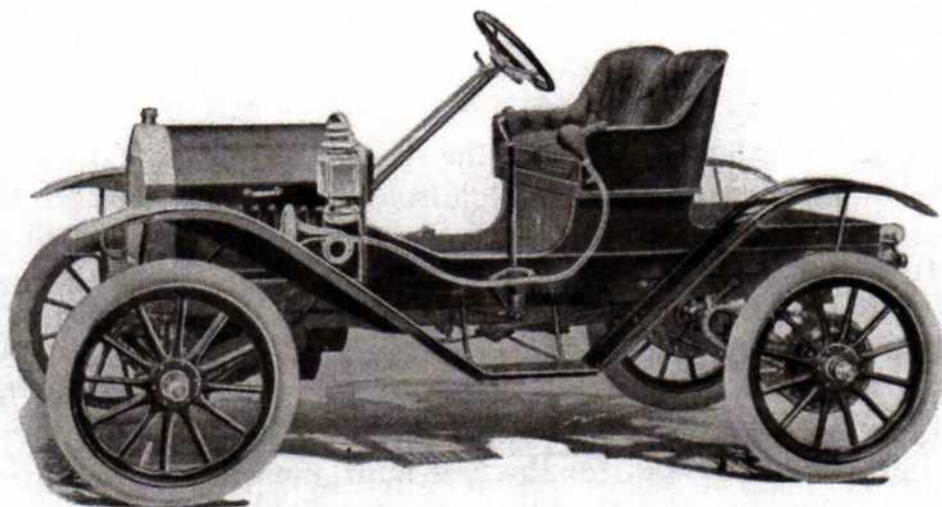


Everyman's Car

A preliminary announcement of the 1910 Brush, illustrating and describing various models adapted to the use of Merchants, Physicians, City and Country Salesmen, Contractors, Corporations, Farmers, Clubmen, Suburbanites, the Young Folks—in fact, to the use of any one who can afford to own a horse and buggy and many who cannot



Manufactured by

BRUSH RUNABOUT CO

DETROIT, MICHIGAN

A Tried, Proven Automobile for \$485.00



HE past year has brought forth many announcements of "sensations" in the automobile industry, but all of these have been "dream" sensations, founded on the hope of ambitious designers and the faith of inexperienced backers.

The announcement of the 1910 Brush at \$485.00, has created a real sensation—one built on experience and the knowledge acquired by manufacturing the 3000 Brush cars now in use.

In the 1910 Brush, we offer a car, which with one chassis adapts itself to a hundred different uses.

A new car in power, smoothness, speed and looks, yet built on proven principles, by an organization already perfected.

The 1910 Brush not only outclasses all other small cars, but is far ahead of its own previous high standard.

Its balanced motor is the greatest Brush achievement. The result is single cylinder simplicity, reliability, light weight, low gasoline and oil consumption, low tire expense—4-cylinder power and smoothness. The most wonderful improvement in motor car construction in years.

Its performance is almost unbelievable. You will swear it is a 4-cylinder. You must see it—in fact, you must ride in it to be convinced.

Its power is astonishing. It responds to the throttle instantly, and eats up the hills. More speed than you need—thirty miles an hour is easy—forty if you want it.

While the balanced motor is the most remarkable feature of the Model D, we have made numerous other improvements and refinements.

Here are some of them: wheel-base lengthened 6 inches; more graceful and rakish lines; Mercedes type radiator; new selective control; universal coupling shaft; improved dust-proof commutator; multiple disc low and reverse clutches; transmission control levers entirely housed and oil tight; more quiet muffler.

Think of it, \$485.00, for the best-built, most thoroughly proven, smoothest running, easiest riding, most reliable, most economical, most powerful, handiest small car in America.

If ours were a new concern, just beginning to learn the lessons all manufacturers have to learn, you might have reason to doubt the quality of a car at this price—

But we have learned the lesson—the 3000 Brush cars in daily use have proven the quality of Brush workmanship and material.

Our magnificent new plant, designed and equipped for building the Brush in 10,000 lots, insures the limit of economy in manufacturing. The raw material is unloaded at one end of the factory, the finished product is put on the cars at the other end.

Every part is made in our own factory, except the tires, wheels and electrical equipment. The buyer pays no partsmaker's profit.

Besides our already splendid equipment, we have added an enormous amount of special machinery to do every factory operation in the most economical as well as the most accurate way.

And it's a peculiar fact that in quantity manufacture, the most economical is, as a rule, the most accurate.

Even with our perfect manufacturing facilities, we could not make a car of the quality of the Model D if we merely imitated a big car with all its complicated parts only smaller and more delicate. Here's where the genius of the designer counts.

The Brush has the fewest possible parts, but they are all of sufficient size and strength to stand the hardest knocks. Simplicity makes it possible to build the car right and still sell it at this wonderful price.

SOME THINGS THE BRUSH HAS DONE.

In the 1909 Glidden tour the Brush covered the 2636 miles in 15 days and finished in good shape in Kansas City—a lot more than can be said of some of the big cars.

In the "Little Glidden" at Minneapolis, it finished with perfect road and technical scores and won the Gregg Trophy over three 4-cylinder cars.

It climbed Pike's Peak in eight hours, every inch of the way under its own power.

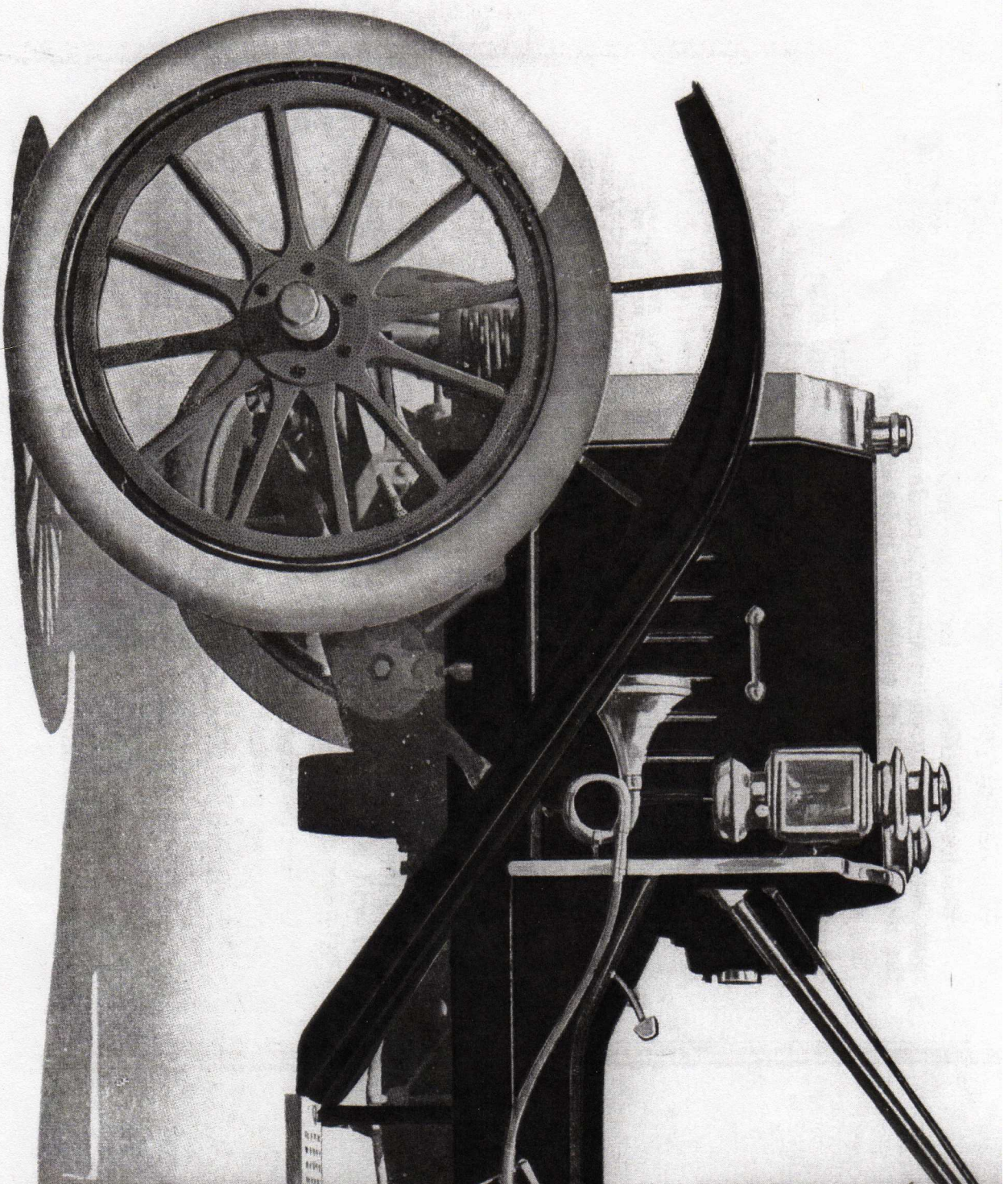
It crossed the American Continent.

Last year it won the Algonquin-Hill-Climb in its class. Barred this year.

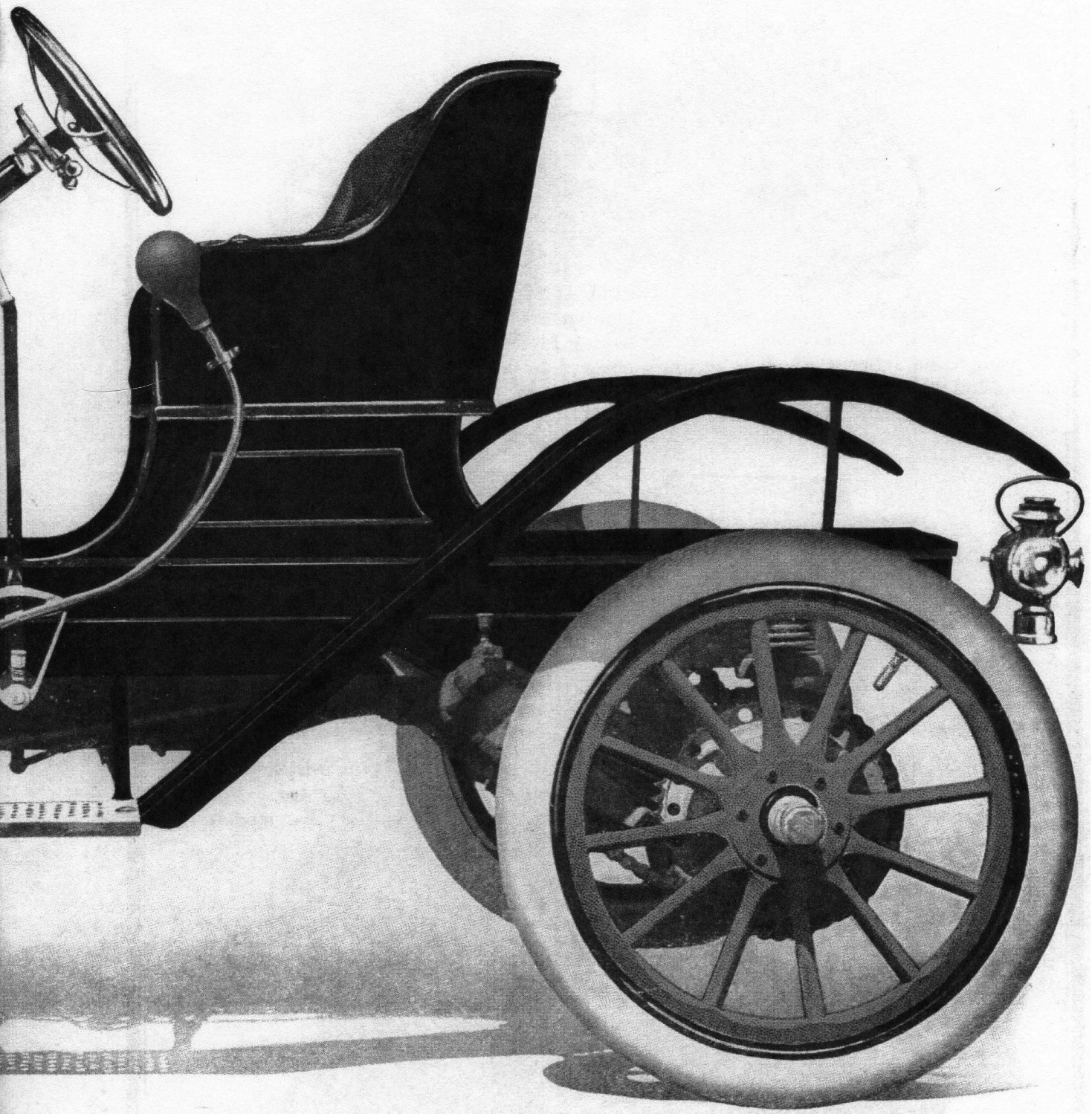
In the Denver Motor Club Run, Denver to Pueblo and return, the Brush was the only car out of sixteen—most of them big ones—to finish with a perfect technical score.

In the 1909 New York One-gallon Fuel Test, the Brush made 40.6 miles on one gallon of gasoline. In the Buffalo contest, it made 41.2 miles on one gallon. This means less than 3-8 of a cent a mile for fuel.

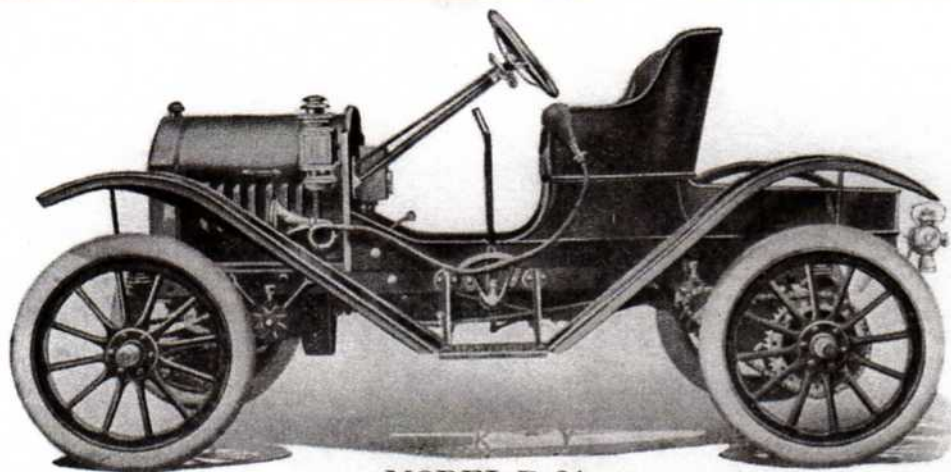
Other notable performances are the Five-car Efficiency Run, the Atlanta, Ohio, Michigan and Kansas City Endurance Runs.



1910 Brus

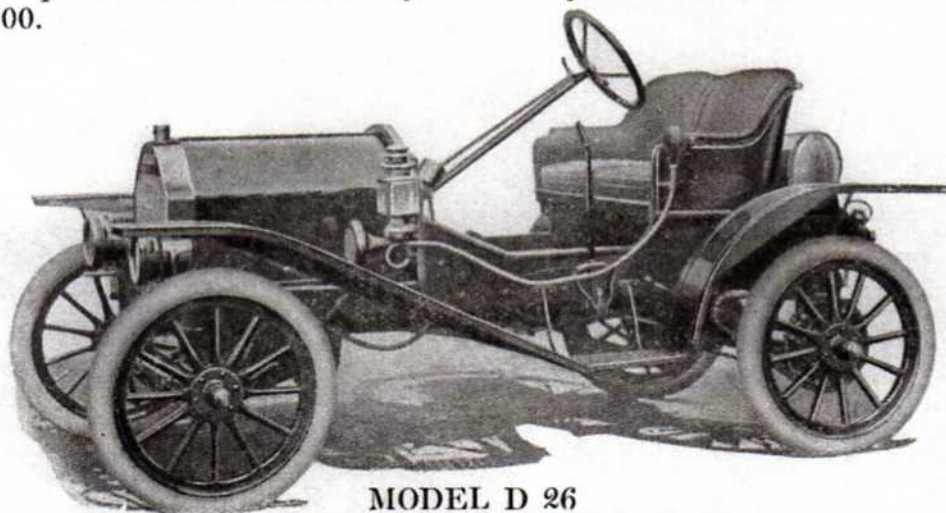


h - \$485⁰⁰



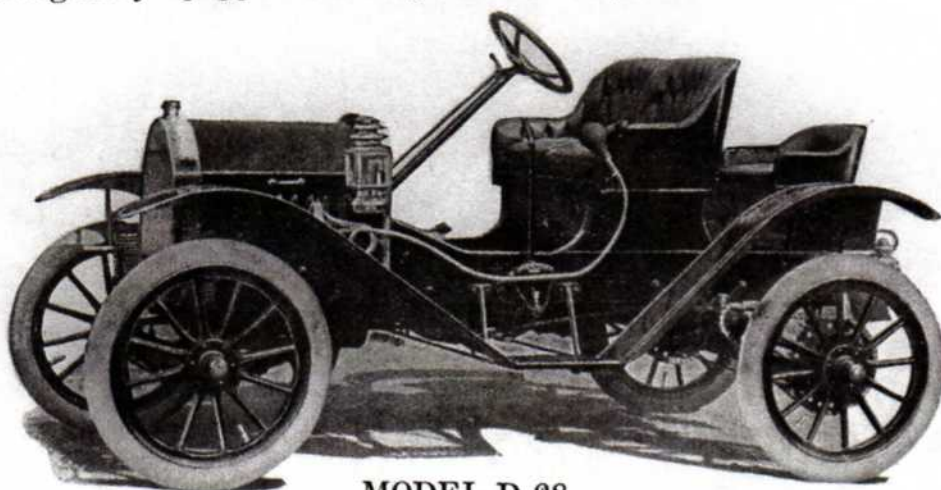
MODEL D 24

For those who want to carry a quantity of material in the rear and protect it from dirt and weather, we are furnishing Model D 24. It has a large carrying compartment which is securely covered by a removable steel deck. Price \$500.00.



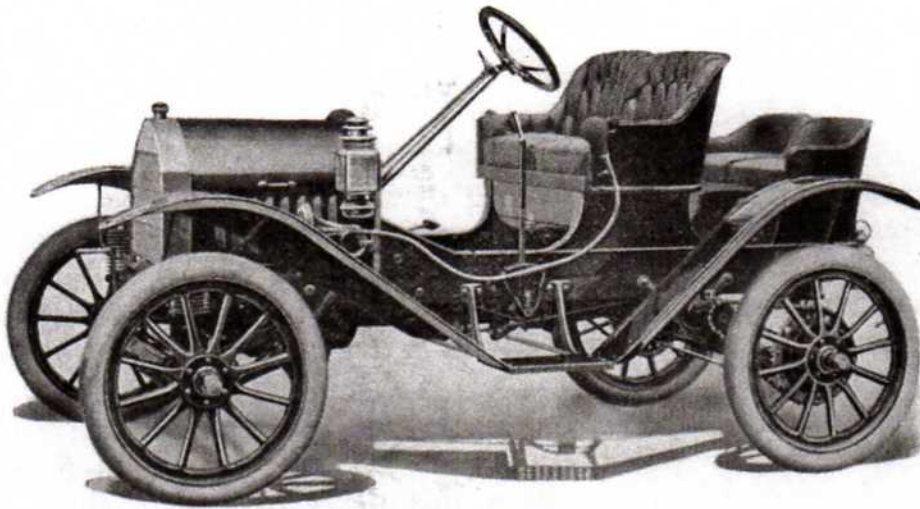
MODEL D 26

Many of the young folks—and some of the older ones—want a little more speed, larger gasoline capacity and a more rakish, racy-looking car. For these we are building Model D 26. It is geared higher than the other models and is regularly equipped with magneto. Price \$600.00.



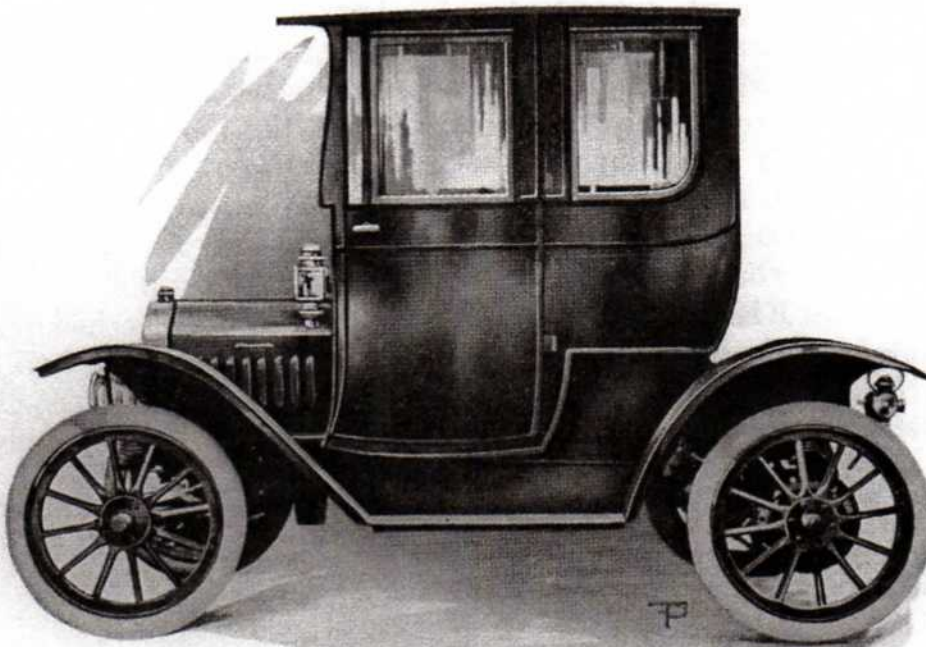
MODEL D 28

To meet the demand of those who want capacity for more than two passengers, we are building Model D 28, with single rumble seat and tool box as illustrated. The price of this model is \$505.00.



MODEL D 30

Exactly like Model D 28, except that it has double rumble seat. Price \$510.00.



MODEL D COUPE

Low priced closed cars have been in great demand, but have not been a success, because of the poorly constructed bodies used and the manner in which the bodies have been mounted on the chassis. This classy little inside driven coupe is fitted with as fine a body as you will find on any limousine or landaulet selling for \$6,000 or over; the body is properly mounted on the chassis. Price \$850.00.

SPECIFICATIONS

MOTOR—10 H. P., *balanced* single cylinder, four-cycle, vertical, 4" x 5", water-cooled; located in front, under hood; every part instantly accessible; three-point suspension.

BALANCING—After balancing by the usual counterweights, one extra loaded balance gear, driven by a crankshaft gear is applied, the result of which is to take out *all* of the vibration due to reciprocating weight and in addition *most* (or at times *all*) of the torque vibration—theoretically *in better balance than a four-cylinder motor*.

TRANSMISSION—Internal gear type, perfectly quiet; multiple disc clutches for high, low and reverse; entirely enclosed and absolutely oil-tight; driven through universal coupling shaft.

COOLING—Mercedes type radiator, on Briscoe thermo-syphon system, eliminating pump.

DRIVE—Bevel gears 15-tooth and 24-tooth to countershaft, double side chains to rear wheels; 16-tooth sprockets on jackshaft, 50-tooth on rear hubs; bevel gear set and differential are located and run on four very ample ball bearings.

CONTROL—Single hand-lever of selective action for all speeds; spark and throttle under steering-wheel; foot-pedal releases clutch without touching the hand-lever, and also applies the brake. This clutch release by the foot is one of the fine features of the Brush and is found on no other low-priced car.

STEERING GEAR—Another exceptional feature; internal reducing spur gear, slow and powerful at straight ahead and accelerating as the wheel turns; entirely enclosed and oil-tight.

AXLES AND FRAME—Oil-treated, selected wood, oak, hickory and maple; wonderful for strength, durability, lightness and flexibility.

SPRINGS—Spiral, located at extreme four corners; absolutely the easiest riding springs on any car and mechanically impossible to break.

BRAKES—Internal expanding in rear sprocket hubs; larger than on most cars of twice its weight.

WHEELS—Artillery, with 28" x 3" pneumatic tires.

WHEEL BASE—80 inches.

TREAD 56".—For Southern trade 60".

EQUIPMENT—Tools, tire kit, 3 oil lamps and horn.

COLOR—Maroon, except coupe.

BODY—Divided seat; trimmed in high grade leather. Platform on rear. Six special bodies, as illustrated on two preceding pages, furnished on order as follows: rear platform with steel tool box; rear compartment with removable steel deck; single or double rumble with wooden tool box; roadster; coupe.

SPEED—35 miles an hour; except roadster, which has special gearing.