Auburn

MOTOR CARS

Catalog No. 19

THE MOST FOR THE MONEY

The AUBURN

FOURS-SIXES

The
Auburn Automobile Co.
AUBURN, INDIANA, U. S. A.

This Happens Each Year in the Motor Car Industry

MOTOR-WISE buyers have a valuable plan in selecting motor cars—they consult disinterested automobile men. Many purchasers of cars in the $2000 class ask makers and distributors of higher-priced cars which is the best to buy. They get disinterested correct information. In that connection, to help you choose your car, note this analysis of the history of the motor car industry's progress from the old single-cylinder days to the present.

Do you remember the car that in 1910 took the country by storm? It was the largest car that had been sold at $1500 up to that time. It was a toy tonneau model. The manufacturer of this particular car sold more automobiles than any other maker in the moderate price class, because he had the biggest value to be found anywhere. Buyers discovered it. He had set a new standard of value. It was a greater value than had ever before been known.

Then in 1911 came another new standard; in 1912 another—and you undoubtedly know the 1913 car that awakened the country to a new standard. The maker could not produce one-tenth of the cars ordered. And anyone who accepted a lesser value, of course, paid too much—they did not get all to which their money entitled them. They made a mistake in buying. Knowing that each year produces a new and greater automobile value standard, you will not want to make a mistake in buying. Now 1914 cars are out. Locate the new value standard of 1914.

Motor car history proves that the sole way to get the year's best automobile buy is to know new value standard each year. Because they are responsible for the industry's progress. One maker set the pace. The rest, the next year or year after, live up to his example in value-giving.

We have had fourteen years' experience in the automobile business. We have studied values closely. And whether, in other years, we have had the biggest value of the year or not, we heartily commend that plan. For it insures you—the automobile buyer—the wisest purchase you could make.

Some Real Inside Information

We debated two months before we decided to allow the information told below to get into print. But we concluded to do it because it expresses the wonderful value of the car we offer. The facts are these: When getting ready to offer our Auburn Forty we considered the fact that for 1913 the Auburn car of practically the same dimensions (122-inch wheel base, electrically cranked and lighted) was sold at $1975. Its real competitors in size and features were cars selling from $2000 to $2500. It was a good value, sold fast, and there was a slight shortage. Some people ordered too late to get one.

Our new Auburn Forty—as we planned it—was to compete for your patronage with cars selling at from $1650 to $1985. We knew of these competitive cars before they were announced. So, in accordance with the policy of fourteen years, we found we could sell the Forty at $1600—and beat the market on value.

Then we decided to hold a conference of Auburn distributors, whose businesses are located in the country's logical distributing cities. From all parts of the United States dealers came.

We want to offer motor car buyers the greatest value of the year the factory heads told the distributors. And we have done it in this car, the largest automobile ever sold at $1600, to say nothing of the advanced features, the wonderful motor and the body design.

We showed them the new car. They went over every feature. The car was demonstrated to them. They were enthusiastic over the value offered.

Finally, this proposal was made: Suppose the distributors sacrifice a percentage of their legitimate profit and suppose the factory does likewise?

Result of the Conference

The point was made that that plan would sell hundreds more cars—and in the end a greater total year's business was possible because each dealer and distributor could, with such a value, sell twice the cars. And so could the factory. And if you will think over business history you will remember that such moves are at the bottom of all great business successes.

Imagine the motor car history these men were making when they priced the New Auburn Forty down to $1490! That was the figure decided.

When other cars, competitive as far as features and size are concerned (and some of them inferior in engineering construction) were asking from $1650 to $1985 for cars the same size and embodying the same features.

This astounding value was to be the startling car of 1914! It was the new standard of value by which other makers are now planning (as this catalog is being written, December 1st, 1913) for their 1915 and 1916 cars.

For at this date the $1490 Auburn has proved itself *the new value standard of 1914!* It is the car that every analysis of the motor car industry dictates as the logical purchase in the moderate-priced class.

The Big Car Value of 1914—$1490

The New Auburn Forty is electrically cranked, electric lighted and electrically equipped throughout even to the electric horn. Compare the specifications of this car with those of all cars in the $1600 to $2000 class with the names of reputable makers behind them and see if we are not offering more real value than they—more of the acknowledged desirable and necessary features of the modern up-to-

date car. Every essential and many desirable details have been attended to with the most careful and painstaking attention. The long experience of the men who design and the trained mechanics who build the Auburn is evident in all parts of the car.

We contend that no company without this experience of trained men throughout their factory, from the minute a new model is conceived in the mind of the designer until it leaves the shipping room with the final finishing touches, and without the elimination of all unnecessary overhead expense just as we have done, can even begin to offer you the same value in a modern automobile as we now present to you in this new Model 4-40.

It is the largest, completely equipped automobile ever offered at anywhere near this price.

How the Car's Exceptional Beauty was Achieved

In order to get the latest body designs of the world, we sent men to study the European styles. Much time was spent in getting adaptable ideas—rejecting one idea as impractical for American conditions, or adopting another because it fitted the situation correctly. Freakish styles were avoided. People do not want them.

Inside front of Dash

Points our men brought back were carefully sifted. Almost a year's time was spent in blending together the lines of two famous European cars—in Americanizing them.

That is accountable for the striking beauty of the New Auburn. Note this when you see the car. See how its broad, sweeping back is gracefully harmonized with the

flush sides. See how the angle at the dash is eliminated by the body artist's touch.

Observe how the lines of the car slant gently upward from the radiator, at the front, clear to the back of the car without a break. Note the beauty of the rakishly slanting cowl, how it slopes from the hood to the base of the windshield. This beauty is augmented by the unusual brilliancy of the finish—the highest achievement of the finisher's art.

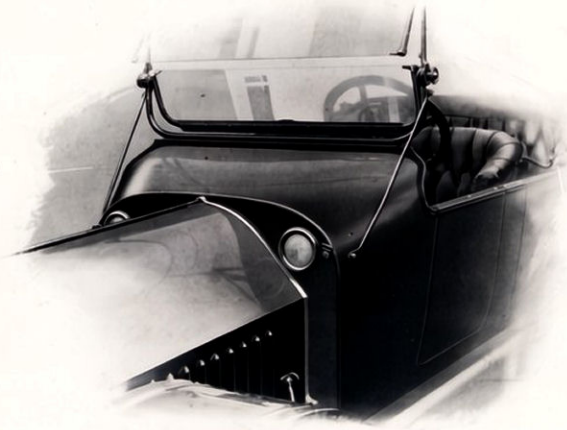
When this enhancing beauty costs no more—why not have it?

The Newest Body Vogues

Wide doors are the newest vogue. Please observe when you step into the New Auburn Forty that the stoutest person can enter your car with ease. For the doors are twenty-two inches wide, four inches wider than an average door.

See, also, how we have hidden door hinges. Nothing sticking out to mar the beauty of the flush sides. In addition to these things are the Auburn stream lines. But our body engineers, sensibly, avoided carrying this to an impractical extreme.

To meet American demands, city regulations, they provided for set-in frosted side-lights. Note how neatly this was done. Some high priced stream line cars found the body design prohibited side-lights. On other stream line cars, side-lights were put on as a sort of



Set-in lamps and cowl—Model 4-40

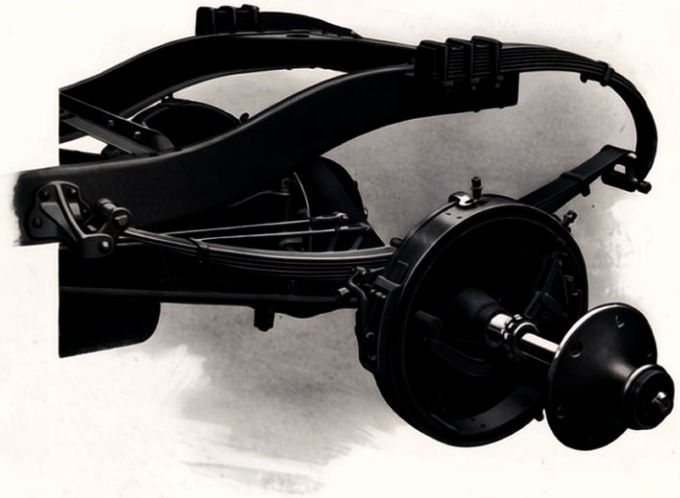
afterthought. They don't look just right—don't harmonize—they seem out of tune with the design.

The most progressive motor car users of the world demand that running boards shall be clean; viz.: tire irons, tool boxes, battery boxes, shall not be placed on the running boards of the car. So the running boards of the Forty are clean. Tires go in the rear.

This car, at this unprecedented price, also has the cowl dash, putting switches and levers at your finger tips. As you go over the car pay particular attention to these new ideas in motor car construction —and you will see many we have not told of here—we held them as surprises for you when you see the car.

There is no comfort, no convenience or luxury that high priced cars afford, which you cannot have with your New Auburn Forty.

No such completeness was ever offered before within $400 of the New Auburn Forty price.



Springs and Brake Drum

The Forty—An Unusual Motor

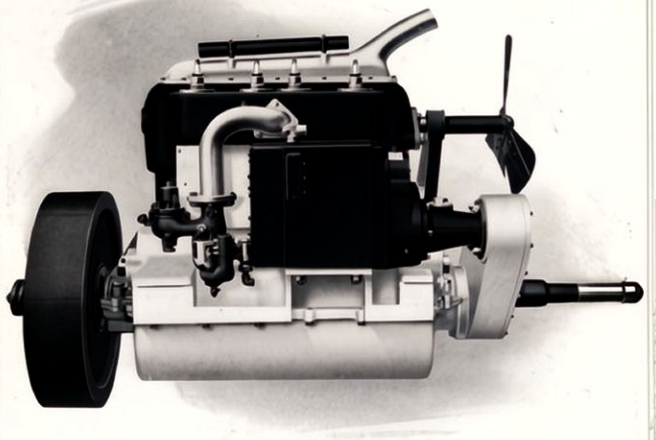
OUR greatest motor success is the new Forty. It is truly a wonderful motor. We have never known another of its caliber. While its horsepower is forty, that does not tell the story of its stamina, its extraordinary pulling power, its ability to master deep sand, sticky gumbo and steep hills.

Suppose you picture yourself a member of the party on the demonstration that sold this motor to some of our distributors. It was a 75-mile ride. There were seven heavy men in the five-passenger car. The overweight was 350 pounds.

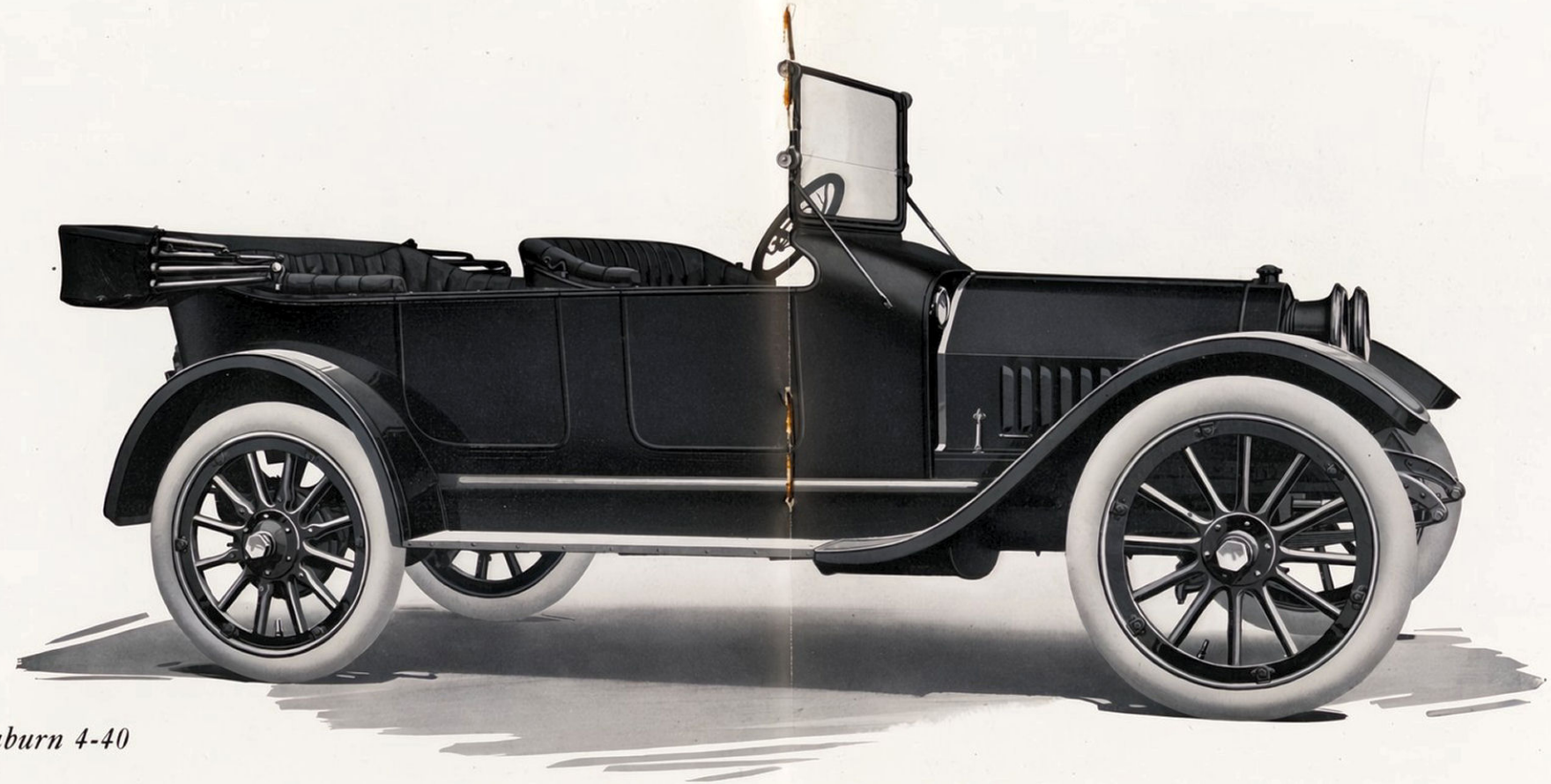
The party started from the Auburn factory in the morning. The direction was toward the sandy hill section of Indiana. From morning until afternoon the Forty mastered 25 and 35 per cent grades, with all this overweight, without the necessity of shifting gears to a lower ratio. Long, steep hills of deep sand—hills with hairpin turns—grades that only six-cylinder cars usually attempt on high gear, this wonderful motor pulled straight up without straining. These distributors, veterans in the automobile industry, could not believe their eyes when they saw themselves mastering deep sand hills that the best cars, to their knowledge, would have had to go up in second or first gear—and doing it with an overweighted car. At one point the sand trail lay to the top of a steep hill—and the last grade was not less than 35 per cent. Yet, stiff as it was, it failed to feaze this stamina-imbued motor. Do you imagine, had you been on that demonstration, that you could have resisted the impulse to make your choice this remarkable car?

At 900 revolutions to the minute, the motor develops 35 horsepower; at 1000 revolutions, 40 horsepower; 1500 revolutions, 45 horsepower; 1750 revolutions, 47 horsepower. Consider that in average driving the motor revolves at 1200 revolutions to the minute, the Forty developing over 40 horsepower as a result.

Everything is enclosed, making the motor impregnable to dust, dirt and grit. This is responsible not only for the motor's wonderful efficiency but for its extreme quietness of operation. And inasmuch as the motor is the heart of the automobile—its degree of perfection gauges the satisfaction you get from your car —it is important to have a motor as perfect as that of the Auburn. The infinite care, the exactness with which the Auburn motor is built, the presence of the highest known grades of treated steel, also share in the responsibility for its wonderful performance.



The Auburn Four-Cylinder Motor and Electric Starter



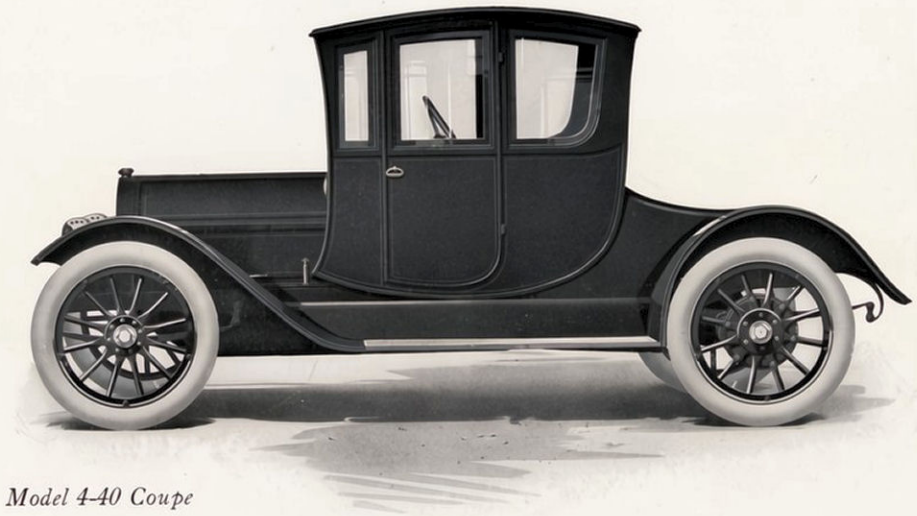
The Auburn 4-40

What the New Motor Car Standard Embraces

There is no wanted feature or convenience in 1914 cars which is not obtainable in the New Auburn Forty at $1490. So why pay more, when the difference in price can secure nothing intrinsic. Note these features and conveniences: Left Drive—Center control (allows you to alight on the right). Electric self-cranking system (spins the motor). Electric lights. Electric horn. Cowl dash. 22-inch wide doors (concealed hinges.) Rain-vision ventilating windshield. Full floating rear axle. Heavy bevel gear drive. Ball bearings throughout, extra strong and silent. Deep, rich, Turkish type upholstery. Extra roomy tonneau. 36 x 4 tires: demountable rims. Rear tire irons with extra rims. Speedometer flush with cowl board.

Price $1490 Includes top with side curtains and top hood, electric lights, electric self-starter, electric horn, storage battery, rain-vision ventilating windshield. speedometer, demountable rims, one extra rim, tire irons on rear, foot rail, robe rail, tire pump, jack, tools, and tire repair outfit. Nothing lacking,

See page 16 for specifications



Model 4-40 Coupe

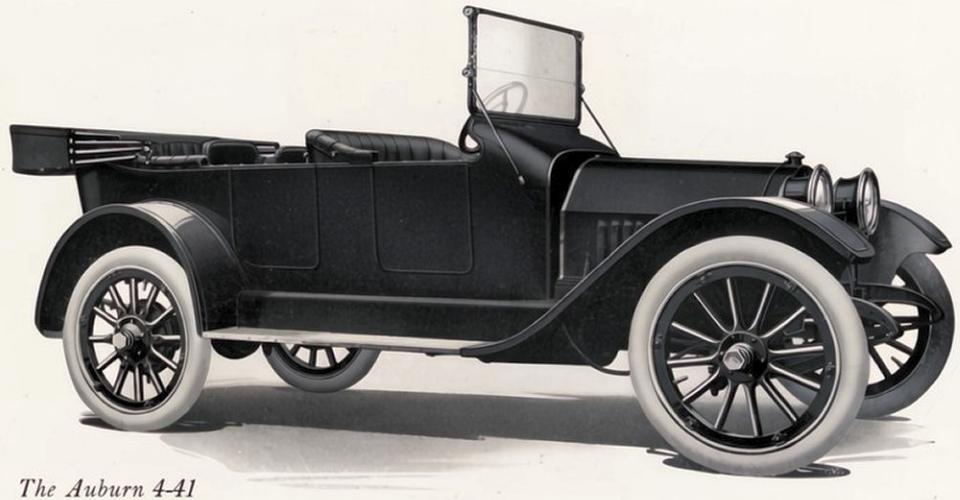
A Coupe of Luxurious Richness

HERE we present the handiwork of America's foremost coach builders, men who are artists in that line of endeavor. You will find in this car a degree of luxuriousness unsurpassed in this year's closed cars. There is nothing omitted which will add to the comfort of the passengers.

The brilliance of finish on this car is so lasting that an Auburn Coupe, with proper care, will go into its third season without the question of refinishing being considered.

This coupe is supplied with dome lights, rain-vision ventilating windshield, and is richly upholstered with the best material the market affords.

This coupe body is on the regular 4-40 chassis, and the car complete f. o. b. Auburn, Ind., is $1690



The Auburn 4-41

The Six-Passenger Model

THIS is, in the truest sense, a family car. It seats six large persons very comfortably and there is still plenty of foot room. This six-passenger car is the advancement effected this year in both Europe and America over the old seven-passenger car, for the existence of which there is no real reason other than the fact that the latter can be achieved by placing two extra seats in the tonneau. It is a makeshift in that sense.

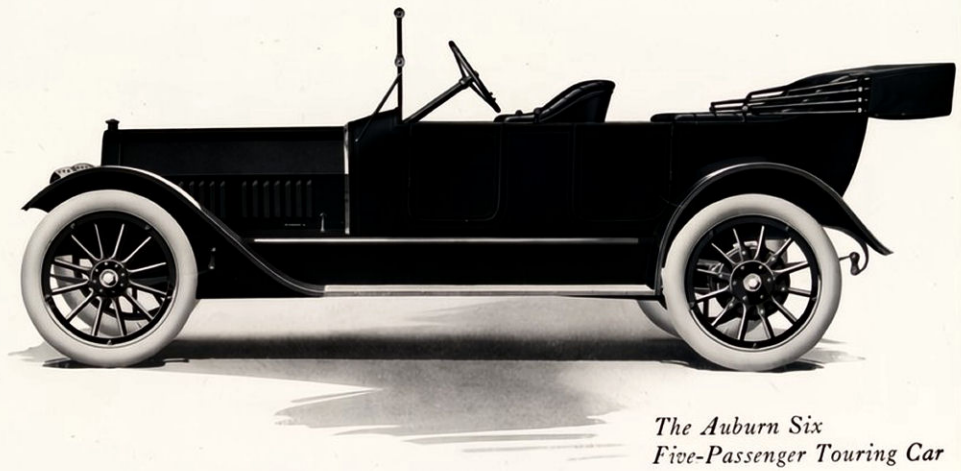
But the demand to-day is for the slim, racy lines of the six-passenger, for motoring parties are always two or three couples—and the average family party is five or six persons, rarely more.

In a seven-passenger car the correct type of narrow body design cannot be achieved because of the three-passenger wide rear seat. The beautiful, slender lines of the six-passenger car are missing.

This six-passenger body is on the regular 4-40 chassis and the car complete f. o. b. Auburn, Ind., is $1590

Specifications Model 4-40

Motor	Cylinders T head cast en bloc. Bore 4½ inches. Stroke 5 inches. Extra long bearings on crank shaft, cam shafts and connecting rods. Valves have a diameter of 2 inches in the clear and a lift of $\frac{5}{16}$-inch.
Transmission	Selective type, sliding gear; three speeds forward and one reverse; direct drive on high gear. Gears drop forged from chrome vanadium steel. Imported annular ball bearings throughout.
Electric Source	High tension magneto.
Clutch	Cone with Raybestos or leather lining. Takes hold with the smoothness of velvet. Positive and easily adjusted.
Control	Center. Left hand drive.
Ignition	Jump-spark.
Carburetor	Float feed. Automatic.
Lubrication	Patented splash system.
Radiator	Honeycomb type.
Brakes	Two, located at driver's right. Service, contracting; emergency, expanding.
Wheel Base	120 inches.
Tread	56 inches.
Clearance	11 inches.
Tires	36 x 4 inches, front and rear.
Steering Gear	Worm and wheel non-reversible. Ball joint connection to steering knuckle. 18-inch safety grip hand wheel. Spark and throttle control on top steering post, inside of wheel.
Frame, Double Dropped	Pressed steel throughout, with motor and transmission hung on special sub-frame. All thoroughly riveted and braced; inswept.
Springs	Front, semi-elliptic; rear, ¾ elliptic with scroll end.
Drive	Shaft.
Universal Joints	Between motor and transmission and between transmission and differential. Oil and dust proof.
Axles	Rear, full floating; front, drop forged "I" beam section.
Cooling	Water, with centrifugal pump. Gear driven. Also belt driven fan.
Type of Body	Touring car. Five-passenger, six-passenger, two-passenger roadster, two-passenger coupe.
Fenders	Extra heavy gauge pressed steel. Electrically welded. Continuously enclosed front and rear.
Color	Choice, purple lake or royal blue. Fenders, hood and flashings, heavy black enamel.
Equipment	Electric starter, electric lights, electric horn, windshield, speedometer, tire irons, kit tools, top and hood.
Price	Five-passenger touring . . . . . $1490 Two-passenger roadster . . . . . 1490 Six-passenger touring . . . . . 1590 Coupe 1690



The Auburn Six
Five-Passenger Touring Car

A New Six-Cylinder Advancement

WE HOPE you have read what exclusive six-cylinder makers say about Sixes—how their freedom from vibration, the smooth, sweet running of the motor in which explosions overlap instead of having a gap between them, how they send a constant stream of power to the rear wheels, how they save on tires and other points. They tell how driving a Six is like constant coasting—the sense is that of flying instead of being propelled by machinery. They state that driving a Six is a new automobile experience. They say it is less fatiguing because vibration of a car at high speed affects the nervous system. We approve all that about Sixes. It is true. We make both Sixes and Fours. But we hope also you have read what exclusive four-cylinder makers say about Sixes. Very naturally they attack their six-cylinder competition in its only weak spot—*gasoline consumption*.

It is true that most Sixes consume gasoline heavily. Several years ago, when we commenced with Sixes, we knew that the time was coming when Six makers would be attacked by four-cylinder makers on the point that it takes more gasoline to run a Six than to run a Four. 1914 models brought the subject to a head.

But there is an ingenious way to make a Six's gasoline consumption no heavier than that of the average four-cylinder car. Granted that you are paying over $1800 for your car, you should insist on a Six. Our new six-cylinder achievement is to present genuine economy in a Six. We cut down gasoline to the consumption of the average Four by means of cylinders of small bore or diameter. The larger the diameter of the cylinders, the greater the amount of gasoline vapor they draw in. A small width cylinder naturally holds much less gas than a very wide cylinder—and all you need in the cylinder is enough gasoline vapor to bring about an explosion. So the bore or width of our New Auburn six-cylinder is but 3¾ inches! By experiment we determined that this is the smallest bore possible without making the car underpowered. So the New Auburn Six embraces maximum economy. Our long stroke accounts for its six-cylinder smoothness, stamina and power.

From Three to Sixty Miles an Hour on High Gear

In city traffic you can throttle your Auburn Six down to three miles an hour. In half a minute you can raise the speed to fifty miles an hour—in another half minute to sixty miles an hour if you wish. That illustrates the flexibility of this car in operation.

There is little shifting of gears due to the fact that power impulses (explosions) in the motor overlap each other. There is no gap between them, hence no interruption in the delivery of power to the rear wheels. Then, too, consider the New Auburn Six's great emergency power. Within the distance of a city block you can speed the car up to fifty miles an hour if any occasion should demand that speed.

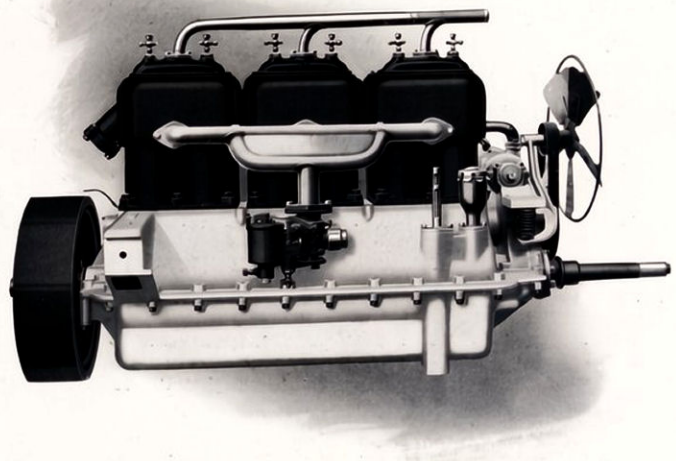
You can have either right or left hand drive on your New Auburn Six. We realize that when purchasing six-cylinder cars some buyers desire the right drive. Others prefer the left drive—with the steering wheel at the left in the driver's compartment—because of their desire to alight on the right hand side of the car. In cities this allows alighting direct onto the curb.

The best way to settle this point in your own mind is to listen to the argument of the right hand car salesman and then go to the sales-

room of the left drive car. Then weigh both arguments and decide which drive on the Auburn Six best answers your requirements. For you may have either. Every feature and convenience the most exacting motorist demands. Note these features on the New Auburn Six: Right or left drive. Electric self-cranking. Electric lights. Electric horn. Cowl dash. Wide 22-inch doors (concealed hinges.) Rain-vision ventilating windshield. Full floating rear axle. Heavy bevel gear drive. Ball bearings throughout. Extra strong and silent. Deep, rich, Turkish type upholstery. 37 x 4½ inch tires, front and rear. Demountable rims. Rear tire irons with extra rim. Speedometer flush with cowl board.

This five-passenger body is on the regular six-cylinder chassis and the car complete f. o. b. Auburn, Ind. is $2000

Includes top with side curtains and top hood; electric lights; electric self starter; electric horn; storage battery; rain-vision ventilating windshield; speedometer; demountable rims; one extra rim; tire irons on rear; foot rail; robe rail; tire pump; jack; tools and tire repair outfit. Nothing lacking.



The Auburn Six-Cylinder Motor

The Auburn Six-Passenger Six
Model 6-46

The Six-Passenger Six

THIS car comprises our regular six-cylinder chassis with six-passenger body. It is the most beautiful body which the Auburn Automobile Company has ever created. It follows virtually the same lines as that of our six-passenger four-cylinder car, and gives the distinguished slenderness of body design which is now so much sought after by discriminating motorists.

There is an abundance of foot room, the extra seats in the tonneau fold neatly and are out of the way when the car is used for four passengers.

For 1914 there has been a demand among motorists of the best taste for narrow, racy lines, and to satisfy numerous requests we created this car.

This Six-Passenger Six is on our regular six-cylinder chassis, and the car complete f. o. b. Auburn, Ind., is $2100

Specifications New Auburn Six

Motor	Six cylinders cast in pairs. Bore 3¾ inches. Stroke 5¼ inches. Drop forged crank shaft and cam shaft.
Transmission	Selective type, sliding gear; three speeds forward and one reverse; direct drive on high gear. Gears drop forged from chrome vanadium steel. Imported annular ball bearings throughout.
Electric Source	High tension magneto.
Clutch	Cone with Raybestos or leather lining. Takes hold with the smoothness of velvet. Positive and easily adjusted.
Control	Center. Right or left hand drive.
Ignition	Jump-spark.
Carburetor	Float feed, automatic.
Lubrication	Splash system with two positive plunger circulating oil pumps.
Radiator	Honeycomb type.
Brakes	Two, located at driver's right. Service, contracting; emergency, expanding.
Wheel Base	130 inches.
Tread	56 inches.
Clearance	11½ inches.
Tires	37 x 4½ inches, front and rear.
Steering Gear	Worm and wheel non-reversible. Ball joint connections to steering knuckle. 18-inch safety grip hand wheel. Spark and throttle control on top steering post, inside of wheel.
Frame, Double Dropped	Pressed steel throughout, with transmission hung on special sub-frame. All thoroughly riveted and braced; inswept. Motor installed with three-point suspension.
Springs	Front, semi-elliptic; rear, ¾ elliptic with scroll end.
Drive	Shaft.
Universal Joints	Between motor and transmission and between transmission and differential. Oil and dust proof.
Axles	Rear, full floating; front, drop forged "I" beam section.
Cooling	Water, with centrifugal pump. Gear driven. Also belt driven fan.
Type of Body	Touring car. Five-passenger, six-passenger, two-passenger roadster.
Fenders	Extra heavy gauge pressed steel. Electrically welded. Continuously enclosed front and rear.
Color	Choice, purple lake or royal blue. Fenders, hood and flashings, heavy black enamel.
Equipment	Electric starter, electric lights, electric horn, windshield, speedometer, tire irons kit tools, top and hood.
Price	Five-passenger touring . . . . . $2000 Two-passenger roadster . . . . . 2000 Six-passenger touring 2100

Financial Solidity

NO BUSINESS institution ever prospered over a long period of time without goods of exceptional merit. No man can stay in business long with an inferior product. Every business man knows this. So when you consider that the Auburn Automobile Company has been in the automobile industry for fourteen years — that its cars were sold purely through one man's telling another of a wonderful car and the news spreading that way—the fact must dawn upon you that what this book offers differs much from motor car values of the past.

This brings us to the subject of the manufacturer's permanence, which in this day of troubles among the companies that are not strong financially is an important subject to the buyer of an automobile.

We know men who picked cars solely on the manufacturer's permanence. They have written bankers in the maker's city—have secured mercantile agency reports on them. Should the maker be unstable, the car's depreciation—in the event the maker went out of business—would be very heavy.

Parts could not be secured; service no longer goes with it; it is deprived of manufacturers' and dealers' backing. Manufacturers' discontinuances have invariably brought about that identical result. So, in your own interest, be sure to select a car built by a financially sound manufacturer. Be sure of his permanence.

And in considering Auburn cars, weigh these facts: We have been manufacturing automobiles fourteen years—unusually excellent cars. They have stood up in owners' hands and given excellent service. We have never created an unsuccessful model.

Judge, by these facts, the modern product we offer and the stability of this institution. This is as vital to car owners as it is to dealers. Let it aid in your decision.

Standard Warranty

WE WARRANT the motor vehicles manufactured by us for ninety days following shipment, this warranty being limited to the replacement at our factory of all parts giving out under normal service in consequence of defect in material or workmanship.

This warranty is limited to the shipment to the purchaser, without charge, except for transportation, of the part or parts claimed to have been defective, and which upon their return to us at our factory for inspection we shall have determined were defective, and provided the transportation charges for the parts so returned have been prepaid.

It is understood that we make no warranty whatever regarding tires, rims, coils or batteries. We can not accept any responsibility in connection with any of our motor cars when they have been altered or repaired outside of our factory.

We are not responsible to the purchaser of our goods for any undertakings and warranties made by our dealers beyond those expressed above.

The Auburn Automobile Company reserves the right to improve the different models by making changes from time to time during the year without liability or obligation to make such changes on cars already delivered of the same model and year.

Terms

Ten per cent. with order, balance sight draft, bill of lading attached, F. O. B. at the factory, Auburn, Indiana. Our responsibility ceases when goods are receipted for in good order by the transportation company.

Auburn Automobile Company

Auburn, Indiana, U. S. A.

Designed Engraved and Printed by The Cargill Company Grand Rapids Michigan