

*The* **STRAIGHT EIGHT** *Cabriolet*

*125 Inch Wheelbase - 75 Miles per Hour*

*Top up or down in 23 Seconds*

**\$1595**

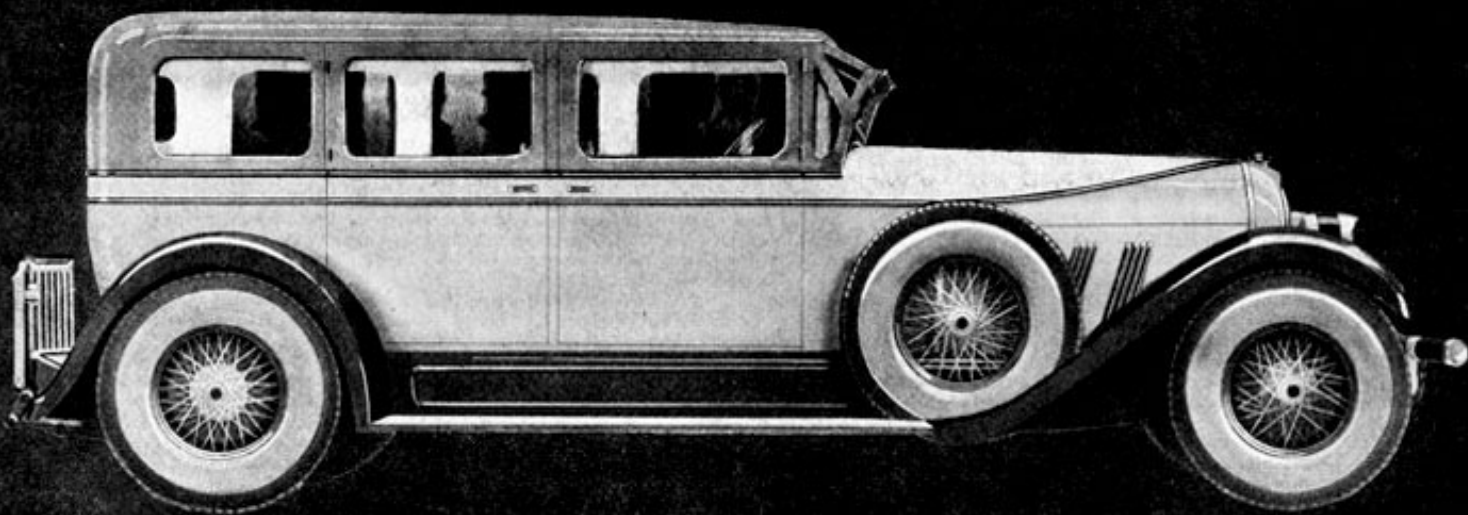
DRIVE IT - AND IF THE CAR DOES NOT SELL ITSELF YOU WILL NOT BE ASKED TO BUY

**AUBURN**

YOUR NEXT CAR

6-66 Roadster \$1095; 6-66 Sport Sedan \$1195; 6-66 Cabriolet \$1295; 6-66 Sedan \$1295; 8-77 Roadster \$1395; 8-77 Sport Sedan \$1495; 8-77 Cabriolet \$1595; 8-77 Sedan \$1695; 8-88 Roadster \$1995; 8-88 Sport Sedan \$2095; 8-88 Cabriolet \$2095; 8-88 Sedan \$2195; 8-88 7-Pass. Sedan \$2595. Freight, Tax & Equipment Extra.  
AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA

# STRAIGHT EIGHT



8-88 Sedan • 130 inch wheelbase • 80 miles per hour • \$2195

## New Comforts • New Ease of Handling New Factors of Safety New Kind and Degree of Performance

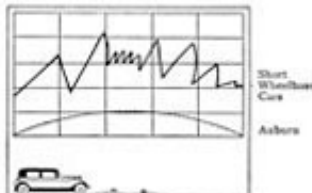
### Straight Eight for Price of Sixes

Radical changes and improvements are taking place in automobile building that are not all obvious to the eye. They must be experienced. Auburn is a pronounced leader in this new development, as the new Auburn cars so strikingly prove. These improvements are not simply "niceties" or vague "refinements," but are definite, fundamental betterments that completely obsolete yesterday's type of engineering.

Comparison is necessary to appreciate what vast progress has been made in every way; seemingly limitless power; responsiveness with a minimum of effort; almost unbelievable ease of handling; a smoothness at all speeds that is a distinct revelation; a totally new standard of comfort and sense of safety that not only saves your body from fatigue but equally desirable, relieves your mind from anxiety. Add to those pronounced achievements a structural strength and inherent stamina that enables the Auburn to maintain its peak of efficiency over a longer period of time, free from ordinary troubles, rattles and annoyances and keeps it a stranger from repair shops. No wonder Auburn owners feel they enjoy advantages years ahead of others. No wonder Auburn dealers are content to simply let you drive the car and if it does not sell itself you will not be asked to buy.

6-66 Roadster • \$1095	8-77 Roadster • \$1395	8-88 Roadster • \$1995
6-66 Sport Sedan \$1195	8-77 Sport Sedan \$1495	8-88 Sport Sedan \$2095
6-66 Sedan • \$1295	8-77 Sedan • \$1695	8-88 Sedan • \$2195
8-88 7-Passenger Sedan • \$2595	Freight, Tax and Equipment Extra	

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA



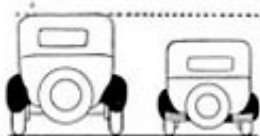
Only 1/4 of the Road Shocks

The thing responsible for this is the fact that the springs are of exceptional length and perfectly fit under full passenger load. The spring shackles are under tension at all times giving a snubbing action to the springs. The snubbing weight is held to minimum consistent with safety.



40% Less Muscle Effort to Steer

20 to 1 reduction in steering gear instead of the average of 12 to 1. Bull thrust on the long pins on the front axle. Ball joint steering connections, etc. Less weight on the front wheels on account of a long wheelbase. Passenger weight does not add materially to the weight on the front axle when car is fully loaded.



Lower

Our car has been lowered without sacrifice of head room on account of lengthening the wheelbase and the widening of the tread. Also on account of lowering of the seats.



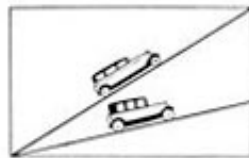
Hugs the Road and Why

The Auburn Car hugs the road due to lower design and lower center of gravity for the same reason that the present design of bicycle is much more easily balanced and holds the road better than the old high wheeled type.



Sit Lower—More Head Room

Still have more head-room, advantage of the low driving position. Lower driving position gives sense of security both from the ability of the car to hold the road at high speed, and the ability to turn corners at high speed.



25% Greater Climbing Efficiency

The multiple cylinder engine produces greater and more continuous torque at lower engine speeds. Light weight of car increases horsepower per pound of car weight.

# AUBURN

Your Next Car

# Success Is Obligatory

A business must *succeed* or it can not *serve*. When buyers applaud a manufacturer's efforts, by a pronounced acceptance of his product, they at the same time place an obligation upon the manufacturer. The builder of an automobile is but the trustee of his clientele's confidence. He must pass on to them the benefits of his success, in the form of a better product of greater value for less commensurate cost. Because, once the public has given its endorsement thereby making greater volume possible, if the manufacturer defaults, it is more than a loss of an opportunity, it is an economic waste. Only those survive who *continue* to deserve to. Auburn's success and growth is an expression of the public's need for better personal transportation. As this success has increased, it has warranted the public in expecting even better things from Auburn. To prove worthy of this trust, and put Auburn in a position to manufacture better cars, more economically, Auburn announces acquisition of control of the following:

Lycoming Manufacturing Co., Williamsport, Pa.

Duesenberg Inc., Indianapolis, Ind.

Limousine Body Co., Kalamazoo, Mich.

E. L. Cord  
President  
Auburn Automobile Co.

# AUBURN

YOUR NEXT CAR

6-66 Roadster \$1095; 6-66 Sport Sedan \$1195; 6-66 Cabriolet \$1295; 6-66 Sedan \$1295; 8-77 Roadster \$1395; 8-77 Sport Sedan \$1495; 8-77 Cabriolet \$1595; 8-77 Sedan \$1695; 8-88 Roadster \$1995; 8-88 Sport Sedan \$2095; 8-88 Cabriolet \$2095; 8-88 Sedan \$2195; 8-88 7-Passenger Sedan \$2595. Freight, Tax & Equipment Extra

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA



## La REINE de la ROUTE

DÉLICIEUSEMENT enfoncé dans le moelleux capitonnage d'une Auburn aux amples sièges, le conducteur jouit, à son aise, de toute la séduction de cette ambiance harmonisée dont le moindre détail a été conçu et créé pour son confort et son plaisir.

A peine a-t-il touché le volant et appuyé sur la pédale que l'occulte puissance du moteur surgit, prodigieuse, uniforme, se jouant de la distance.

Comme elle est souple et facile à conduire, cette fine et longue voiture, si docile à la moindre impulsion du volant. Et quelle surprise heureuse quand, par surcroît, l'on constate, à l'indicateur, la faible consommation d'essence.

C'est en de tels moments que l'on a la sensation nette de la différence qui sépare une Auburn de toutes les autres voitures et qui en fait la véritable reine de la route, par sa construction, par son élégance, par son économie, quel que soit le prix des voitures rivales.

Venez visiter nos salles d'exposition. Faites un essai personnel de la voiture. Aucune obligation de votre part.

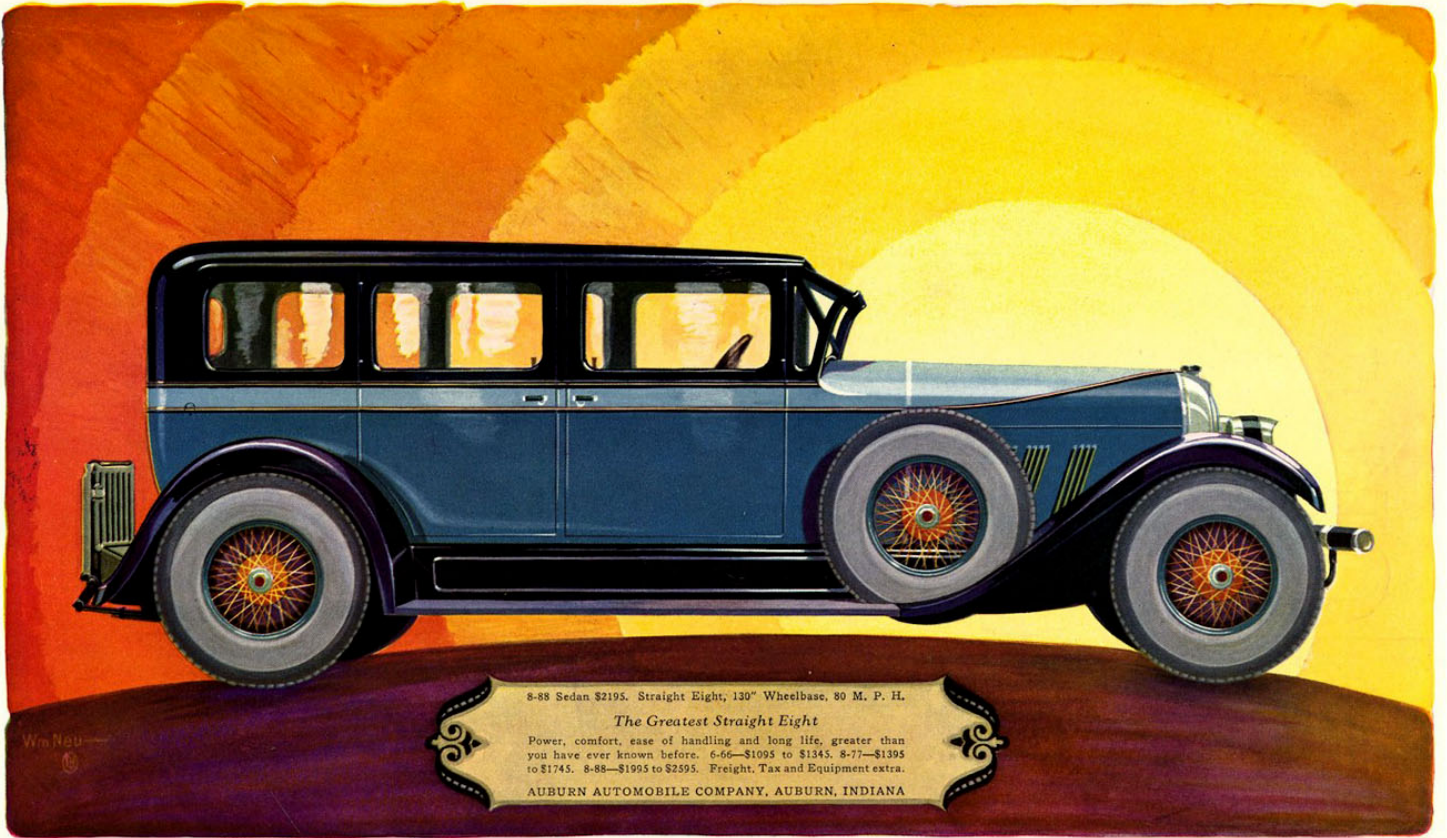
Ces voitures sortent des usines de l'une des plus grosses Maisons de l'Industrie Automobile. Maison fondée en 1900.

Distributeurs Auburn en

Europe, Grande-Bretagne, Afrique du Nord et en Orient.

- |   |  |
|---|--|
| FERNAND DELINOTTE,<br>1, Rue Duret,<br>Paris-16 <sup>e</sup> , France.                                      | FRITZ LAUBNERHEIM,<br>14 Kloster Street,<br>Breslau, Allemagne.                                      |
| AUTOMOVILES AUBURN,<br>Avenida de Francia, Villa Loinas<br>San Sebastian, Espagne.                          | CARL LAMBERG HT,<br>Peterstrasse 20,<br>Saarbrücken.   |
| AUTOMOBILBETRIEBS-GESellschaft,<br>10 Kourvastrasse,<br>Vienna, Autriche.                                   | J. MERIVAARA,<br>Fr. de la veggiakatu 8,<br>Helsingfors, Finlande.                                   |
| AUTOMOBILFIRMA GÖRHANSON & CO.,<br>Björns Järntorget No. 10,<br>Stockholm, Suède.                           | MOROCCAN TRADING CO.,<br>21 British Bank Bldg.,<br>Casablanca, Maroc.                                |
| MALCOLM CAMPBELL (London) Limited,<br>43-45 Sussex Place, South Kensington,<br>London, S. W. 7, Angleterre. | MUSCAY AUTOMOBILE,<br>120 Strada Be-la,<br>Valletta, Malte.  |
| DIAS, PONSECA & SOTTO-MAIOR, Ldas.,<br>Largo de Condevaras No. 10,<br>Lisbon, Portugal.                     | SOCIETA ALGERIENNE DE<br>MATERIEL AGRICOLE,<br>1002 Rue de Constantine,<br>Algier, Algérie, Afrique. |
| Mr. HERMAN GAUWYLER,<br>31 Bahnhofsstrasse,<br>Zürich, Suisse.  | SCANIA-VABIS & HAADYVADDAN,<br>8 Lyovj,<br>Copenhague, Danemark.                                     |
| HELSCHER & ARHENT,<br>Breslau 2, Tausentkaiserstr. 41,<br>Allemagne.  | SOCIETA ANONIMA ITALIANA<br>AUTOMOBILI AUBURN,<br>Piazza S. Lorenzo in Lucina 4,<br>Rome, Italie.    |
| FRITZ HESSE,<br>Radebeul-Oberstrasse 17, Crügerstr. 10,<br>Dresden, Allemagne.                              | MESSERS. J. & S. TAMM,<br>P. O. Box No. 120,<br>Cairo, Egypte.                                       |
| KRAFFERT & SONS,<br>Falschbühlstr. 5,<br>Prague 11, Tchécoslovaquie.  | MR. V. DE VASSAL,<br>15, Colon Victoria,<br>Bucarest, Roumanie.                                      |
| KHOUBI & COMPANY,<br>P. O. Box No. 8,<br>Beirut, Syrie.   | H. VON STREIT,<br>197, Kurfürstendamm,<br>Berlin, W. Allemagne.                                      |
| Messrs. H. & F. KIMMAN,<br>8-10 Wagenweg,<br>Haarlem, Hollande.   | FRÖGA-MO,<br>PETERSEN,<br>Oslo, Norvège.   |
| LANDY ISTVAN,<br>V. Orszaghater 9,<br>Budapest, Hongrie.  |  |

# AUBURN



8-88 Sedan \$2195. Straight Eight, 130" Wheelbase, 80 M. P. H.

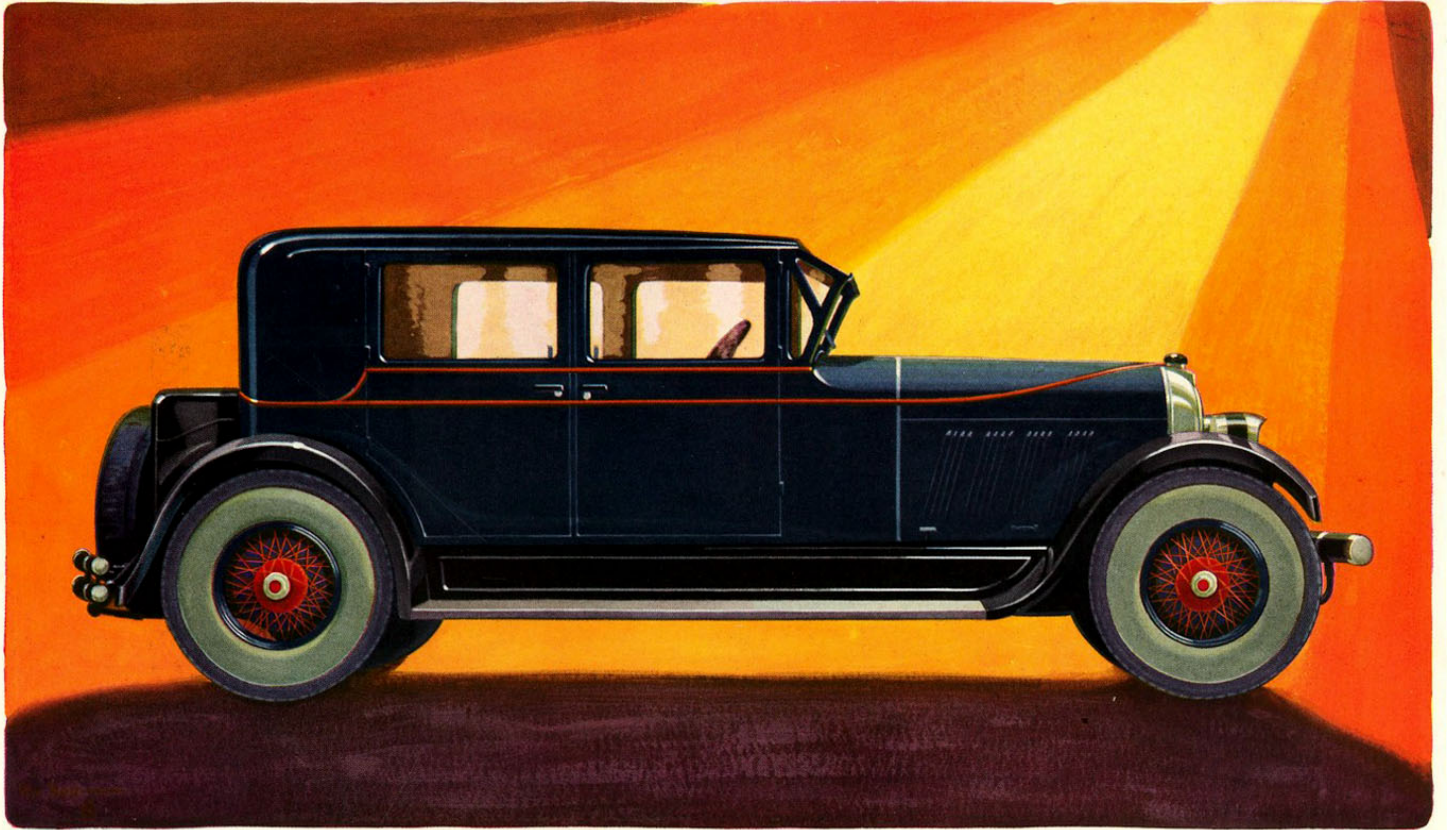
*The Greatest Straight Eight*

Power, comfort, ease of handling and long life, greater than you have ever known before. 6-66—\$1095 to \$1345. 8-77—\$1395 to \$1745. 8-88—\$1995 to \$2595. Freight, Tax and Equipment extra.

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA

# AUBURN

YOUR NEXT CAR

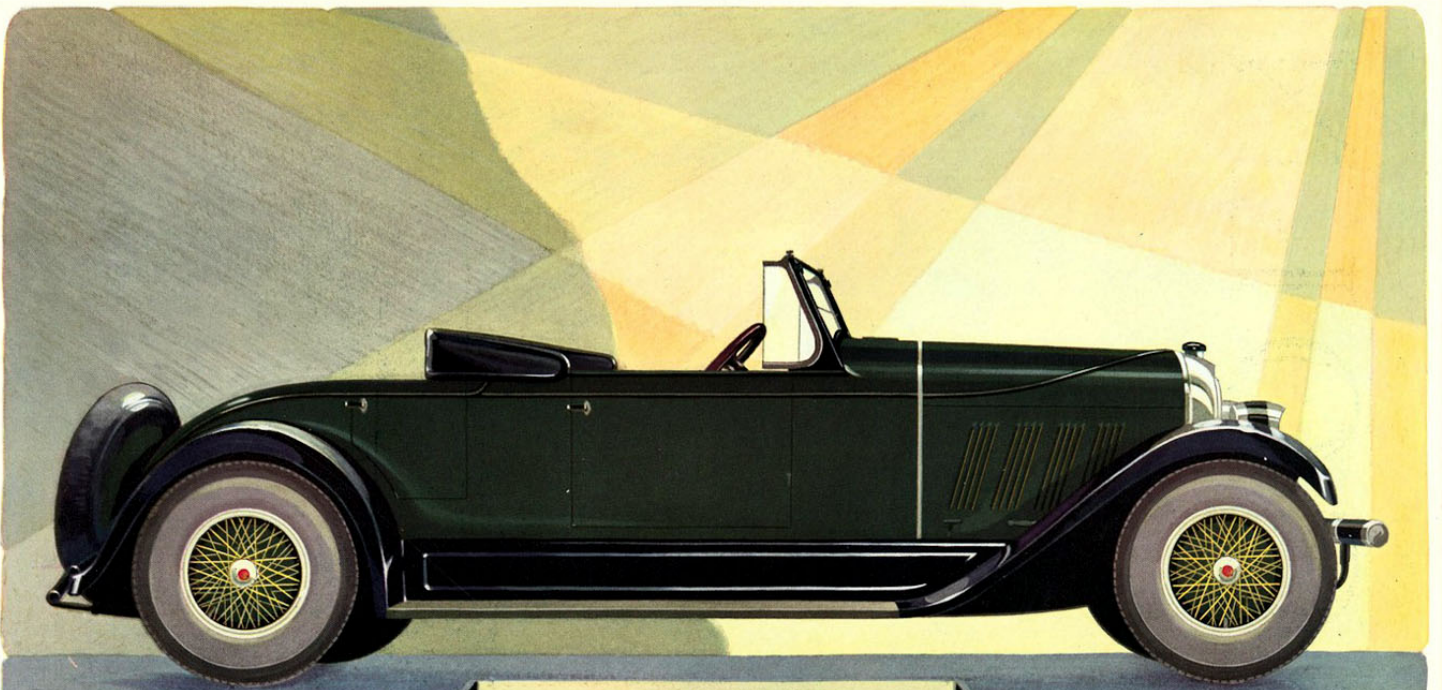


# AUBURN 8-88 *Brougham*

Yesterday a daring departure. Today the unquestioned style leader. Tomorrow the car with the greatest re-sale value.

The 8-88 \$1695 to \$2495; the 6-66 \$1395 to \$1695; the 4-44 \$1145 to \$1195. Freight and tax extra.

AUBURN AUTOMOBILE CO., AUBURN, IND.



8-77 ROADSTER \$1395

75 Miles Per Hour

125 Inch Wheelbase

Five Passenger Capacity

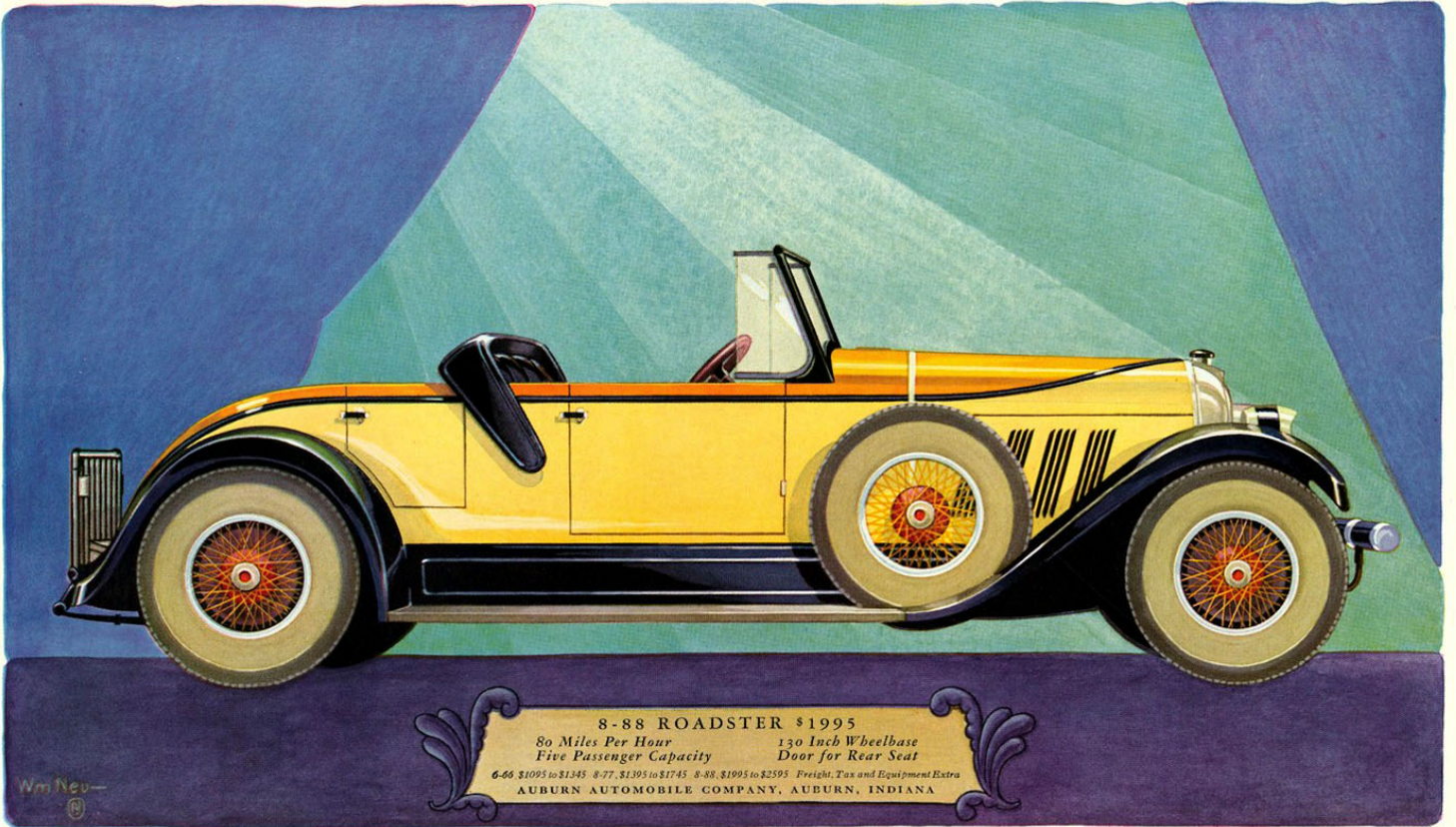
Door for Rear Seat

6-66, \$1095 to \$1345 8-77, \$1395 to \$1745 8-88, \$1995 to \$2595 Freight, Tax & Equipment Extra

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA

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# AUBURN



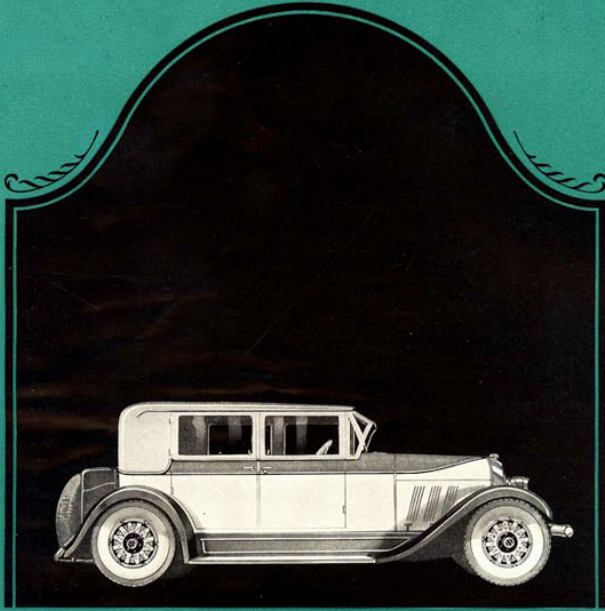
8-88 ROADSTER \$1995  
 80 Miles Per Hour      130 Inch Wheelbase  
 Five Passenger Capacity      Door for Rear Seat  
 6-66 \$1095 to \$1345    8-77 \$1395 to \$1745    8-88 \$1995 to \$2595    Freight, Tax and Equipment Extra  
 AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA

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AUBURN



TOMORROW YOU'LL WISH YOU HAD THE AUBURN FRANCHISE



6-66 Sport Sedan \$1195

120-inch wheelbase, four full doors, Brewster windshield, metal side quarters—finished inside and out in accordance with Auburn's high standards. Vibration dampener on motor, extra heavy frame, seven cross members, all instruments in one panel on instrument board. Emergency brake on transmission, four-wheel mechanical brakes. This unquestioned leader of its class is one of Auburn's complete line.

<b>MODEL 8-77</b> 125-inch wheelbase	<b>MODEL 8-88</b> 130-inch wheelbase	<b>MODEL 6-66</b> 120-inch wheelbase
Roadster . . . \$1395	Roadster . . . \$1995	Roadster . . . \$1095
Sport Sedan . . \$1495	Sport Sedan . . \$2095	Sport Sedan . . \$1195
Sedan . . . \$1695	Sedan . . . \$2195	Sedan . . . \$1295
Wanderer Sedan \$1745	Wanderer Sedan \$2245	Wanderer Sedan \$1345
	<b>147-inch wheelbase</b>	
	7-passenger Sedan \$2595	
	<small>Fragile, no and no-spare tires</small>	

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA

# AUBURN

*The Car Itself is the Answer*

TOMORROW YOU'LL WISH YOU HAD THE AUBURN FRANCHISE

During the last two years, some of the independent automobile manufacturers show the largest increase in percentage of sales volume. Auburn has been one of those showing the greatest increase and growth of them all. In seven months alone Auburn showed 220% increase as against 12% for the entire industry.

Watch Auburn in 1927!

Bigger values for less money!  
Most modern merchandise!

A tremendous advertising campaign.

*And*—the kind of a dealer proposition and policy you have been looking for.

*E. L. Bond*

# AUBURN

*The Car Itself is the Answer*