



THE Borland Electric Brougham at \$2200 establishes a new value in electric vehicles. It not only has *all* the fine perfections, the details of luxury and refinement, found in any other car. But it has *more*. It offers *special* and individual points of merit that entitle it to a *place apart* in your consideration. It has a longer wheel base, is the largest, roomiest, four passenger Electric on the market. And it's the *easiest running*. The exceptionally low hung body of

The Borland Electric Brougham

is another feature. The step is *wide* and *low*. It will pay you to investigate the Borland—to go carefully into these special features—to make comparisons—to let us explain to you our *unusual guarantee*. Its price—\$2200—the most remarkable ever made on a high grade electric brougham—is possible simply because we have *not* set a premium upon its quality features. Exide or “Ironclad” Battery, Motz Cushion Tires, Westinghouse Motor. Call at our show room for demonstration or write to our factory for descriptive literature.

THE IDEAL ELECTRIC VEHICLE COMPANY

Factory: 313 E. Huron St., Chicago. Chicago Show Rooms: 1330 Michigan Ave. Phone Calumet 3292