

# 100 H.P. Straight Eight for ONLY \$845

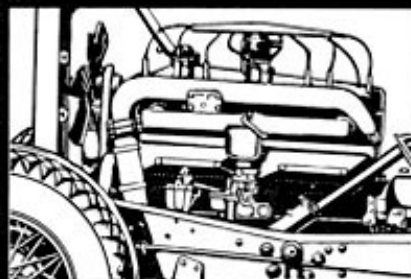
127-inch Wheelbase

We claim Auburn's improved Straight Eight cars offer the greatest Eight-value on the market. Auburn has made these cars even better—strengthened—refined—and added many important improvements. We invite you to see these cars—compare—drive! Verify our claim that these Eights offer the greatest value for the lowest cost!

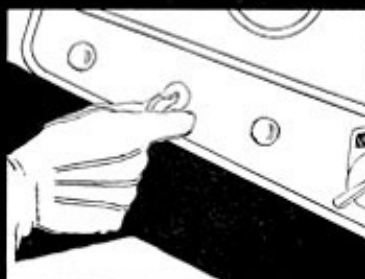
Custom Models include DUAL-RATIO

## AUBURN

POWERED BY LYCOMING



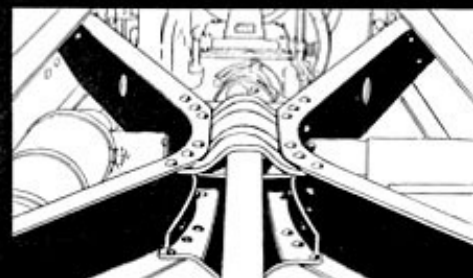
The Lycoming Straight Eight Motor is even more quiet, smooth and efficient. 100 Horse Power.



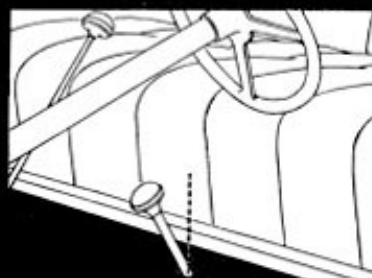
Startix, automatically starts the engine with the ignition key.\*



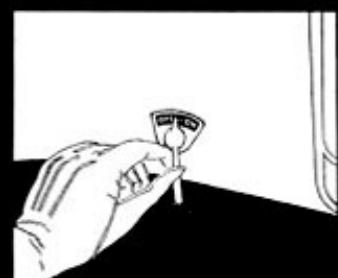
Improved steering mechanism eliminates road shocks; produces easier steering.



Twist-proof X-frame originated by Auburn makes Auburn's frame the strongest and most rigid.



L. G. S. Free Wheeling; lock-out lever; Silent-Constant Mesh Transmission.



Adjustable hydraulic shock absorbers controlled from the driver's seat.\*

Standard Models 8-100: Business Coupe \$845; 5-passenger 2-door Brougham \$895; 4-door Full Sedan \$945; Convertible Cabriolet \$995; Convertible Phaeton Sedan \$1095; Speedster \$1095; 7-passenger Sedan \$1145. Custom Models 8-100A: Business Coupe \$1045; 5-passenger 2-door Brougham \$1095; 4-door Full Sedan \$1145; Convertible Cabriolet \$1195; Convertible Phaeton Sedan \$1295; Speedster \$1295; 7-passenger Sedan \$1345. Prices f. o. b. Connersville, Indiana. Standard Models 12-160: Business Coupe \$1345; 5-passenger 2-door Brougham \$1395; 4-door Full Sedan \$1445; Convertible Cabriolet \$1495; Convertible Phaeton Sedan \$1595; Speedster \$1595. Custom Models 12-160A: Business Coupe \$1545; 5-passenger 2-door Brougham \$1595; 4-door Full Sedan \$1645; Convertible Cabriolet \$1695; Convertible Phaeton Sedan \$1795; Speedster \$1795. Prices f. o. b. Auburn, Ind. Equipment other than standard, all models, at extra cost. AUBURN AUTOMOBILE COMPANY, Auburn, Ind. Division of Cord Corporation. \*Standard on Custom Models.

# THE GOOD NAME OF AUBURN

Mere money cannot purchase it, nor can this, the most prized of man's possessions, be had for the claiming. To be won it must be deserved. And it can be held only through keeping faith. Seven new improved Straight Eight models are offered by Auburn, not simply for the temporary aim of excelling competition, but for the enduring purpose of adding new lustre to, and wider confidence in, the good name of Auburn.

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA

*Division of Cord Corporation*

\$ **845**

**100 H.P.  
127" wheelbase**

Standard Models 8-100: Business Coupe \$845; 5-passenger 2-door Brougham \$895; 4-door Full Sedan \$945; Convertible Cabriolet \$995; Convertible Phaeton Sedan \$1095; Speedster \$1095; 7-passenger Sedan \$1145. Custom Models 8-100A: Business Coupe \$1045; 5-passenger 2-door Brougham \$1095; 4-door Full Sedan \$1145; Convertible Cabriolet \$1195; Convertible Phaeton Sedan \$1295; Speedster \$1295; 7-passenger Sedan \$1345. Prices f. o. b. Connersville, Indiana. Standard Models 12-160: Business Coupe \$1345; 5-passenger 2-door Brougham \$1395; 4-door Full Sedan \$1445; Convertible Cabriolet \$1495; Convertible Phaeton Sedan \$1595; Speedster \$1595. Custom Models 12-160A: Business Coupe \$1545; 5-passenger 2-door Brougham \$1595; 4-door Full Sedan \$1645; Convertible Cabriolet \$1695; Convertible Phaeton Sedan \$1795; Speedster \$1795. Prices f. o. b. Auburn, Indiana. Equipment other than standard, all models, at extra cost.

# A 160 H.P. TWELVE for ONLY \$1345

We claim this new Auburn Twelve performs better than any other production car! We claim it accelerates faster, runs faster and climbs hills faster! We claim it is quieter and smoother! We claim that, despite its greater power and size, it is more economical—will run considerably more miles per gallon than many Sixes and Eights, of far less Horse Power! And we submit the car itself as proof for all of these claims. Ask your Auburn dealer for a demonstration. We promise you, you will be surprised how easily you can get away from other cars in traffic—how easily you can pass them on the road—how easily you can pass them on the hills—and how you do all these things with greater smoothness, less effort, and with amazing economy. You want, and are entitled to get, the greatest value for the least cost. This new Twelve is specifically designed and built for that kind of a market. Drive it and see if its speed, power, smoothness and economy do not exceed anything you have ever experienced.

*Auburn "12" and "8" Custom Models include DUAL-RATIO*

## AUBURN

POWERED BY LYCOMING



12-Cylinder 5-passenger Sedan \$1445

Standard Models 12-160: Business Coupe \$1345; 5-passenger 2-door Brougham \$1395; 4-door Full Sedan \$1445; Convertible Cabriolet \$1495; Convertible Phaeton Sedan \$1595; Speedster \$1595. Custom Models 12-160A: Business Coupe \$1545; 5-passenger 2-door Brougham \$1595; 4-door Full Sedan \$1645; Convertible Cabriolet \$1695; Convertible Phaeton Sedan \$1795; Speedster \$1795. Prices f. o. b. Auburn, Indiana. Standard Models 8-100: Business Coupe \$845; 5-passenger 2-door Brougham \$895; 4-door Full Sedan \$945; Convertible Cabriolet \$995; Convertible Phaeton Sedan \$1095; Speedster \$1095; 7-passenger Sedan \$1145. Custom Models 8-100A: Business Coupe \$1045; 5-passenger 2-door Brougham \$1095; 4-door Full Sedan \$1145; Convertible Cabriolet \$1195; Convertible Phaeton Sedan \$1295; Speedster \$1295; 7-passenger Sedan \$1345. Prices f. o. b. Connersville, Ind. Equipment other than standard, and wire wheels, all models, extra.

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



# New 160 H. P. TWELVE

## \$1345

Our aim for this new Twelve is, to enable owners to enjoy a performance combining speed, power, smoothness and economy, the like of which they have never experienced. And—to make it available at a price that will force a complete revision of standards for comparison of values. Dual-Ratio gives the equivalent of two axles in one. It takes the “compromise” out of automobiles. You shift gears the same as now. Turn a lever on the instrument panel to Low. This gives pep for lightning acceleration and power for sailing up hills. Turn the lever to High. This gives speed with smoothness and economy—with less vibration and noise—with minimized wear and tear for driving on level roads, on the boulevard, or in the country. We promise you this performance will amaze you.

DUAL-RATIO in Custom “Twelves” and “Eights”

# AUBURN

Powered by Lycoming

Auburn also offers improved Straight Eight models

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

Standard Models 12-160: Business Coupe \$1345; 5-passenger 2-door Brougham \$1395; 4-door Full Sedan \$1445; Convertible Cabriolet \$1495; Convertible Phaeton Sedan \$1595; Speedster \$1595. Custom Models 12-160A: Business Coupe \$1545; 5-passenger 2-door Brougham \$1595; 4-door Full Sedan \$1645; Convertible Cabriolet \$1695; Convertible Phaeton Sedan \$1795; Speedster \$1795. Prices f. o. b. Auburn, Indiana. Standard Models 8-100: Business Coupe \$845; 5-passenger 2-door Brougham \$895; 4-door Full Sedan \$945; Convertible Cabriolet \$995; Convertible Phaeton Sedan \$1095; Speedster \$1095; 7-passenger Sedan \$1145. Custom Models 8-100A: Business Coupe \$1045; 5-passenger 2-door Brougham \$1095; 4-door Full Sedan \$1145; Convertible Cabriolet \$1195; Convertible Phaeton Sedan \$1295; Speedster \$1295; 7-passenger Sedan \$1345. Prices f. o. b. Connersville, Indiana. Equipment other than standard, all models, at extra cost. All prices subject to change without notice.

# Improved EIGHT

It was the unequaled value of Auburn Eights that caused Auburn sales to increase over 150 percent last year, in direct contrast to the trend of the industry. Auburn continues its Standard and Custom Straight Eight models with many important improvements. The strongest claim that can be made for them is—they represent the greatest Eight-value Auburn has ever built. The motor is even more quiet, smooth, and efficient—100 Horse Power. L.G.S. Free Wheeling with Silent-Constant Mesh Transmission. Startix that automatically starts the engine when you turn the

ignition key, has been added. Improved rubber motor mountings. Muffler and exhaust insulated for quietness. 127-inch wheelbase. Twist-proof X-frame, originated by Auburn. Bijur automatic chassis lubrication. A larger and heavier irreversible steering mechanism combined with a kick shackle on front spring eliminates road shocks and produces easier steering. Improved four-wheel brakes. Adjustable hydraulic shock absorbers controlled from the driver's seat. Stronger, more enduring body construction. Bodies fully insulated. The Custom Models include Auburn's exclusive new Dual-Ratio.

# AUBURN

POWERED BY LYCOMING

*The Custom "Eight" Models Include*

## Dual Ratio

In the lower ratio a most efficient hill climber, with extraordinary pep to sail away from traffic. On straight-

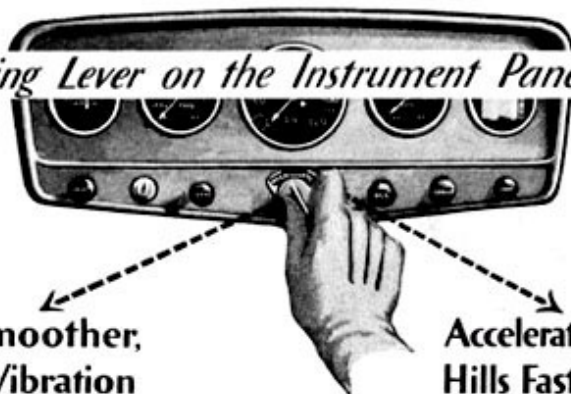
aways provides much better, smoother, quieter performance with less wear and tear on the motor and running parts.



# Dual Ratio

Exclusive with Auburn, is a major new departure, as important as were the self starter, four wheel brakes, and free wheeling in their day

*By Simply Turning Lever on the Instrument Panel Your Auburn*



**Runs Faster, Smoother,  
with Less Noise, Vibration  
and Wear, With Economy**

**Accelerates Faster and Climbs  
Hills Faster than Any Other  
Production Motor Car**

Dual-Ratio enables Auburn cars to out-perform all other cars. It makes possible an economy of operation—a smoothness—and a totally new performance, both in kind and degree. Once you have experienced what Dual-Ratio does, we promise you that you will never be satisfied with anything else. It will spoil all other cars for you. It saves gasoline! It saves wear

and tear on the moving parts! It prolongs the life of the entire automobile and therefore protects your investment! It minimizes noise and vibration! It gives you a car specially made for hills—or a car specially made for straightaways! And it means your Auburn will have higher resale value than other cars in the future!

*Auburn "12" and "8" Custom Models include Dual-Ratio*

An Auburn 100 H. P. Straight Eight Standard Model

**\$845**

An Auburn 160 H. P. Twelve Standard Model

**\$1345**

AUBURN AUTOMOBILE COMPANY, Auburn, Indiana. Division of Cord Corporation  
Prices f. o. b. factory



**AUBURN**



**Powered by Lycoming**

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# STOCK CAR CHAMPION



## Over 100 Miles Per Hour

That's over 146 feet in one second. Amazing speed for an absolutely stock car!—Greatest test of built-in quality and durability! Conclusive proof of efficient performance! Why pay more and not enjoy the many exclusive superiorities, including Dual-Ratio, obtainable only in the World's Champion Auburn? A car capable of such unprecedented achievements can meet your require-

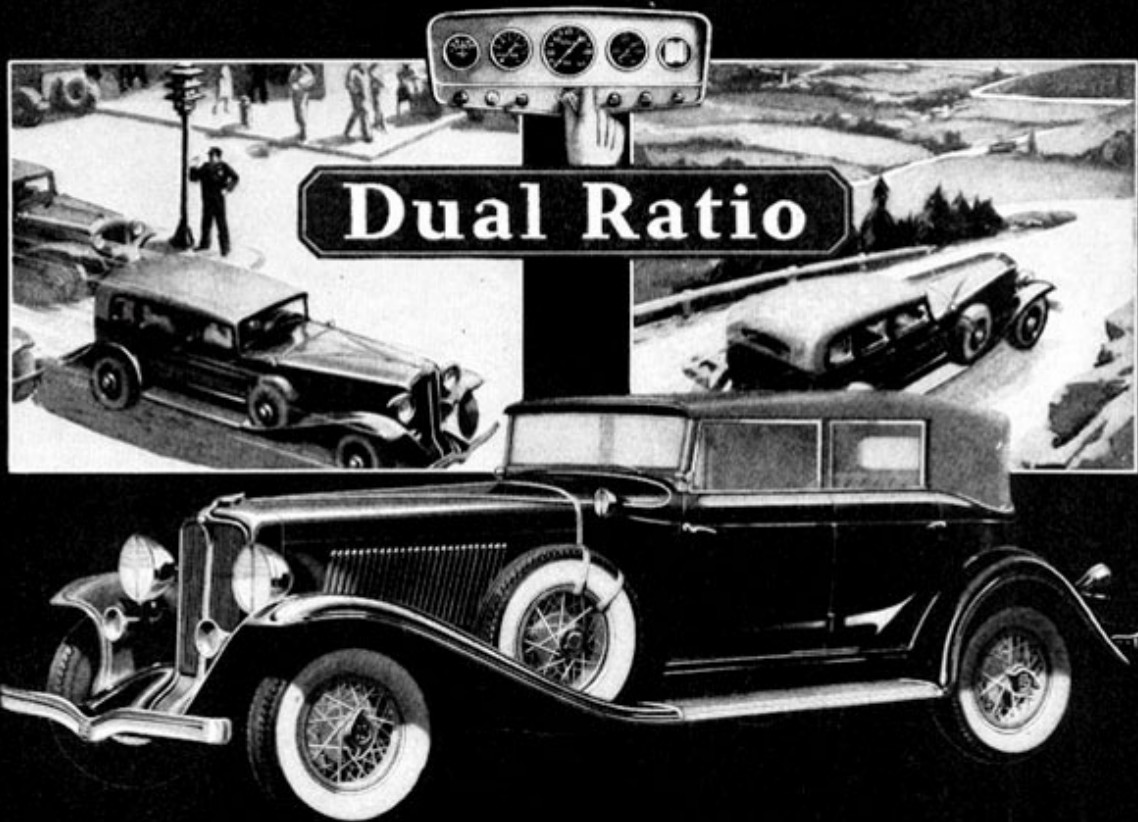
ments better, easier, longer, and more economically. Ask your Auburn dealer for a demonstration. Under supervision of the American Automobile Association, Auburn breaks all strictly stock open and closed car records for speed from 1 to 500 miles on the sun-baked floor of Muroc Dry Lake, California. Fastest time was 100.7746 Miles Per Hour for one mile.

160 H.P. (12) *low as* \$975 f.o.b. Auburn,  
Indiana

Equipment other than standard, extra. AUBURN AUTOMOBILE COMPANY, Auburn, Indiana. Division of Cord Corporation.  
All prices subject to change without notice.

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Dual-Ratio makes possible performance obtainable in no other car. By simply turning a lever on the instrument panel to "Low" your Auburn car accelerates ahead of others in traffic, and it climbs hills faster without strain or injury to the engine. Turn the lever to "High" and you reduce the number of engine revolutions without decreasing car speed. This saves gasoline, noise, vibration, wear and tear on all moving parts, and affords a smoothness unknown before in automobiles. For example, in "High" you can enjoy a 60-mile-per-hour car speed with only 40-mile-per-hour fuel consumption and engine effort. The engine loafs while the car races! We invite you to drive the new 100 Horse Power Custom Straight-Eight Auburn or the new 160 Horse Power Custom 12-Cylinder Auburn with Dual-Ratio, and see for yourself why Auburn offers the greatest value on the market for the least cost.

8
AUBURN
12  
 POWERED BY LYCOMING

Standard Models 8-100: Business Coupe \$945; 5-passenger 2-door Brougham \$995; 4-door Full Sedan \$1045; Convertible Cabriolet \$1095; Convertible Phaeton Sedan \$1195; Speedster \$1195; 7-passenger Sedan \$1245. Custom Models 8-100A: Business Coupe \$1145; 5-passenger 2-door Brougham \$1195; 4-door Full Sedan \$1245; Convertible Cabriolet \$1295; Convertible Phaeton Sedan \$1395; Speedster \$1395; 7-passenger Sedan \$1445. Prices f. o. b. Connersville, Indiana. Standard Models 12-160: Business Coupe \$1445; 5-passenger 2-door Brougham \$1495; 4-door Full Sedan \$1545; Convertible Cabriolet \$1595; Convertible Phaeton Sedan \$1695; Speedster \$1695. Custom Models 12-160A: Business Coupe \$1645; 5-passenger 2-door Brougham \$1695; 4-door Full Sedan \$1745; Convertible Cabriolet \$1795; Convertible Phaeton Sedan \$1895; Speedster \$1895. Prices f. o. b. Auburn, Indiana. Equipment other than standard, and wire wheels, all models, at extra cost. AUBURN AUTOMOBILE CO., Auburn, Indiana. Division of Cord Corp. Prices subject to change without notice.





Twelve Cylinder Convertible Phaeton Sedan. 133' wheelbase

# This 160 Horse Power "Twelve" with Dual-Ratio

**Accelerates faster—  
Runs faster and smoother—  
Climbs hills faster and easier—  
Than any other production car.**

Dual-Ratio makes possible an economy of operation and a smoothness of performance obtainable in no other motor car.

It saves gasoline! It saves wear and tear on moving parts! It minimizes noise and vibration!

It protects the life of the entire automobile!

We invite you to verify all of these claims by actually driving the new Auburn Twelve.

See for yourself why Auburn offers the greatest value on the market.

## AUBURN

POWERED BY LYCOMING

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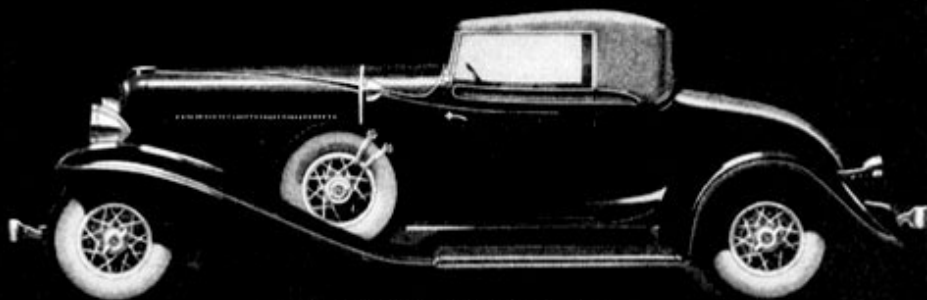
# How Do You Judge Value?

By the quickness with which a car leaves others from the stop light? By the smoothness and steadiness with which it holds the road at high speeds? By its ease of steering? By its roominess and comfort? By its rigidity and strength? By its luxurious appointments? By a car's ability to give years of trouble-free service? Judge the new Auburn Straight Eight by ALL of them, and let the car itself

PROVE its superiority in all of them. Then compare the Value you get for the price you pay; 100 Horse Power Lycoming Engine; 127-inch wheelbase; automatic chassis lubrication; twist-proof X-type rigid frame; fully insulated bodies, together with many other of the finest features and most advanced betterments in modern motor cars. An Auburn Straight Eight Standard Model for only—

## \$845

Custom Models include Startix, Ride Control; also Dual-Ratio that gives your car "dual-personality."



THE CABRIOLET WITH RUMBLE SEAT  
A completely closed or open car as desired. Custom Model.

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