



HOW DAD WON

He was respected for his analytical ability. He had inspected the 1934 Auburn's rigid frame. He was impressed with the fact that the chassis contains no untried experiments. He had had years of experience with Lycoming engines; in

passenger cars, airplanes, boats, and trucks. His business acumen convinced him Auburn offers the greatest value. But it would appear that the feminine influence predominated in his home. So, Daughter got behind the wheel. The ample room, luxurious interior, and ventilation control won Mother and Sister over instantly.

When they came home from a demonstration, amazed at Auburn's easy riding, the way the car clung to the road, the absence of side-sway, and the advantages of the Extra High gear of Dual-Ratio—well, the Auburn had sold itself.

AUBURN

3 CYLINDER MODELS (119" WHEELBASE) \$695 TO \$945; 8 CYLINDER MODELS (126" WHEELBASE) \$945 TO \$1225; SALON 12 MODELS \$1395 TO \$1545
All prices at the factory, subject to change without notice. • Equipment other than standard extra
 AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA, Division of Ford Corporation