

Detroit

The First European Streamline Brought Out In This Country

The new 1915 Detroit is the first American example of that pure grace and beauty of design which Europeans call "streamline." You have seen hints of it in others cars. See now the actuality in the Detroit. Visit a Detroit salesroom. Examine the car at your leisure. Try it on the road. This is absolutely the first real European streamline in America; First high-speed, long stroke, ball-bearing motor; lightest car of its class; biggest car for the money. As a car for country use it has no equal.

"A car in which the streamline suggestion is carried out from the front to the back—a distinct and pleasing novelty. The effect is to impart a unity to the design that many other makers would do well to study." — Automobile Topics, August 8, 1914.

Tremendous power at all speeds distinguishes the ball-bearing Detroit motor. French motors of this type won all first four prizes at the Indianapolis races this year; and German motors of the same type, on July fourth, carried off the three first honors in the great French classic, the Grand Prix, at Lyons.

The Detroit is the only car made in America with this type of motor—a model of what The Automobile calls "epitome of the best that Europe can provide in design and construction."

More than that, as Motor Magazine states, "the economy of the foreign car is much greater than that of the American product. The American people are demanding economical operation."

The Detroit is the answer to this demand. Over roads of every description this handsome car carries five passengers from twenty to twenty-five miles on every gallon of fuel.

Thirty-five very noteworthy features also mark the new Detroit. We invite every person interested in the coming type of American motor car to visit a Detroit salesroom. It is worth while—for the new Detroit is distinctly a revelation.

Some of the 35 Special Features:

- 112-inch wheelbase.
- 32 horsepower.
- Worm-driven silent starting motor.
- Full-floating rear axle.
- 3-point platform rear spring suspension.
- Actual one-man top.
- Four 24-inch doors.
- Non-skid rear tires.
- 20-operation body finish. Luxurious upholstery.
- Fuel tank in cowl.
- Ventilating, rain-vision windshield.
- Ball-bearings throughout.
- Multiple disc clutch in oil.
- Duplex tire carrier in rear.
- 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.
- Electric flash oil gauge.
- Carburetor above frame.
- Both automatic and manual spark advance.
- Horn button in center of steering wheel.
- Willard L. B. A. Battery.

See a Detroit Dealer—or if you are interested in a dealer proposition, and are in open territory, get in touch with us at once.

WRITE FOR CATALOGUE. 622

\$1050

With Westinghouse Starting and Lighting System. Other Models, Without Starters, \$850 to \$925.

BRIGGS - DETROITER
622 Holbrook Ave.,

COMPANY
Detroit, Mich.

