

F. P. Willis Corp.,
Chicago, Illinois.

Not to be Released before January 1.

Representing
Auburn Automobile Company,
Auburn, Indiana.

QUALITY AND LUXURIOUSNESS FEATURE
AUBURN'S NEW 12-CYLINDER SALON MODELS

Three complete lines of twelve offered for 1933;
many innovations with particular appeal
to the exacting motorist

Again establishing its dominancy in the 12-cylinder automotive field, Auburn offers three complete lines of 12-cylinder cars for 1933. They are available in Salon, Custom and Standard models. While the chassis of the standard and custom models is substantially the same as used last year, the chassis of the Salon models is entirely new.

Quality is the keynote of the 12-cylinder Salon models. Aside from such engineering advancements as Dual Ratio, "X-plus-A" type chassis frame construction, improved L.G.S. free wheeling, silent and constant mesh transmission gears, custom-type bodies and numerous other engineering and design features, eye appeal and fine construction set the cars apart. Detail has been worked out most exactly, producing a car of pronounced luxuriousness, comfort and efficiency.

Powered with a 160 horsepower 12-cylinder Lycoming engine on a 133 inch wheelbase chassis, these big, luxurious Salon models have been designed primarily for the owner who desires an automobile that is faster, smoother, more flexible and more richly finished and who wants a certain individuality in his motor car.

The powerful 12-cylinder "V" type engine, coupled with Dual Ratio, opens up new fields in performance and speeds, yet the car is unusually economical in operation, equal to most eights and many sixes.

Feature follows feature throughout the car, both in engineering and design, with many innovations and advancements that will thrill the most observant motorist. For instance, at well over 80 miles an hour the car is

as free of vibration as in the lower driving ranges. This is due to the solidity and rigidity of the new type "X-plus-A" chassis frame, which positively eliminates any twisting or weaving. Also to the airplane type tubular strut cowling bracing, the all-alloy springs, air-cushioned engine mounting and the smoothness of the Lycoming engine itself. The thrill of increased car speed with reduced engine speed, made possible by Dual Ratio, the silent flow of power from the engine, almost approximating steam, the absence of a carburetor hiss, the noiseless exhaust, effortless pedal control and similar features, will find a welcome among motorists who demand the finest of performance in their motor cars.

The exterior appearance of the new 12-cylinder Sedan models is individual, yet it retains many of the Auburn characteristics. The radiator shell is of a new distinctive design with a grid treatment consisting of stainless steel horizontal fins and vertical bars in the background. The windshield is of one piece slanting "V" type with a narrow center post (7/8-inch wide) and the frame finished in chrome; no obstruction of vision; the road clear ahead. Rear top quarters and back panel are beautifully curved, all metal, and with lines gracefully tapered. Chrome finish plays an important part in the design of the car giving it added dash and richness.

Mechanically, the chassis offers engineering advancements which result in an automobile that brings a new performance, efficiency, endurance and ease of operation. Outside of the engine the chief interest is in the frame. Here again Auburn has pioneered. Just as its X-type cross member was universally adopted because of its advantages so the new type "X-plus-A" frame introduced in these models is again out in front. This type, while using the "X" adds two additional channels which extend from the front points of the "X" to a cross member at the front of the frame, forming an "A" design. This bridge-like construction gives the front end of the frame unusual rigidity, eliminates all front end body movement, adds steadiness to the radiator, fenders, hood; makes

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AUBURN ANNOUNCES THREE COMPLETE
LINES OF STRAIGHT EIGHTS

Distinctive body styles, improved chassis with Dual Ratio,
feature Salon series; proven value of standard
and custom lines, with refinements,
continued for 1933.

Three complete lines of straight eight motor cars, effectively combining new standards of efficient performance with distinctively modern design, have been announced by Auburn for 1933. An addition to the 8-101 standard and custom lines is the new 8-105 Salon series of straight eight 100 horsepower motor cars.

Continuing Auburn leadership and Auburn pioneering policies, these three lines embody advancements and refinements in construction and design which mark a distinctly new trend in automotive engineering.

Foremost among the features of the new Salon Models are Dual Ratio, L. G. S. free wheeling, silent and constant mesh transmission, full four-point rubber air-cushioned engine mounting, automatic chassis lubrication, automatic hydraulic shock absorbers, airplane strut bracing in cowl assembly, and an entirely new "X plus A" cross member chassis frame which has been proved, by actual tests, to be outstanding in rigidity.

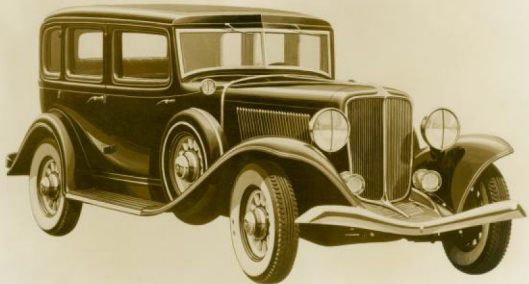
Unusual interest centers in the new Salon series which represents the culmination of eight years of Auburn leadership in development of the straight-eight motor car. Built on a 127-inch wheelbase, cars in this line feature large, roomy bodies unsurpassed for spaciousness and comfort, and strike a new note in exterior and interior design without sacrificing their Auburn identity.

In outward appearance these cars retain the long, sweeping lines



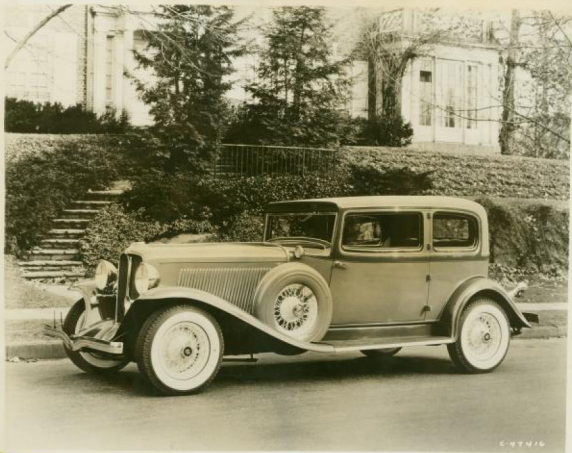
P- 49100

Head-on view of the new Auburn 12-165 series showing individual and grill treatment of the radiator and the propeller type bumper.



B-49100

Side view of the new 5-passenger 12-165 Auburn Salon Sedan. An unusually luxurious and distinctive automobile. Powered with 12-cylinder 160-horsepower Lycoming engine, similar to the world famous engine which broke all speed records at Maroc Dry Lake from one to 500 miles recently. This distinctive car is built on 133-inch wheelbase, and contains such features as: Dual Ratio, new type "X-plus-A" chassis frame, improved L.G.S. free wheeling, silent and constant mesh transmission gears, air cushioned and rubber engine mounting. Note the distinctive treatment of this car throughout. Interiors are richly done in the finest broadcloth and specially designed hardware. Chrome plays an important part in the eye appeal of the car, being lavishly used throughout. Bodies are custom type, retaining the Auburn identity, yet individual in design. Speed in excess of any stock car.



1935. Auburn's 12-161A 2-door 5-passenger Brougham. The flexibility of the Lycoming 160-horsepower 12-cylinder engine, combined with Dual Ratio makes this car the outstanding performer in the industry. Built in 137-inch wheelbase with body swung low and designed with long racy lines, this big roomy automobile dominates the road. IT WILL ACCELERATE FASTER, RUN FASTER, CLIMB HILLS FASTER THAN ANY OTHER STOCK AUTOMOBILE THAT HAS EVER BEEN PRODUCED. This car holds all speed records for from 1 to 500 miles. In addition, it has such features as: silent and constant mesh helical cut gear transmission, L.G.S. free wheeling, ride control, hydraulic shock absorbers, four-wheel hydraulic brakes, Startix, automobile Bijur lubrication, and scores of others.



L-49100

Three-quarter rear view of the new Auburn
12-165 Salon model, 5-passenger Sedan.
Note the beautifully curved, all-metal
rear quarters.



43/20

1933. Side view of the new 5-passenger 12-165 Auburn Salon Sedan. An unusually luxurious and distinctive automobile. Powered with 12-cylinder 160-horsepower Locomobile engine, similar to the world famous engine which broke all speed records at Maroc Dry Lake from one to 500 miles recently. This distinctive car is built on 133-inch wheelbase, and contains such features as: Dual Ratio, new type "X-plus-A" chassis frame, improved L.C.S. free wheeling, silent and constant mesh transmission gears, air cushioned and rubber engine mounting. Note the distinctive treatment of this car throughout. Interiors are richly done in the finest broadcloth and specially designed hardware. Chrome plays an important part in the eye appeal of the car, being lavishly used throughout. Bodies are custom type, retaining the Auburn identity, yet individual in design. Speed in excess of any stock car.



F-49123

1933. The new 12-165 Auburn Salon Speedster. A most unusual and distinctive automobile. Powered with 12-cylinder 160-horsepower Lycoming engine, similar to the world famous engine which broke all speed records at Maroc Dry Lake from one to 500 miles recently. This distinctive car is built on 133-inch wheelbase, and contains such features as: Dual Ratio, new type "K-plus-A" chassis frame, improved L.G.S. free wheeling, silent and constant mesh transmission gears, air cushioned and rubber engine mounting. Note the distinctive treatment of this car throughout. Interiors are richly done in the finest broadcloth and specially designed hardware. Chrome plays an important part in the eye appeal of the car, being lavishly used throughout. Bodies are custom type, retaining the Auburn identity, yet individual in design. Speed in excess of any stock car.



1933. Here is a sport car that attracts immediate attention -- The Auburn 8-101A Cabriolet. The top may be lowered and window glasses left raised if desired. Windshield is hinged. Upholstery is of genuine Spanish leather and top material in a Burbank cloth. Chromplate has been used lavishly throughout, giving the car additional snap. You will like the quick get-away of this car and its ability to maintain high speeds. It contains such features as: Dual Ratio, L.G.S. simplified free wheeling, silent and constant mesh transmission gears, X-type chassis frame, Startix, Bijur Automatic Chassis lubrication, 2-way hydraulic shock absorbers.



1933. Auburn's 5-passenger Custom Sedan in the 8-101A line. A big, roomy automobile build on 127-inch wheelbase. Powered with 100-horsepower Straight-Eight Lycoming engine and includes such features as: Dual Ratio, L.G.S. simplified free wheeling, silent and constant mesh transmission gears, X-type chassis frame, Startix, Bijur Automatic Chassis lubrication, 2-way hydraulic shock absorbers.



C-43159

1933. Three-quarter front view of Auburn's new 1933 Salon 5-passenger Phaeton Sedan. No skimping, no building to a price on these big, luxurious models. One hundred twenty-seven inch wheelbase. Brand new throughout. V-type windshield, individual radiator design, beautifully curved all-metal rear quarter and rear end treatment. One hundred horsepower, Straight-Eight Lycoming engine coupled with Dual Ratio gives this car performance qualities that are unusual. Contains such features as Dual Ratio, new type "X-plus-A" chassis frame, silent and constant mesh transmission, L.C.S. improved free wheeling, Startix, 4-point rubber air cushioned engine mounting, automatic chassis lubrication, automatic hydraulic shock absorbers, 4-wheel hydraulic brakes.