

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