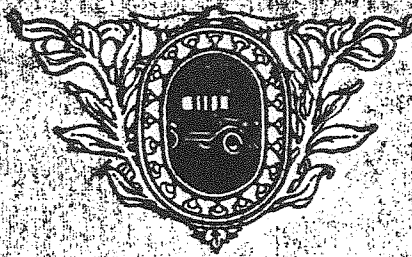
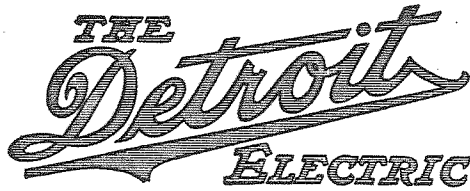


THE DETROIT ELECTRIC



ANDERSON ELECTRIC CAR COMPANY
DETROIT, MICH., U.S.A.



TODAY'S CAR of UTILITY
AND ECONOMY

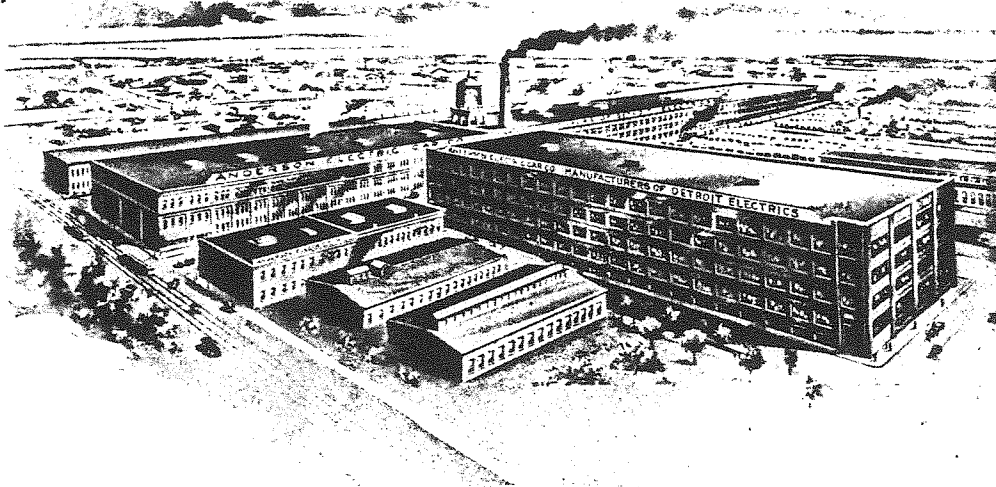
ANDERSON ELECTRIC CAR COMPANY

World's Largest Builders of Enclosed Pleasure Cars

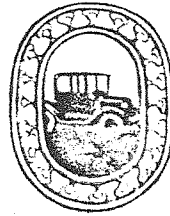
DETROIT, MICH., U. S. A.

Factory Branches

NEW YORK . 62d and Central Park West	DETROIT	Cass and Antoinette
CHICAGO . . 2416 Michigan Avenue	KANSAS CITY	3810 Main Street
LOS ANGELES . . 1715 West 7th Street	MINNEAPOLIS .	1112 Harmon Place



The factories of the Anderson Electric Car Company at Detroit and Cleveland, where Detroit Electric Cars are manufactured, are the largest plants in the world devoted exclusively to the manufacture of electric cars. During the past year additional buildings have been constructed at both Detroit and Cleveland which have increased total floor space to over twenty-five acres



Confidence

NO STRONGER confidence in any article can be expressed than its continually increasing purchase by the public. This fact is especially true in the automobile industry, where so great a selection is offered the purchaser, and at prices ranging from nominal to excessive.

The yearly sales record of Detroit Electric Cars is indeed significant of the confidence The Anderson Electric Car Company has enjoyed during the past years, as the sales increase shows an average gain of over 100% annually. This large increase has been primarily due to word-of-mouth endorsement of our product by satisfied owners who are now driving their third, fourth and in some cases, fifth Detroit Electric.

It is now well-established, by actual performance records, that the electric car excels in the service of the city business or professional man whose duties demand prompt attention, regardless of the season of the year—for the electric car is always instantly available. There is never the slightest delay in starting, due to chilled cylinder or lack of mechanical adjustments necessary to meet seasonable changes of heat or cold.

The Detroit Electric is also an ideal car for family use about town or suburb, for because of its simplicity of operation, safety and splendid riding qualities, every member of the family can drive and enjoy the car. Its service is not limited to a few in the family, as is often the case with other types of cars.

The Detroit Electric sales organization extends from coast to coast. Responsible dealers or direct factory branches are accessible to all, and this organization covers the country by a network of service facilities which is unexcelled.

ANDERSON ELECTRIC CAR COMPANY

DETROIT, MICHIGAN



Four-Passenger Brougham Model 71

For price see schedule inserted at back of catalogue

Four-Passenger Brougham Model 71

Rear Drive

Body Features All portions of body exposed to the weather, such as panels, battery hoods, moldings, 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 raised or lowered by turning a revolving lever. 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.

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

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

Painting Detroit Electric special Green grey, Royal blue, Rolys Roice blue, Deep maroon or Brewster green are the color options offered for bodies. Wheels are painted the same color as body or with option of white, red or yellow.

Tread 56 inches (Standard).

Axles Designed and manufactured in our own shops, the Detroit Electric full-floating rear axle is equipped with the worm bevel type of driving gears. The front axle is a specially heat-treated drop forging of the I-beam type.

Battery Our guaranteed battery—42 cells, 15 plate—used in this car is of our own exclusive design, and insures the greatest capacity per unit of weight.

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 the control lever locked, preventing theft of car.

Brakes Two separate sets of brakes are provided, operating independently. The brakes on the rear hubs are of the internal expanding type, 16 x 2½ inches, and are operated by foot pedal. To the left of brake foot pedal is a small pedal, pressure on which locks the hub brakes and automatically cuts off the power. The second brake is electrically operated on the front of the motor and is controlled by a slight backward movement of the control lever.

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

Tires Standard equipment consists of Goodrich Silvertown cord pneumatic, size 34 x 4½; or cushion tires, size 36 x 4½ inches, are supplied on special order.

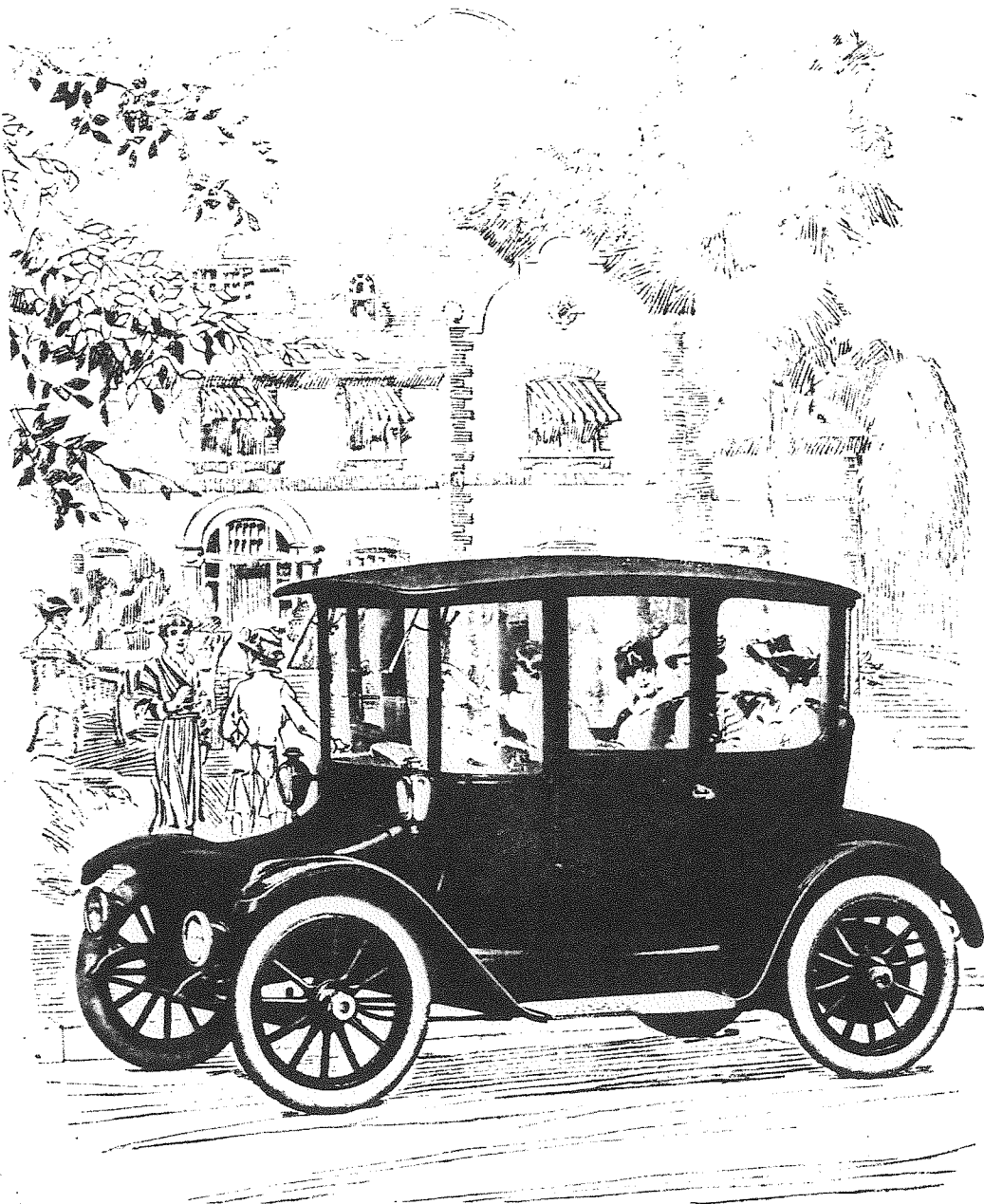
Fenders Fenders are of the oval crown design, and are skirted to the body so as to completely protect it against splash or mud.

Speeds Five speeds are at your command, ranging from 6 to 23 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 65 to 100 miles.

Equipment The equipment consists of headlights, body lamps, two sunburst interior lights, tail lamp, Klaxette horn, meter, hub odometer, eight-day clock, Hanlon patented rain-vision front window, toilet set, and complete equipment of tools.

Houk wire wheels are standard equipment on all models



Five-Passenger Brougham Model 72

For price see schedule inserted at back of catalogue

Five-Passenger Brougham Model 72

Front Drive

Body Features All portions of the body exposed to the weather, such as panels, battery hoods, moldings, 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 raised or lowered 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 inches, depth 16 inches. Front to rear window 74 inches. Top of cushion to roof 40 inches. Width of doors 24½ inches. Measurements over all—height 88 inches, width 67 inches, total length 11 feet 10 inches.

Upholstery This model is beautifully upholstered in superfine broadcloth or hand-buffed leather in blue or green shades. Exclusive 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.

Painting Detroit Electric special Green grey, Royal blue, Rolys Roice blue, Deep maroon or Brewster green are the color options offered for bodies. Wheels are painted the same color as body or with option of white, red or yellow.

Tread 36 inches (Standard).

Axles Designed and manufactured in our own shops, the Detroit Electric full-floating rear axle is equipped with worm bevel type of driving gears. The front axle is a specially heat-treated drop forging of the I-beam type.

Battery Our guaranteed battery—42 cells, 15 plate—used in this car, is our own exclusive design and insures the greatest capacity per unit of weight.

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 the control lever locked, preventing theft of car.

Brakes Two separate sets of brakes are provided, operating independently. The brakes on the rear hubs are of the internal expanding type, 16 x 2½ inches, and are operated by foot pedal. To the left of brake foot pedal is a small pedal, pressure on which locks the hub brakes and automatically cuts off the power. The second brake is electrically operated on the front of the motor and is controlled by a slight backward movement of the control lever.

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

Tires Standard equipment consists of Goodrich Silvertown cord pneumatic, size 34 x 4½ inches; or cushion tires, size 36 x 4½ inches, are supplied on special order.

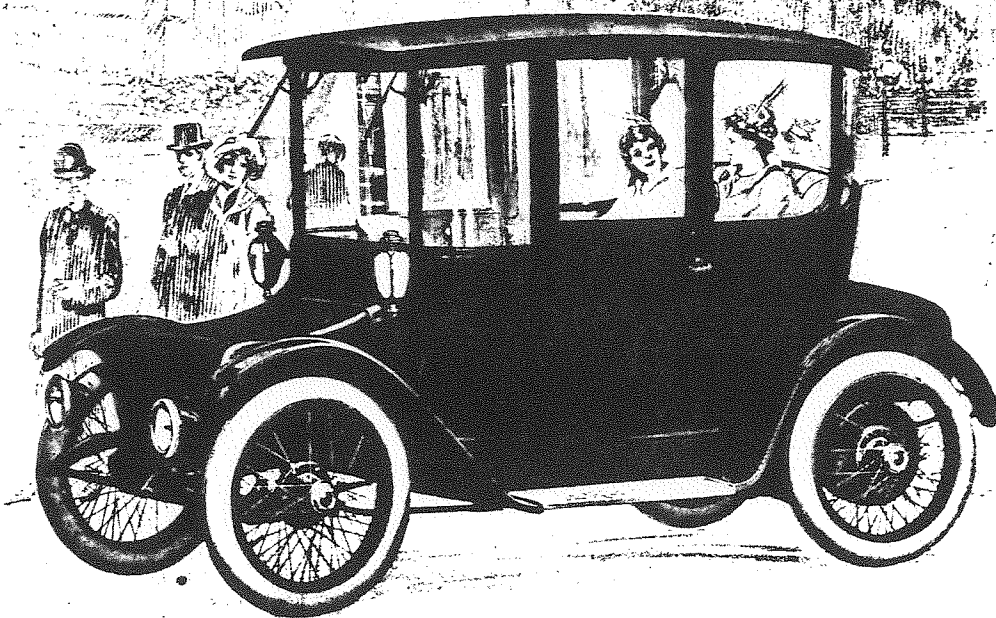
Fenders Fenders are of the oval crown design, and are skirted to the body so as to completely protect it against splash or mud.

Speeds Five speeds are at your command, ranging from 6 to 23 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 65 to 100 miles.

Equipment The equipment consists of headlights, body lamps, two sunburst interior lights, tail lamp. Klaxette horn, meter, hub odometer, eight-day clock, Hanlon patented rain-vision front window, toilet set, and complete equipment of tools.

Houk wire wheels are standard equipment on all models



Five-Passenger Brougham Model 73

For price see schedule inserted at back of catalogue

Five-Passenger Brougham Model 73

Rear Drive

Body Features All portions of the body exposed to the weather, such as panels, battery hoods, moldings, 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 raised or lowered 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 inches, depth 18 inches. Front to rear window 74 inches. Top of cushion to roof 40 inches. Door width 24½ inches. Measurements over all—height 88 inches, width 67 inches, total length 11 feet 10 inches.

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

Painting Detroit Electric special Green grey, Royal blue, Rolys Roice blue, Deep maroon or Brewster green are the color options offered for bodies. Wheels are painted the same color as body or with option of white, red or yellow.

Tread 56 inches (Standard).

Axles Designed and manufactured in our own shops, the Detroit Electric full floating rear axle is equipped with the worm bevel type of driving gears. The front axle is a specially heat-treated drop forging of the I-beam type.

Battery Our guaranteed battery—42 cells, 15 plate—used in this car is of our own exclusive design and insures the greatest capacity per unit of weight.

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 the control lever locked, preventing theft of car.

Brakes Two separate sets of brakes are provided, operating independently. The brakes on the rear hubs are of the internal expanding type, 16 x 2½ inches, and are operated by foot pedal. To the left of brake foot pedal is a small pedal, pressure on which locks the hub brakes and automatically cuts off the power. The second brake is electrically operated on the front of the motor and is controlled by a slight backward movement of the control lever.

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

Tires Standard equipment consists of Goodrich Silvertown cord pneumatic, size 34 x 4½; or cushion tires, size 36 x 4½, are supplied on special order.

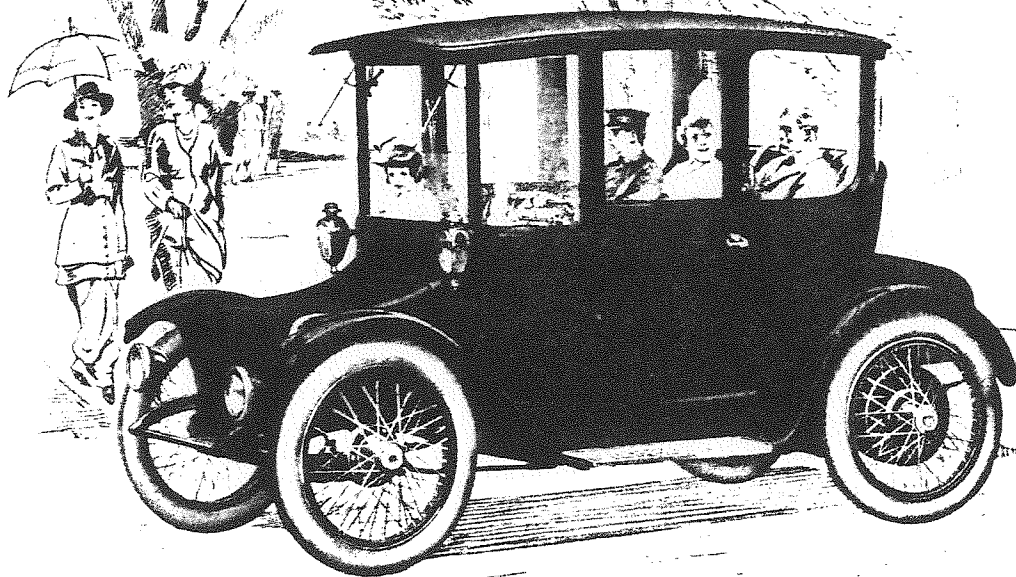
Fenders Fenders are of the oval crown design, and are skirted to the body so as to completely protect it against splash or mud.

Speeds Five speeds are at your command, ranging from 6 to 23 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 65 to 100 miles.

Equipment The equipment consists of headlights, body lamps, two sunburst interior lights, tail lamp, Klaxette horn, meter, eight-day clock, hub odometer, Hanlon patented rain-vision front window, toilet set, and complete equipment of tools.

Houk wire wheels are standard equipment on all models



Five-Passenger Brougham Model 74

For price see schedule inserted at back of catalogue

Five-Passenger Brougham Model 74

Duplex Drive

Body Features All portions of the body exposed to the weather, such as panels, battery hoods, moldings, 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 inches, depth 18 inches. Front to rear window 74 inches. Top of cushion to roof 40 inches. Width of doors 24½ inches. Measurements over all—height 88 inches, width 67 inches, total length 11 feet 10 inches.

Upholstery This model is beautifully upholstered in superfine broadcloth or hand-buffed leather in blue or green shades. Exclusive 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.

Painting Detroit Electric special Green grey, Royal blue, Rolys Roice blue, Deep maroon or Brewster green are the color options offered for bodies. Wheels are painted the same color as body or with option of white, red or yellow.

Tread 56 inches (Standard).

Axles Designed and manufactured in our own shops, the Detroit Electric full-floating rear axle is equipped with the worm bevel type driving gears. The front axle is a specially heat-treated drop forging of the I-beam type.

Battery Our guaranteed battery—42 cells, 15 plate—used in this car is of our own exclusive design and insures the greatest capacity per unit of weight.

Operating Levers This car can be operated from either front or rear seat, two independent sets of parallel control levers being provided. The pair of control levers not in operation can be easily folded flat against the side of the car and locked in that position, thus preventing the possibility of them being tampered with.

Brakes Two separate sets of brakes are provided, operating independently. The brakes on the rear hubs are of the internal expanding type, 16 x 2½ inches, and are operated by foot pedal. To the left of the brake foot pedal is a small pedal, pressure on which locks the hub brakes and automatically cuts off the power. The second brake is electrically operated on the front of the motor and is controlled by a slight backward movement of the control lever.

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

Tires Standard equipment consists of Goodrich Silvertown cord pneumatic, size 34 x 4½; or cushion tires, size 36 x 4½, are supplied on special order.

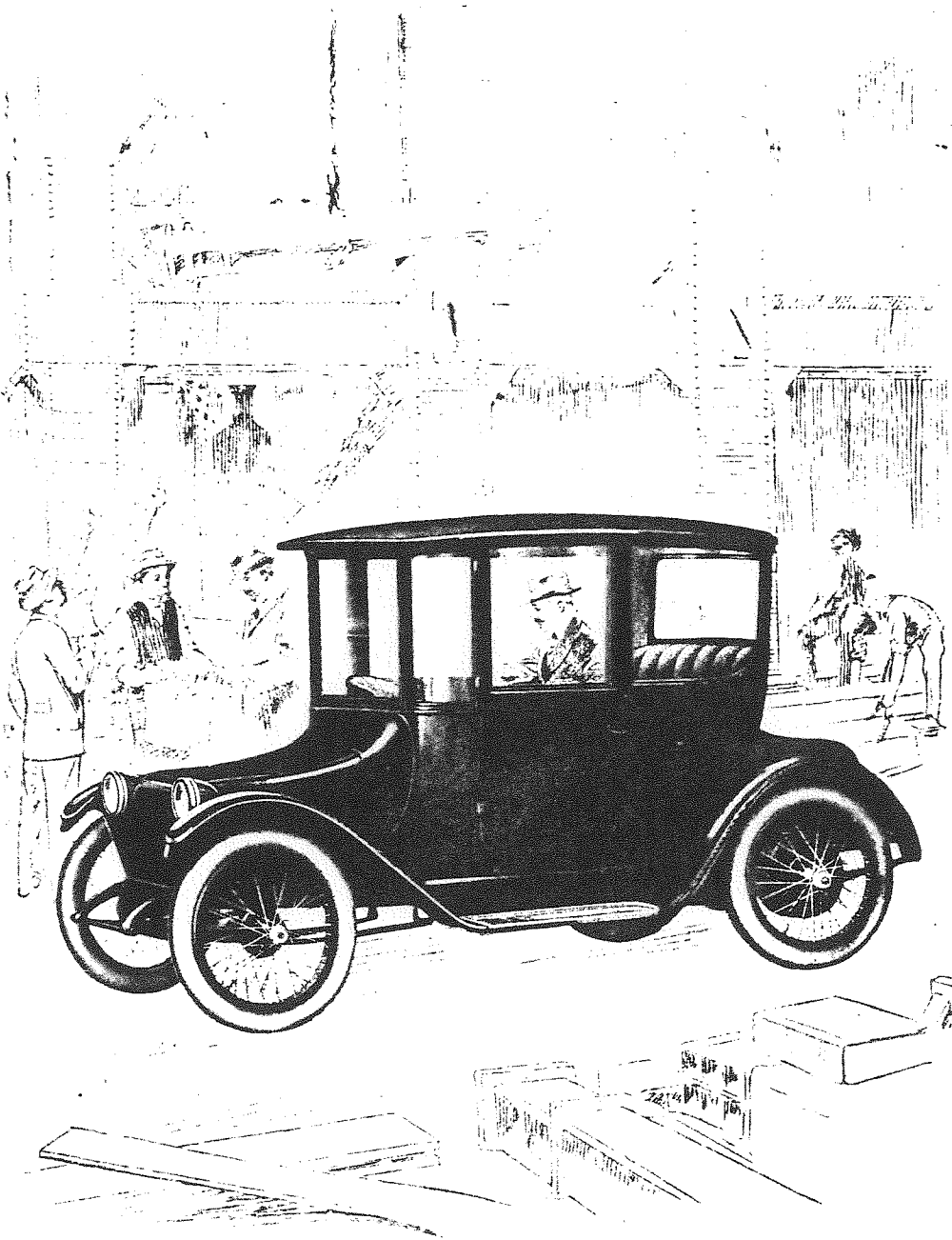
Fenders Fenders are of the oval crown design, and are skirted to the body so as to completely protect it against splash and mud.

Speeds Five speeds are at your command, ranging from 6 to 23 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 65 to 100 miles per hour.

Equipment The equipment consists of headlights, body lamps, two sunburst interior lights, tail lamp, Klaxette horn, meter, hub odometer, eight-day clock, Hanlon patented rain-vision front window, toilet set, and complete equipment of tools.

Houk wire wheels are standard equipment on all models



Four-Passenger Brougham Model 75
For price see schedule inserted at back of catalogue

Four-Passenger Brougham Model 75

Rear Drive

Body Features In summer weather, windows may be lowered, affording all the pleasures of an open car, yet because of the permanent top, occupants are protected from hot rays of the sun. In cold or inclement weather, windows may be raised, affording complete protection against rain, snow or wind. Door windows are sashless and may be raised or lowered by patent window lifter. Rain drip protectors over the tops of the doors are provided.

Interior Arrangement Three persons may ride comfortably on the rear seat, while a fourth passenger may occupy the revolving chair in the front right corner. An upholstered package box is placed in the left front corner which may also be used as a passenger seat.

Dimensions Rear seat—width 49 inches, depth 18 inches. Front to rear window 63½ inches. Top of cushion to roof 38 inches. Door opening 24 inches. Measurements over all—height 82 inches, width 67 inches, total length 144 inches.

Upholstery This model is beautifully upholstered in exclusive whipcords. Turkish type of upholstery is used throughout. Cushions are deep and comfortable and are padded with genuine curled hair.

Painting Cobalt blue with blue stripe or Detroit Electric special Green grey with green stripe; wheels are painted in white, cream, red, blue or grey as specified.

Tread 56 inches (Standard).

Axles Designed and manufactured in our own shops, the Detroit Electric semi-floating rear axle is equipped with the worm bevel type of driving gears. The front axle is a specially heat-treated drop forging of the I-beam type.

Battery Our guaranteed battery—42 cells, 13 plate, used in this car is of our own exclusive design and insures the greatest capacity per unit of weight.

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 the control lever locked, preventing theft of car.

Brakes Two separate sets of brakes are provided, operating independently. The brakes on the rear hubs are of the internal expanding type, 14 x 2 inches, and are operated by foot pedal. To the left of the brake foot pedal is a small pedal, pressure on which locks the hub brakes and automatically cuts off the power. The second brake is mounted upon the rear end of motor and is applied by a slight backward movement of the control lever.

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

Tires Tires are of Goodrich Silvertown cord pneumatic type. Size 33 x 4½ inches.

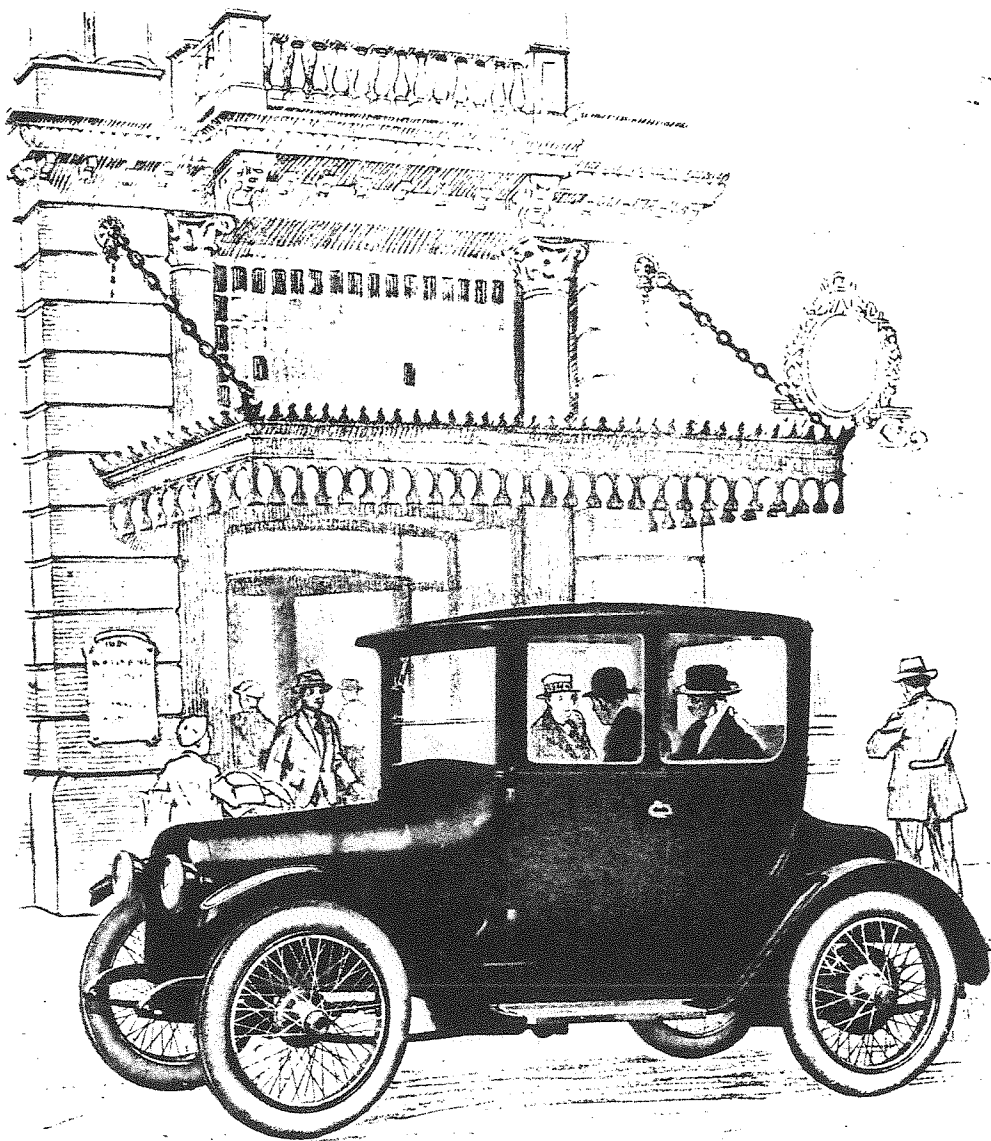
Fenders Fenders are of the oval crown design, and are skirted to the body so as to completely protect it against splash or mud.

Speeds Five speeds are at your command, ranging as follows: 6, 9, 13, 18 and 23 miles per hour.

Mileage The large battery capacity and high mechanical efficiency of the Detroit Electric insure extra long mileage. 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 65 to 100 miles.

Equipment The equipment consists of two head lamps, dome light, tail lamp, Klaxette horn, meter, hub odometer, and complete equipment of tools.

Model 75 is equipped with Houk wire wheels only



Three-Passenger Roadster Model 76
For price see schedule inserted at back of catalogue

Three-Passenger Convertible Roadster Model 76

Rear Drive

Body Features The body design of Model 76 is such that you may have a perfectly protected car in inclement weather, or when desired during pleasant days you may lower door and rear windows and remove side windows of the body, placing them in convenient receptacles provided in the car.

This type of body really offers an open touring car with a permanent top, protecting the occupants from hot sun rays which often penetrate the usual canvas or leather touring car tops.

Another advantage of this type of body is that it enables us to materially reduce weight as compared with other cars comparable in size.

The front battery hood, although distinctive and conservative in design, is a complete departure from the characteristic electric vehicle style, in fact, the lines of this new body design closely follow the suggestions of many men of experience in whose practical suggestions we have the greatest faith.

Interior Arrangement Three persons may ride comfortably on the rear seat, while a fourth may occupy the extra seat in the right front corner.

Dimensions Rear seat—width 48 inches, depth 18 inches. Front to rear window 57½ inches. Top of cushions to roof 38½ inches. Door openings 25 inches. Measurements over all—length 140 inches, width 67 inches, height 80 inches. Size of front corner seat 12¾ wide by 13¾ long.

Upholstery This model is beautifully upholstered in exclusive whipcords. Turkish type of upholstery is used throughout. Cushions are deep and comfortable and are padded with genuine curled hair.

Painting Cobalt blue with blue stripe or Detroit Electric special Green grey with green stripe; wheels are painted in white, cream, red, blue or grey as specified.

Tread 56 inches (Standard).

Axles Designed and manufactured in our own shops, the Detroit Electric semi-floating rear axle is equipped with the worm bevel type of driving gears. The front axle is a specially heat-treated drop forging of the I-beam type.

Battery Our guaranteed battery—42 cells, 13 plate, used in this car is of our own exclusive design and insures the greatest capacity per unit of weight.

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 the control lever locked, preventing theft of car. Wheel steer may be supplied at additional cost of \$30.00.

Brakes Two separate sets of brakes are provided, operating independently. The brakes on the rear hubs are of the internal expanding type, 14 x 2 inches, and are operated by foot pedal. To the left of the brake foot pedal is a small pedal, pressure on which locks the hub brakes and automatically cuts off the power. The second brake is mounted upon the rear end of motor and is applied by slight backward movement of the control lever.

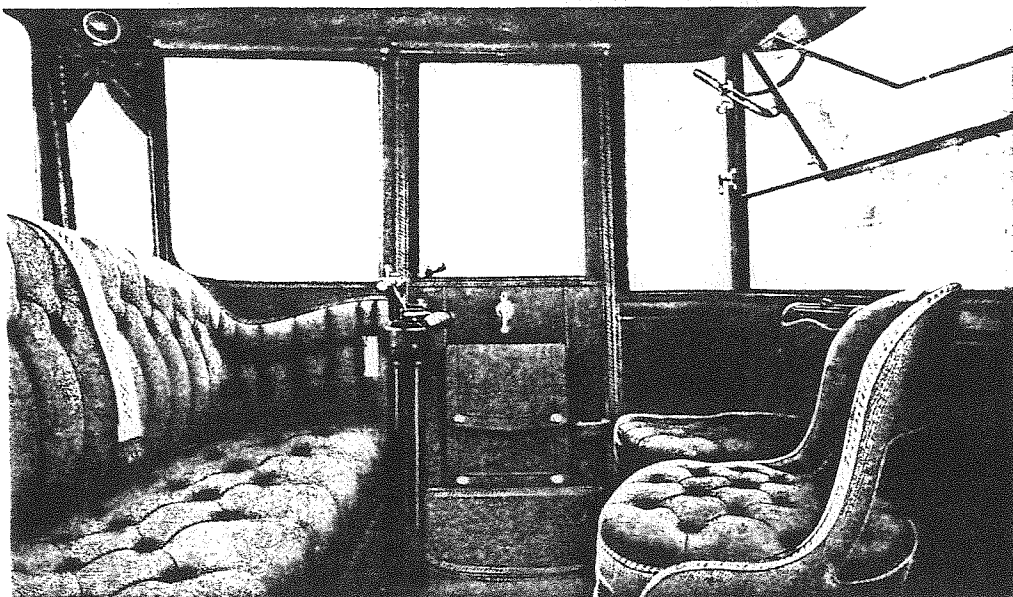
Tires Tires are of Goodrich Silvertown cord pneumatic type. Size 33 x 4½ inches.

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

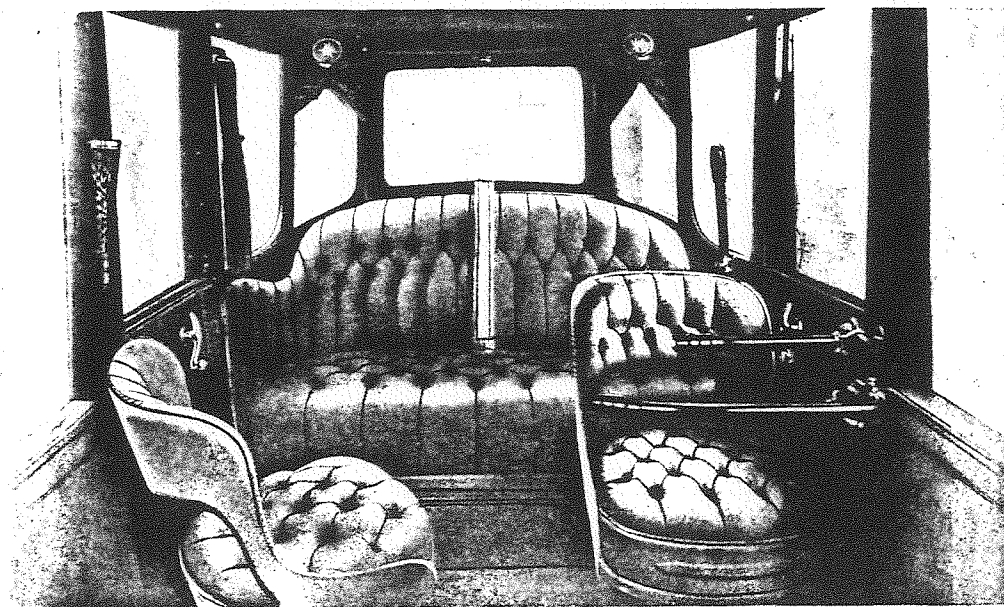
Speeds Five speeds are at your command, ranging as follows: 6, 9, 13, 18 and 23 miles per hour.

Mileage The large battery capacity and high mechanical efficiency of the Detroit Electric insure extra long mileage. 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 65 to 100 miles.

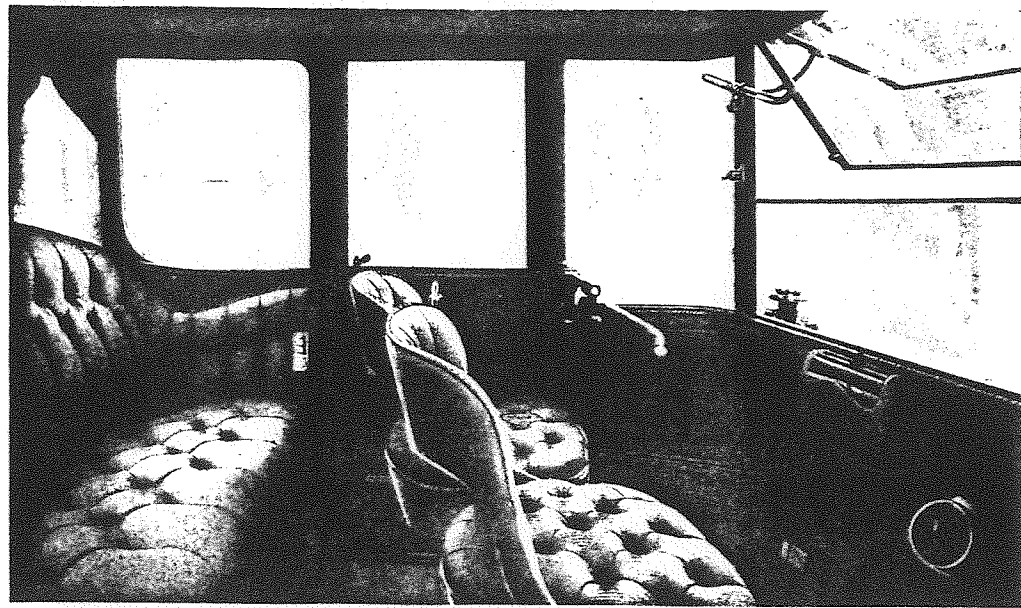
Model 76 is equipped with Houk wire wheels only



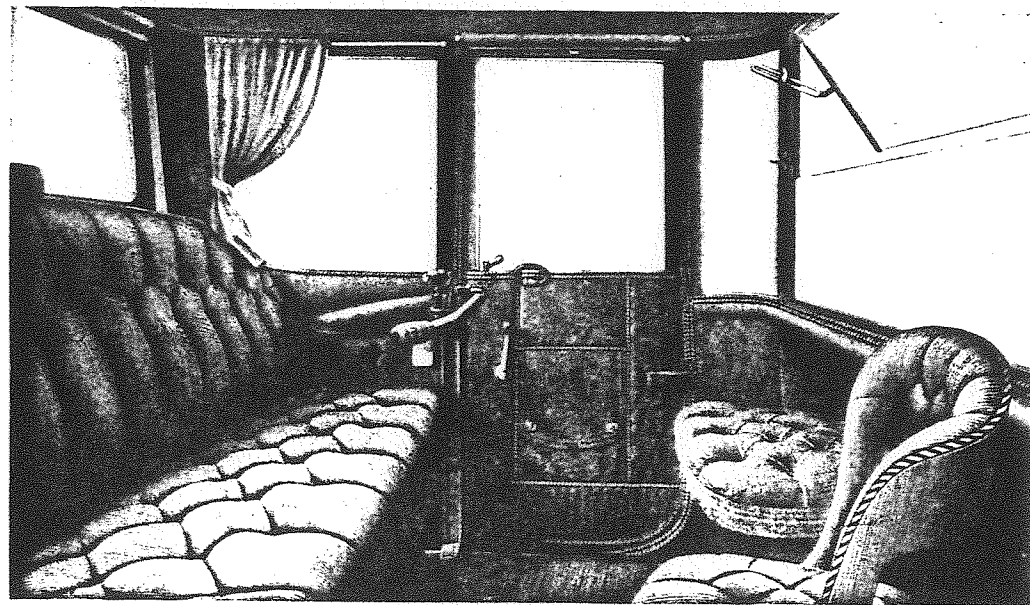
Comfortable seating capacity is provided in Model 71 for five—three on the rear seat, one on the revolving chair in front right-hand corner, and one on the stationary package box seat in front left-hand corner.



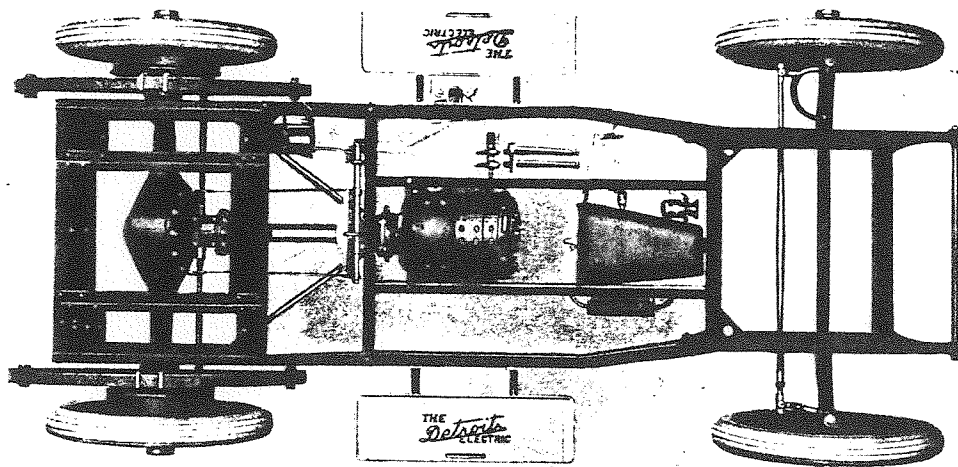
In the Duplex Model 74—when one set of controller handles is placed in driving position, the other set must first be locked in disconnected position, as is illustrated above. In this model, both front seats are of the revolving type and may be locked in any position desired.



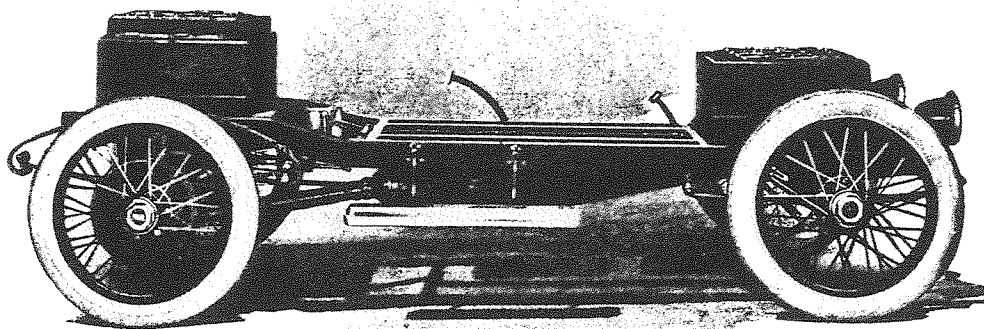
In body design, equipment and passenger capacity, Model 72 is similar to Model 74, except that it is driven from the front Pullman chair. The seating arrangement permits any passenger to enter or leave the car without disturbing others.



Although slightly smaller in interior dimensions, the Model 75 possesses the refinement of detail so characteristic of Detroit Electric Cars. Three people may be comfortably seated on the rear seat, while another is provided for by the revolving chair in right front corner. In the left front corner, an upholstered package compartment is adjusted. This is an exclusive Detroit Electric Car feature, which has proven to be most desirable when shopping or when carrying parcels about town.



In mechanical design and substantiality, the Detroit Electric chassis has attained a high degree of perfection, as is indicated by the strong, simple lines in this chassis view.



This side view of chassis clearly illustrates the even distribution of weight so necessary in automobile construction to insure easy riding qualities and even stress on all parts of the car.

Mechanical Description

MODELS 71, 72, 73, 74

Control System

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 a small 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. A second brake may be applied by the driver if so desired without the use of foot pressure by simply pulling control lever back of neutral position. This action operates a powerful brake mounted on the head of motor.

As in the past, we shall continue to use the drum type 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 hill climbing. An important feature of the controller is a self-lubricating device which assures continuous lubrication of drum segments and therefore aids easy operation.

Battery

The Detroit Electric battery equipment is of the "non-wash" type as used for many seasons past and affords greater capacity in proportion to the weight of the car than is found in any other electric. This battery is of our own exclusive design and is guaranteed for at least 8000 miles or two years' time in accordance with our written battery guarantee.

Accessibility

Accessibility of all parts is one of the noteworthy features of all Detroit Electric models. Important parts requiring adjustment or lubrication from time to time are located very accessibly. The metal compartment in which the controller, motor brake, Klaxette horn and certain important electrical connections are located, will be located just ahead of the motor as formerly and is easily reached through a door in the floor. The motor is so constructed and located that for ordinary care and inspection it can be easily reached.

Lubrication

The lubrication of the car is greatly simplified by the use of self-lubricating 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 to oil the various parts. In addition to the convenience acquired in Detroit Electric car lubrication as outlined above. The constant lubrication assures the most perfect action of all moving parts, prolongs their life and results in a minimum of upkeep cost.

Frame

The distance between side members of frame is sufficient to afford the greatest support for the body, as well as to give large space under battery hoods. This enables us to place our complete equipment of batteries in the most accessible position. Every cell and connection may be reached with ease. Short turning radius of the car has been secured by narrowing the frame in front.

Springs

The springs are of the highest grade alloy steel, specially heat-treated to secure the greatest strength and flexibility and will not permit excessive side sway or rebound when traveling on rough roads.

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 and are made in our own shops. Only materials of the highest grade are used. Bearings of the finest quality throughout the chassis insure safety and long life. The few parts subject to excessive wear are provided with separate bushings, which are readily and quickly replaced, thus greatly adding to the life of the car.

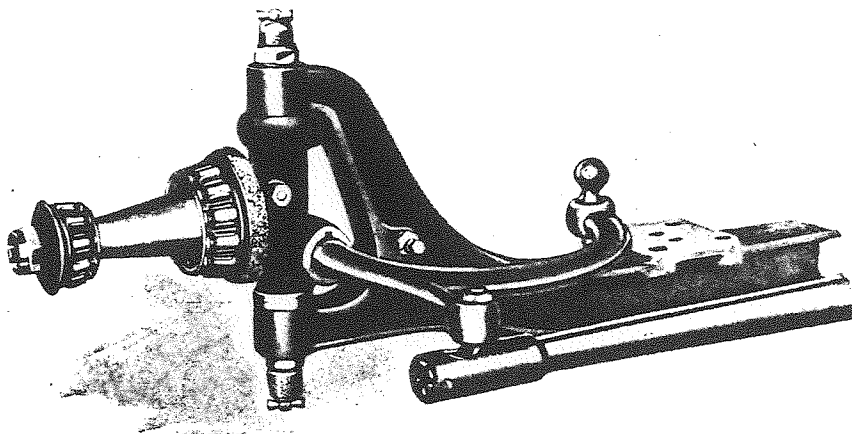
Throughout the chassis, drop forgings and steel pressings are used wherever possible. Clean lines, great strength and simplicity characterize the completed Detroit Electric chassis.

The details in design of the Model 75 and 76 vary in some respects to meet the demands of those desiring a car with a smaller body and lighter weight than is offered in our larger models.

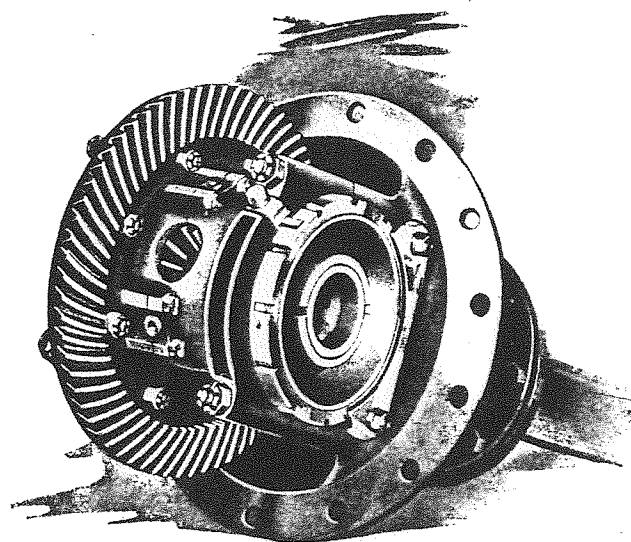
The frame is straight side instead of the drop-type. The wheels, tires and battery are smaller, to correspond with the design, and yet insure ample strength and maximum service.

Reverse of these two models is accomplished by a slight pressure of the heel on a reverse plate, conveniently located in heel board immediately back of foot-brakes—then the controller handle is advanced in the regular manner to acquire the various speeds in reverse.

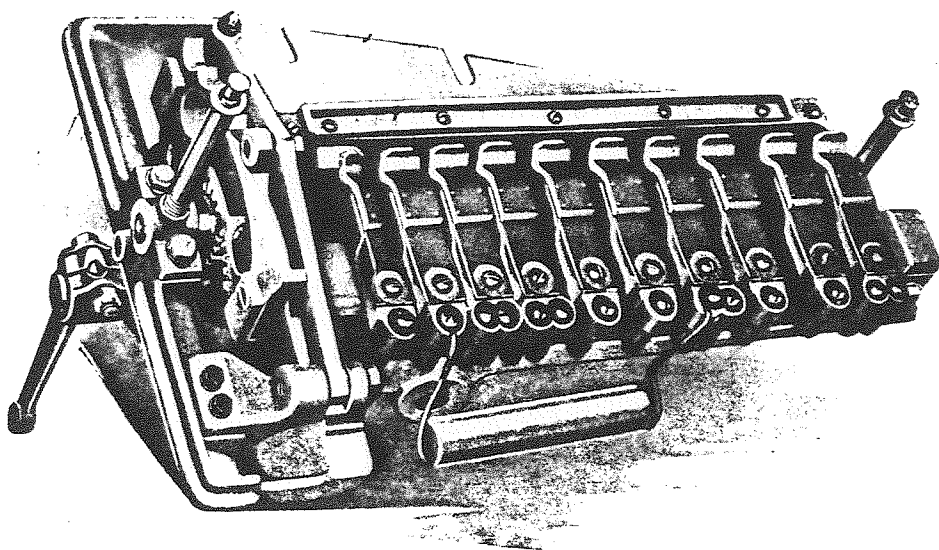
The same high grade materials are used throughout and the same expert workmanship is in evidence which has always characterized Detroit Electric cars.



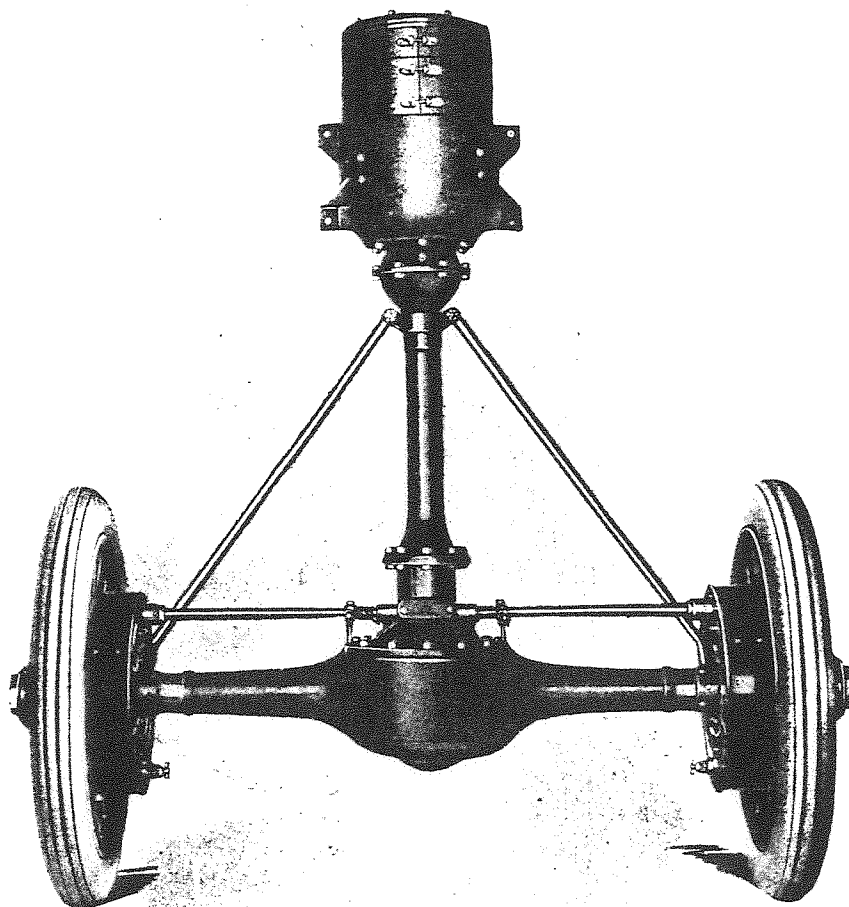
The Front Axle is an I-beam drop forging; the spindles, steering knuckles and ball ends being of special alloy steel, heat-treated. Knuckles turn in ball bearings and are fitted with self-lubricating bushings, insuring easy steering.



The Worm Bevel type of gear is standard in all models. This type of construction insures silence, smooth running and high efficiency.



Particular attention is called to the perfected design of the Detroit Electric Controller. The drum segments are self-lubricating. The drum rotation is governed by a star-wheel so positive in action that contact fingers automatically make perfect connection with drum segments as speed of car is advanced by driver. The entire mechanism of the controller is encased in a dust-proof metal housing.



The well merited general approval of the Detroit Electric "Chainless" Direct Shaft Drive has been strengthened by many years' service in users' hands. It has been actually proven by practical test over a long period of time that this type of construction delivers to the rear wheels the highest possible percentage of power developed by the motor.

The fundamental design of this construction is the same today as when it was first incorporated in Detroit Electric cars several years ago.

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 tubular housing of clean cut design. Motor and shafts all revolve on high-grade ball bearings of liberal size, reducing friction to the lowest possible limit.

Standard Warranty

Approved by the National Automobile Chamber of Commerce

Adopted by Anderson Electric Car Co., Detroit, Mich.

This is to certify that each new Detroit Electric manufactured by us is warranted to be free from defects in material and workmanship under normal use and service, our obligation under this warranty being limited to making good at our factory any part, or parts, thereof which shall within 90 days after delivery of such vehicle to the original purchaser be returned to us with transportation charges prepaid and which our examination shall disclose to our satisfaction to have been thus defective; this warranty being expressly in lieu of all other warranties expressed or implied and of all other obligations or liabilities on our part, and we neither assume nor authorize any other person to assume for us any other liability in connection with the sale of our vehicles.

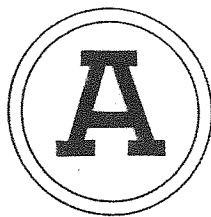
This warranty shall not apply to any vehicle which shall have been repaired or altered outside of our factory in any way so as, in our judgment, to affect its stability or reliability, nor which has been subject to misuse, negligence or accident.

We make no warranty whatsoever in respect to tires inasmuch as they are usually warranted expressly by their respective manufacturers. The battery in this vehicle is covered by a special agreement which is to be duly signed by ourselves and our customer.

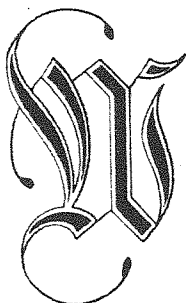
The purchaser expressly agrees that our liability is limited to the above warranty and does not include damages to either property or person of self or others.

Detroit Electric Monthly Service

For the convenience of Detroit Electric owners, a standard monthly inspection and adjustment service is offered by all of our dealers at a reasonable cost. We recommend that all Detroit Electric car owners consult with their local dealer regarding this important matter.



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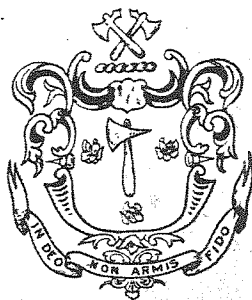
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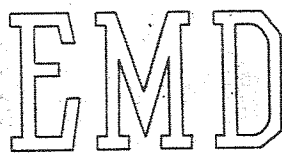
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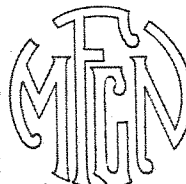
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All monograms finished in gold unless colors are specified, except Nos. 1527 and 1530, which are outlined in gold and filled in to harmonize with colors or striping on body.

