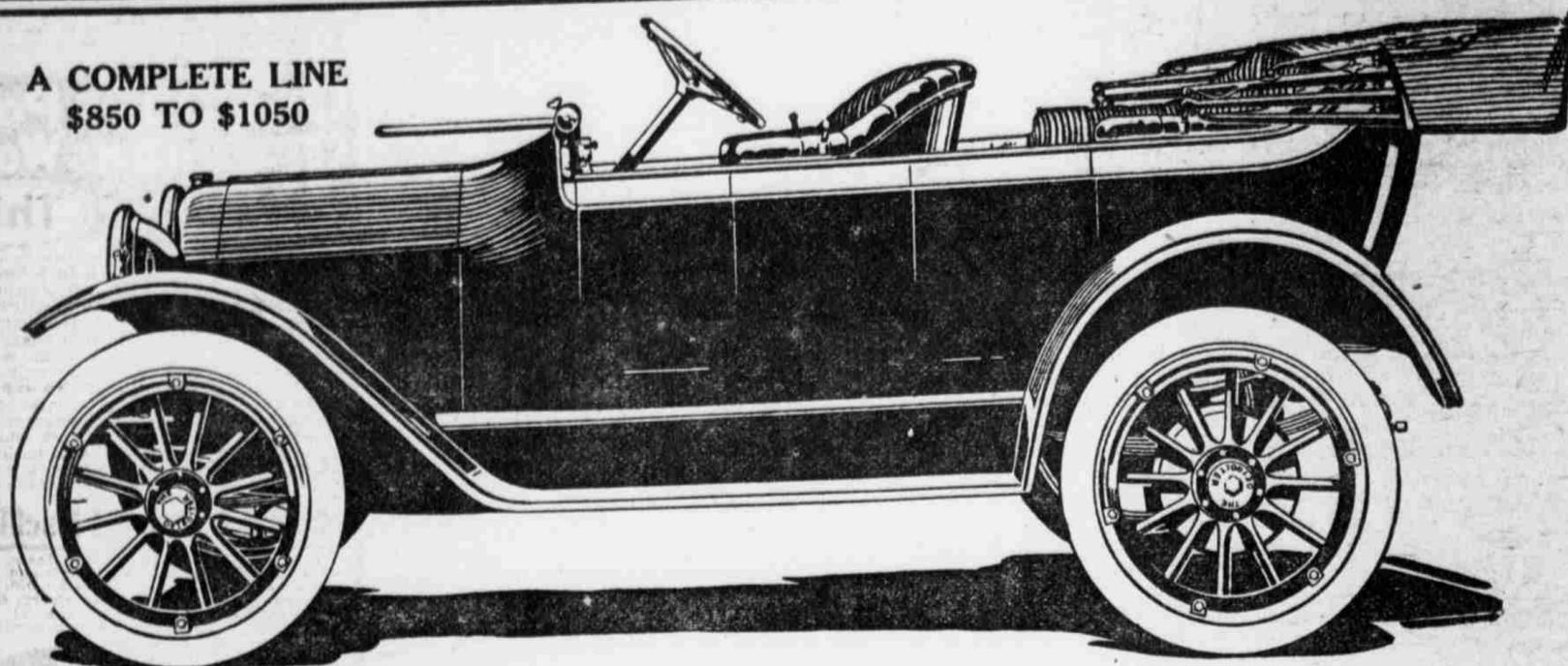


A COMPLETE LINE
\$850 TO \$1050



Detroit — A Winner for 1914

A wonderful record that backs up every Detroit and guarantees a record-breaking season is a tabulation that covers the twelve months from January, 1913, to January, 1914, and embraces every Detroit car in operation (not a picked few) shows that the THOUSANDS OF DETROITERS NOW IN USE AVERAGE ONLY \$3.81 PER YEAR FOR REPAIR PARTS. Such a sales-clincher has never before been offered a dealer by any make of car.

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Drivers have come to realize only too well the common weaknesses of the popular priced cars. Those sagging axles, those stripped pinions, those vibration-racked motors, those frames and transmissions bumped half out of commission by poor spring suspension.

The Detroit full-floating axle is designed to withstand 2,000 pounds of overload. The platform rear spring needs no shock absorbers. The 32 horse-power, long stroke motor, in comparison to the light weight of the car is more powerful than even the big 60's, with their massive loads to carry.

Beauty? Note the exquisite proportions of the new 1914 touring car; or the snappy, jaunty lines of the new roadster.

Power? A new and bigger motor (3 1/2 x 5) carries this light vehicle without exertion anywhere its wheels can find traction. We do not believe there is an automobile made, four or six, big or little, \$1,000 or \$5,000, that can out-pull it.

Convenience? The new Detroit-Remy electric starting and lighting system is the cleanest installation ever devised, and it adds less than 40 pounds to weight of car.

Simplicity? All controls at your fingers' ends, on the dash.

Every sterling feature that made the Detroit great is retained: platform springs, full floating rear axle, ball bearings throughout—such features as only the costliest cars have ever before specified.

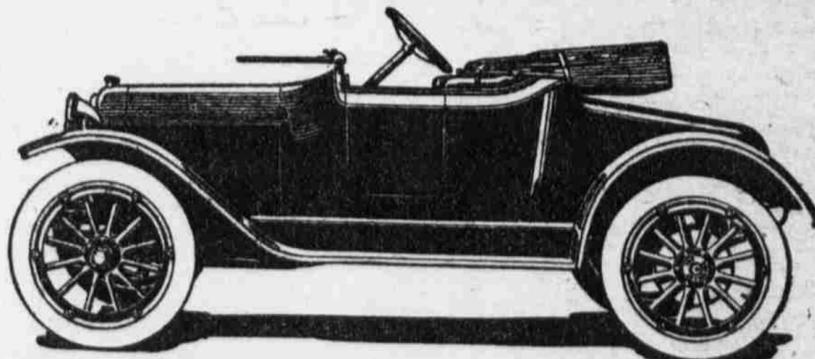
The Detroit organization—methods without waste—buying in quantities at the bottom of the market—producing steadily abreast and ahead—make these things possible.

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Quick action's the word if you want to reap all
the pleasures of the coming summer.

BRIGGS-DETROITER COMPANY

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Streamline—Bullnose—32 horse-power—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 horse-power 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.

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With Detroit-Remy Starting and Lighting System

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