

DEMOT

\$550.00 MAGNETO INCLUDED **\$550.00**

The Stylish, Speedy, Reliable Little Runabout

The Sensation of the Season

A sturdy, graceful car that runs silently and smoothly; that negotiates the hard hills and the bad roads; that is smart, powerful, and so simply made as to be trouble-proof—a car that will take you along as fast as is safe on the best roads.

Here at Last—the Car You Have Been Looking For.

The car that just fits the universal requirements—a light two-passenger car, of refined lines and lasting quality, at a price that everyone can afford.

When you know how, and of what it is made, and then see what it can do, you will become as enthusiastic in its praise as all who have seen it.

To find out all about this truly remarkable and interesting little car, send us the coupon on the next page.

Distinctly a Detroit Product

DEMOTCAR SALES CO. DETROIT MICHIGAN

(Continued next page)



DEMOT

Just a Few Words

One year ago a group of Detroit's automobile specialists got their heads together to solve the

"Eternal Automobile Question"

—an Aristocratic Little Runabout at a reasonable price

They worked diligently over a year assorting, simplifying, constructing, inventing and perfecting, and to-day they are rewarded by a success of which they are duly proud.

They have found the answer—It is DE (Detroit) MoT (Motor) DEMOT—CAR.

THE SIMPLEST, MOST RELIABLE, AND ECONOMICAL SMALL CAR IN THE WORLD

OUR FIRST YEAR'S OUTPUT WILL BE 3,000 CARS

Already, before our first announcement, hundreds of inquiries are pouring in. Why? Because DEMOT marks a sensational change in the automobile industry—the arrival of that day when every man who can afford a horse can own a first-class motor car. So, while we hope to make more than 3,000 cars this coming season we dare not announce it, for we shall build and deliver the number of cars we announce.

SPECIFICATIONS

MOTOR—Two-cylinder, opposed, water-cooled.
IGNITION—High-grade magneto and dry cells.
TRANSMISSION—Selective planetary gear, shifting easily and noiselessly.
REAR AXLE—Shaft drive; Hyatt roller bearings.
FRONT AXLE—Drop forge.
SPRINGS—Semi-elliptical, front and rear.
FRAME—Pressed steel.
WHEELS—Artillery, with 30 x 3-inch Standard Clincher tires.

WHEEL BASE—80 inches.
TREAD—Standard 56 inches.
STEERING GEAR—Irreversible type.
BRAKES—Two internal expanding.
CARBURETOR—Floating-ball type; metallic float; water-jacketed intake pipe.
WEIGHT—800 lbs. with regular equipment.
EQUIPMENT—Two side and one tail oil lamp, dragon horn, tire repair and tool kits.
PRICE—\$550.00 F.O.B. Detroit.

ARE YOU INTERESTED IN THE CAR WITH THE UNIVERSAL DEMAND?

Tear out the coupon and mail it to-day, for it is a case of "first come, first served;" agencies are being rapidly closed.

DEMOTCAR SALES CO. DETROIT MICHIGAN

(Continued next page)



DEMOT

Some Details of Construction and Design

- All frame members are made of pressed steel, securely hot riveted into place.
- Cylinders are of the best gray iron, cast with valve chambers on the upper and more accessible side, with integral water jackets.
- Fly-wheel is extra large in diameter, and weighs forty pounds.
- Connecting rods are drop forged, with die cast bearings, the piston ends bushed with bronze.
- Crank shaft is 30 to 40 point carbon steel drop forging; bearings 1 1/4 inch diameter.
- Valves are large, of our own special design, and can be replaced in five minutes by removing four bolts.
- The valve heads are of high grade steel electrically welded to carbon steel stems.
- They are operated from a single cam-shaft.
- Half-time gears are entirely enclosed and running in oil in the crank case.
- Cylinders water-jacketed throughout.
- Cooling is by thermo-syphonic action through large diameter passages.
- Radiator is of the latest approved type, composed of vertical tubes, with horizontal distribution chambers — a construction that prevents steaming and loss of water through evaporation.
- Multiple disc clutch drives through a sliding change gear, with direct drive on the high speed.
- All speeds are controlled by single side lever; all parts of the driving mechanism are protected from dust and dirt.
- Driving shafts are of carbon steel; pinion shaft mounted on New Departure annular bearings.
- Entire power plant is set in an aluminum case.
- Everything extremely accessible.
- Drive shaft is in a practically straight line.
- Steel forgings are used wherever possible instead of castings, to increase strength and decrease weight.
- Steering wheel is 15 inches, the steering column is set at a rakish angle, and fastened to the frame and dash by means of a crucible steel bracket.
- Steering gear is irreversible, with inside throttle and spark control.
- Two distinct internal expansion brakes.
- Artillery wheels with 30 x 3-inch Clincher tire.

Features of the Demot Car

- No vibration.
 - Extreme simplicity and accessibility.
 - Simplest of controls.
 - Perfect cooling system.
 - Economical in operation and up-keep.
- These are a few of the many interesting details; their purpose is to point out the intelligent design and careful construction of the DEMOT. We will be pleased to send more complete specifications to those who desire same.

(Continued next page)

TEAR OUT THIS COUPON

AND MAIL IT TO-DAY

3,000 cars won't last long

This will bring you our Special Proposition to Dealers.

Address:

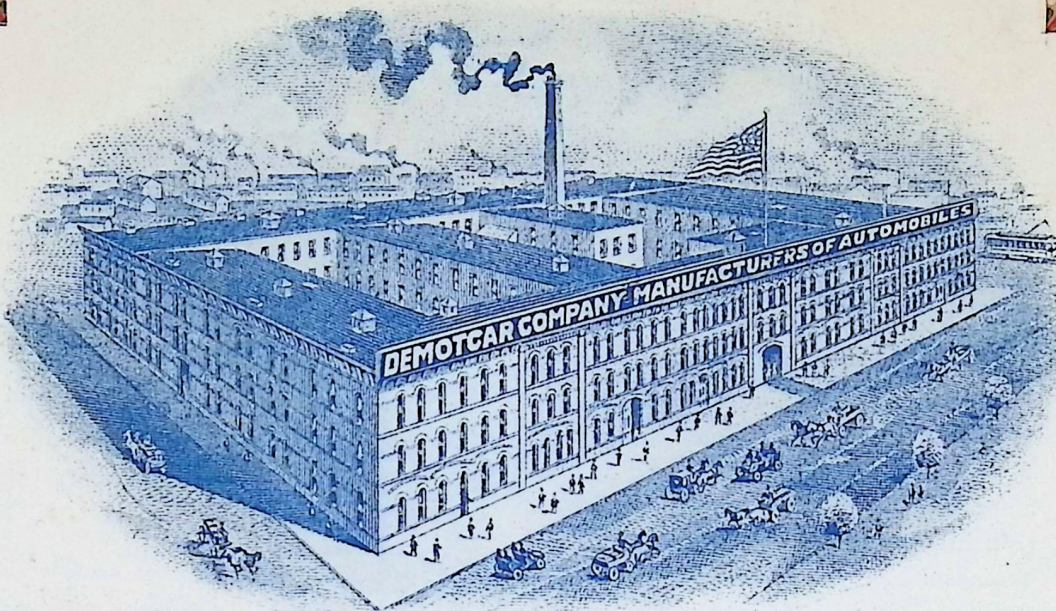
DEMOTCAR SALES CO.
45 State Street, Detroit, Mich.

Name

Street

City

DEMOT



HOME OF THE DEMOT

It is not pretentious, but it is good, modern and thoroughly equipped, and capable of turning out the promised 3,000 cars. We would not have hesitated to build a plant many times as large for the construction of the DEMOT car, but our time was limited. The big factory is coming, for our confidence is warranted by the splendid action and appearance of the speedy Little Thoroughbred that we can sell for \$550.00.

THINK OF IT—\$550.00 (Magneto Included)

FOR THE BEST SMALL CAR THAT CAN BE MADE AT ANY PRICE

The organization, the experience behind the DEMOT, and its careful, simple construction from the finest materials, convinces us that no finer small car CAN be built. You will appreciate our confidence and enthusiasm when you have more complete information about this "classy" little car. You will get the "DEMOT craze" too.

Use the **COUPON** on
the other side for our
Dealers' Proposition

DEMOTCAR SALES CO., Distributing Agents
45 State Street, Detroit, Mich.

DEMOTCAR COMPANY, Manufacturers
Detroit, Mich.