

A SWEEPING VICTORY

Marking the End of the Creations of Yesteryear—The Styles That Were and Are no More

\$1050
With Westinghouse Starting and Lighting System



Gone for good are the knobs and angles and patchworks of ancient styles. They are swept away to the limbo of the weezy "one lunger" and the oil lamp by the sheer beauty of the new Detroit, absolutely the first actual European streamline in America; first high speed, long stroke, ball bearing motor; lightest car of its class; biggest car for the money.

The 1915 Detroit

OTHER MODELS, WITHOUT STARTERS, \$850 TO \$925

Just as this new Detroit made a clean sweep of everything that binds cars to the commonplace in design—

Just as the fuel-saving Detroit type of long stroke, high speed, ball bearing motor made a clean sweep at the Indianapolis race, driving the first four winners across the line—

Just as this matchless car fairly swept the convention of Detroit dealers off their feet when it was unveiled for the first time—

So has its instant popularity won a sweeping victory everywhere. Dealers and buyers, in throngs, from coast to coast are writing, wiring, coming. Here is the limit of beauty, durability, value. Thirty-five special features give the last extreme in refinement—and they all come in the list price—they are not "extras."

And notice the new conveniences:—The recording instruments combined in one unit, every control at your finger tips. Carburetor adjustment on the steering post; carburetor itself raised to an easily accessible point. An emergency light and cigar lighter. A red electric flash that warns against lack of oil—And these are only half a dozen of the thirty-five.

The Detroit, like the Gold Standard, is the basis for calculating your money's worth. SEND TO-DAY FOR OUR ILLUSTRATED FOLDER. See a Detroit dealer. Put in your order quick.

BRIGGS-DETROITER COMPANY

474 HOLBROOK AVE.

DETROIT, U. S. A.

DEALERS—Much new territory will be allotted, but not until every first-class dealer in the country has had an opportunity to apply for our proposition. Write, wire or come.

35 Special Reasons:

- The biggest car at the price.
- The lightest car of its class — less than 2,300 pounds.
- First complete streamline.
- 112-inch wheelbase.
- 32 horsepower.
- Worm-driven silent starting motor.
- Full-floating rear axle.
- 3-pt. platform rear spring suspension.
- Actual one-man top.
- 14-inch service brake; 10-inch emergency brake.
- Four 24-inch doors.
- Non-skid rear tires.
- Aluminum and linoleum running and floor boards.
- 20-operation body finish. Luxurious upholstery.
- 5 passengers without crowding.
- Fuel tank in cowl.
- Ventilating, rain-vision windshield.
- Ball bearing throughout.
- Multiple disc clutch in oil.
- Duplex tire carrier in rear.
- Center one-lever control.
- Rounded radiator with radiator mud shield.
- Tulite searchlights.
- Emergency search lamp.
- Electric cigar lighter.
- Aluminum encased instrument board.
- All recording instruments combined in one unit.
- Positive gasoline gauge.
- Electric-flash oil gauge.
- Carburetor above frame.
- Automatic and manual spark advance.
- Foot accelerator and hand throttle.
- Horn button in center of steering wheel.
- 20 to 25 miles per gallon of fuel.
- 100 miles to quart of lubricant.
- Willard L. B. A. battery.