is our guarantee of perfect continuous service for Detroit Electric owners — a country-wide system operating to care for cars after they are in the owners' hands.



The Rice Leaders of the World Association
desires to announce that its Committee
has selected the
Anderson Electric Car Company
of Detroit, Mich.
as the Recognized Leader of the World
in the manufacture of
Electric Pleasure and Commercial Cars
"Detroit Electric"
which by invitation becomes a
Member of our Association
enjoying all the privileges and benefits thereof

TO BECOME A MEMBER A CONCERN MUST POSSESS THESE

Qualifications of Membership

Honor: A recognized reputation for fair and honorable business dealings
Quality: An honest product, of quality truthfully represented
Strength: A responsible and substantial financial standing
Service: A recognized reputation for conducting business in prompt and efficient manner

Upon this foundation is based the Emblem of the Association, marking highest business standing in name, product and policy

THE FOLLOWING ARE MEMBERS

RIFLES-SHOTGUNS AND AMMUNITION
WINCHESTER REPEATING ARMS CO.
NEW HAVEN, CONNECTICUT

"YALE" LOCKS, BUILDERS' HARDWARE AND CHAIN HOISTS
THE YALE & TOWNE MFG. COMPANY
NEW YORK

CRANES, PAPER & FINE STATIONERY
EATON, CRANE & PIKE COMPANY
PITTSFIELD, MASS.

"Y AND B" FILING DEVICES & OFFICE SYSTEMS
YAWMAN & ERBE MFG. COMPANY
ROCHESTER, N. Y.

HAMS, BACON, LARD, VERIBEST SPECIALTIES, GRAPE JUICE
ARMOUR & COMPANY
BOUILLON CUBES, LAUNDRY & FINE TOILET SOAPS

PILLSBURY'S BEST FLOUR
PILLSBURY FLOUR MILLS CO.
MINNEAPOLIS, MINN.

TOWLE'S LOG CABIN SYRUP
THE TOWLE MAPLE PRODUCTS CO.
ST. PAUL, MINN.

FINE FURNITURE
BERKEY AND GAY FURNITURE CO.
GRAND RAPIDS, MICH.

"NIAGARA MAID" SILK GLOVES & LADIES' SILK UNDERWEAR
NIAGARA SILK MILLS
NORTH TONAWANDA, N.Y.

RUGS AND CARPETS
M. J. WHITTALL
WORCESTER, MASS.

LINOLEUMS AND OIL CLOTHS
COOK'S LINOLEUM COMPANY
TRENTON, N. J.

VARNISHES, JAPANS, ENAMELS, FILLERS, STAINS, SHELLACS
BERRY BROTHERS, INC.
DETROIT, MICHIGAN

FINE BRASS BEDS, STEEL BEDS AND SPRINGS
THE SIMMONS MANUFACTURING CO.
KENOSHA, WIS

TYPEWRITERS
REMINGTON TYPEWRITER CO.
NEW YORK

"POROSKNIT" SUMMER UNDERWEAR
CHALMERS KNITTING COMPANY
AMSTERDAM, N. Y.

SMALL MOTOR & FAN SPECIALTIES
THE ROBBINS & MYERS COMPANY
SPRINGFIELD, OHIO

ELGIN WATCHES
ELGIN NATIONAL WATCH COMPANY
CHICAGO, ILL.

UMBRELLAS
HULL BROTHERS UMBRELLA CO.
TOLEDO, OHIO

BOHN SYPHON REFRIGERATORS
WHITE ENAMEL REFRIGERATOR CO.
ST. PAUL, MINN.

ALABASTINE - SANITARY WALL COATING
ALABASTINE COMPANY
GRAND RAPIDS, MICH.

FRUIT JARS, PACKERS' AND DRUGGISTS' GLASSWARE
HAZEL-ATLAS GLASS COMPANY
WHEELING, W. VA.

"DILDAG, GREDAG" ACHESON GRAPHITE & ELECTRODES
INTERNATIONAL ACHESON GRAPHITE CO.
NIAGARA FALLS, N.Y.

ELECTRIC PLEASURE & COMMERCIAL AUTOS "DETROIT ELECTRIC"
ANDERSON ELECTRIC CAR COMPANY
DETROIT, MICH.

"TIP" LOOSE LEAF BOOKS AND FORMS
IRVING-PITT MANUFACTURING CO.
KANSAS CITY, MO.

FINE MECHANICAL TOOLS
THE L. S. STARRETT CO.
ATHOL, MASSACHUSETTS

ONYX ENAMEL WARE
COLUMBIAN ENAMELING & STAMPING CO.
TERRE HAUTE, IND.

SHARPENING STONES AND ABRASIVE MATERIALS
THE CARBORUNDUM COMPANY
NIAGARA FALLS, N.Y.

REVOLVERS
SMITH & WESSON
SPRINGFIELD, MASS.

LAWN MOWERS
COLDWELL LAWN MOWER COMPANY
NEWBURGH, N.Y.

WATERMAN'S "IDEAL" FOUNTAIN PENS AND INK
L. E. WATERMAN COMPANY
NEW YORK

HOLEPROOF HOSIERY
HOLEPROOF HOSIERY COMPANY
MILWAUKEE, WIS.

CLOCKMAKERS SINCE 1817
THE NEW HAVEN CLOCK CO.
NEW HAVEN, CONNECTICUT

"INDESTRUCTO" TRUNKS AND LUGGAGE
NATIONAL VENEER PRODUCTS CO.
MISHAWAKA, IND

ELECTRIC HEATING APPARATUS
SIMPLEX ELECTRIC HEATING CO.
CAMBRIDGE, MASS.

WOMEN'S FINE SHOES "QUEEN QUALITY"
THOMAS G. PLANT COMPANY
BOSTON, MASS.

SPECTACLES, EYEGLASSES, LENSES, "ITE-U" & OTHER OPTICAL GOODS
AMERICAN OPTICAL COMPANY
SOUTHBRIDGE, MASS.

LEAD PENCILS, PEN HOLDERS, RUBBER BANDS AND ERASERS
EBERHARD FABER
NEW YORK

CALIFORNIA CANNED FRUITS & HAWAIIAN PINEAPPLE
HUNT BROTHERS COMPANY
SAN FRANCISCO, CALIFORNIA

AUTOMOBILES
THE WILLYS-OVERLAND COMPANY
TOLEDO, OHIO

Graham Hardy 2/56



NOTE—All monograms finished in gold unless colors are specified, except Nos. 1527 and 1530, which are outlined in gold and filled in to harmonize with color of striping on body.

THE Detroit ELECTRIC

NINETEEN
FIFTEEN