



FRONT DRIVE IS SAFER

Now comes the season for rain, sleet, ice, snow; slippery streets and frozen ruts. The handling of a motor car under these adverse conditions is safer, steering is easier, and control is surer, when you are at the wheel of a Cord front-drive.

A year ago this claim was challenged by some who wanted to wait for proof of front-drive's superiority. Today this proof is abundant and conclusive. The exclusive advantages of the Cord are being enjoyed in every part of the nation. Front-drive success is so complete and unqualified that the Cord has immediately become the standard of value among fine cars.

The advantages found only in the Cord can be summed up in one statement—a Cord does all the things any other fine car can do, with less driver effort, with greater riding comfort, with better roadability and with greater safety.

There are three ways you can verify this claim:

Ask Cord owners who have had six to twelve months' experience; drive the Cord yourself and compare it with any other fine car; study its structural difference and mechanical excellence. You will learn that the Cord has a lower center of gravity; that there is less tendency to tip or lean on turns; that the rear wheels do not bounce around but follow in a true manner; that there is no inclination to side-sway over cobble stones and chuck holes; that the car always wants to go the way you aim it; that the front wheels lift up, tractor-like, out of ruts; that it holds the road much better, due to a minimum of unsprung weight in the rear; and that you enjoy a new kind of comfort possible only when you ride *in* a car and not *on* it.

AUBURN AUTOMOBILE COMPANY • AUBURN, INDIANA
Prices F. O. B. Auburn, Indiana *Equipment other than standard, extra*

SEDAN \$3095
BROUGHAM \$3095



CABRIOLET \$3295
PHAETON \$3295

CORD FRONT DRIVE