

New, Different, Distinctive

PEOPLE are the most important thing in the automobile business. Automobiles themselves are but means to an end. People are changing. Therefore cars must be better. People demand more of automobiles in ease of handling, room and comfort, efficient performance and greater durability. In short, people want more value for less cost. At the same time the standards of living have risen, and people want finer cars. The test of any automobile then, is not what its builder thinks

of it, but what the public of today (not yesterday) thinks of it. That Auburn has accurately sensed the changes in public requirements is evidenced by the widespread reception accorded the complete line of new Auburn series. They DO give unheard of values for less. Sensationally less! They DO offer more room, comfort, power, and durability. Decidedly more! That is why Auburn simply asks you to COMPARE and if Auburn does not sell itself you will not be asked to buy.





Straight Eight \$1395

BY LYCOMING **POWERED**

The development of Aviation is vital to American p Use Airm 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, Indiana. Freight and Equipment Extra. AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA