

A-27



**BEHIND
THE
NAMEPLATE**

**Auburn Automobile Company
Auburn, Indiana, U. S. A.**



AUBURN
M o t o r C a r s

AUBURN AUTOMOBILE COMPANY

AUBURN, INDIANA

BEHIND THE NAME PLATE

Foreword

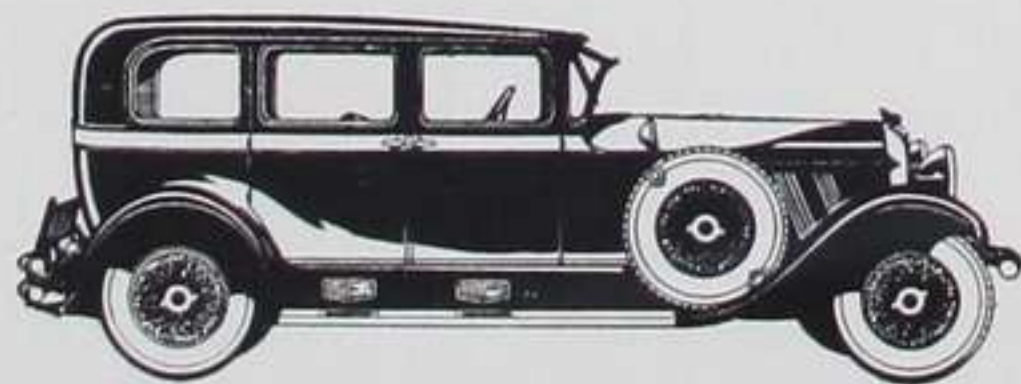
THE beauty of design and finish may be the first thing to attract you to the AUBURN motor car, but, after all, "Beauty is as Beauty does," and it is the inbuilt quality and stamina of the AUBURN that is responsible for its many thousands of owners and boosters.

When you purchase a new home, you don't stand on the walk in front and inspect it, then buy it because it has a color that is pleasing to you—emphatically not. You carefully inspect every room noting all conveniences and if it meets your requirements better than any other you purchase it. It is the same with Auburn cars. We feel that Auburn cars are the last word in style and beauty, but before you buy we want you to drive a number of the models noting the convenience of starting, ease of riding, large, wide doors, the convenience of the Brewster type windshield for night driving, and all the other refinements and mechanical improvements which make Auburn the greatest value on the market today.

In designing the new series 6-80, 8-90 and 120 models, we felt our first obligation was to previous Auburn owners because they have made possible Auburn's rapid growth and wonderful success. To continue to enjoy their patronage and protect their investment the new series embody no changes that obsolete previous models, but are, due to additional niceties and mechanical refinements, the last word in motor cars.

With this in view we have built what we believe to be the best line of motor cars on the market.

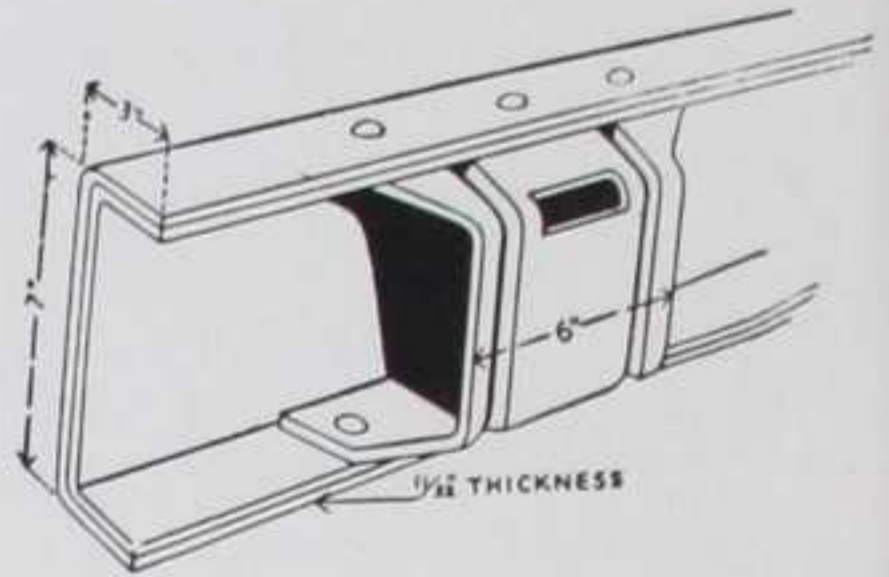
This booklet contains just plain facts which illustrate the superior construction of Auburn cars and is prepared to substantiate our belief that AUBURN offers the greatest value in motor cars.



Frame

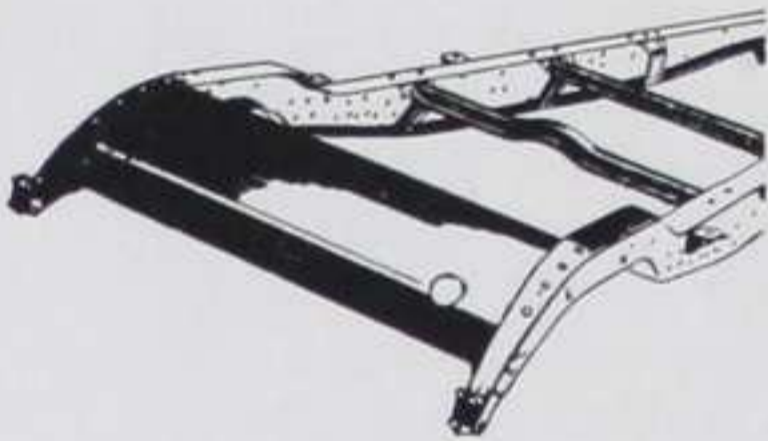
The foundation of any motor car is the chassis frame and on this one particular unit much depends in the satisfactory service you will receive from your motor car.

For that reason we have made the frames under all new Auburn cars, in our honest belief, the strongest frames ever put under any automobile at any price. They are shimmy-proof and give the car unusual stability at any speed on any road, because they are made of heavier steel, deeper, wider and reinforced by more cross-members.



Double armor-plate frame and shimmy-proof motor supports.

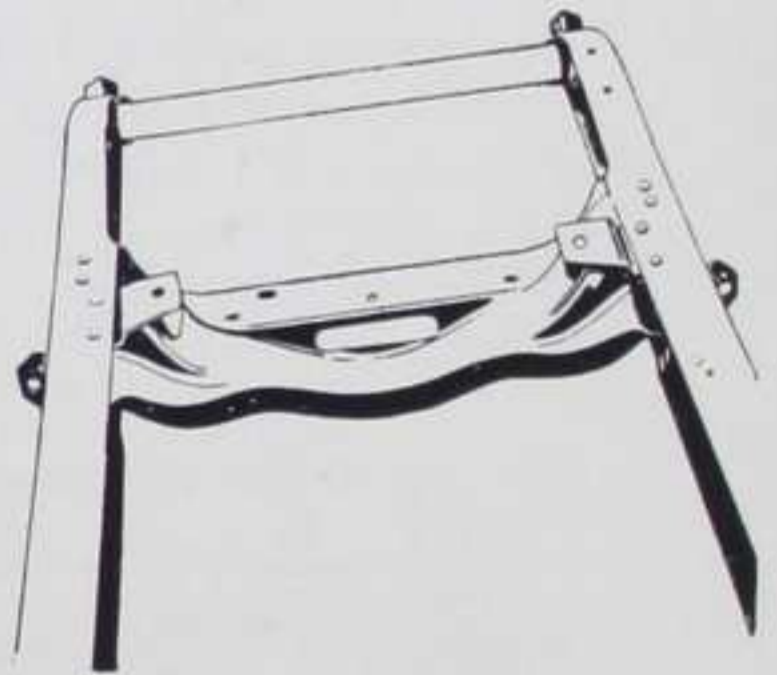
The frame of the 120 model is made of pressed steel $\frac{3}{16}$ of an inch thick with side rails seven inches deep and three-inch flanges. The front ends of the side-members are joined by a 2-inch tubular cross member; a U-shaped member joins the center point of the side rails, and an inverted pan cross-bar out of $\frac{5}{32}$ -inch stock boiler plate nearly 16 inches wide



Rear boiler-plate cross member, extra-wide gussets and frame one-inch deeper for entire length.

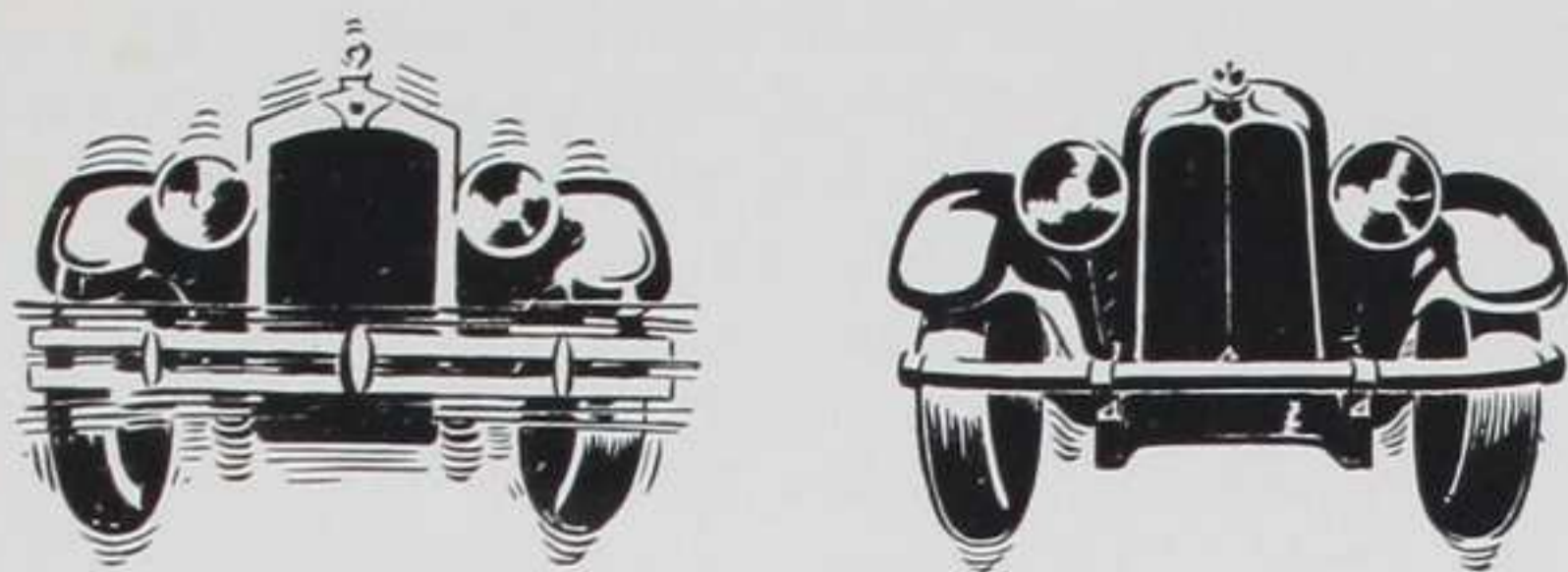
is inserted at the rear of the frame which completely covers the top of the 18-gallon gas tank. One channel cross-bar is used and the rear motor mountings act as an additional safety factor and absolutely eliminate shimmy. A $\frac{5}{32}$ -inch reinforcement channel is placed inside of the side rails running from the front end of the spring horn to just behind the rear motor support.

In addition to the above described tubular and channel cross-members the 120 has a combination angular and step channel member joining the front of the side rails just back of the 2-inch tubular cross member. The front motor supports are strongly gusseted to this member



Note the sturdy angular step channel cross member which forms an unusually strong front motor support.

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*Auburn remains steady on the road at all speeds.
No wobbling or weaving.*

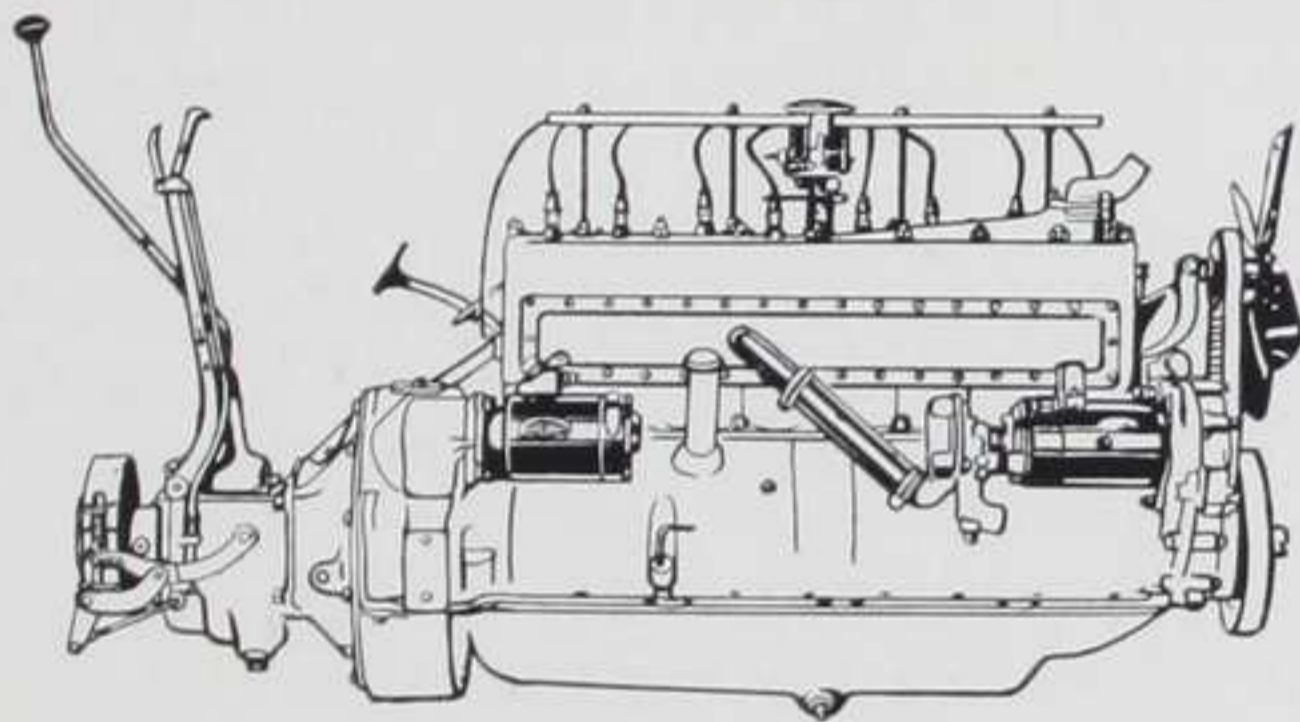
as well as to the side members of the frame, which makes an unusually strong motor mounting. The radiator is also mounted on this box-like member which absolutely eliminates radiator shimmy.

The frame of the 8-90 is equally as strong as the frame of the 120 and has all the features of the 120 frame with the exception of being a few inches shorter in length.

The frame of the 6-80 has all the general dimensions of the 120 and 8-90 model excepting the reinforced channel. This gives the 6-80 the strongest frame used on any passenger car listing for less than \$1,000.

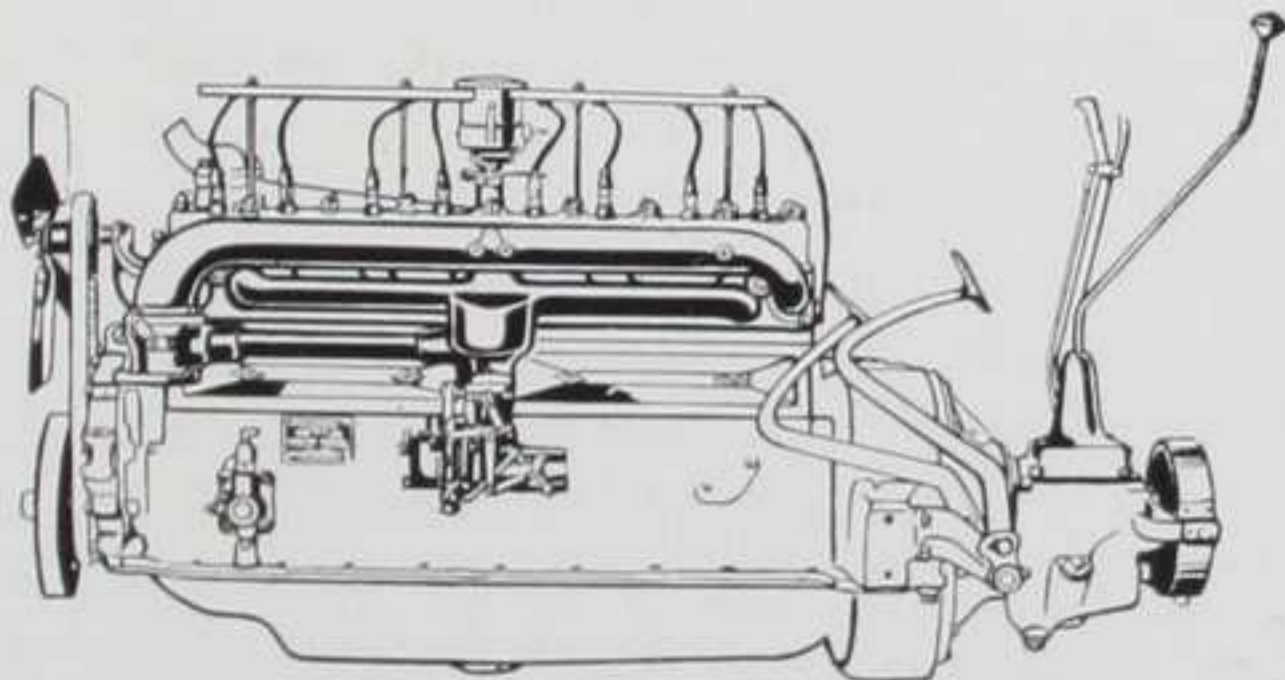
Motors

Our new series 120 is one of the most powerful American production cars, delivering 125 horsepower.



Right Side of Model 120 Motor.

A Lycoming straight-eight motor with a bore of $3\frac{1}{4}$ inches and a stroke of $4\frac{1}{2}$ inches is used. The piston

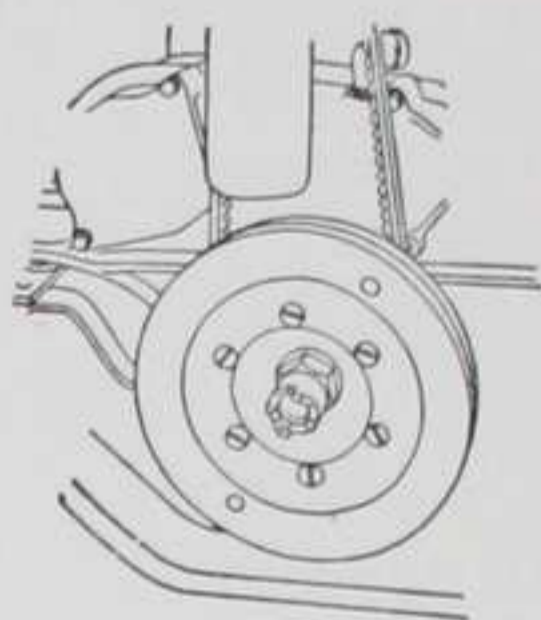


Left Side of Model 120 Motor.

displacement of this model is 298.64 cubic inches and develops a maximum of 125 horsepower. Compression ratio of 5.25 to 1 is standard with 6.56 to 1 as optional.

This model is very powerful and has obtained its super power through improved manifolding, carburetion and combustion chamber design. The design enables Auburn to pack a greater charge of gas into the cylinders through dual manifolding, dual carburetion and improved head and port design.

With the dual carburetion and manifolding on both the 120 and 8-90 models each cylinder is insured of the proper charge of gas.



Vibration is minimized by the use of a Lanchester balancer.

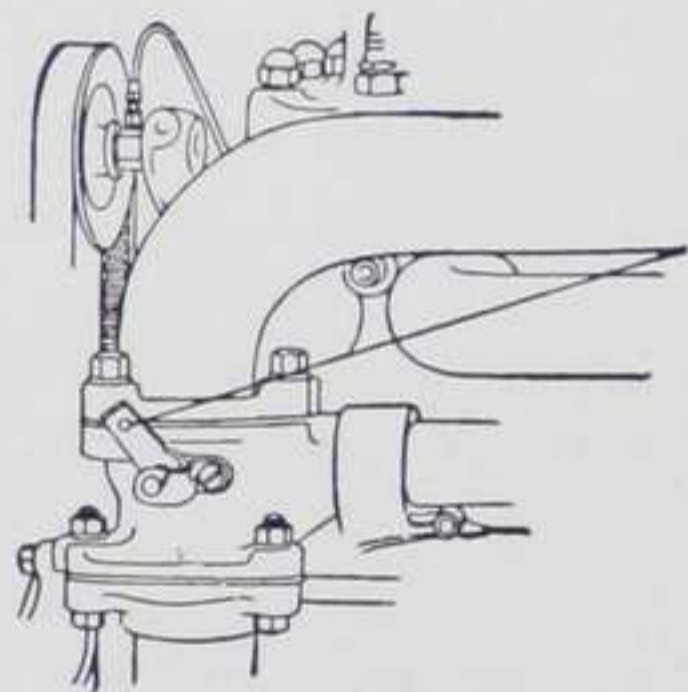
In operation it is practically on the same principle as though two carburetors and two manifolds were used, the carburetor, while having only one bowl, has two vent tubes and there is an intake manifold to each four cylinders. There is a separate idle adjustment for each set of four cylinders, but the one high speed adjustment takes care of the entire eight cylinders.

The dual carburetor is very simple in operation and no more difficult to adjust than the ordinary single carburetor; and it insures full charge for each cylinder, giving far greater smoothness of performance, power and speed.

While dual carburetion is used on the straight eights, it is possible in the six-cylinder model to secure maximum efficiency with the use of a single carburetor; therefore, it is not equipped with dual manifold nor carburetor.

Vibration in the 120 and 8-90 models is minimized by the use of a Lanchester vibration dampener.

In the model 120, we have been able to secure 125



This lever on manifold exhaust operates from dash and opens and closes valve that permits warming fuel as weather conditions require, insuring greatest efficiency.

horsepower without raising compression to the point that special high-priced fuels are necessary, which is an item of considerable importance to the purchaser as, of course, it means considerable saving in the operation of a motor car. At the same time we have so distributed the motor heat as to reduce both water and oil temperatures 20 degrees, which is a certain guarantee

of even longer life because of better lubrication.

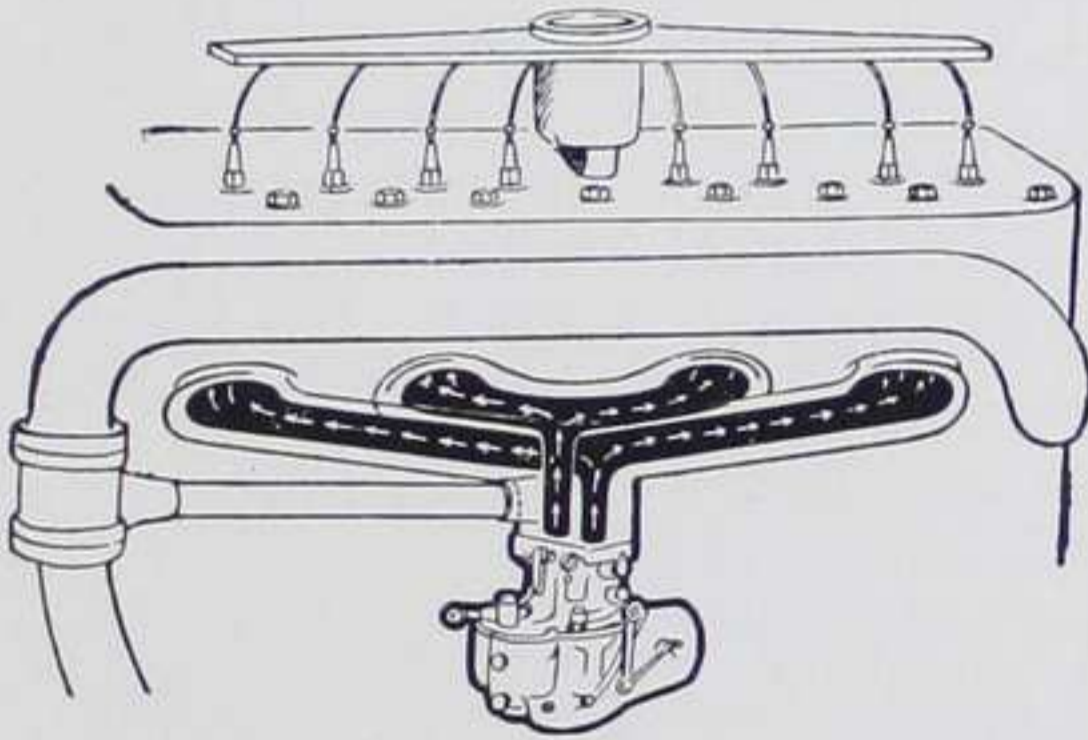
Our high speed, flexibility and smooth running in all models are obtained by the use of Bohnalite steel strut pistons and connecting rods which are perfectly balanced; also, by the latest engineering improvements in gas distribution.

The Bohnalite steel strut pistons are much lighter than the ordinary cast-iron pistons which means less pressure on the bearings; therefore, longer wear and freedom from bearing troubles in the motor.

Thermostatic heat control is standard on all motors which insures their operation at even temperature regardless of weather conditions. The model 120 engine is equipped with manifold heat control which enables you to operate the car at maximum efficiency under any weather condition, by controlling the amount of heat at the carburetor, and insuring proper vaporization of all fuel before entering cylinders.

All three models are equipped with Lycoming motors, which, in our judgment, are unequalled in horsepower output by any stock motors ever built of comparable size. Lycoming is also the world's largest producers of eight-in-line motors, which offers Auburn the added advantages of quantity production.

We feel safe in saying there are no better motors on the market for power, flexibility, smoothness, quietness and durability, and we only ask you to drive one of the new Auburn cars to prove it.



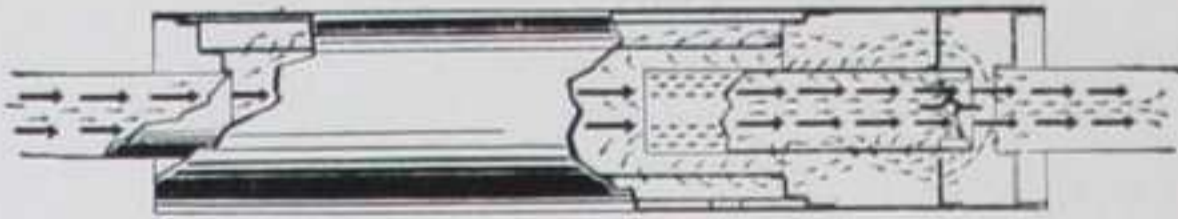
Showing dual carburetion principle and method of concealing wiring.

The appearance of all Auburn models under the hood is unusually clean, and all wiring, with the exception of very short wires to the spark plugs, is concealed. Wires above the spark plugs are carried in specially designed conduits, which greatly add to the neat appearance of the motor. Wiring cable used is the finest available being of the corona-proof type which gives complete assurance of freedom from ignition leaks that result in

loss of power and are very common when inferior types of cable are used.

Special Muffler Design

In this day and age of high speed, it is essential that all parts be designed with this point in view. The muffler on the 120 model is of the very latest scientific con-



Special muffler with by-pass for increased power at high speeds.

struction with special exhaust by-pass controlled from the front compartment. When this by-pass is open the exhaust gases have direct passage through the muffler and back pressure is reduced from about 5½ to 1½ pounds. This is especially useful in the increased power it gives at higher speed and even with the by-pass open there is no objectionable exhaust noise.

Steering Gear, Clutch, Transmission, Etc.

Cars must now be very easily handled for the convenience of the women drivers and the Auburn 120 steers with astonishing ease. The cam and lever steering gear is used with an 18 to 1 ratio, and as the cam is mounted between two $\frac{5}{16}$ -inch ball bearings, one at each end, the cam is given a very free movement and unusually easy steering control is gained. These features are particularly appreciated when parking the car in small space or in turning sharp corners.



Phantom view of steering gear.

The transmission, clutch, universal joints and axles have all been improved in design and quality to take care of the increased torque and have been especially selected for their freedom from troubles and quietness in operation.

Quality has simply been poured into every part of the 120, 8-90 and 6-80 models to meet all requirements, and then we added more than was required for factors of safety and endurance.

Every detail in the construction of the Auburn is given special attention for long wear and freedom from annoyances. For example, to operate the stop-light when the brake pedal is depressed, we have connected a

rod from the switch to the brake pedal in place of merely using an ordinary wire.

A very small feature but one which illustrates the length to which Auburn has gone in the sturdiness



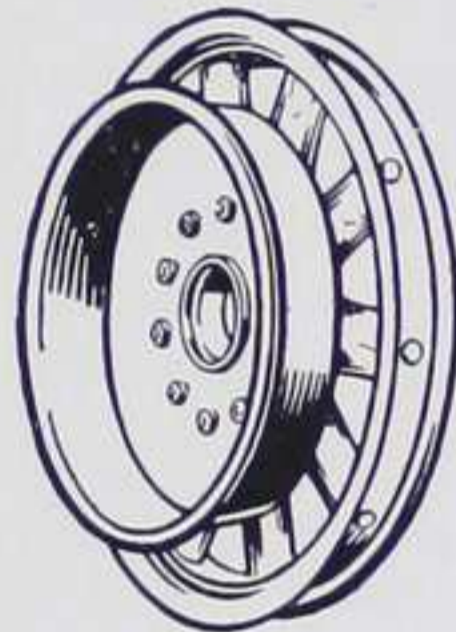
Tail lamp bracket unusually sturdy.

of the chassis, is the tail lamp bracket with which all models are equipped. This bracket is of heavy steel tubing and unusually sturdy.

Brakes

While acceleration is one of the primary requisites of a motor car, braking power is equally important and in this day of increased speed as well as the large volume of traffic on the roads, brakes are of supreme importance.

With this in mind, Lockheed hydraulic internal expanding four-wheel brakes are used on all Auburn models. All brake drums are carefully machined and there is a wide flange on the brake drum which keeps it perfectly round and true, insuring equal braking pressure even after long and hard usage. Our experimental cars have traveled as far as 20,000 miles without an adjustment of any kind.



Extra large brake drum, ground to a true curve with reinforcing ring that keeps its shape permanently true.

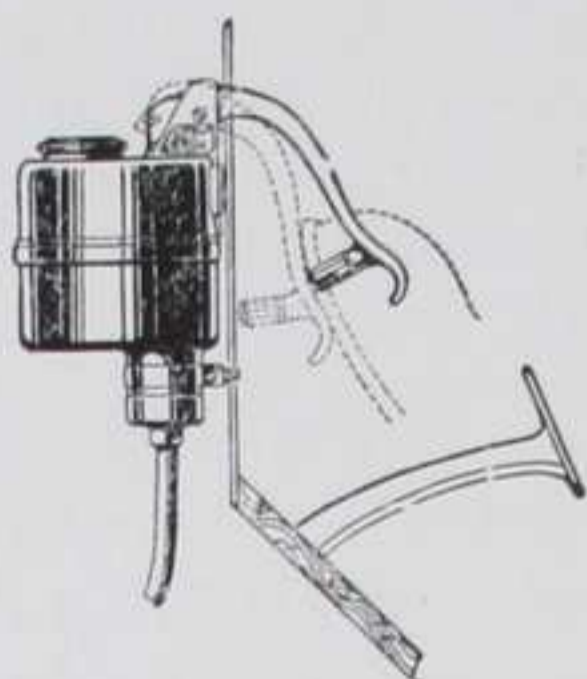
One of the very important features of the latest type of hydraulic internal expanding brakes, as used on Auburn, is the fact that the pressure cylinder is directly connected with a supply tank filled with braking fluid so that braking lines and pressure cylinder are at all times sure to be full of fluid and give instant, easy and positive operation, the supply tank taking care of all expansion and contraction of the liquid or any small loss that might occur.

Pedal pressure is extremely light, although positive braking action results, and both clutch and brake pedals are covered with rubber pads to avoid any possible damage to driver's shoes.

Chassis Lubrication

The most wonderful chassis ever built would be useless after a few hundred miles of operation without proper lubrication, and, as we believe we have the finest chassis, we naturally would use the most reliable and

efficient oiling system and one which operates with the least bother to Auburn owners. The Bijur system of lubrication was selected because it meets every require-



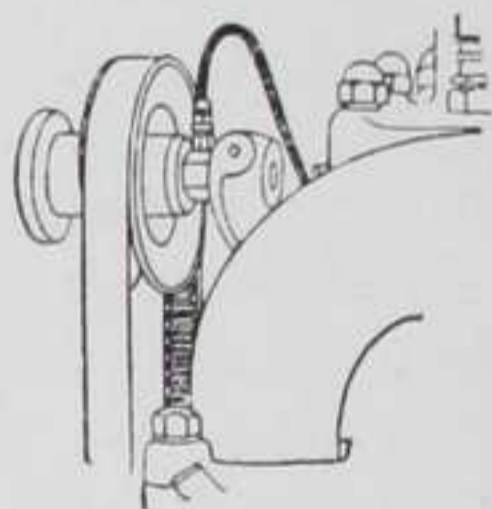
Bijur chassis lubricating tank and operating pedal under dash.

ment. This system enables you to oil 21 points on the Auburn chassis simply by giving a pedal a light push with your foot. Among the 21 points oiled are the fan bearing, water pump bearing, clutch throw-out bearing, spring shackles and the king pins. Think of it—a Saturday afternoon's greasing job done in ten seconds by a push of a pedal. Metering pins on all points oiled automatically see that each bearing gets just the right amount of oil.

The Auburn 6-80 model is the only car listing for less than \$1,000.00 that has the Bijur system installed as original equipment.

Wheels

Wood wheels of an entirely new ten-spoke design are used with exceptionally large spokes, making a very sturdy looking wheel and adding to the beauty of the car.

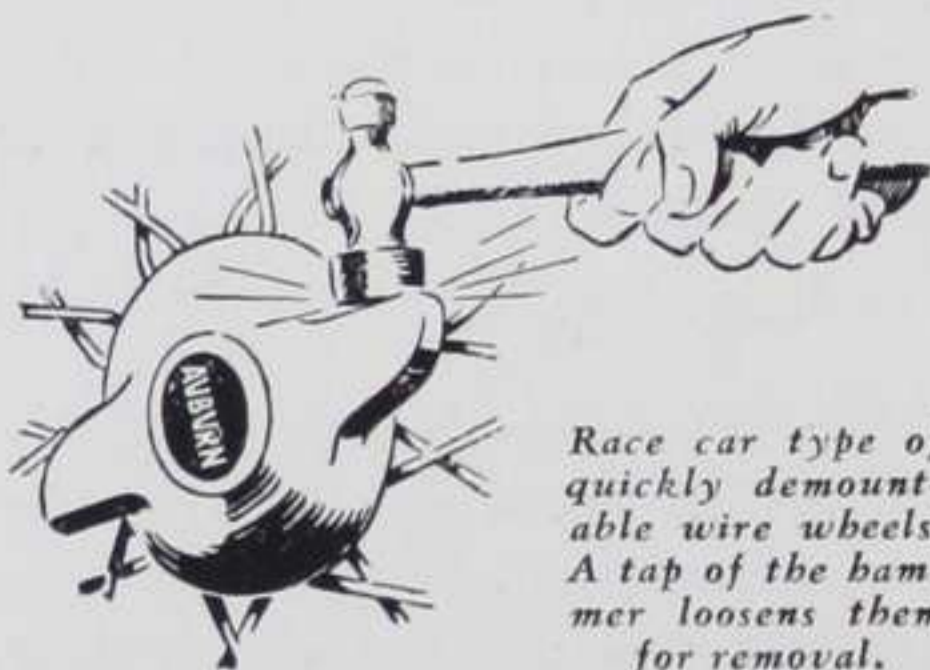


Metering pin on fan bearing, one of the 21 points lubricated.



New 10-spoke wood wheel.

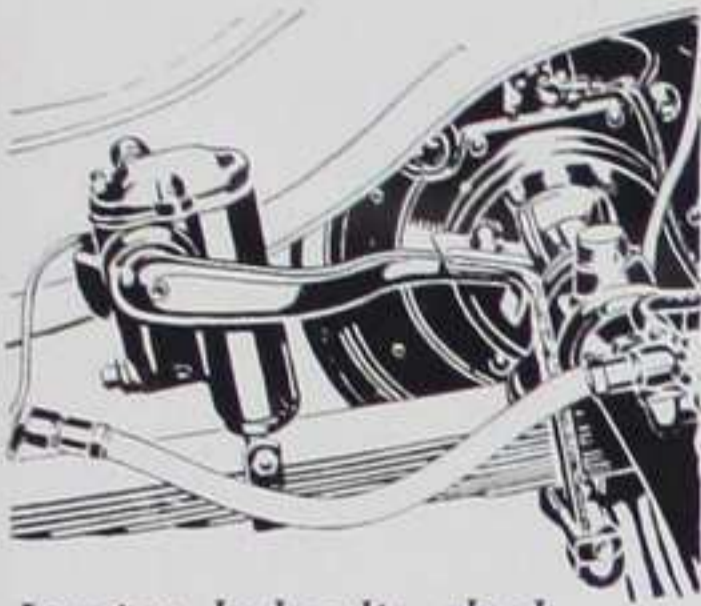
Wire wheels are of the Dayton design with quick demountable hub caps, making it possible to change a wheel in a very short period of time by merely removing the hub cap. These wheels have been tested under the severest of conditions and we know they will stand up and give unusually satisfactory service.



Race car type of quickly demountable wire wheels. A tap of the hammer loosens them for removal.

Springs and Shock Absorbers

The springs on the 120 model are of the semi-elliptic type with eleven leaves made of the strong silico-manganese steel composition. The overall length of the rear springs is $56\frac{3}{4}$ inches, each leaf being $2\frac{1}{4}$ inches wide. Springs on the 8-90 and 6-80 are equally as strong and as sturdily constructed.



Lovejoy hydraulic shock absorbers.

Four hydraulic shock absorbers are standard on all chassis models and these coupled with the long, thin spring leaves keep the car steady at all speeds and under any road conditions.

Running Boards

Instead of using the ordinary wooden type of running boards with their many faults, such as splitting, easy



Steel running boards.

warping, and easy breaking in collision, Auburn uses all-steel running boards which form a regular side bumper for all models. The running boards are rubber covered to prevent slipping and carry out the general line of Auburn beauty.

The running boards on the 120 models are equipped with scuff plates and kick plates are placed in the flashing just underneath the doors. These add a dash of distinction to these models and are very serviceable.

Radiator

The radiator on the new 120, 8-90 and 6-80 models is designed to give a higher and narrower appearance, making the Auburn unusually distinctive, and it is interesting to note how



New radiator cap.

other manufacturers have copied this front end design. A narrow, chrome-plated strip through the center of the radiator adds an appearance of height. The radiator shell is chrome-plated, and a neatly designed radiator cap, beautiful in its simplicity, adorns the top of the shell. The cap is removable by just a quarter turn.



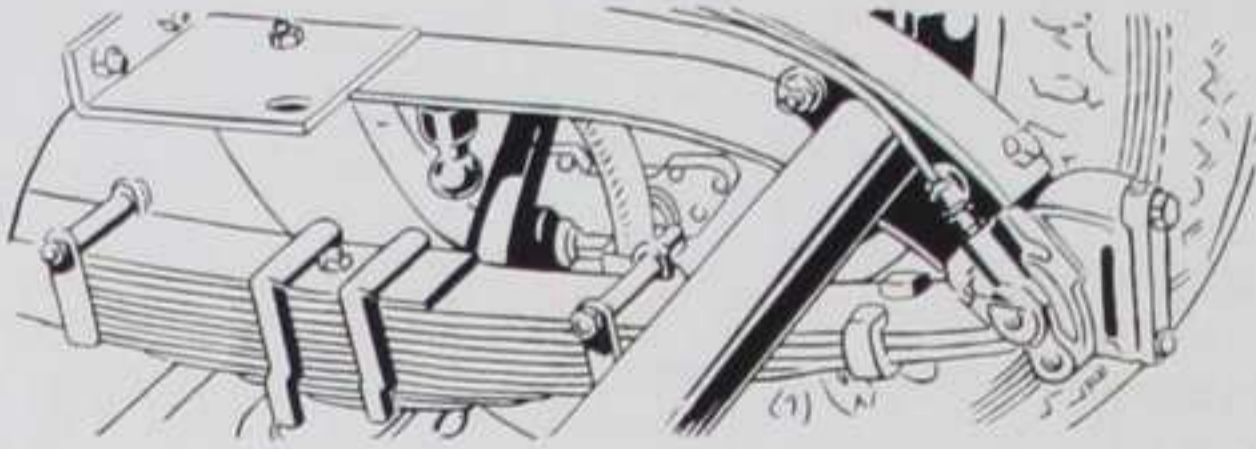
Large radiator, insuring ample cooling capacity.

The water is driven through the five-gallon capacity

cooling system by a centrifugal action pump and thermostatic heat control is used.

Bumpers

Bumpers are of the large, round bar design in front, and the bar type bumperettes are used on the rear. On the 120 models the bumpers are chrome-plated, while on



Front spring and bumper mounting integral with frame.

the 8-90 and 6-80 models, black enameled bumpers are standard—chrome-plated being furnished at slight additional charge.

Bumper brackets are cast as an integral part with the ends of the frame on all models bringing the bumper action closer to the frame and making it more able to withstand shocks by throwing them directly into the heavy chassis frame.

Headlamps

The headlamps on the Auburn models are the largest used on any stock car in America, measuring 13 inches in diameter; and in addition to being the most beautiful lamp used by any manufacturer, give perfect illumination for night driving.



Extra large headlamps.

Monogram lenses, which give an equal distribution of the light rays, of 11½-inch diameter are used. Headlights on the 120 model are dimmed by resistance and on the other models by double filament bulbs. The storage battery is located along the right-hand chassis side rail directly under the front seat.



Sturdy tire lock.

Tire Lock

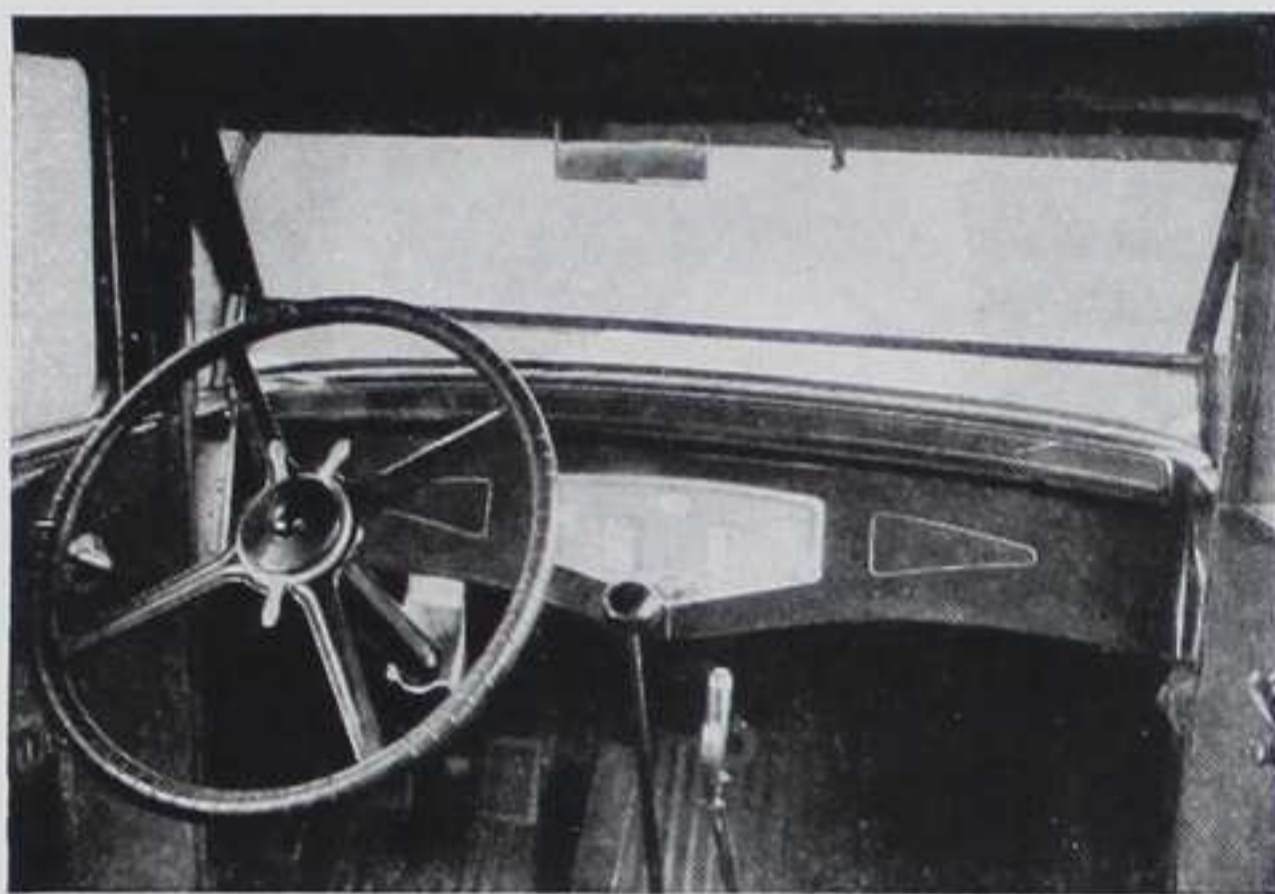
For the tires mounted on the side, a special

type of tire lock is used that is not only very pleasing in design, but extremely serviceable as well, and very easily operated.

Steering Wheel

The steering wheel on the Auburn models is of hard rubber composition, large in diameter but with a small rim, better fitting the hands of the woman driver and, also, easier to handle for the man as well.

Auburn pioneered the placing of the light switch on



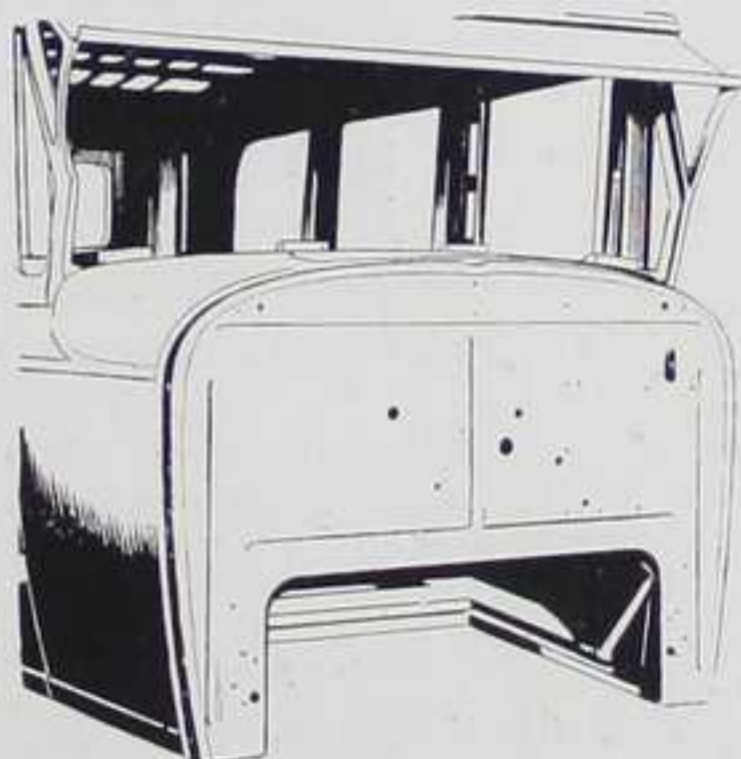
Steering wheel and controls. Note rubber covered pedals and rubber mat.

the steering column and continues the spark, throttle and lighting switch controls on the top of the steering column where they can be reached without removing the hands from the wheel. These control levers, however, are of a special design in hammered silver finish to match the other interior hardware.

Body Construction

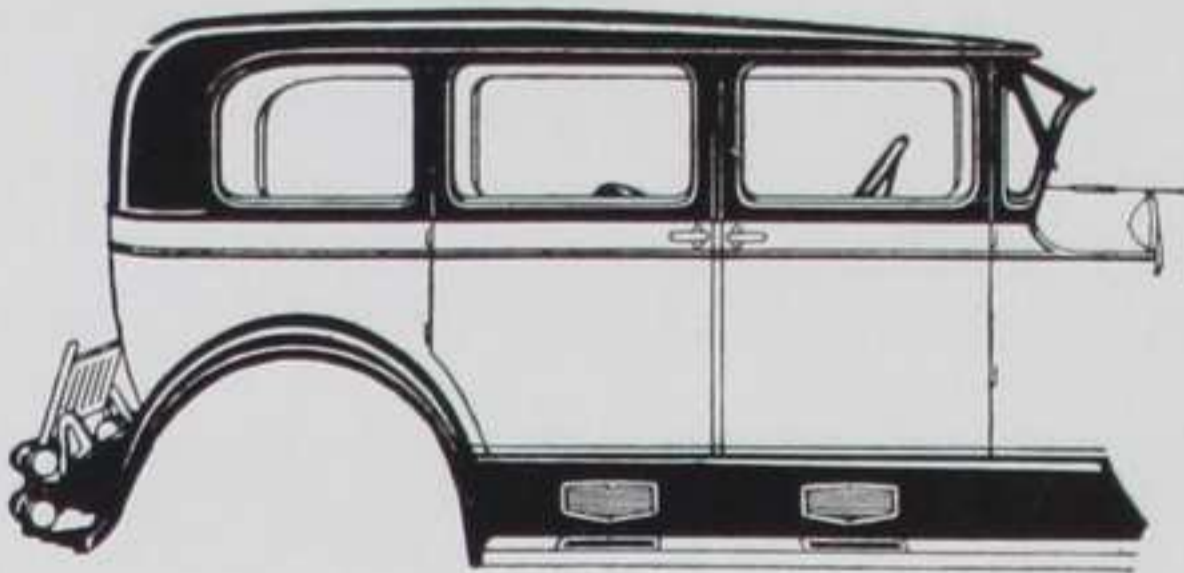
In the construction of the Auburn bodies every care has been exercised to make them as sturdy as possible and to eliminate all squeaks, rattles, and other petty annoyances.

The wood frame-work of the body has been made much heavier and doubly reinforced, especially in the front end, and exceptionally heavy material has been used with all joints thoroughly screwed and glued or fastened with wooden dowels, whichever practice was the better for that particular joint.



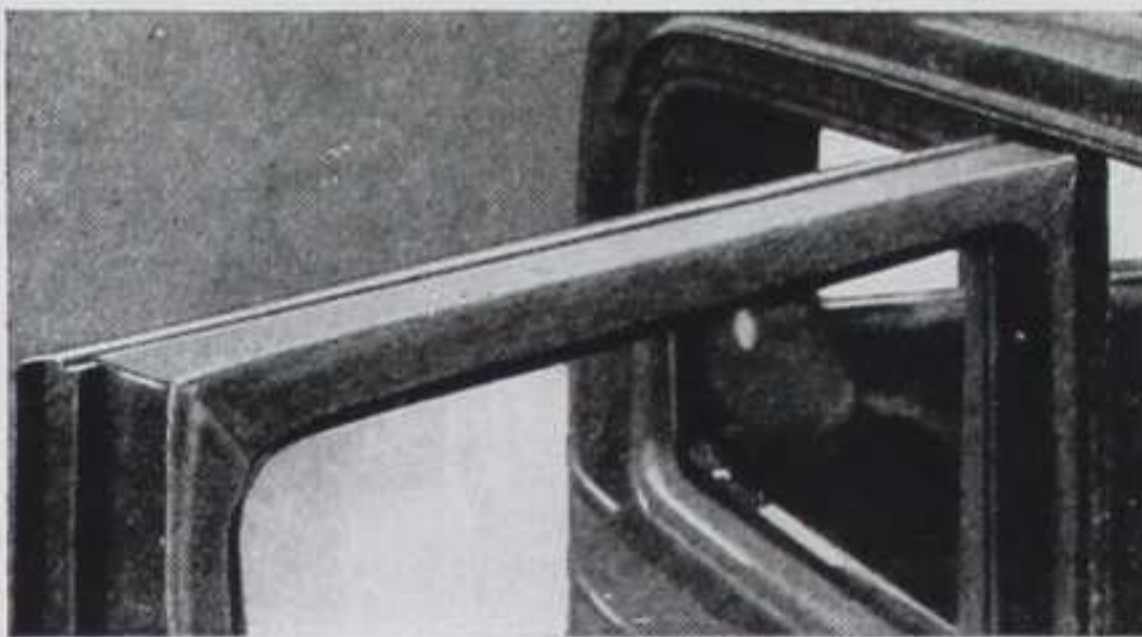
Metal dash on body.

The body frames are thoroughly braced at all points of strain with angle irons and these angle irons are so designed that they fit snugly into the corners and anti-squeak is used between the irons and the frame-work to prevent all possibility of squeaks.



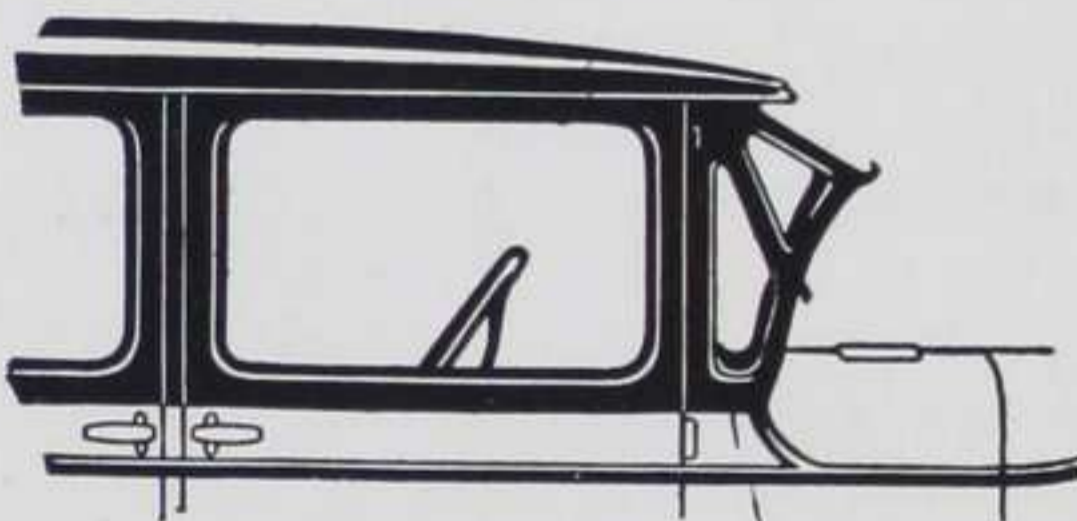
Metal side quarters, Brewster type windshield, lower and stronger construction.

The front of the cowl is of metal and the instrument panel is of metal and so placed in the body as to form a rigid brace between the sides. The metal panels are die-formed, making them unusually smooth and an absolute fit on the body frame-work.



Top of door grooved to make thoroughly water-tight.

Auburn continues to use the metal roof quarter, which design it pioneered over five years ago and that



Brewster type of windshield, felt padded metal glass channels, heavy door posts, hammered silver hardware.

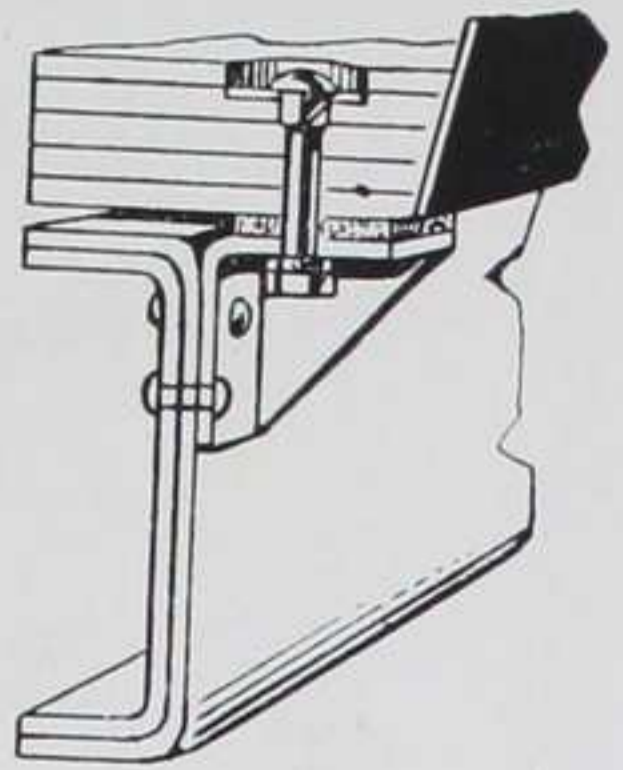
has since been copied by many higher-priced motor cars.

The door frames, as well as the sides of the doors, are metal covered and doors run the full length of the body, fitting flush with the bottom sill and not resting on top

of the sill, eliminating any possibilities of rattle and rumble from this source.

To make all doors absolutely water-tight and insure no water getting in at the top of the door, all doors have a groove along the top that will catch all water that might leak in from the outside edge at the top of the door.

Brewster windshield is, also, used on the sedans and sport sedans, and has been improved in construction, making it thoroughly water-tight. The sloping upper glass of the Brewster windshield prevents all glare from lights in the rear in night driving, which is a feature of importance these days of heavy traffic.

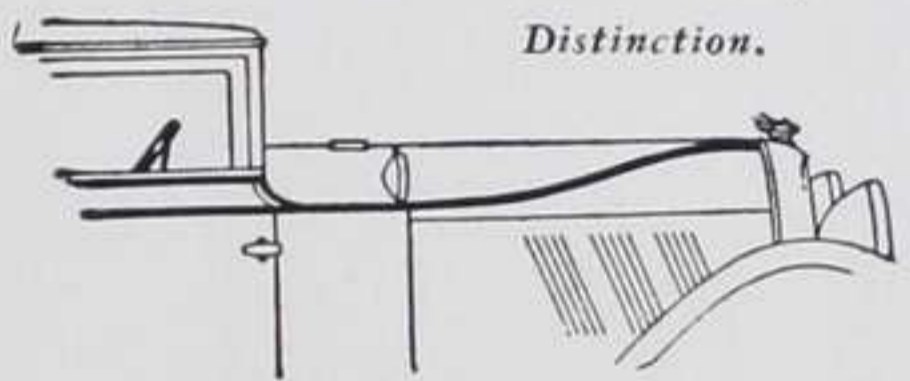


Double strength frame and body mounting on anti-squeak pads.

To avoid squeaks and rattles, all bodies are mounted on rubber pads as shown in the illustration and anti-squeak is also liberally used in the mounting of fenders and flashings to prevent metal touching metal and causing squeaks.

Body Design and Seating

Design of the bodies of the Auburn models has been refined to make them a little more pleasing to the eye, and at the same time no radical changes have been made that would obsolete previous motor cars built during the last five years. This is a feature of great importance as it insures you that the car will not be obsolete when you decide to trade it in for a new one.



Distinction.

Auburn continues to be the most individual and distinctive car in the industry by using

the curved bead up over the hood, which is one of the



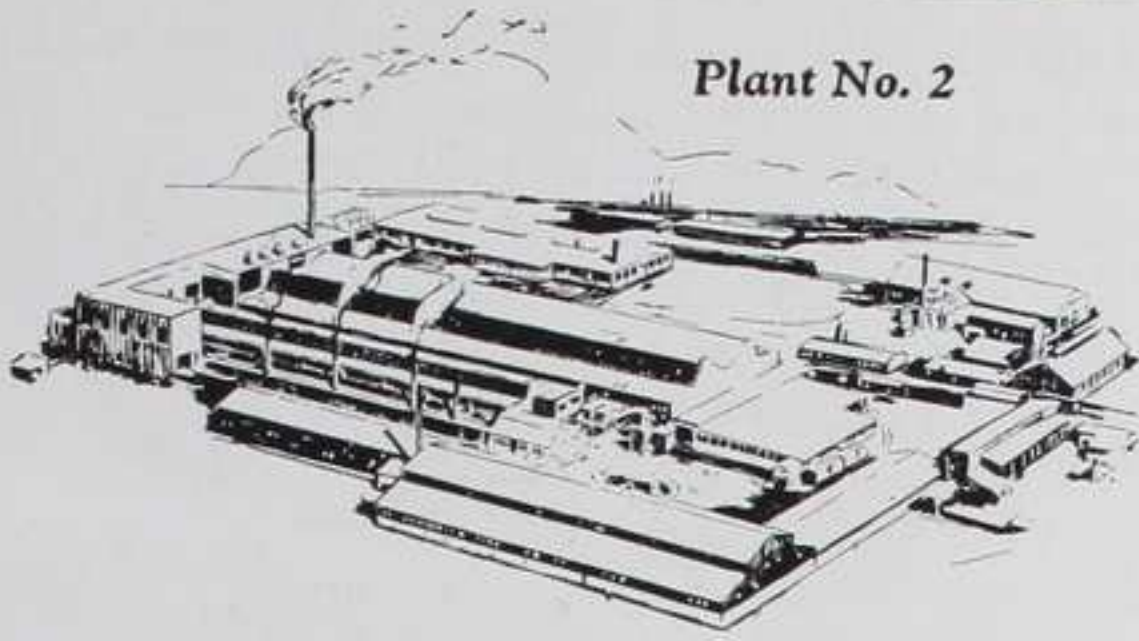
Cars of other design.



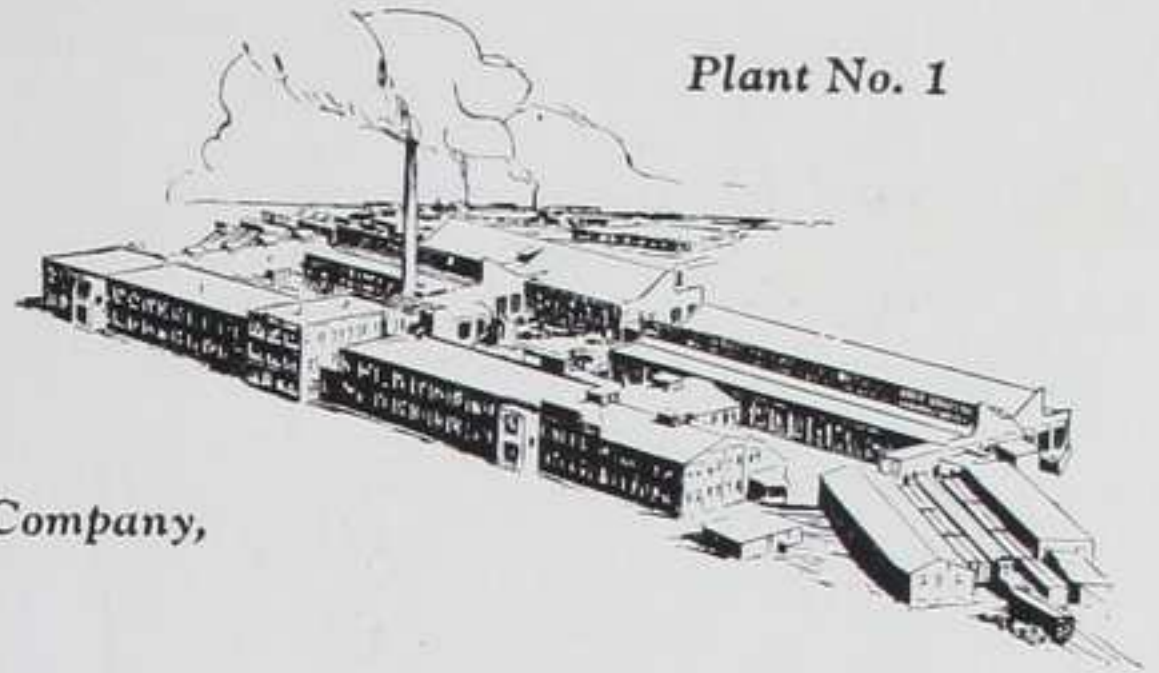
Auburn seating position.

most envied designs on any motor car and has openly been copied in recent months by several makes of cars, some of them of custom design and the highest priced on the market.

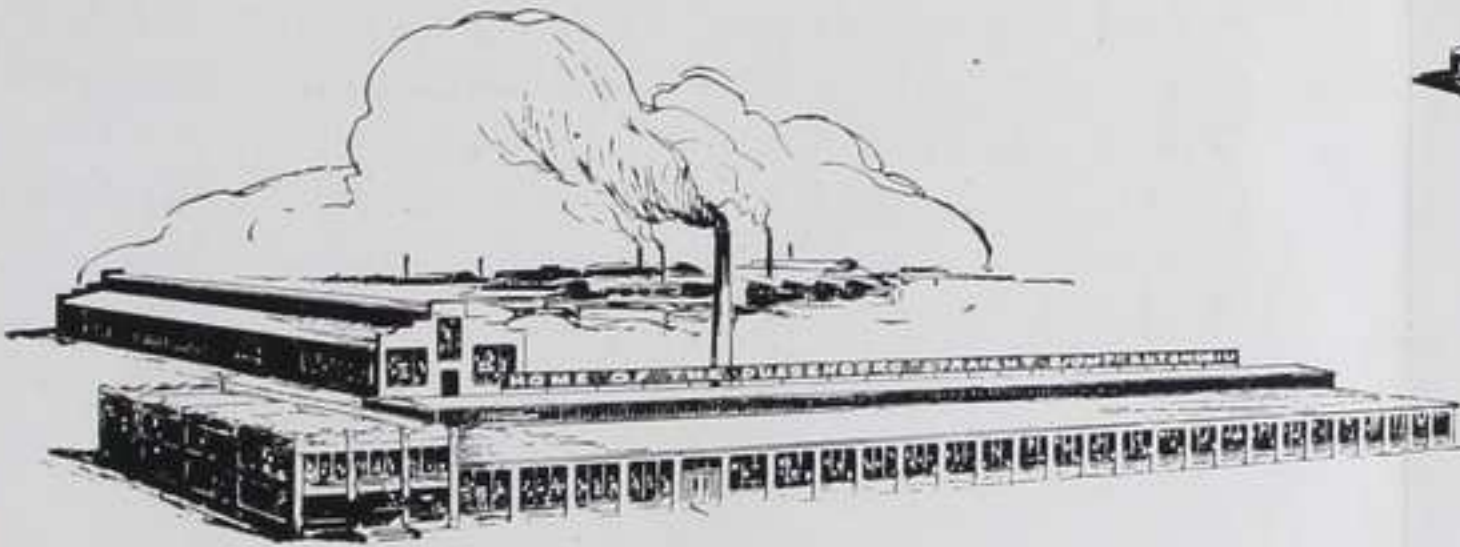
Plant No. 2



Plant No. 1



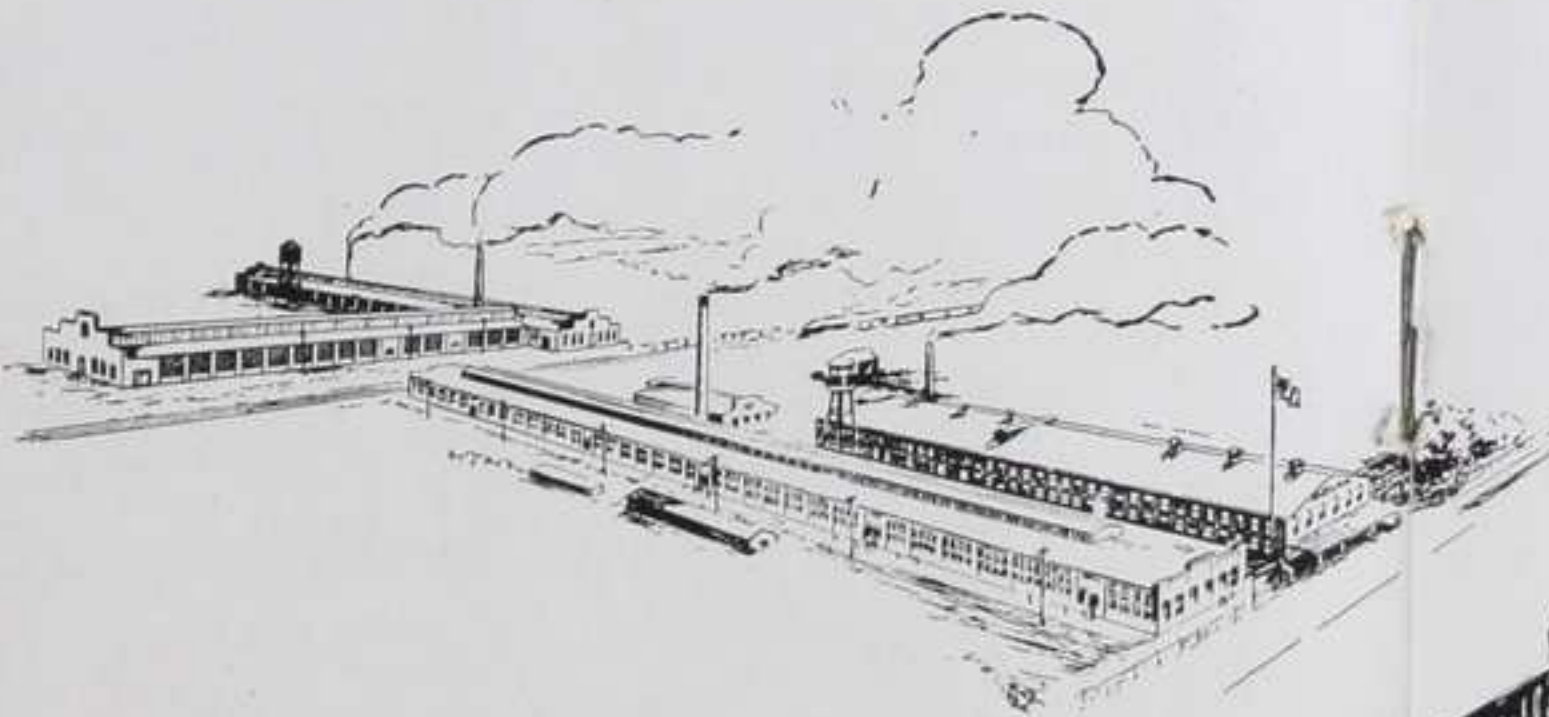
Lycoming Manufacturing Company,
Williamsport, Pa.



Duesenberg, Inc.,
Indianapolis, Ind.



Auburn Automobile Company,
Auburn, Indiana



Auburn Automobile Company, Connerville Plant

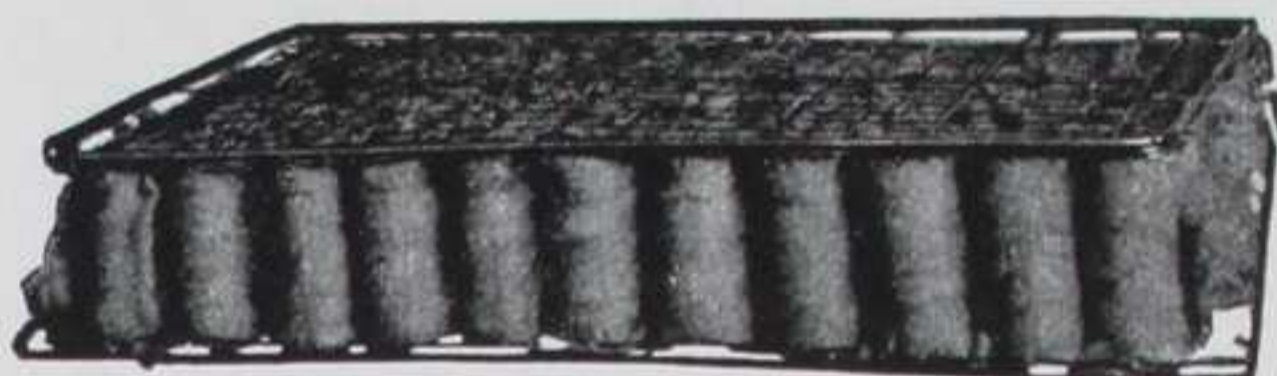


Limousine Body Company, Kalamazoo, Mich.

The seating arrangement in every body model is such as to give perfect comfort for the specified number of occupants of the cars and enable them to ride all day without fatigue.

Cushions and Upholstery

Cushions are soft and deep and the luxura type cushion springs are used in the 120 models and the seat cush-



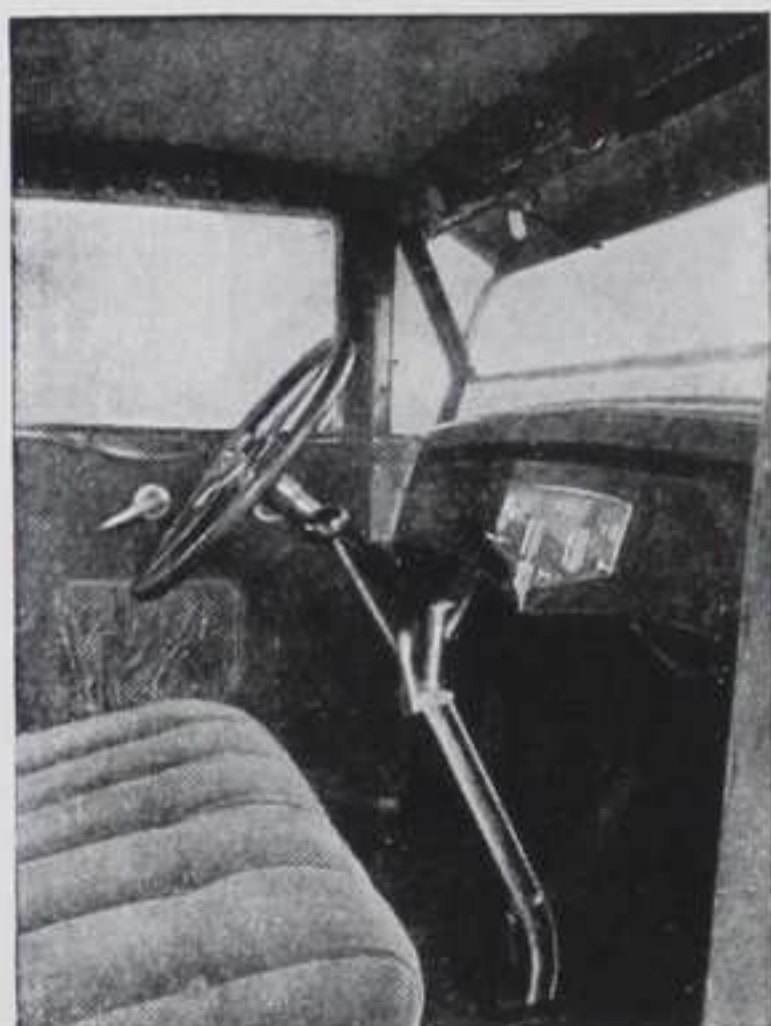
Cushion spring. Heavy frame and every coil in individual sack.

ions are exceptionally wide, forming a support under the legs that makes them unusually comfortable. The luxura type cushion springs have each individual spring enclosed in a cloth sack preventing any possible squeaks or rattles from the springs, and, also, making them operate entirely independent in action and giving more resilience on rough or rutty roads.

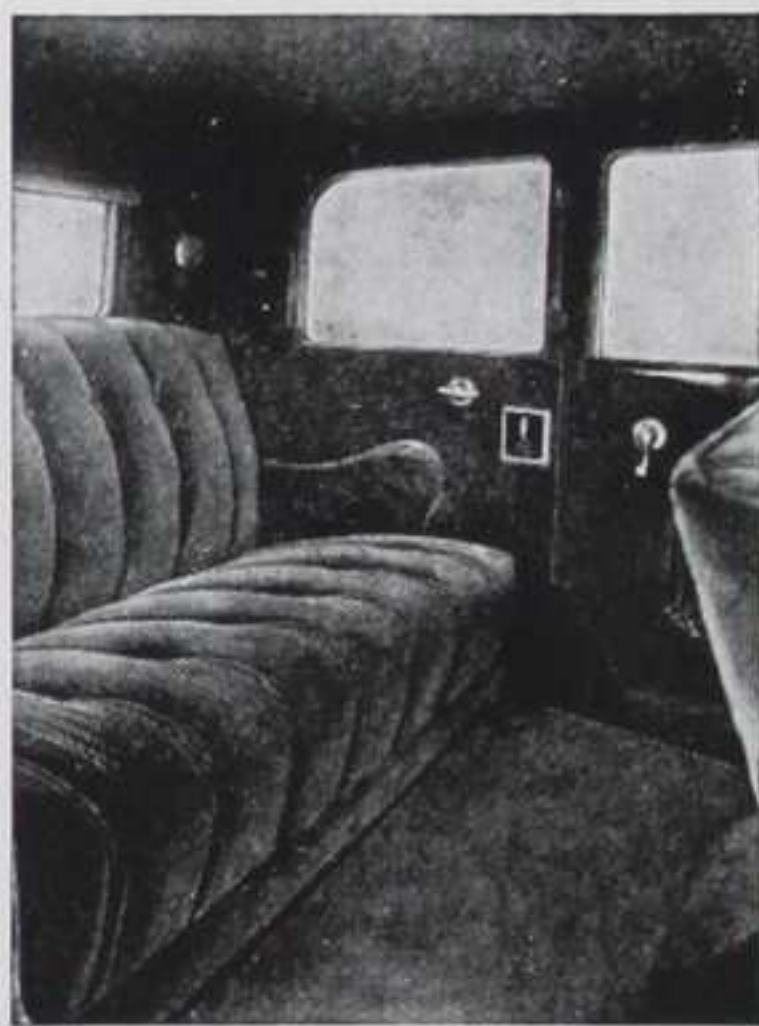
Cushions in all models are thoroughly padded with cotton pads which means much in the long life and comfort of the cushion.

Controls and Interior Fittings

A special effort has been made to see that all controls, including steering wheel, gear shift lever and emergency brake lever are ideally located for convenient access of the driver and a new accelerator of the large treadle type has been provided which is rubber covered so as not to



Front compartment of sedan



Rear compartment of sedan.

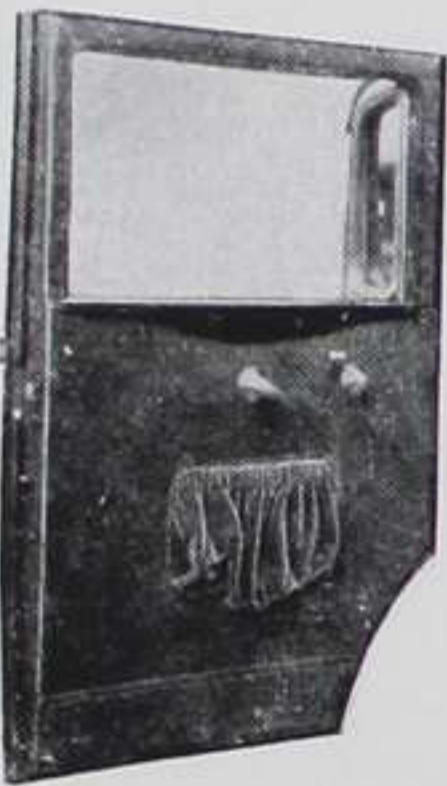
ruin a lady's shoes in driving, and giving perfect comfort regardless of the length of the drive, not tiring the leg or ankle. Interior fittings are of the finest and of a special hammered silver finish design, greatly adding to the beauty of the interior of the car.

Doors are operated with remote control handles that are much more convenient to reach when seated in the car. These handles also lock the doors securely by merely pulling them up when leaving the car. Sedans and sport sedans are equipped with dome lights, and the 120 models with reading lights in the rear quarters.

Special care has been given to the upholstery of all models, leaving no rough or unfinished edges, and the appearance is most pleasing when looking within the car. The 120 models are also equipped with electric cigar lighter placed on the steering column bracket so that it is readily accessible to the occupants of the front compartment and may be passed to the occupants of the rear compartment.



Large cowl lamps on all models.



Door panel.

Smoking sets are standard equipment in the 120 model sedans. The 8-90 and 120 model sedans have arm rests for the comfort of the passengers in the rear compartment.

Pockets in all doors are provided for gloves and small parcels in shopping, and the garnish rails on all closed models are of one-piece metal, curved to fit, eliminating any possibility of squeaks or rattles from these sources.

The glass in the 8-90 and 120 closed models operate in metal channels, and the glass in the 6-80 operate in an improved felt channel, making all door glass and quarter glass in the closed models unusually easy of operation and close fitting.

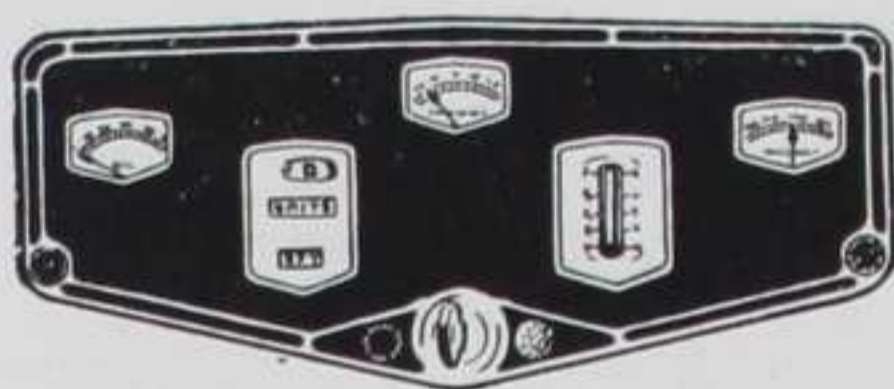
Instrument Panel and Controls

The instrument panel is of unique design and all instruments are grouped in one panel, including speedometer, gasoline gauge, oil gauge, motor heat indicator and ammeter. Controls are also placed in the border of the instrument panel, adding a decorative treatment to its design, and include starter button, instrument

board lamp switch, electro lock, choke, and windshield wiper control.

The electro lock is one of the most thief-proof locks yet devised and is approved by all insurance underwriters.

The instrument panel is lighted at night by two con-



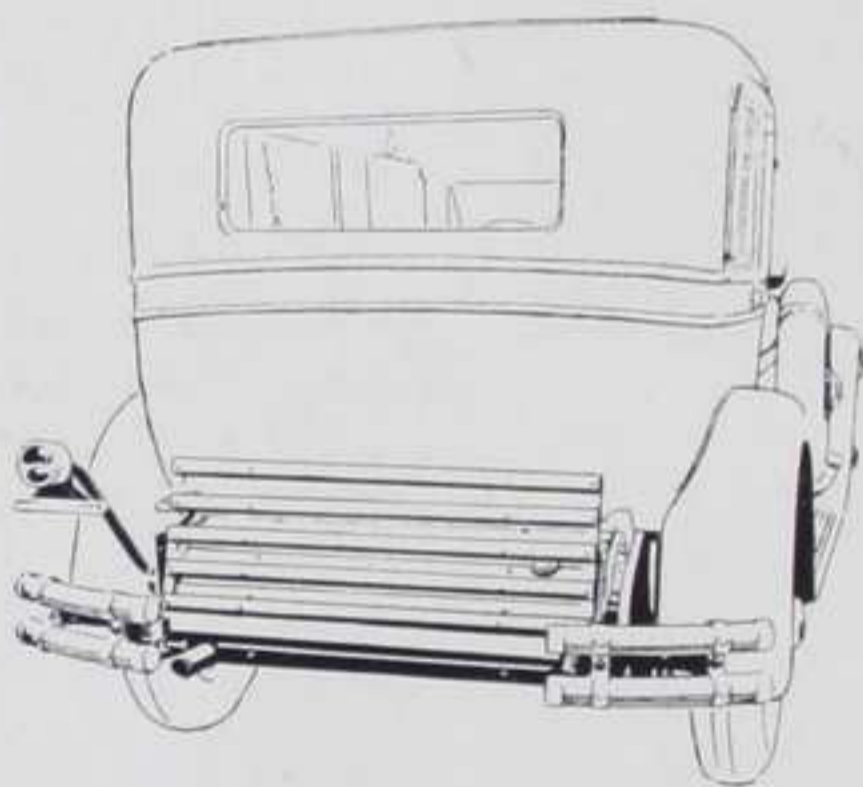
New instrument panel indirectly lighted; coincidental lock and all controls conveniently located.

cealed lights, giving perfect illumination but no glare within the car.

The location of the starter button on the instrument panel eliminates any necessity of groping around in the dark with the foot, trying to locate the starter button and ruining the shoes, and it is also a great convenience when a car is stopped on a hill, as it enables the driver to have both feet on the clutch and brake pedals, permitting easier starting of the car.

The gear shift lever as well as the emergency brake lever is unusually long and right at the driver's fingertips. The emergency brake lever has large type spoon latch on the 8-90 and 120 models, not only making it easier of operation but, also, improving its appearance.

Front compartments of all cars are equipped with a heavily padded rubber mat, making it much easier to keep the front compartment clean and this is, also, much more durable than carpet in this compartment where it is subjected to the greatest wear.



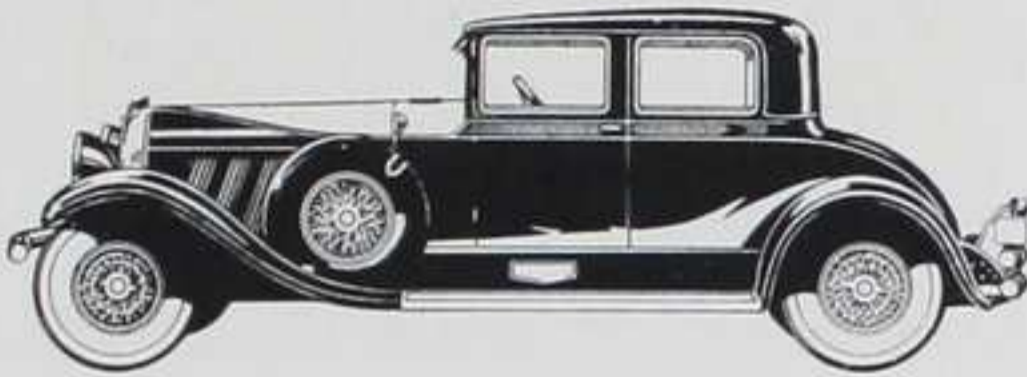
Wood finish slats on trunk rack and covering for gasoline tank.

The 120 models are equipped with wood finish metal slats over the gasoline tank, greatly improving the appearance of the rear end of the car, and trunk racks on the sedan are of wood finished metal slats harmonizing with the covering on the gasoline tank. This practice is customary only on cars far higher in price than the Auburn models.

Body Types

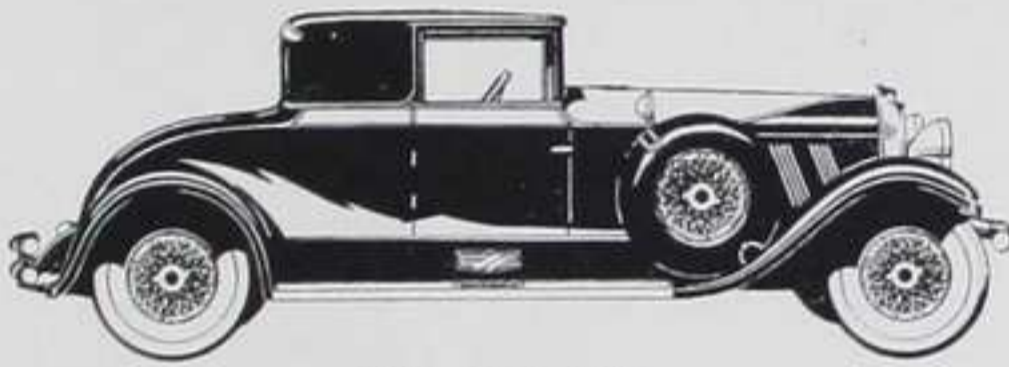
The body types on the new Auburn models include victoria, cabriolet, sport sedan, and sedan on the 6-80; victoria, cabriolet, sport sedan, sedan, speedster, and phaeton sedan on the 8-90 and 120.

The Victoria Model is a two-door, four-passenger closed car and is ideal for the professional man. The



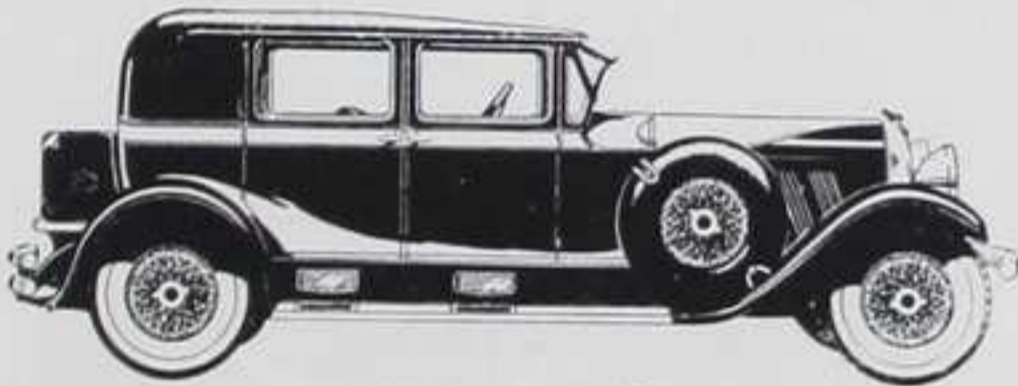
120 Victoria

driver's seat is slightly ahead of the passenger seat and a folding auxiliary seat offers comfortable riding for the fourth passenger. Ample space for small parcels is provided.



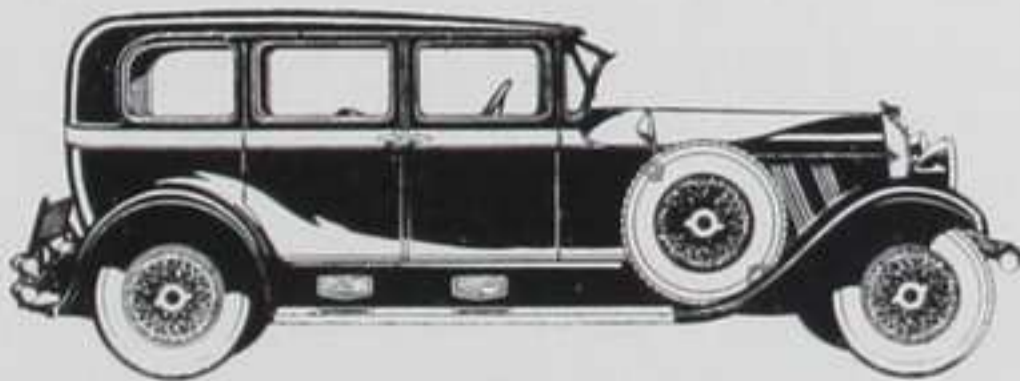
120 Cabriolet

The cabriolet, also, is of the collapsible top design with a rumble seat and can be converted from an open to a closed car in a very short time.



120 Sport Sedan

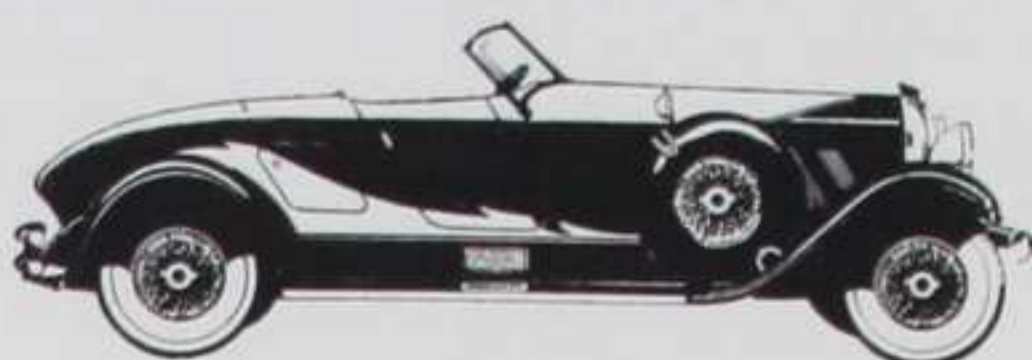
The sport sedan is a four-door, five-passenger, close-coupled closed body with a trunk on the rear and the sedans are the conventional five-passenger, four-door sedans.



120 Sedan

The speedster is an entirely new boat-shaped, two-passenger design, modeled from the famous Duesenberg

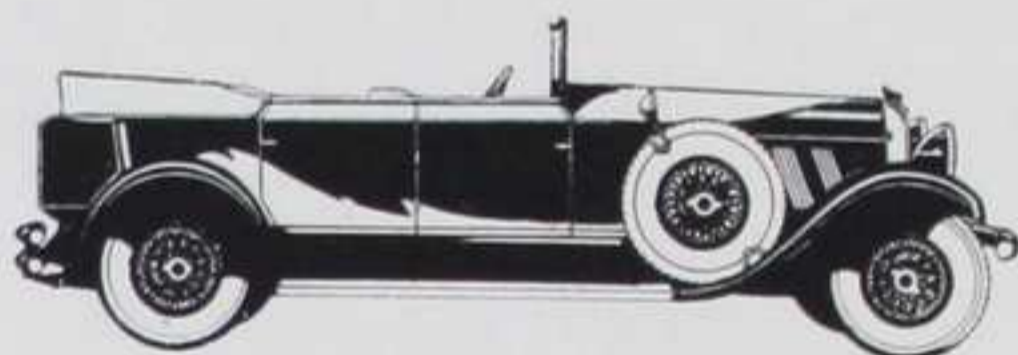
race car and is finding great vogue among those desiring a truly sport-type motor car.



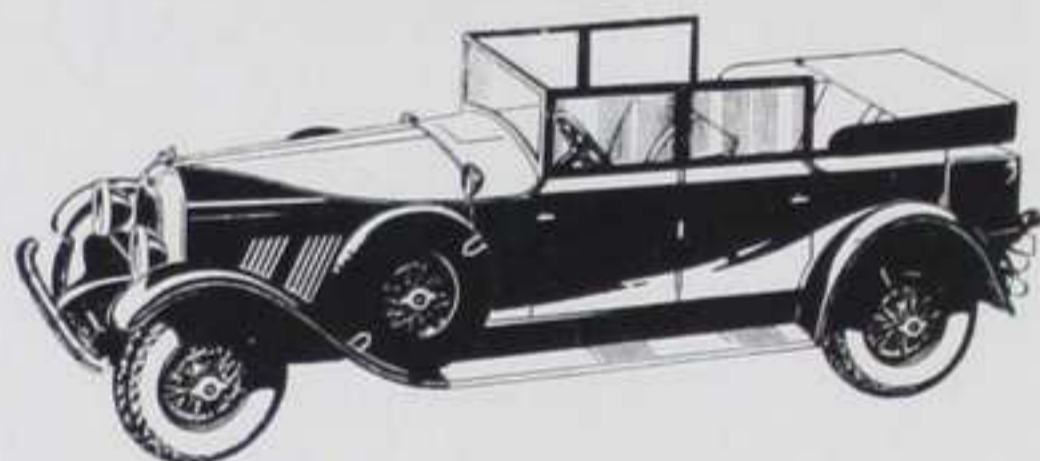
120 Speedster

Phaeton Sedan

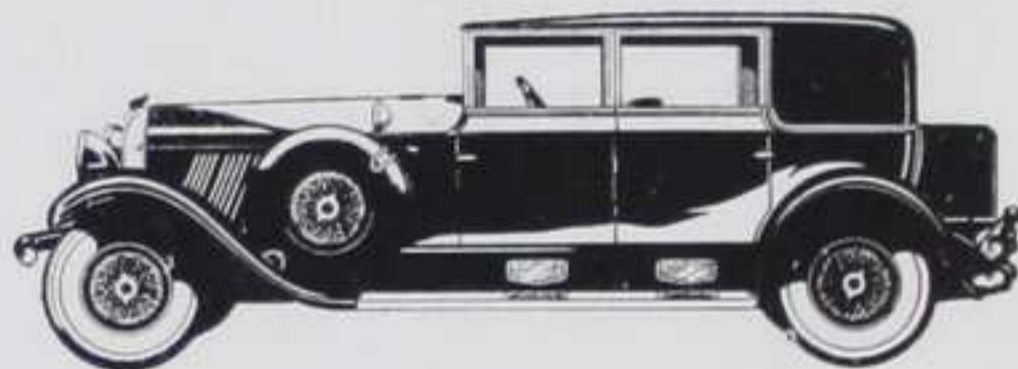
The phaeton sedan is a distinctly new body design, heretofore obtainable only on special order from custom



With top and side glass down.



With top and side glass up.



Comfortably enclosed.

coach builders and is a full five-passenger model with a special collapsible top that can be readily put down, converting this into a touring car, or when the top is up, making it a real five-passenger sedan.

All the door frames on this model are of nickel finish and the windshield pillars are unusually narrow. The center pillars are, also, exceptionally narrow and can be removed when the top is down and the glass are down, making it really an open car.

One of the features of design of this model is the hinging of both front and rear doors on a common hinge, which enables the exceptional narrowness of the center pillar.

Phæton sedans are regularly equipped with a trunk on the rear and have all the appearance of a custom-built car, costing two or three times the price asked by Auburn, and their popularity is unusually great among those desiring a car of true individuality and distinctiveness.



S P E C I F I

Model 120

FRAME—7 inches deep channel with 3 inches wide flanges— $\frac{3}{16}$ -inch stock. Double reinforcement from front of frame to back of rear motor support. Six cross members, including wide $\frac{5}{32}$ -inch boiler plate at rear of frame. All cross members strongly gusseted at points of strain.

BRAKES—Service—Four-wheel. Lockheed hydraulic internal expanding type. 14-inch brake drums. Operate with extremely light pedal pressure and require very little attention. Will run indefinitely without adjustment. Parking brake on propeller shaft.

MOTOR—Eight cylinder, cast enbloc. $3\frac{1}{4}$ inches x $4\frac{1}{2}$ inches. S. A. E. horsepower, 33.80. Actual brake horsepower, 125. Five-bearing crankshaft—Bohnalite pistons. Lanchester balancer eliminating all traces of vibration. Large water passages, insuring perfect cooling.

WHEELS—Wood wheels, 18-inch diameter, with ten large spokes standard with 6.50-inch tires.

CLUTCH—Double plate type, moulded facings, special mounting and lubrication of release bearing. Non-adjustable.

UNIVERSAL JOINTS—Hardened ground ball construction, require very little attention and lubrication approximately once every five thousand miles. No back lash.

WHEELBASE—130 inches.

Model 8-90

FRAME—7 inches deep channel with 3 inches wide flanges— $\frac{5}{32}$ -inch stock. Double reinforcement from front of frame to back of rear motor support. Six cross members, including wide $\frac{5}{32}$ -inch boiler plate at rear of frame. All cross members strongly gusseted at points of strain.

BRAKES—Service — Four-wheel. Lockheed hydraulic internal expanding type. 12-inch brake drums. Operate with extremely light pedal pressure and require very little attention. Will run indefinitely without adjustment. Parking brake on propeller shaft.

C A T I O N S

MOTOR—Eight cylinder, cast enbloc. $2\frac{7}{8}$ inches x $4\frac{3}{4}$ inches. S. A. E. horsepower, 26.45. Actual brake horsepower, 93. Five-bearing crankshaft—Bohnalite pistons. Lanchester balancer eliminating all vibration. Large water passages, insuring perfect cooling.

WHEELS—Wood wheels, 18-inch diameter with ten large spokes standard with 6.00-inch tires.

CLUTCH—Single plate type, moulded facings, special mounting and lubrication of release bearing. Non-adjustable.

UNIVERSAL JOINTS—Hardened ground ball construction, require very little attention and lubrication approximately once every five thousand miles. No back lash.

WHEELBASE—125 inches.

Model 6-80

FRAME—7 inches deep channel with 3 inches wide flanges— $\frac{5}{32}$ -inch stock. Six cross members, including wide 16-inch boiler plate at rear of frame. All cross members strongly gusseted at points of strain.

BRAKES—Service—Four-wheel. Lockheed hydraulic internal expanding type. 12-inch brake drums. Operate with extremely light pedal pressure and require very little attention. Will run indefinitely without adjustment. Parking brake on propeller shaft.

MOTOR—Six cylinder, cast enbloc. $2\frac{7}{8}$ inches x $4\frac{3}{4}$ inches. S. A. E. horsepower, 19.84. Four-bearing crankshaft—Bohnalite pistons. Large water passages, insuring perfect cooling.

WHEELS—Wood wheels, 18-inch diameter with ten large spokes standard with 5.50-inch tires.

CLUTCH—Single plate type, moulded facings, special mounting and lubrication of release bearing. Non-adjustable.

UNIVERSAL JOINTS—Hardened ground ball construction, require very little attention and lubrication approximately once every five thousand miles. No back lash.

WHEELBASE—120 inches.

INSIDE HISTORY OF AUBURN

The Company

FOUNDED in 1874, the Eckhart Carriage Company was for many years one of the best known vehicle manufacturers in the central west. Its owners, sensing the day when the carriage business would come to grief, shortly after the first motor cars were made in America, turned their thoughts, energies and experiments in the direction of the new "horseless" carriage.

After much hard labor, many disappointments, and ridicule from their friends and business associates, the principals of the carriage company felt in 1900, that the time was ripe for launching into their new venture of manufacturing motor cars for sale. Thus, in 1900, the Auburn Automobile Company was established, with Charles Eckhart as President, and Morris Eckhart as Vice-President and General Manager.

The capital of the organization in embarking upon this wild venture was \$2,500, and efforts were confined to building of a successful one-cylinder car. While a number of cars were manufactured and delivered locally and to buggy dealers the first year or two, Auburn made its first appearance in a national way at the Chicago Automobile Show in 1903.

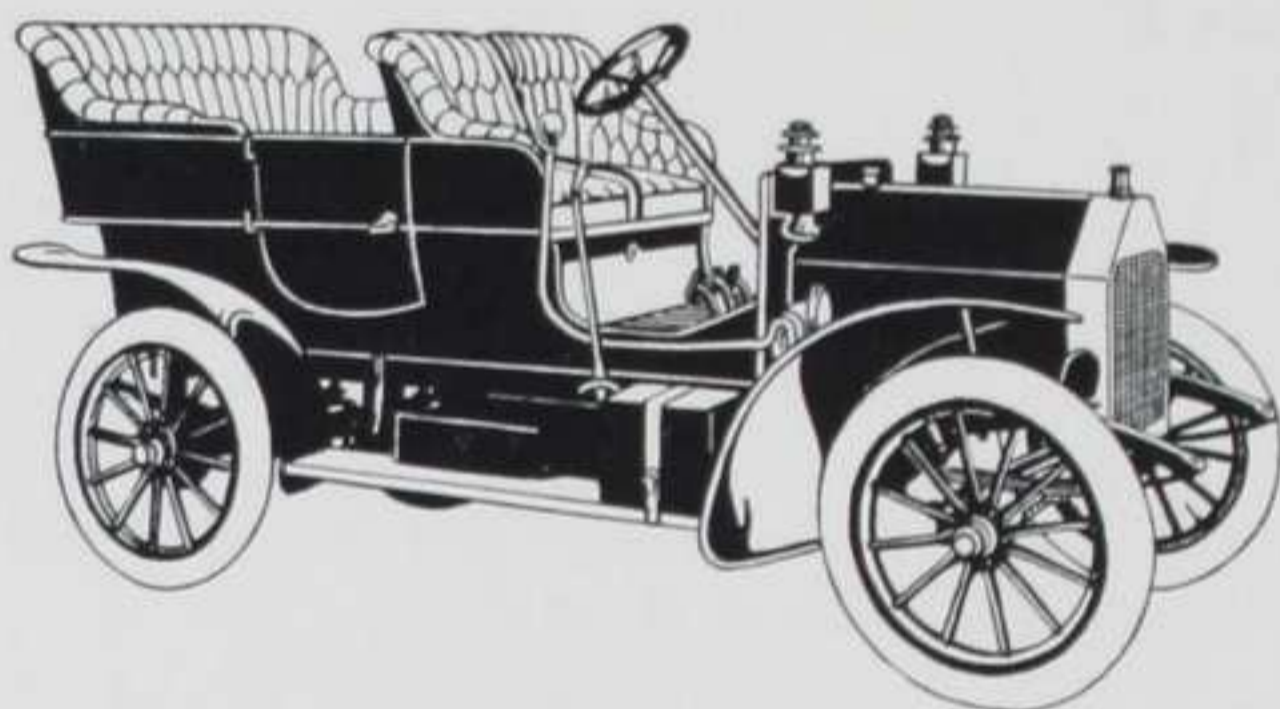


First Auburn Car—1900.

This model was a single cylinder, 78-inch wheelbase "heavy" runabout with a detachable tonneau which made it a five-passenger. Of course, no windshield or top were furnished and the lamps were merely oil lamps with a large lantern type light for the front, given the proud name of a "search-light."

For several years models were confined to the single cylinder, but in 1905, the two cylinder was announced. Many of the buggy dealers who had handled Eckhart buggies for years, fell in line with progress and took over the franchise for the sale of Auburn motor cars.

With the demand for Auburn cars constantly growing in local territory and a large portion of the production being absorbed there for many years, little thought was given by the founders of the company to national distribution. The original capital of \$2,500, through reinvestment of earnings, had grown many, many times over.



First two-cylinder Auburn.

New models were brought out after the two cylinder, first the four and then the six. Windshields, tops and headlights were added as optional equipment at an extra charge in 1907, and later became standard with the passing of the years and conversion of the motor car from a luxury to be enjoyed by the few to a necessity of the masses.

Of course, the efforts of the company during the war were confined to service for the government. After the close of the war a desire for national prominence and distribution was born in the hearts of the founders and with this national idea in view, it was felt that a re-organization was desirable and the interesting of unlimited capital.

In June, 1919, Morris Eckhart, who at that time had control of the company, sold his interest to a group of Chicago capitalists and the sales and advertising program of the Auburn Automobile Company was greatly enlarged.

While considerable progress was made under that management, in August, 1924, E. L. Cord, a man of wide experience in every phase of the automobile industry, came to Auburn as Vice-President and General Manager, later purchasing control of the company from the group of Chicago owners.

One of Mr. Cord's first activities with the Auburn Automobile Company, was the introduction of the new line of straight eight motor cars which widely increased the popularity of Auburn automobiles, and created a tremendous growth in sales.

Since 1924, the growth of the Auburn Automobile Company has been one of the outstanding, if not the most outstanding success in the entire automotive industry. It has grown from a total production of 2,600 cars in 1924 and a company with assets of barely \$1,000,000, to production of 15,000 motor cars in 1928, and control of assets of over \$20,000,000, and a financial position which is one of the soundest in the industry. Production has now risen to a volume of 5,000 cars per month in the spring of 1929 and indications are that total production for the year will far exceed that of 1928.

While in 1924, the sole production facilities of the Auburn Automobile Company were limited to the plant at Auburn, Ind., since that time in addition to three new buildings, adding thousands of square feet of floor space, and complete rearrangement of production lines with a capacity of nearly 150 cars a day at the Auburn plant, the Auburn Automobile Company now owns and is operating a plant at Connersville, Indiana, with a capacity of 250 cars per day, also, the Central Manufacturing Co. at Connersville and owns the controlling interest in the Lycoming Mfg. Co., at Williamsport, Pa., Limousine Body Co., at Kalamazoo, Mich., and Duesenberg, Inc., of Indianapolis, Indiana.

Thus, has Auburn in the past four years achieved a position as one of the most successful of the independent motor car manufacturers and a distribution not only nation wide but world wide as well, having distributors in every principal country of the entire world.

The success of Auburn is of vital interest to every purchaser of an Auburn car and your assurance of the stability of the company back of the product.



AUBURN AUTOMOBILE COMPANY

BALANCE SHEET

ASSETS

CURRENT ASSETS:

Cash in Banks, on Hand and Certificates of Deposit		\$1,118,966.66	
Call Loans		2,800,000.00	
Notes and Accounts Receivable—			
Notes Receivable:			
Trade-Notes and Time Drafts	\$137,004.01		
Employees	30,680.60		
			\$ 167,684.61
Accounts Receivable:			
Drafts on Customers	526,013.39		
Open Accounts			
Trade	818,633.26		
Employees	22,515.01		
Controlled Companies	150,992.69		
Sundry	3,785.51		
		1,521,939.86	
		1,689,624.47	
		42,914.45	
Less: Reserve for Doubtful Items			1,646,710.02
Accrued Interest Receivable			7,784.85
Inventories at cost or market, (whichever is lower)			
Finished Cars	234,441.42		
Materials and Work in Process	1,644,775.82		
		1,879,217.24	
TOTAL CURRENT ASSETS			7,452,678.77

DEFERRED CHARGES:

Prepaid Insurance	22,095.41	
Prepaid Show Expense	7,553.00	
		29,648.41
INVESTMENT IN CAPITAL STOCK OF CONTROLLED COMPANIES		2,673,631.32

FIXED ASSETS:

	Book Value	Depreciation	Net
Land	\$ 69,893.00		69,893.00
Land Improvements	39,135.01	11,121.51	28,013.50
Buildings	1,248,419.40	261,667.00	986,752.40
Equipment	690,745.37	125,668.84	565,076.53
Dwellings	6,584.33	2,651.36	3,932.97
Construction Work in Process	194,045.13		194,045.13
	2,248,822.24	401,108.71	1,847,713.53
TOTAL			\$12,003,672.03

We have examined the accounts and records of the Auburn Automobile Company for the year ending November 30, 1928, and certify that the above Balance Sheet, including surplus analysis, in our opinion correctly indicates the financial position and net worth of the Company as of November

AUBURN AUTOMOBILE COMPANY

NOVEMBER 30, 1928

LIABILITIES

CURRENT LIABILITIES:

Accounts Payable—Trade	\$ 508,514.40
Sundry Creditors	64,084.43
Dealers' Deposits	51,069.39
Accruals—	
Wages, Salaries and Commissions	\$ 264,600.49
State and Local Taxes	63,009.05
Interest on 6% Gold Notes	9,500.00
Federal Income Taxes, Estimated	158,000.00
	495,109.54
TOTAL CURRENT LIABILITIES	\$1,118,777.76
THREE YEAR 6% GOLD NOTES, DUE OCTOBER 1, 1929	950,000.00
Total Current Liabilities and Funded Debt	2,068,777.76
DEFERRED INCOME AND RESERVE FOR CONTINGENCIES	115,450.00
NET WORTH	
Representing Capital Stock and Surplus	
Capital Stock, No Par Value:	
Authorized 500,000 shares	
Unissued 358,550 shares	
Outstanding 141,450 shares	6,123,911.92
Surplus	
Balance December 1, 1927	2,543,929.87
Add: Profit for year ending November 30, 1928	\$1,291,458.81
Less: Provision for Federal Income Tax	158,000.00
	1,133,458.81
	3,677,388.68
Deduct:	
Prior Year's Tax Adjustments	17,925.29
Dividends—Cash	528,412.00
Stock at value assigned by the Board of Directors \$1.00 per share	10,568.24
	556,905.53
	3,120,483.15
Capital Surplus	
Representing the excess of appraisal value over cost of the Connersville Plant Balance December 1, 1927	595,972.58
Less: Amortization	20,923.38
	575,049.20
	9,819,444.27
Contingent Liability on Dealers Accounts Approximately	299,000.00
TOTAL	\$12,003,672.03

January 30, 1929.

30, 1928, and the earnings for the year ending that date. The inventories were taken and valued by the Company at cost or market, whichever was lower.

Yours faithfully,
(Signed) ARTHUR YOUNG & CO.

In this booklet we have endeavored to tell you briefly about the quality construction of the new Auburn models. The only way, however, you can determine for yourself just how these models fit your needs is by riding in and driving them, and we would sincerely suggest that if you have not already done so, you arrange with your local Auburn dealer for a demonstration. He will be very glad to show you any one of the various models and give you an opportunity of driving them without the slightest obligation.

*Auburn Automobile Company
Auburn, Indiana*

