

The world's Smartest low priced car—
119-inch wheelbase Six, low as

\$695

*Car illustrated above is the 120-inch
Wheelbase, Straight Eight, 113 Horse
Power, 5-passenger Custom Sedan \$1125

Not only does the new Auburn introduce a new high standard of quick acceleration, combined with quiet, smooth, flexible power—not only does it “hold the road” in a manner that makes it easier to drive and safer to ride in—not only does it run in an even, straight line with a minimized tendency to side-sway or roll—

But climaxing all these performance-advantages are

the many ways in which the new Auburn takes the “work” out of driving. Auburn for 1934 makes automobile driving remarkably easy; more restful; more comfortable; requires less exertion and leaves you refreshed even after long drives. We invite you to ride in and drive the new Auburn models. If the car does not sell itself you will not be asked to buy.

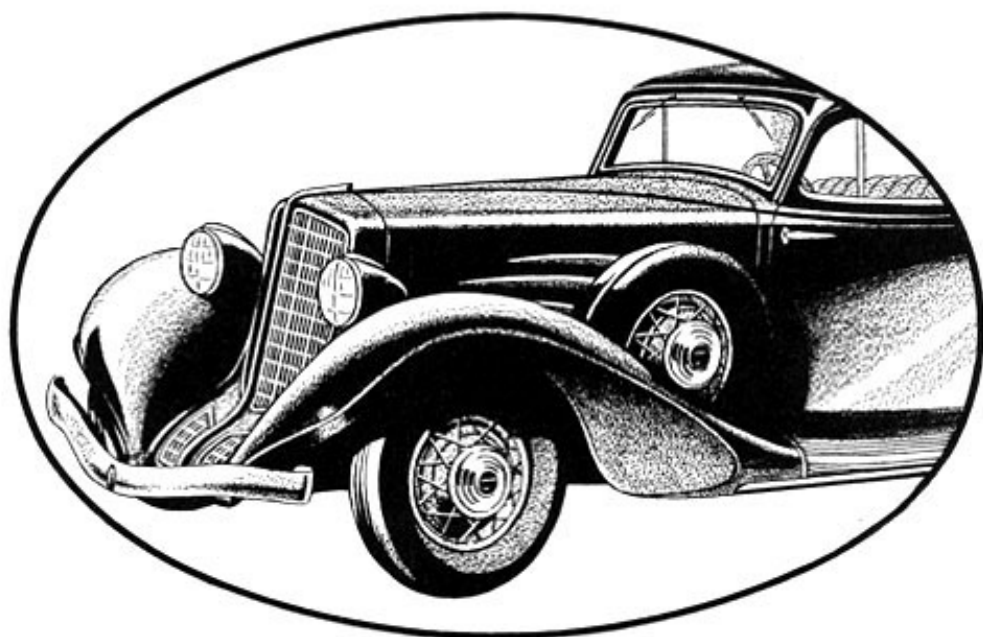
6 CYLINDER MODELS \$695 TO \$945; 8 CYLINDER MODELS \$945 TO \$1225; SALON 12 MODELS \$1395 TO \$1545

All prices at the factory, subject to change without notice. Equipment other than standard, extra.
AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA, Division of Cord Corporation

AUBURN

AUBURN

\$695



Order At Once To Insure Early Delivery

NEW and distinctive aero streamlined body designs.

NEW Unitweld Steel Body Construction, exceptionally strong and quiet.

NEW Draft-free Ventilation, under complete control at all times.

NEW Ride Stabilizer that prevents side-sway or body roll.

NEW X-plus-A Box Section Frame; tremendous strength without excessive weight. Protection against torsional twists.

NEW Hydraulic Brakes with centrifuse drums; positive braking; reduced wear on brake lining.

NEW Improved Dual-Ratio with shift lever on steering wheel.

NEW Direct-connected Shock Absorbers, greatly improve riding comfort.

NEW Needle Bearing Universal Joints that never require lubrication.

NEW, Large, baggage compartment (8½ cubic feet) behind rear seat.

NEW Rainproof Cowl Ventilator that keeps out water and insects.

NEW standard of performance; faster acceleration; smoother flow of flexible power; quieter; easier to drive.

NEW kind of roadability; the car runs in a straight, even line on all kinds of roads.

—and many more features that are in widespread demand. Greatest values Auburn ever built!

4 CYLINDER MODELS (119" WHEELBASE) \$695 TO \$945. 8 CYLINDER MODELS (126" WHEELBASE) \$945 TO \$1225. SALON 12 MODELS \$1595 TO \$1745

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AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA, Division of Cord Corporation



HOW DAD WON

He was respected for his analytical ability. He had inspected the 1934 Auburn's rigid frame. He was impressed with the fact that the chassis contains no untried experiments. He had had years of experience with Lycoming engines; in

passenger cars, airplanes, boats, and trucks. His business acumen convinced him Auburn offers the greatest value. But it would appear that the feminine influence predominated in his home. So, Daughter got behind the wheel. The ample room, luxurious interior, and ventilation control won Mother and Sister over instantly.

When they came home from a demonstration, amazed at Auburn's easy riding, the way the car clung to the road, the absence of side-sway, and the advantages of the Extra High gear of Dual-Ratio—well, the Auburn had sold itself.

AUBURN

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 AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA, Division of GM Corporation



*America's Smartest
Convertible Car*

EASY RIDING

—the sum total of many improvements: a ride stabilizer that prevents side-sway and roll; a rigid, twist-proof frame; velvety, double-acting shock absorbers; long springs, 79 per cent of the wheelbase; finest type of upholstery springs; wide, roomy seats at the correct restful angles; and ample leg room and head room.

These factors, with many others, produce Auburn's amazing comfort and easy riding. We invite you to compare not only riding ease, but also performance. Investigate the advantages of Auburn's exclusive Dual-Ratio. Owners tell us the choice of 2 driving-ranges alone, makes the ownership of an Auburn desirable, and the possession of an Auburn a sound investment.

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AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA, Division of Cord Corporation

AUBURN



She: How do you like your new Auburn Twelve?
He: If you want anything better, you'll have to get an airplane!

How can you determine which car is the best on the market? Auburn says "the best car is the one that is so adequately built and performs so efficiently that it enables the driver to get the most out of it with the least effort." Auburn completely and conclusively proved its right to the title of Stock Car Champion. For example, a record for a mile at 100.7746 miles per hour. Such performance proves Auburn cars are better designed—better engineered—better built—

capable of maintaining their peak of efficiency and enduring longer. Which brings us to the point; have you driven the Auburn Twelve with Dual-Ratio? It is beautiful—not freakish; smart yet dignified! Amazing power! Smooth! Flexible! Quiet! We urge you to drive it. Get the thrill of using Dual-Ratio. Compare its comfort, performance and then compare what you GET for what you pay; 160 Horse Power, 12-Cylinders, 133-inch Wheelbase.

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA
Division of Ford Corporation

An Interview with the President of **AUBURN**

No other automobile manufacturer has the wide, diversified experience to benefit from, that Auburn has.

* * *

THINK of the experience of designing and building tens of thousands of engines for a wide range of different uses; for airplanes, for trucks, for speed boats, and for industrial purposes as well as for passenger cars.

Then, there is the experience in building axles for taxicabs, trucks, and passenger cars.

Also, the experience in building custom type Duesenberg cars, capable of 140 miles per hour speed, and retailing for as much as \$20,000.00.

Our associates build many kinds of airplanes, open ones for military service, cabin planes for private owners, and several types of Airliners for transport airlines, including the world's fastest transport plane—226 miles per hour.

It is from this kind of definite knowledge—and not from an "artist's dream"—that Auburn gets its exclusive information on how best to streamline a motor car.

The point is—Auburn is qualified to build ANY kind, shape, style, or type of motor car. Auburn engineers do not wear blinders. Auburn's experience is not limited.

Auburn uses ALL of this experience to build cars the way we know they SHOULD BE built.

AUBURN AUTOMOBILE COMPANY, Auburn, Indiana. Division of Cord Corporation

Such a car, we know:

—should be easy to handle, "light and quick on its feet,"—economical to operate, but not cramped and too small for the comfort of large people.

—should be correctly streamlined—but not a "freak" in appearance.

—should be built low, with a low center of gravity.

—should have, not merely "just enough power," but a superabundance of power with a *reserve* that protects and prolongs the life of the engine.

—should have a body that is not only ventilated, not only sound-proofed, not only spacious in its accommodations, but also so strongly built that it will stand up and endure as long as the chassis.

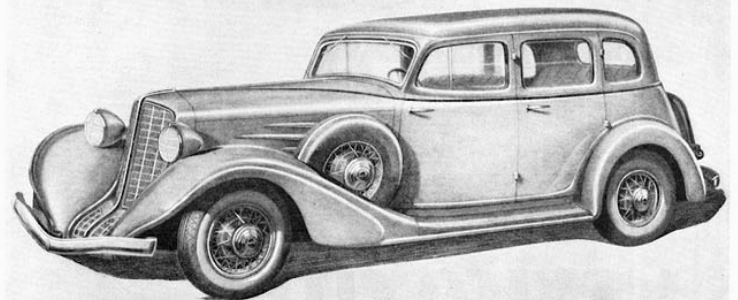
—should have a choice of gear ratios. Dual-Ratio solves this problem in our Eight.

—should not include a single "experimental" or untried feature. Every part of the car should be thoroughly tested and absolutely proven in every respect for efficiency and durability.

In short—we set out with the definite determination to build a car that could challenge the entire industry on any basis of comparison . . . a car that would give the buyer more of everything for less money than he could get anywhere else.

We invite you to arrange with your local Auburn dealer—or write to us for prices, specifications and an opportunity to drive these new Auburn Six and Eight cylinder models.

W. H. BEAL



The NEW AUBURN

6 and 8 cylinder Models

NEW AUBURN

Something No Other Car Has—

We do not refer only to Dual-Ratio or to Auburn's unusually rigid frame—or to its extra roomy bodies.

We refer to WHAT the new Auburn does, and HOW it does it—which means PERFORMANCE!

Not only does the new Auburn introduce a new high standard of quick acceleration, combined with quiet, smooth, flexible power—not only does it “hold the road” in a manner that makes it easier to drive and safer to ride in—not only does it run in an even, straight line with a minimized tendency to side-sway or roll—

But climaxing all these performance-

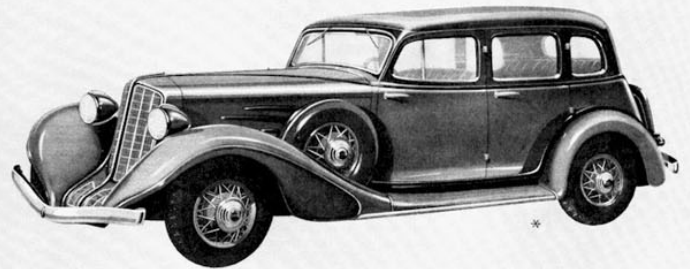
advantages are the many ways in which the new Auburn takes the “work” out of driving. Auburn for 1934 makes automobile driving remarkably easy; more restful; more comfortable; requires less exertion and leaves you refreshed even after long drives.

No ONE improvement is responsible for Auburn's new KIND of performance. It is the COMBINED result of new features and improvements throughout the ENTIRE car. It must be experienced to be appreciated. Will you accept our invitation to find out for yourself that these claims are not exaggerated?

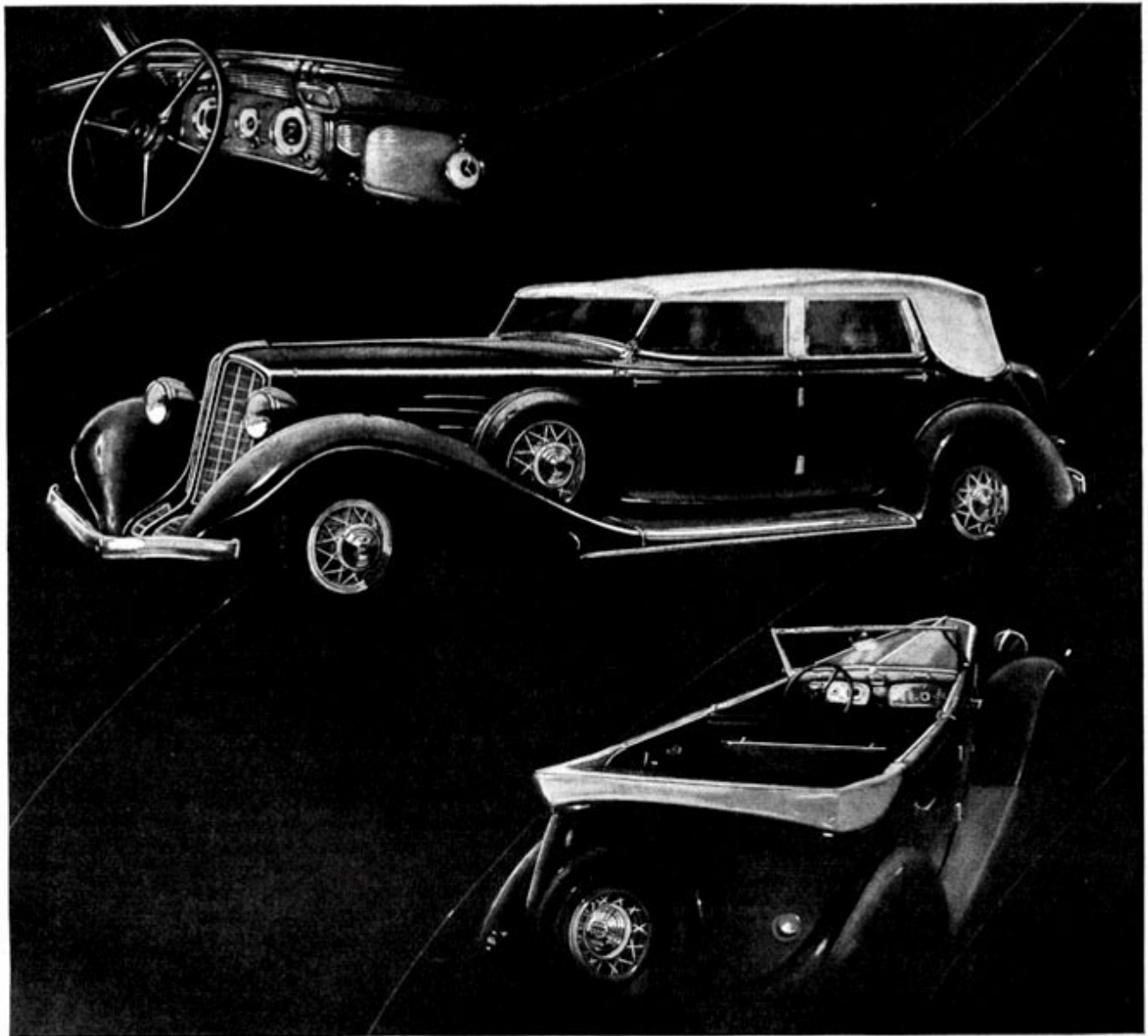
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EASY RIDING

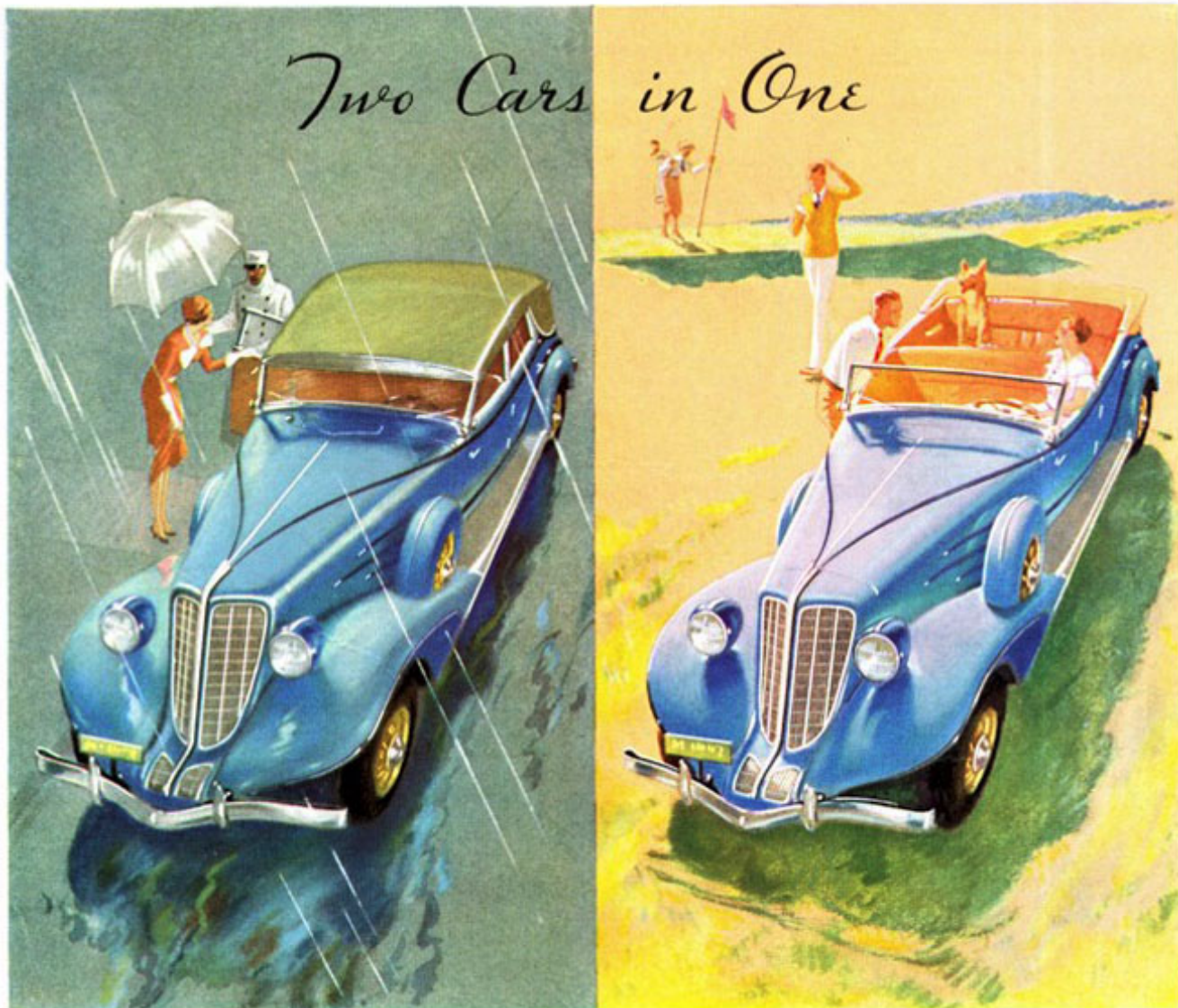
—the sum total of many improvements: a ride stabilizer that prevents side-sway and roll; a rigid, twist-proof frame; velvety, double-acting shock absorbers; long springs, 79 per cent of the wheelbase; finest type of upholstery springs; wide, roomy seats at the correct restful angles; and ample leg room and head room.

These factors, with many others, produce Auburn's amazing comfort and easy riding. Compare not only riding ease, but also performance. Investigate the advantages of Auburn's exclusive Dual-Ratio. Gives choice of two different rear axle gear ratios: a standard gear and an Extra High Gear. This alone would make the ownership of an Auburn desirable.

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AUBURN

Two Cars in One



AUBURN presents this luxuriously comfortable car, that is Two-Cars-in-One! Two cars in Utility; a completely closed car, with the top up; a completely open car, with the top down. Two cars in Performance, because of Auburn's exclusive Dual-Ratio. In standard gear (Low Ratio) a car definitely designed for driving in thick traffic or climbing hills. In the Extra High Gear (High Ratio) a car for silent, smooth speed on the boulevard or highway—with extraordinary Economy! This amazingly adaptable performance cannot be pictured; it must be experienced. That is why we urge you to Drive the New Auburn.

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