



## Standard of Value

The reaction of people accustomed to fine cars, to the success of the Cord front-drive, is the most significant thing in the automobile world today. Just as we predicted in 1924 that public demand would force other manufacturers to follow Auburn's Straight Eight leadership—which prediction has been coming true for six years—so now we predict public demand soon will force builders of fine cars to adopt front-drive construction. The Cord was introduced without superlatives purposely. For a quarter of a century car owners had had experience only with rear-drive cars. Therefore a new car, pulled instead of pushed, was a radical change. We knew many substantial people would want to investigate thoroughly; would want unimpeachable evidence of its superiority and would be influenced by what others might say. The Cord, due to its inherent exclusive advantages, due to its extraordinarily fine construction and due to the experience of Cord owners, has weathered that period of probation and today ranks supreme among fine cars in advancements and value; a proven product, definitely the leader in every way. Car buyers who give first consideration to their personal safety, to their comfort en route, and to ease of handling, have no alternative but the Cord. There is no substitute for the advantages possible only with a front-drive car.

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SEDAN \$3095 . . . BROUGHAM \$3095 . . . CABRIOLET \$3295 . . . PHAETON \$3295

Prices F. O. B. Auburn, Indiana

*Equipment other than standard, extra*

AUBURN AUTOMOBILE COMPANY : AUBURN, INDIANA

# *CORD FRONT DRIVE*