

100 miles per hour (or more) CERTIFIED



New 1935 **AUBURN** SUPER-CHARGED  
*Speedster*



## *Super-Charged*

When others honk raucously and race past, you are not disturbed if you sit behind the wheel of the New Super-Charged Auburn. You are content with the knowledge that you are driving the King of the Highway. Such a car inspires you with its own complete competence and adequacy. You know it is safer as well as more efficient. The fact that it is capable of doing "100", indicates that the 150 Horse Power engine is merely loafing at "60". The vast reserve of power, priceless in emergencies, also enables the engine to maintain its peak efficiency indefinitely. The sparkling performance and swanky design of the 1935 Auburn Super-Charged Models are the year's crowning automotive achievement!

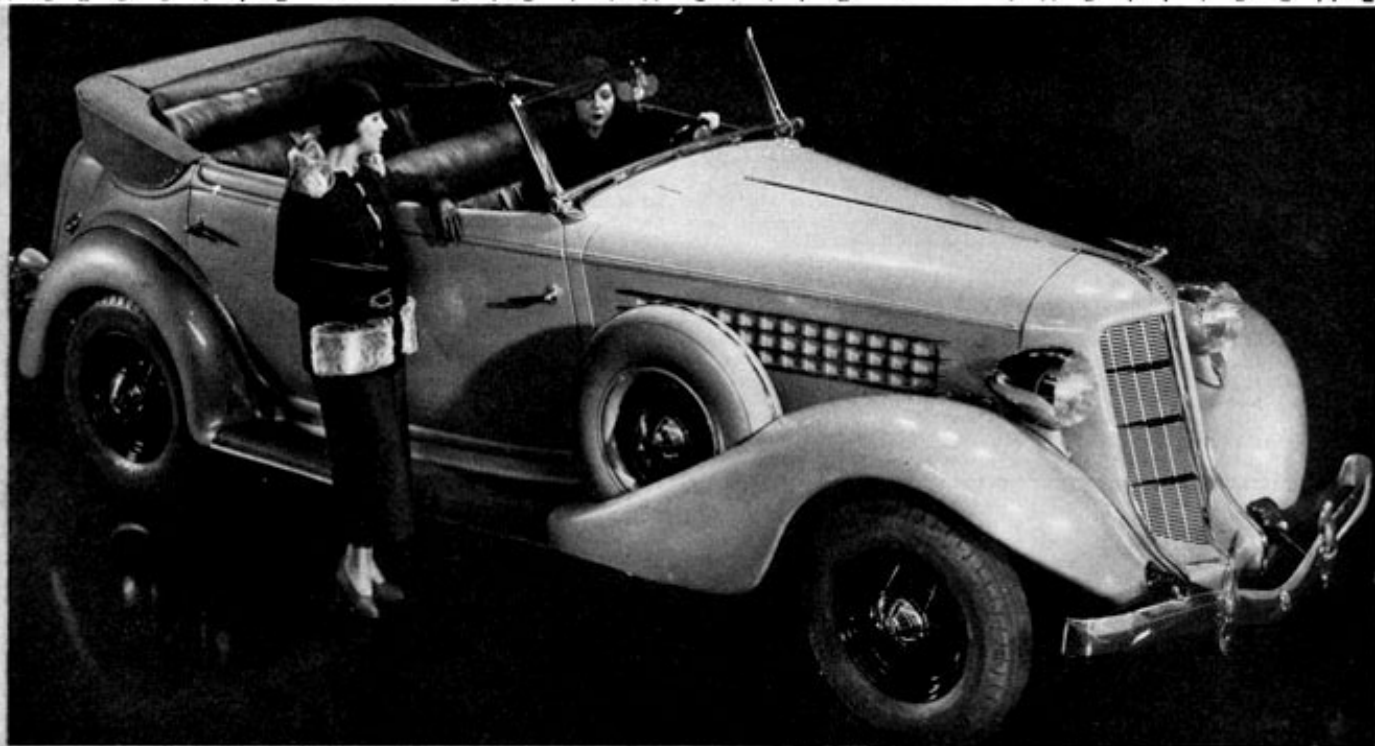
AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA

# *New 1935* **AUBURN**

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# New 1935 Auburn

EXCLUSIVE · · DISTINCTIVE · · INDIVIDUAL



*The New 1935 Phaeton*

## They Look Like \$3000 Cars But Sell for \$695 and up

Many of our customers who have seen the New 1935 Auburn Models on the street tell us that they thought them to be much costlier cars. These New Auburns were deliberately designed to give that impression. Fashioned in the manner of America's highest priced motor car, the New 1935 Auburn Models offer a distinctive

departure from the commonplace. They have Long Wheelbase, one of the features that makes the most expensive cars ride so easily and comfortably; Triply Re-enforced Frame that is a foundation of super-solidity; Lycoming Engine with tremendous reserve power; Hydraulic Brakes that make safe, smooth stopping a certainty; Ride Stabilizer, Low Center of Gravity and Balanced Weight that combine to provide remarkable roadability and riding comfort. In these New 1935 Auburns you immediately sense something that sets them entirely apart

from the mass production type of motor cars:—distinctive styling; interior elegance; wide doors, spacious seating; sound proofed, all-steel body with luxury appointments and refinements that you expect to find only in the work of the custom coach builder. We can assure you, these New 1935 Auburn Models not only look like the highest priced cars; they ride, and drive, and perform like them. But we do not ask you to accept our statement for this. We prefer to have you call upon your Auburn dealer and find out for yourself.

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA, Division of Cord Corporation  
*All prices, at the factory*

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*New SUPER-CHARGED Models*

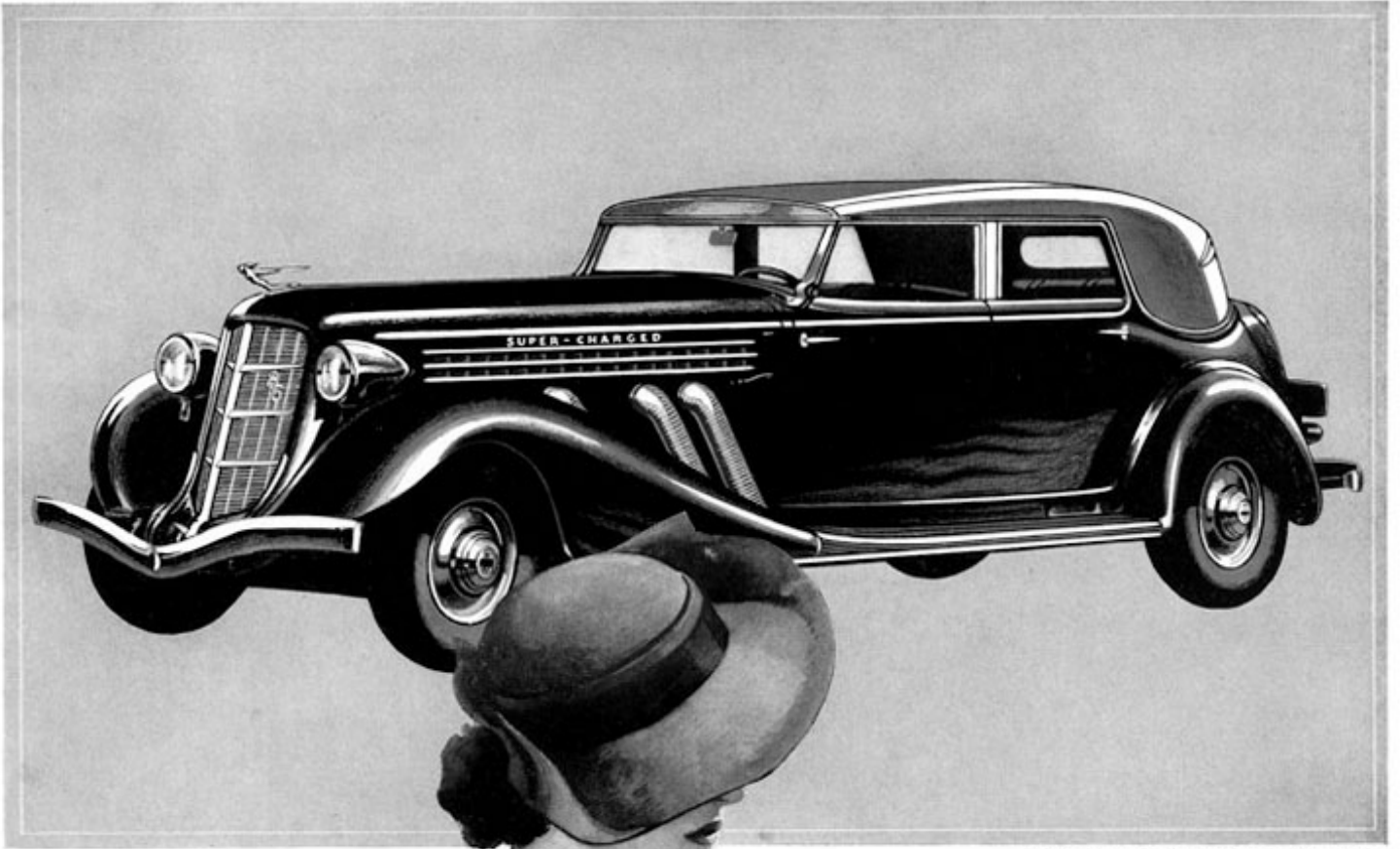
Again Auburn leads the way to more gracious living, with a New 150 horse-power SUPER-CHARGED Speedster—each car certified at a speed secured after being *run in* and tested, and *each car* carrying its own plate showing a maximum speed of over One Hundred miles per hour. There are few places where you can drive One Hundred miles per hour, but it

means added dependability, as the engine will be loafing at "60." You, who want your car to mean more than mere transportation, are invited to see, drive and compare the truly fine 1935 Auburns. Prices, considering the outstanding values, are remarkably low, as they start as low as \$695 and up, at factory.

*New 1935*

AUBURN AUTOMOBILE CO., AUBURN, IND.  
Division of Ford Corporation

**AUBURN**



1935 Super-Charged Phaeton Sedan

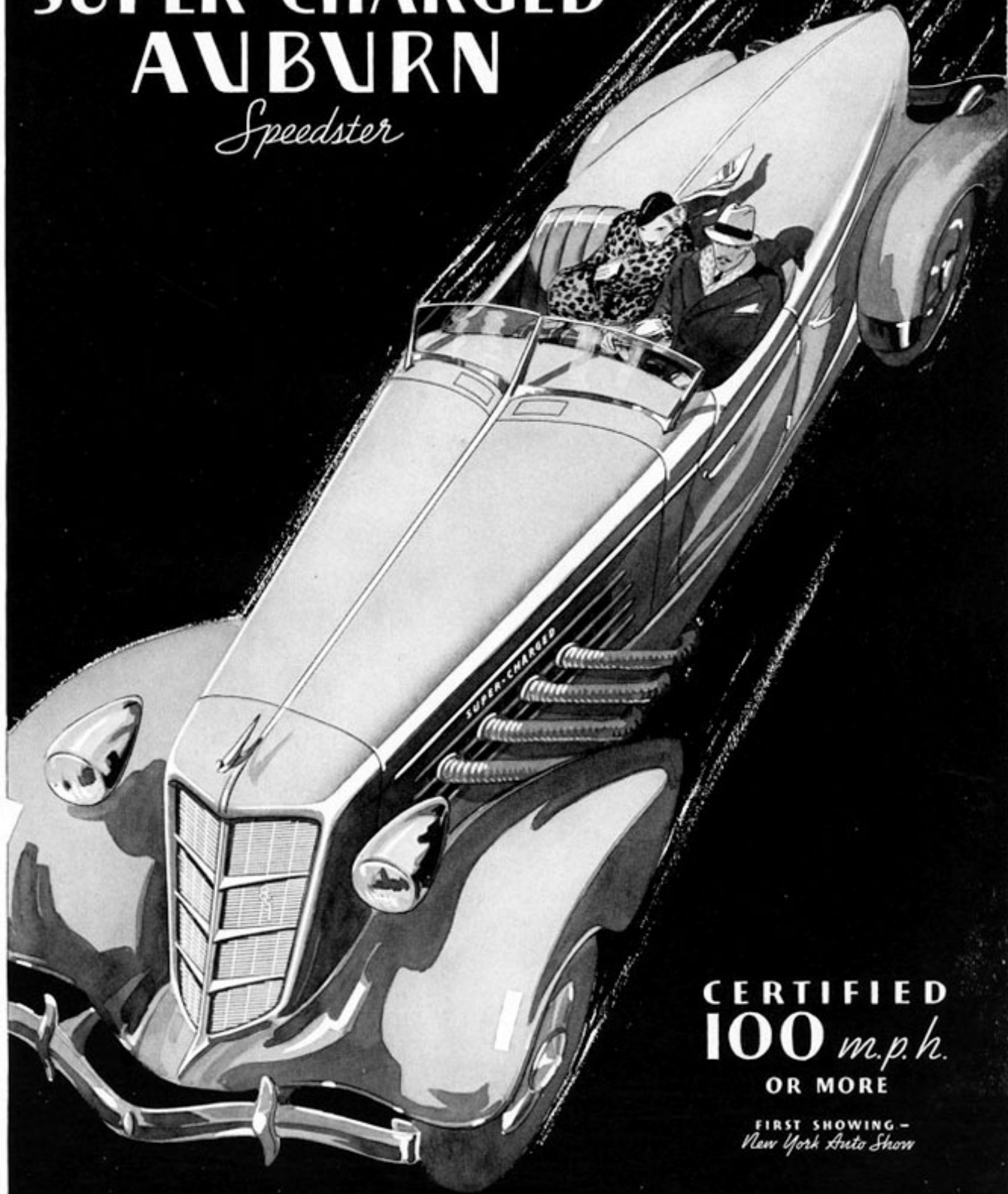
*S*  
*Super-charged*

Style is what someone hopefully designs. It becomes a Fashion only when accepted by fashionable people. The New 1935 Auburn is leading today's swing from the strictly utilitarian to more gracious living. Its value can not be measured by cost-per-pound, but by the satisfaction it brings.

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA

**A U B U R N**

*New 1935*  
**SUPER-CHARGED**  
**AUBURN**  
*Speedster*



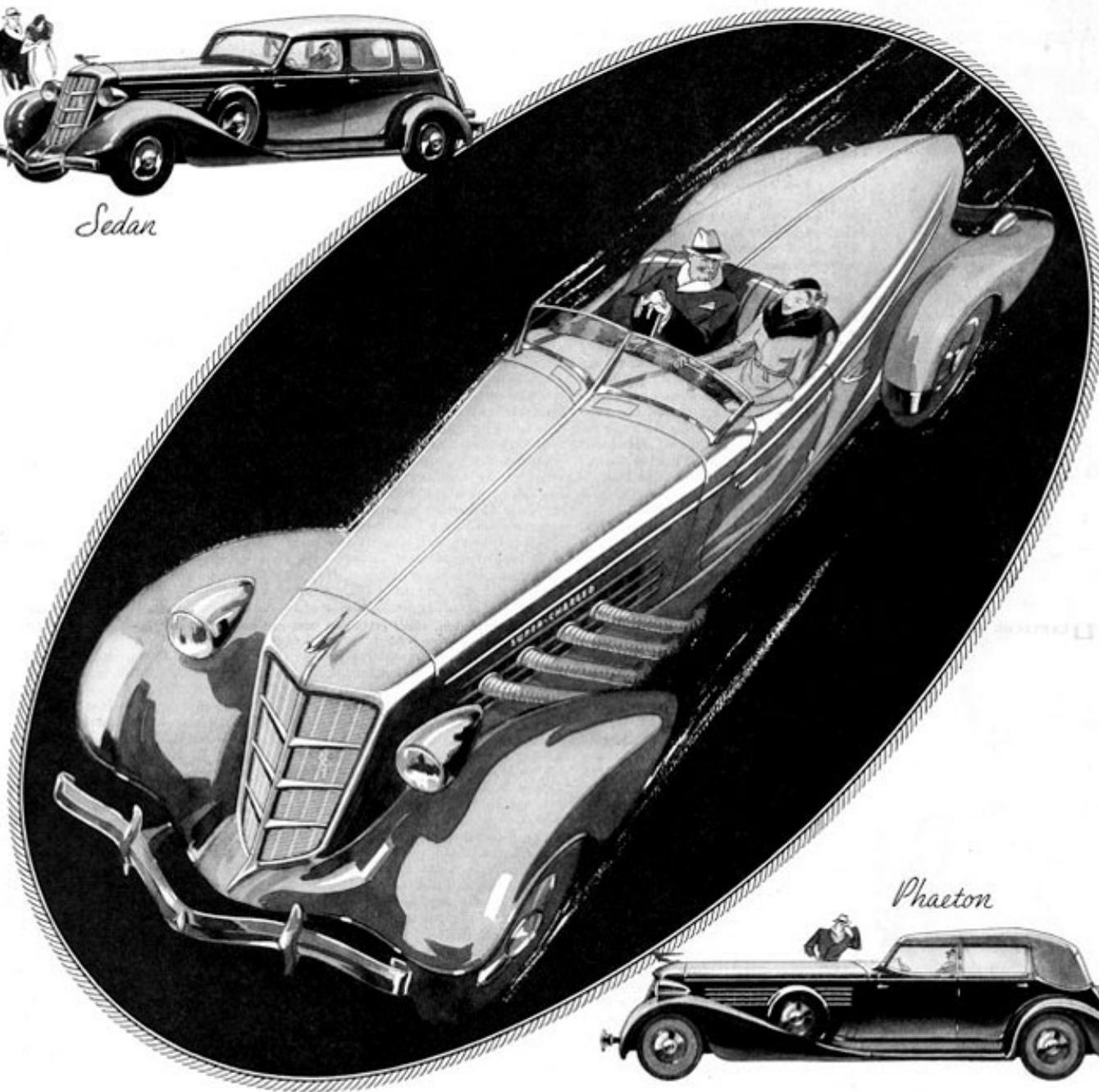
**CERTIFIED**  
**100** *m.p.h.*  
**OR MORE**

*FIRST SHOWING -  
New York Auto Show*

# New 1935 *SUPER-CHARGED* Models



*Sedan*



*Phaeton*

**100** *m.p.h.*  
OR MORE  
**CERTIFIED**

An exciting expression of the increasing return to prideful possessions. Auburn's New 150 Horse Power *SUPER-CHARGED* Speedsters, each carrying a plate certifying it is capable of over 100 Miles per hour. A warranty of vast reserve power in everyday driving! See and drive the distinctive New 1935 Auburn Models.

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA, Division of Cord Corporation

New 1935 **AUBURN**



## For SMART PEOPLE

The new 1935 Auburn Models gayly reflect the growing vogue for a more affluent existence. The note they strike is one of elegance in personal transportation. Complementing their beauty and luxury is an inherent solidity and stability that attracts those who take thought of the future. Particularly since they *look like \$3000 cars, but sell for only \$695, and up, at the factory.*

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA

# New 1935 AUBURN



# New 1935

EXCLUSIVE • DISTINCTIVE • INDIVIDUAL

They look like

\$3000 Cars

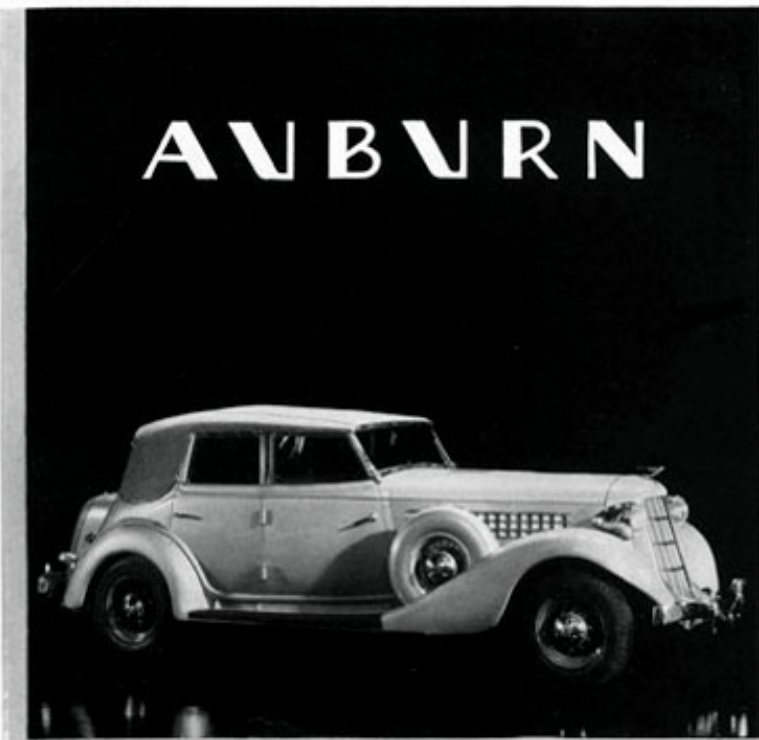
*but sell for*

**\$695**

*and up, at factory*

There is immediate joy in glimpsing a design so distinct from that of mass production motor cars; and an elegance that is in keeping with fashion's dictates. There is even more lasting satisfaction in the knowledge that this aristocratic appearance is a fitting "dress" for the intrinsic worth of these 1935 Models—the finest cars Auburn has ever built.

A sound-proofed, all-steel body, welded into a single unit. A frame of dreadnought strength. A motor of the famous Lycoming make, flexibly responsive, with a reserve of power far exceeding your everyday driving needs, yet ready when occasion demands. Hydraulic brakes, with uniformly equalized pressure, that bring the car to an instantane-



*The New 1935 Phaeton*

ous stop, safely and smoothly. Unequalled roadability, that results from a happy combination of long wheelbase, ride stabilizer, correct balance and low center of gravity.

Even those who have no mechanical inclination, feel that there is something very substantial about the wide doors, the spacious interior, the roomy seats, the quality

and luxury of the upholstery, trim, and appointments. Here is every evidence of an enduring investment.

You find crowning justification of your judgment in your relaxed comfort and sense of security as you drive one of these New 1935 Auburn Models. This experience you are cordially invited to enjoy.

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA, Division of Cord Corporation



# New 1935



EXCLUSIVE • • DISTINCTIVE • • INDIVIDUAL



## Correct

• Hail to the leaders of the new fashion, who are joyously inaugurating a return to more gracious living.

Again we are to see women glamorously gowned in silks, velvets, cloth of gold; men in formal dress; homes gone sophisticatedly modern. Such a setting calls for a revival of finer personal equipages. There is a growing demand for motor cars that offer not merely transportation, but an appropriate background for the new elegance.

It was in anticipation of this trend, that Auburn designed its New 1935 Models.

They are here now, reflect-

ing the spirit of the new mode. Body lines that display distinction but never lose dignity. Inbuilt comfort that makes riding a relaxation. Performance that is incomparable.

Pride of ownership again quickens with such a car. We are proud too, in being able to tell you that these are the finest cars Auburn has ever built. But we are even more pleased to

announce that their prices are well within reach of moderate budgets.

You cannot catalog the advantages to be enjoyed by owning such an exceptional automobile. You must experience these delights by seeing—comparing—driving!

**\$695** *and up at the factory*



*New 1935*  
**AUBURN**

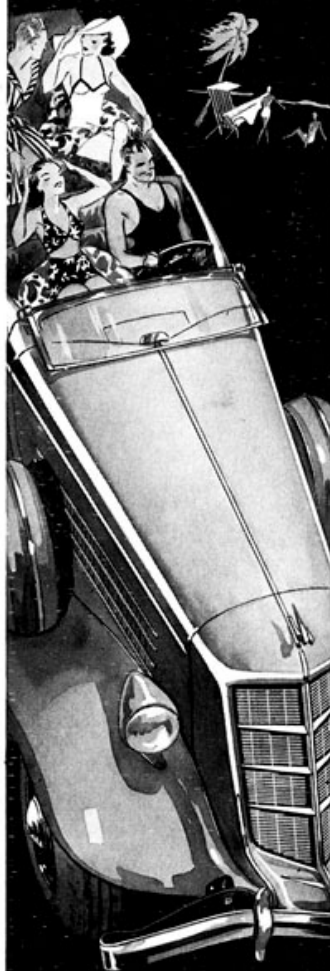


*P*eople with a flair for individuality are irresistibly drawn to the distinctive New 1935 Auburns. Prices, only \$695 and up, at factory.

AUBURN AUTOMOBILE CO.  
AUBURN, INDIANA  
*Division of Cord Corporation*



*drive an*  
**AUBURN**  
*and*  
**GO**  
*Places*



Everywhere you drive  
them, the distinctive  
Auburn Models offer  
manifest evidence of  
discriminating taste.

AUBURN AUTOMOBILE CO.  
AUBURN, INDIANA

*The Auburn Dealer Has*

**A CAR *for***  
**EVERYONE**

*from* **\$745**

*up to \$2245 at the factory*

The Auburn dealer can "pick" his used cars, because he does business in a diversified price-range. He can select his trade-ins from 90% of the entire market. Let us show you instance after instance of Auburn dealers ending the year with only a "handful" of used cars — and a good profit in the bank. And let us tell you the many other advantages of the Auburn franchise. Write today.

AUBURN AUTOMOBILE CO. - AUBURN, IND.

**AUBURN**