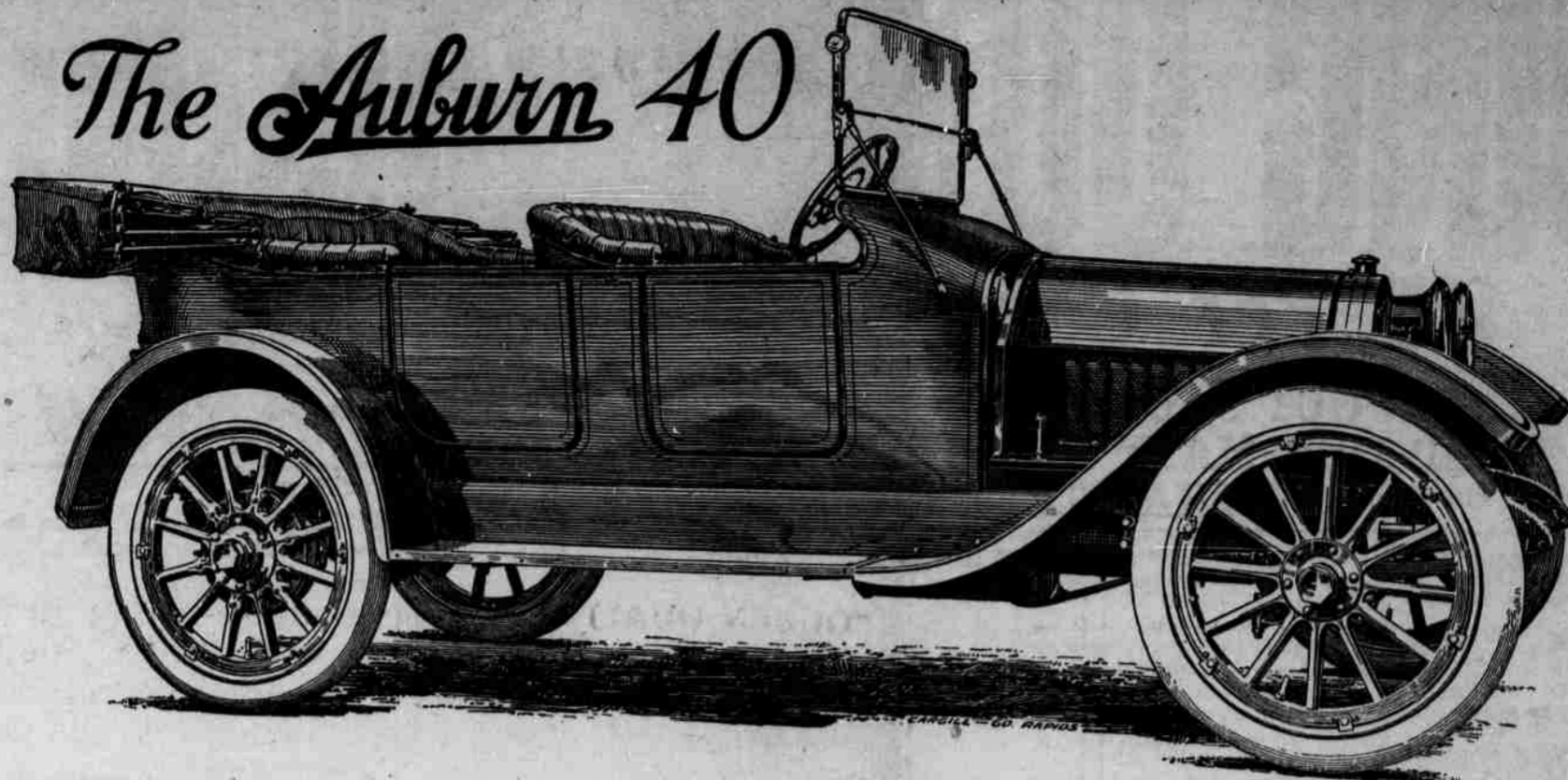


## The Auburn 40



Fully Equipped  
No Extras to Buy  
Electric Self-Cranks

Full Floating Rear Axle  
European Body Type  
Electric Lights

# \$1490

Electric Horn  
Cowl Dash  
Left Drive

Dustproof en bloc motor—T head  
120-inch Wheel Base  
36-4 Tires; Demountable Rims

*This has been the history of the automobile industry's quick progress*

**E**ACH year some particular manufacturer awakened the country to a new and greater value in motor cars. It outstripped others in Bigness, in Comfort, Advanced Features and Engineering Perfection. Whenever a new car of big value came out, it caused a sensation. Other makers invariably told each other that the manufacturer "couldn't build them without losing money." It looked like the impossible to experienced makers themselves. And, actually, the dealers who sold the cars in large numbers---for the news spread fast among buyers---told other makers that they "didn't see how it could be done." Yet it was done and the season afterward almost invariably a newer, greater, bigger value was promulgated by some other maker.

*This announcement you are reading is the dominant page from the 1914 chapter in Motor Car History*

For we now present 1914's surprise in motor car values—a large, beautiful car of 120-inch wheel base, fully equipped, with all the advanced features high priced cars offer.

Does not the very bigness of this car give it the place of 1914's greatest-value automobiles?

#### AND, IN ADDITION, STRIKING BEAUTY

Moderate-priced cars have never been long on beauty. Makers skimped there, for, as they said, "Is not the value great enough as it is?"

But when you see this new car, please note how we have, before others, adopted the newest style of Europe. We sent men to study European body design.

So you will be surprised to find in this moderate-priced car the handsome sweep of the newest "stream" lines. Note how they slope upward from the very front of the car clear to the back.

The cowl of the New Auburn "40" has the desired graceful sweep that gives true beauty. Note, too, the handsome flush sides, the broad back of the car. See how all these body features are perfectly blended, how they harmonize with each other.

At the 1914 Importers' Salon, New York, where European cars exhibit, you will find substantially this style of body in January, 1914.

#### LEFT DRIVE

You can have left hand drive on your New Auburn "40." Left-hand drive offers the convenience of stepping out of the car direct onto the curb. This drive will best suit you for your New Auburn "40."

Center control, the accepted 1914 vogue, is on the New Auburn.

#### WE SPIN THE MOTOR BY ELECTRICITY

Our electric self-cranking system SPINS the motor. Please observe this when the car is demonstrated to you. Too many self-cranking systems revolve the motor too slowly to secure combustion in the cylinders.

The car is, of course, electric lighted.

#### NO EXTRAS YOU COULD BUY TO MAKE THE CAR MORE COMPLETE

You will find this condition exists among cars—The price is listed low, but much equipment must be bought to complete it! That brings the price up to a fairly stiff figure.

But at \$1490, the New Auburn "40" is FULLY EQUIPPED with every convenience, feature and equipment that the most exacting buyer desires.

There is nothing you could buy to more completely equip this remarkable automobile.

In addition to what we have already mentioned, note these costly features we give:

- Cowl Dash
- Rain-Vision Ventilating Windshield
- Full Floating Rear Axle
- Turkish Type Deep Upholstery
- Extra Roomy Tonneau—29 inches Foot Room
- Dust-proof en bloc Motor T. Head
- Wide Doors (concealed hinges) as on European Cars
- 36 x 4 Tires; Demountable Rims
- Electric Horn
- Speedometer
- Rear Tire Irons, with Extra Rim

#### NOW BEING DISPLAYED AT AUBURN DEALERS

Do not, under any circumstances, place your order for any car, until you have inspected the New Auburn "40" and had a ride in it.

Its quietness of operation, its surprising easy-riding qualities, its wonderful dependability, its excess power all will convey to you the truth that this indeed is "the season's greatest buy."

The car is now being displayed—go see it today at the nearest Auburn dealers.

#### STABILITY

We have known men who picked cars solely on the manufacturers' permanence. They have written bankers in the maker's city—have secured mercantile agency's reports on them.

Should the maker be unstable, the car's depreciation—in the event the maker went out of business—would be very heavy.

Parts could not be secured; service no longer goes with it; it is deprived of manufacturers' and dealers' backing. Manufacturers' discontinuances have invariably brought about that identical result.

So, in your own interest, be sure to select a car built by a financially sound manufacturer. Be sure of his permanence.

Look us up in Dun or Bradstreet.

And in considering the New Auburn "40" weigh these facts:

We have been manufacturing automobiles 14 years—unusually excellent cars. They have stood up in owners' hands and given excellent service.

Judge, by these facts, the wonderful product we now offer and the stability of this institution. This is as vital to car owners as it is to dealers. Let it aid in your decision.

We also handle the Auburn 6 and Auburn Roadster. Also remember our little roadster, THE GRANT,---the best little car built.

Write or call for information and demonstration to

# HENRY W. DOMES

AGENT FOR

## Yamhill and Polk Counties

RESIDENCE: McCOY, OREGON

F. S. FITTS, STATE AGENT, SALEM, ORE.