

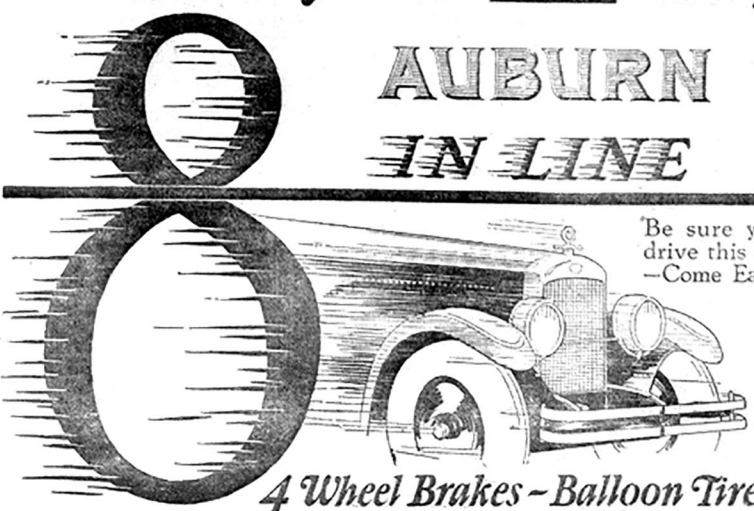
# Over 5 Years Ahead In Straight Eight Leadership

# AUBURN

This Straight Eight announcement ran in the Chicago Sunday Tribune, September 21st, 1924

PART 1 PAGE 24 CHICAGO SUNDAY TRIBUNE SEPTEMBER 21, 1924

## It's here for you to drive today!



**AUBURN  
8-IN-LINE**

Be sure you drive this car—Come Early

**4 Wheel Brakes - Balloon Tires**

## You Will Not Be Asked To Buy!

Whether you are a buyer today or next year you want to know what the Auburn 8-In-Line will do.

**It's a Sensation—Latest, Greatest Eight See For Yourself Today Only \$1895**

Here is the most unusual and extraordinary new car announcement ever made. It is not about a car that is going to be built—it is here, now!

It does not carry a "tomorrow" price, to be raised when we get into production. Neither does it carry a fictitious price concealing a trading allowance. It is priced for the man who wants one hundred cents in value for every dollar he spends and who is smart enough to know when he is being kidded about the value of his used automobile.

Notwithstanding this startling list price the new Auburn 8-In-Line comes from the factory fully equipped with bumper, automatic windshield wiper, rear view mirror, motorometer and bar cap, nickel plated radiator, coil lights, coil ventilator, gasoline gauge on the dash, clock on closed models, approved transmission lock, kick plates, 4 speakers, disc wheels, balloon tires, 4-wheel brakes, spare tire with drum type cover and stop light. All on the car when you get it—Only freight and tax to be added.

We are in production, now—the car is here—ready to be made, ready to be driven, ready for delivery.

That, as a car to drive you never drove its equal. You can steer it safely through sand at high speed with only your thumb and forefinger of one hand on the wheel.

That, in the balance of its remarkable motor and in the road balance of the car itself, there is nothing to compare. Again let us advise you to drive it as this is the only way you can appreciate the performance of this new Auburn.

That the 8-In-Line sedan has an aluminum body, cork-radiated next to the frame and between the fenders—absolutely without rumble, rattle or vibration. That, on open models, a permanent top lined with whipcord is standard and a hidden metal locking keeps it forever in shape. Side curtains of double structure material are hand made and tailored to job, carried in a compartment back of the front seat. An economical installation of glass sides gives California top appearance and the comfort of a closed car. We employ pointed quality into the new Auburn 8-In-Line because we believe the public is overrated, led up with cheaply built cars that are shipped out in a hurry by high production methods. You never have heard an Auburn owner complain about his car and you can bet your bottom dollar you will never hear a kick about this new Auburn 8-In-Line.

The men who own the Auburn factory have all the money they need and their incomes will ever swell—so they get a real pleasure out of producing exceptionally fine automobiles. The result is—the latest, greatest, eight—the latest Auburn.

See it—that's all we ask—come today and drive it.

That's how good this new Auburn 8-In-Line is. That's how much confidence we have in it.

This offer to drive it is open to everybody—without the slightest obligation to anyone. No matter what car you now drive—no matter if you bought a new car yesterday—you owe it to yourself to take the wheel of this new Auburn 8-In-Line. Competitors—distributors, dealers and salesmen are especially invited to drive this car.

We are not going to tell you in a loud bass voice that this new Auburn 8-In-Line will do 75 miles an hour—

Or tell you it takes the steepest hills in high with magic smoothness—

Or tell you it will crawl along at less than a mile an hour in traffic.

What this car is and can do we will leave to the car itself to tell you—and show you. It can well speak for itself—to anybody, any day and on any road—in competition with any car at any price.

We are going to tell you—that it has 4-wheel brakes. That it has genuine full size balloon tires.

Also to continue part of the things we want to tell you—that the springs have 12 leaves—you can count them—And in addition 4 in rubbers are standard equipment.

That the frame underneath the Auburn 8-In-Line is the strongest ever built and has a safety factor of five (5) to 1—ask any engineer how much greater this is than ordinary cars.

Touring \$2305—Sedan \$2395—Sedan \$2550—Freight and Tax Extra

AUBURN AUTOMOBILE COMPANY, AUBURN, IND.

W. A. ROBERTS, SALES MGR. 100 N. Dearborn St. Phone 2000  
 H. E. HARRIS, SALES MGR. 100 N. Dearborn St. Phone 2000  
 J. W. BISHOP, SALES MGR. 100 N. Dearborn St. Phone 2000  
 J. W. BISHOP, SALES MGR. 100 N. Dearborn St. Phone 2000

has had over 5 years' more experience

has had over 5 years' engineering leadership

has had over 5 years of perfecting

has had over 5 years of production economies

has had over 5 years in which to enlarge factories

has had over 5 years of Lycoming Straight Eight Motor building

and has over 40,000 Straight Eight owners

Therefore it is natural that Auburn is able to build today a BETTER Straight Eight for LESS

100 Horsepower  
125" Wheelbase  
**\$1195**

Double armor-plate frames.  
Bijur chassis lubrication.  
Four-wheel hydraulic internal expanding brakes.  
Hydraulic shock absorbers.  
Brewster non-glare windshield.

125 Horsepower  
130" Wheelbase  
**\$1495**

6-85 Sedan \$1095; 6-85 Sport Sedan \$995; 6-85 Cabriolet \$1095; 8-95 Sedan \$1295; 8-95 Sport Sedan \$1195; 8-95 Phaeton Sedan \$1395; 8-95 Cabriolet \$1295; 125 Sedan \$1595; 125 Sport Sedan \$1495; 125 Phaeton Sedan \$1695; 125 Cabriolet \$1595. Prices f. o. b. Auburn or Connersville, Ind. AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA. Equipment other than standard, extra. 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