

*** ANNOUNCING ***

James H. Maden Co., Inc.

365 North Commercial St., Salem, Oregon

as Dealers for **AUBURN** and **CORD** Motor Cars
in Salem and surrounding territory

AUBURN

POWERED BY LYCOMING

Introduces a New Line of
5 Straight Eights

127-in. Wheelbase--At Lowest Prices

\$945

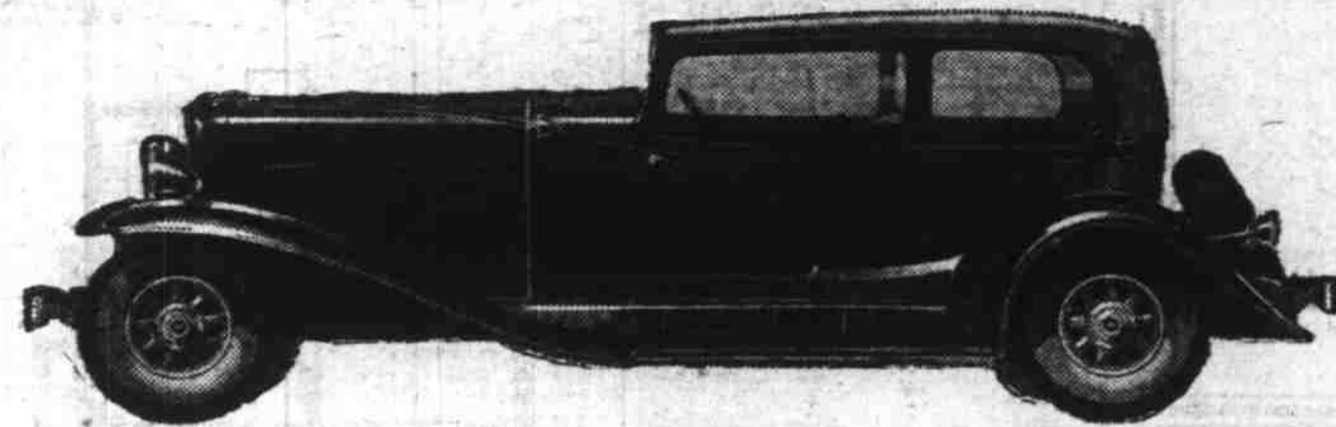
Five-passenger, two-door Brougham. Entrance to front and rear seats through one large door without tilting front seats. The greatest value on the market; new in design; new in improvements; a long wheelbase, powerful Straight Eight.

f. o. b. Connersville

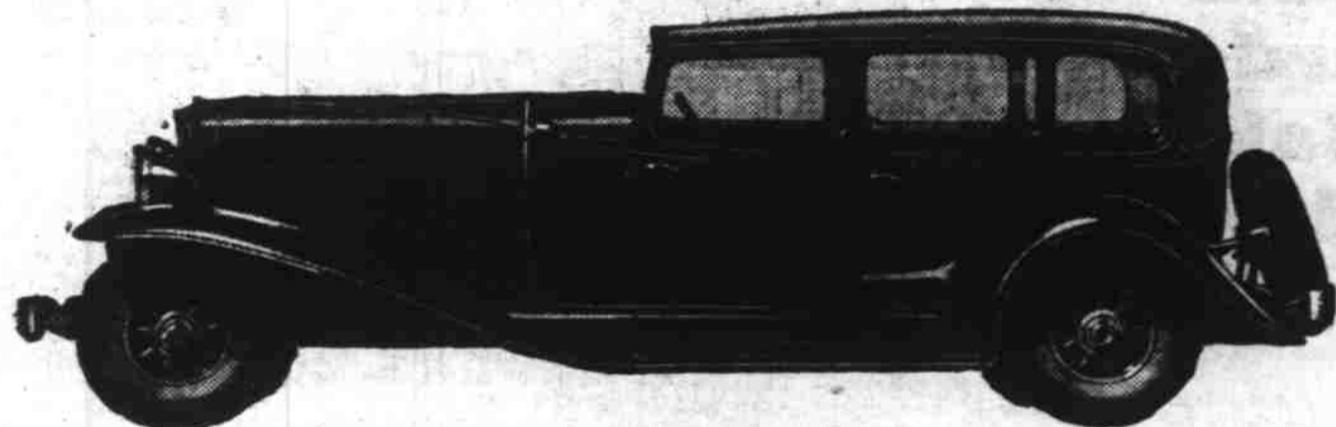
Again Auburn creates a new individuality

AUBURN introduces new features, improvements and advantages never before obtainable in any car. Dating from today, all comparison of automobile values must be completely revised. This very positive claim is made with the full knowledge that it will not go unchallenged. We will let these new cars speak for themselves. Auburn believes the remedy for subnormal times is abnormal value. Therefore, Auburn has chosen the present business period as the opportune time in which to advance and grow. This is possible in one and only one way; Auburn must increase the buying power of the consumer's dollar beyond all comparison. At the risk of sounding extravagant, we assure you that Auburn has gone to greater lengths to provide more rugged, rigid, enduring construction; more efficient performance, safer roadability and more accommodations for the comfort and convenience of passengers than have ever been offered to the public. We submit the car itself as proof. We invite you to make every possible comparison. The more informed and hard-to-please you are, the more we welcome your searching study of every structural feature of these new cars. Auburn makes this radical departure, not with the idea simply of being competitive, but with the purpose of fully removing all doubt from the buyer's mind as to which car offers today the greatest value, and the most satisfactory automobile investment. If this announcement strikes you as being "too good to be true," we urge you to verify it for yourself. That is all we ask. Our dealers are so enthused that they assure us the demand will be so great for these new models that we must caution the public not to delay. Place your order at once and avoid disappointment.

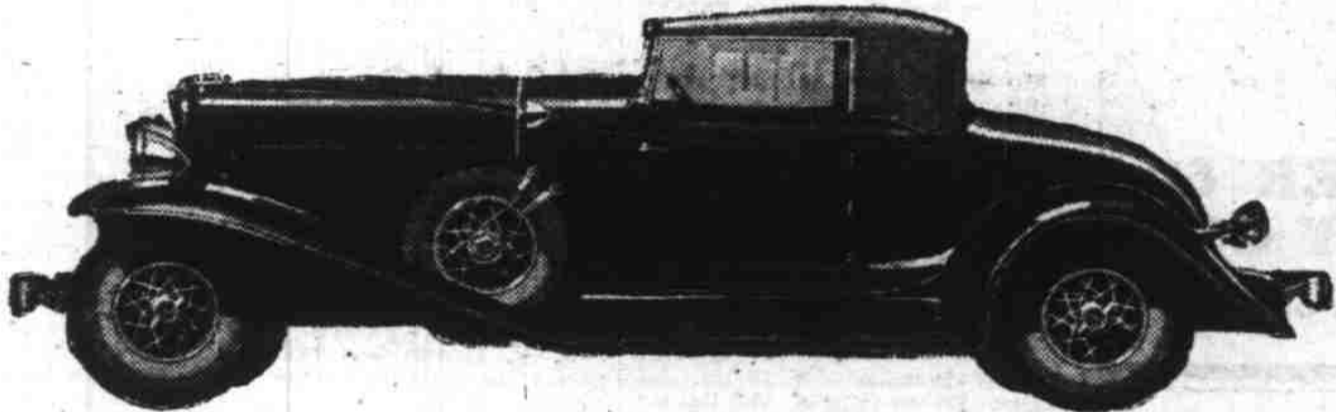
AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA



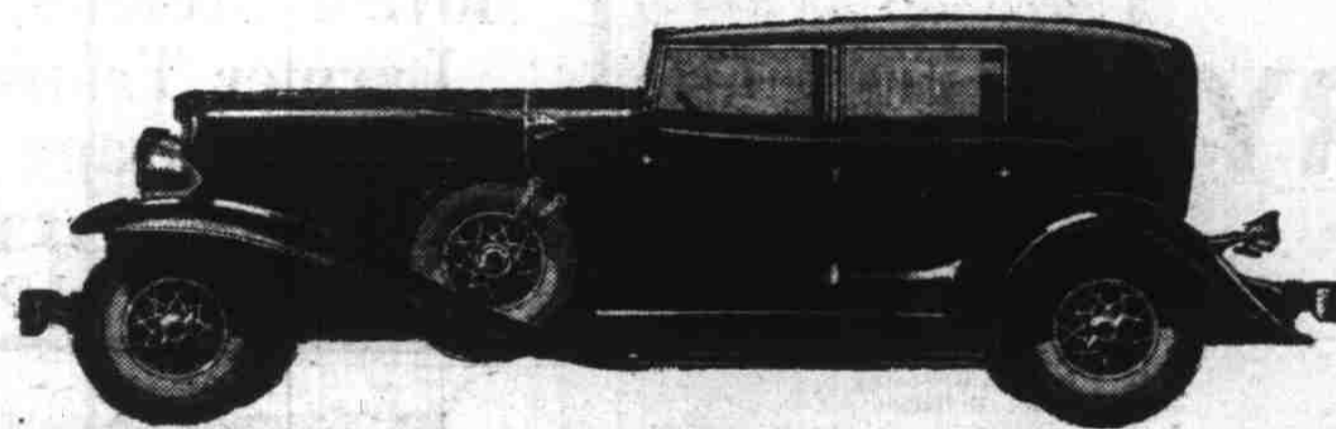
Five-passenger
2-door Brougham \$945



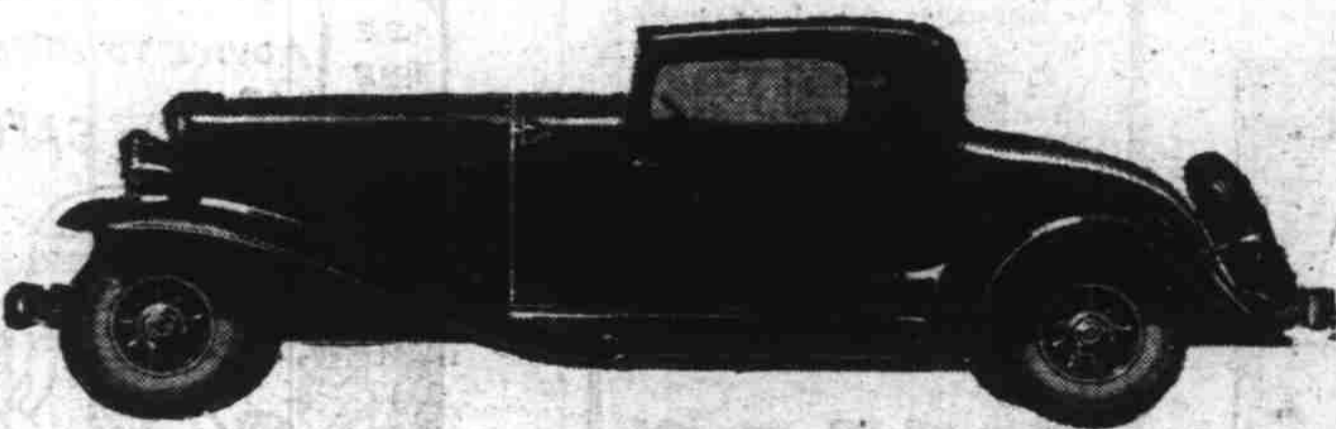
Four-door
Full Sedan \$995



Convertible
Cabriolet \$1045 (Wire wheels extra)



Convertible
Phaeton Sedan \$1145 (Wire wheels extra)



Business Man's
Coupe \$995

Equipment other than standard, at extra cost—all prices f. o. b. Connersville, Ind.

Also Custom Models which include Free Wheeling

Five body styles with refinements and appointments that represent the utmost in luxury; optional colors; large tires with white sidewalls; special upholstery, either Broadcloth or Kid Mohair; walnut finish instrument board and walnut finish mouldings; etched finish for the instrument panel; special carpet; all-chrome lamps; corner reading lights in Sedan and Brougham; robe rail, cigar lighter, chrome running board mouldings and tan top material of highest quality. Five-passenger 2-door Brougham \$1145; Business Man's Coupe \$1195; Convertible Cabriolet \$1245; Four-door Full Sedan \$1195; Convertible Phaeton Sedan \$1345; f. o. b. Connersville, Indiana.

56 Reasons for the
Incomparable Value
of the New Auburn:

- 1 X-type Cross member in frame.
- 2 Silent Mesh Transmission with helical cut gears.
- 3 127-inch wheelbase.
- 4 98 horsepower.
- 5 Powered by Lycoming.
- 6 Automatic chassis lubrication.
- 7 Frame side rails 8 inches deep, 5-32-inch stock.
- 8 Two rear cross members, cross braced.
- 9 Double frame channel over rear kick-up.
- 10 Larger engine bore.
- 11 Improved valve cooling.
- 12 New style piston and ring.
- 13 New type self-adjusting carburetor.
- 14 4-blade self-lubricating fan.
- 15 Distributor head and wire conduit removable together.
- 16 Wider rear tread—61 inches.
- 17 Steel-draulic brakes.
- 18 Brakes, self-energizing.
- 19 Brakes cannot jam.
- 20 Brakes work independently.
- 21 Extra large braking surface.
- 22 Four two-way Lovejoy hydraulic shock absorbers.
- 23 Exhaust pipe, asbestos insulated.
- 24 Muffler completely insulated with 3/4-inch asbestos.
- 25 No metal-to-metal contacts.
- 26 Roller-bearing, cam and lever steering.
- 27 Steering wheel adjustable to three positions.
- 28 Steel running boards covered with vulcanized rubber.
- 29 Widest door on any car on Brougham and Coupe.
- 30 Widest rear seat of any production car.
- 31 Sloping windshield.
- 32 Greatest percentage of vision.
- 33 Shortest turning radius of any car of comparable length.
- 34 Phaeton Sedan only 65 inches high.
- 35 Sedan only 68 inches high.
- 36 Entire body front all steel.
- 37 Ribbed steel cowl dash.
- 38 Folding windshield on convertible models.
- 39 New front-door glass channel construction.
- 40 Adjustable front seats.
- 41 Extra leg room in front.
- 42 Aviation type instruments.
- 43 Dimmer lights foot-operated.
- 44 Body specially insulated.
- 45 Asbestos and wool-felt insulated dash.
- 46 Heavy insulation on door and body panels.
- 47 Floor board insulated with 3/4-inch wool felt.
- 48 Anti-squeak between all fenders, flashings and the body.
- 49 Body mounted on special rubber pads.
- 50 Greater acceleration at low speeds.
- 51 Underslung front springs.
- 52 17-inch wheel.
- 53 Lower center of gravity.
- 54 Hydrostatic gas and oil level gauge.
- 55 Introducing extra roomy business man's coupe.
- 56 Doors non-rattling, non-vibrating; and 48 per cent lighter.

You are cordially invited to inspect the new Auburn and Cord cars during the salon showings this week by James H. Maden Company, Inc. We are proud indeed to announce their appointment as dealers of Auburn and Cord cars in this territory.

The Motor Car of the Future is Here Today!