

THINK

Strip the subject of buying a motor car of its superficialities and you find that fundamentally it is a business proposition:

Business on the seller's part.

Business on the buyer's part.

We believe it is good business to protect the investments of owners. Therefore, we adopted a policy about five years ago that has saved Auburn owners millions of dollars.

The new Auburn of today does not obsolete its predecessor. Compare an Auburn of 1925 with one of 1929—no radical change in design, but an exclusive, distinctive design that is refined and perpetuated.

Being right originally, it is not necessary to continually revise it and thereby penalize Auburn owners every time it is changed.

Add to the monetary advantages of this policy, the fact that Auburn owners also enjoy greater intrinsic value for less commensurate cost and Straight Eight superiorities for less cost than many Sixes. Add also the fact that a Straight Eight brings a higher resale value and the fact that Auburn cars offer more power, strongest of frames, more roominess and comfort, require less effort to handle, and stand up and endure longer, then you see why, from every angle, it is good business to buy an Auburn. You also see why Auburn remains one of the few cars that is oversold.

Auburn's amazing growth and success is traceable directly to our efforts to make every Auburn owner completely satisfied that he has made the best possible automobile investment.

AUBURN

POWERED BY LYCOMING

Auburn dealers also offer convenient purchase terms

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 Phaeton Sedan \$1695; 8-90 Cabriolet \$1495; 8-90 Victoria \$1495; 120 Sedan \$1895; 120 Sport Sedan \$1795; 120 Phaeton Sedan \$2095; 120 Cabriolet \$1895; 120 Victoria \$1895; Prices: f. o. b. Auburn or Connersville, Indiana. Equipment other than standard extra.

AUBURN AUTOMOBILE COMPANY, AUBURN INDIANA

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The development of aviation is vital to American progress.