



Four Door, Sport Sedan
130" wheelbase
125 horsepower

\$1795

Greatest Straight Eight Value

This new series Model 120 is the successor to our famous Model 115. Again Auburn adopts a daring departure. Not only is this new series an improved, finer automobile of increased horsepower, but it is also offered at a considerably less cost.

Everywhere people are amazed at its value and ask "How can Auburn do it?"

The answer is, that Auburn is operating on a fixed, farsighted policy of passing back to the public the fruits of Auburn's rapid growth and success.

Last year we priced the 115 at what was then a sensationally low figure. We predicated its price on a sound conviction that the car itself would sell itself.

Then to prove its value, we went to unprecedented extremes in demonstration and testing. Not secret tests behind locked doors, but openly, before the world in events sanctioned and supervised by reputable authorities, who swore to its stock car status. These tests were made to irrefutably and conclusively establish Auburn's superiority in engineering, structural strength, efficiency, and endurance. The public was so impressed that at no time could we fill orders for this model. We had to return deposits to more than 4,000 buyers.

Again, we have confidence in the shrewdness of the American buyer. When this even better Straight Eight is offered at an even less cost, an even greater demand is inevitable!

AUBURN

POWERED BY LYCOMING

Airmail postage has been reduced to 5 cents for the first ounce and 10 cents for each additional ounce. Use Airmail daily for quicker communication. The development of Aviation is vital to American progress. 6-80 Sedan \$1095; 6-80 Sport Sedan \$995; 6-80 Cabriolet \$1095; 6-80 Victoria \$1095; 8-90 Sedan \$1495; 8-90 Sport Sedan \$1395; 8-90 Speedster \$1495; 8-90 Phaeton Sedan \$1695; 8-90 Cabriolet \$1495; 8-90 Victoria \$1495; 8-90 7-Passenger Sedan \$1595; 120 Sedan \$1895; 120 Sport Sedan \$1795; 120 Speedster \$1895; 120 Phaeton Sedan \$2095; 120 Cabriolet \$1895; 120 Victoria \$1895. Prices f.o.b. Auburn or Connersville, Ind. Equipment other than standard extra.

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA