



New—Streamline—Bullnose—32 h. p.—A Conquering Four

Three years ago, when the Detroit was announced, almost anything on four wheels could be sold—and some of them were mighty lame ducks. Four men, all in responsible positions in the automobile business, realized the situation. They saw cars with weak axles, noisy motors, undersized pinions and oversized prices, finding ready sales. These men said, "There will be a revolution when people get car-wise. In the meantime we will build a car that will correct these evils, and that sells on an honestly narrow margin of profit. We will build that car and wait."

They did, and called it the Detroit. Rather quietly they established conservative dealer relations at over 600 points. They worked out a system of production economy that made this car the lowest in over-head cost in America, barring none.

Today the firm has never borrowed a penny; has no stockholders clamoring for dividends on watered stock; has no directorate at the beck and call of Wall street. But has a wonderful record of sales.

In the boom days of the automobile business, their method looked old-fashioned to many. But note these facts: (1) As a result of this policy, the Detroit Company sells automobiles at a smaller expense than practically any other company. (2) It keeps no traveling mechanics and no traveling sales managers on the road, drumming up dealers. (3) It holds its sales force intact from year to year. (4) Its repair business is smaller in proportion to sales than that of any other firm, averaging \$3.81 per car per year.

The makers have put into practice another theory—that people who buy automobiles are tired of

windy claims and relish intelligent analysis. Accordingly, the Detroit advertising has consistently pointed out certain mechanical superiorities of the car. It has stated and proved that the Detroit is the only popular priced automobile in America with a full floating rear axle, long stroke motor, platform rear spring and expensive, power-conserving ball bearings throughout. Nowadays, people are becoming familiar with these terms. They are finding out that the full floating axles of this type can withstand 3,000 pounds over-load and house a pinion that will never strip; that ball bearings last longer and multiply horse power; that the platform spring alone needs no shock absorbers; that all these features combine to produce a car of light weight that reduces upkeep to the minimum, making possible 20 to 25 miles to a gallon of fuel, and 100 miles to a quart of lubricating oil.

Facts and not claims must win in the long run. These are the facts about the Detroit—some of the reasons why it is a superlatively good car for you to own.

**A Complete Line
\$850 to \$1050**

Streamline — Bullnose — 32 horsepower — the 1914 Detroit challenges comparison in appearance and quality with even the most expensive makes of Fours. There is not an ungainly angle in it; graceful as a bird's wing, the crowned-fenders melt away the angularity of guards. With the added horsepower of its expensive ball bearings, the motor is indomitable. For five hundred dollars more one buys not a whit better construction—more honest material, more sterling workmanship.

\$1050

With Detroit-Remy Starting and Lighting System

Get the Detroit catalog—a book of solid facts. It is yours for a postcard requesting it.

Briggs-Detroit Company

474 Holbrook Ave., Detroit, Mich.

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