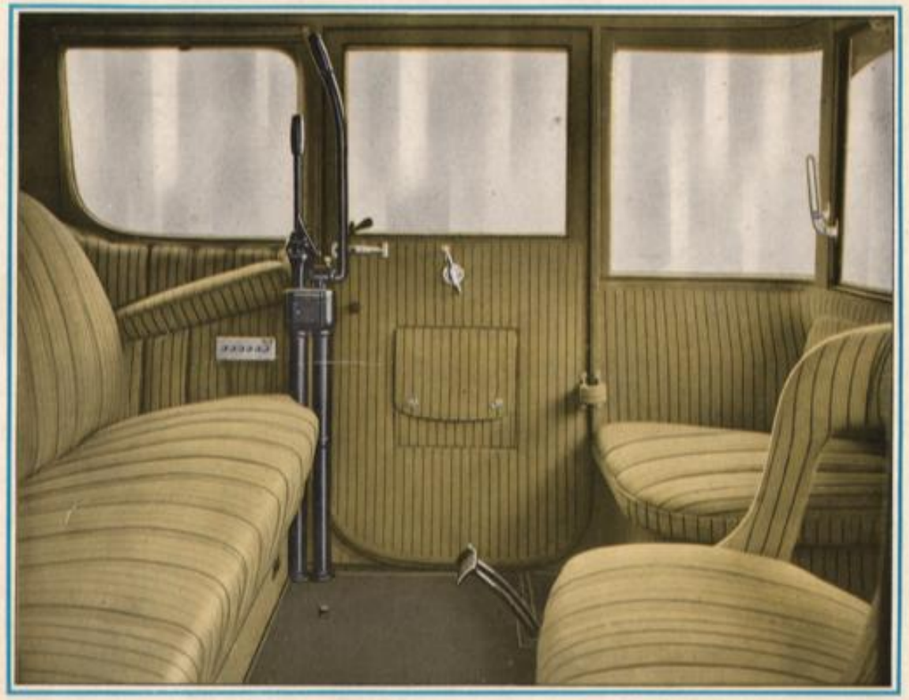


One of Several Interior Selections

THE rich lacquer finish of the exterior is permanent. Any desired color combination is obtainable in either dark tones or pastel shades, striped and monogrammed to order. This fine exterior appearance matches the modern body creations in quality and appearance.

Rich broadcloth, imported cords, blended leathers—in fact the finest and most luxurious of fabrics and appointments—are employed for interior decoration and finish.

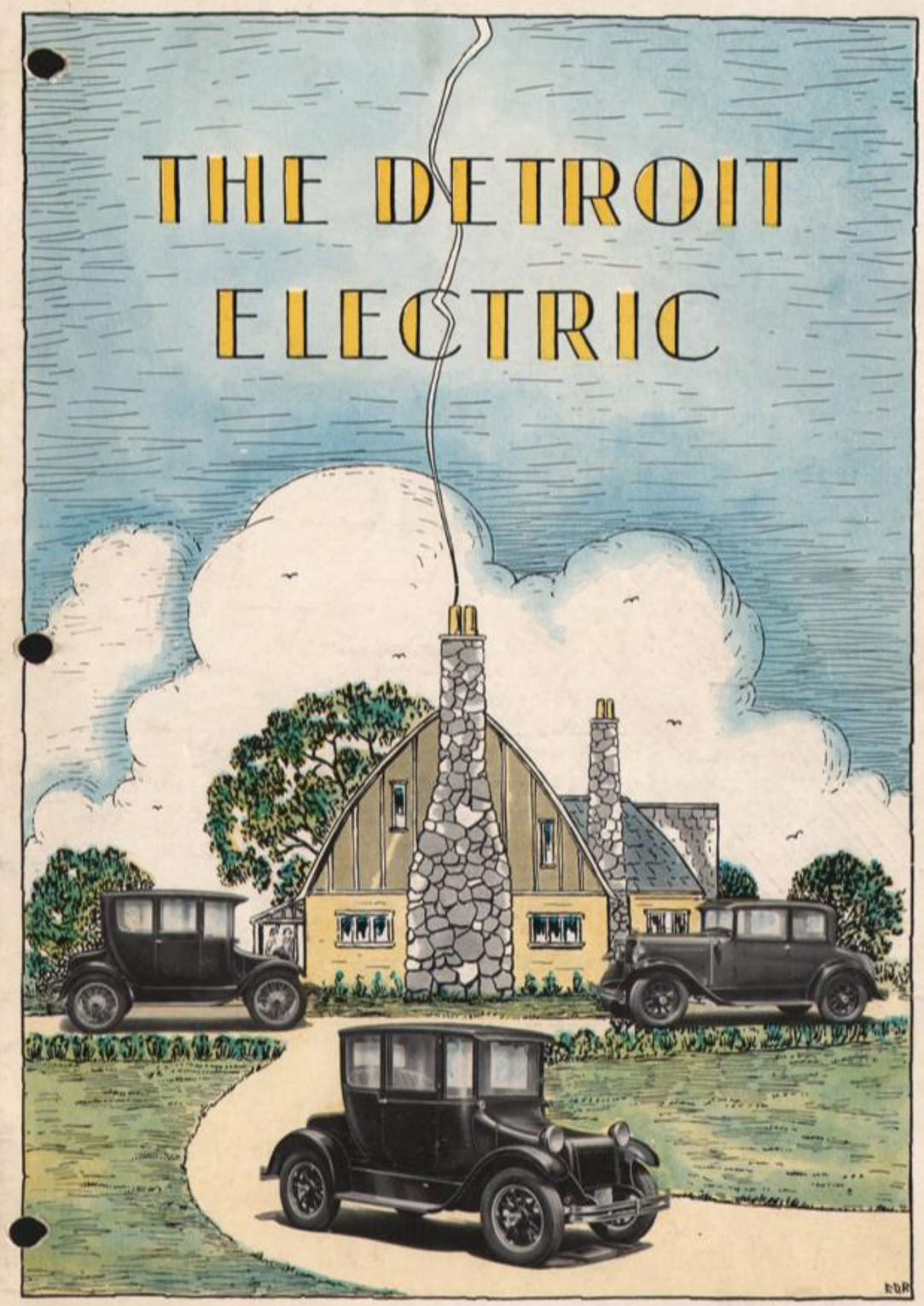
These may be selected to harmonize with the color scheme or to suit individual taste. Deep, wide cushions and vibrationless operation give distinctive riding qualities.

Your request will bring complete specifications and full details regarding any model.

Detroit Electric Car Company

Detroit Michigan

THE DETROIT ELECTRIC



On the left is Model 99, new creation of Detroit Electric. On the right, Model 97, of conservative lines, and widely popular.

No Other Vehicle Quite Takes Its Place

THE Detroit Electric car is a thoroughly proven product, possessing the time-tested, trustworthy mechanical features and simplicity of control which have characterized these cars for many years.

Its recognized convenience, greater safety and dependability now are enhanced by new and finer appearance. The modern, lower body lines are smartly conservative, revealing the new mode in motor cars.

To professional men and to women the Detroit Electric particularly appeals because of its silent, smooth operation and freedom from fumes and dangerous carbon monoxide gas. It is the nearest approach to effortless motion that has been attained in surface transportation. Those who experience the luxury of a Detroit Electric become enthusiastic over its ease and safety of control and quiet, restful operation.

The Detroit Electric is not a mass production car. Each one is custom built and hand tailored, for exacting individual ownership. This is one of many reasons why it will by far outlast any other type of motor car.

THE CAR OF LUXURY AND REFINEMENT