

AUBURN

Breaks Record up Pike's Peak for STOCK Cars

12 Miles in 21 Minutes,
45 2-5 Seconds

Breaks previous record held by a much more expensive car by 14 1-5 seconds. Last year's winner was a stripped car, no lights, fenders, nor extra tires. The Auburn was fully equipped including lights, fenders, two extra tires, weighing over 1000 lbs. more than last year's winner.

Distance run 12 miles and 2,200 feet. Altitude reached was 14,109 feet.

There are two Pike's Peak events which all manufacturers are invited to enter. One is for non-stock cars. The other event, the one Auburn won and holds the record for, is for strictly stock cars, exact duplicates as sold in any dealer's salesroom.

One would think that when two Auburn absolutely stock cars broke all records for 24 hours (on the Atlantic City Speedway, averaging over 84 m.p.h.) that this demonstration of efficiency and endurance would be enough to establish Auburn's superiority.

But Pike's Peak presents different obstacles and imposes different requirements.

Up, around 203 sharp, precipitous curves! Up, through slush, blinding snowstorms and freezing ice! Up, to about 12,000 feet altitude in over 12 miles, to victory, faster than any stock car had ever overcome the curves and grades of Pike's Peak.

To sell speed? No! But to prove how well Auburn cars are engineered, how well built and how much better they perform and endure.

Stock cars capable of this amazing performance are so correctly engineered and designed, so carefully and ruggedly built, so strong and reliable, that they will meet the requirements of the average owner better and stand up and endure longer. In other words, Auburn offers the buyer a better investment, greater value and an absolute certainty as to what you are getting.

Where Were They On Labor Day?

Recently there have been many new cars of different makes announced. The most sweeping claims are advertised for their power, speed, endurance and performance.

But

Where were they on Labor Day when the opportunity was offered to prove these claims in the Pike's Peak hill climbing contest?

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88 4-Passenger Victoria Coupe \$1695; 88 Speedster \$1695; 88 Phaeton Sedan \$1895; 88 7-Passenger Sedan \$1945; 115 Sedan \$2195; 115 Sport Sedan \$2095;
115 Cabriolet \$2195; 115 Speedster \$2195; 115 Phaeton Sedan \$2395; 115 7-Passenger Sedan \$2445. Freight and Equipment Extra.

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