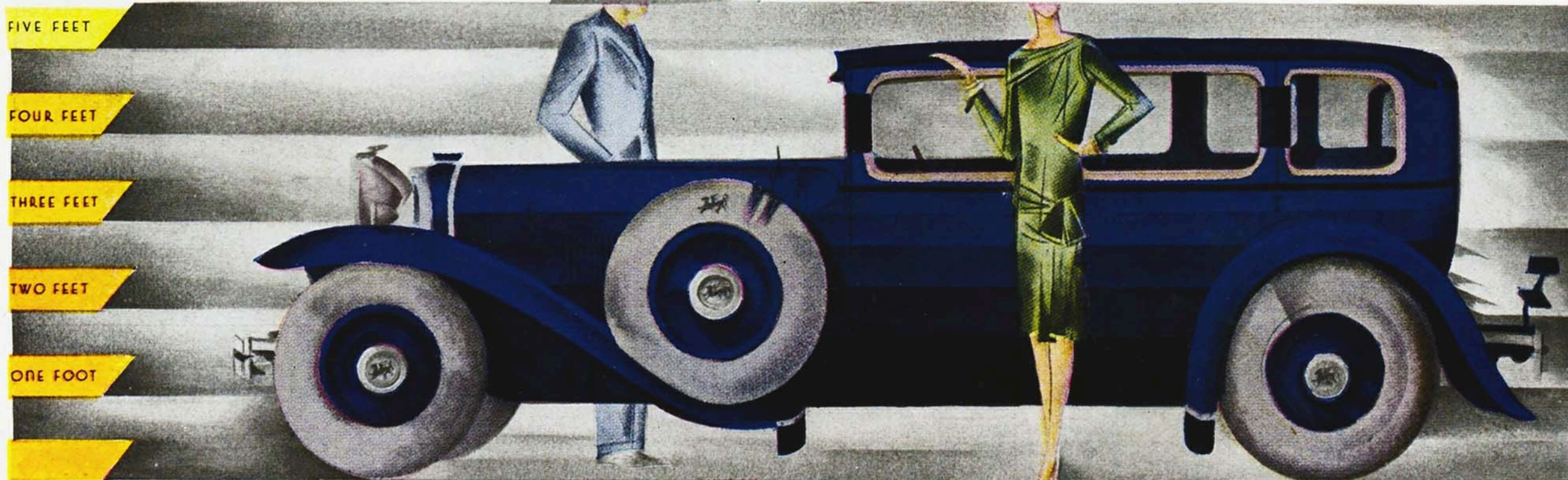


# Now at your service •• America's first Front- Wheel-Drive motor car

For several months now, there has been talk of a motor car notably new and utterly different, a car in which would be incorporated, for the first time in the history of American automotive design, the principle of the front-wheel drive, and so possess the many cardinal advantages inherent in an automobile of its kind . . . Today, this car rides the boulevards, the target of admiring eyes. It is so low that you can look over it, but none can overlook its suave grace of line, its distinctive colorings by Joseph Urban . . . It is fleet yet surefooted, restful and quiet and commanding. It carries on its radiator, as a hallmark of its excellence, the griffin of ancient heraldry, and bears, proudly, the name of Ruxton.



# RUXTON

COLORINGS CREATED BY JOSEPH URBAN • EXCLUSIVE FABRICS BY SCHUMACHER  
the product of New Era Motors, inc. • 17 east 45<sup>th</sup> street, New York City

## THESE QUALITIES, SO COMMONLY PROMISED, ARE ACTUALLY ACHIEVED IN THE RUXTON

1. A CAR SMARTLY LOW, because a 10-inch saving in height has been effected through the elimination of the conventional rear axle and the restrictions it automatically imposes.
2. A BODY SURPRISINGLY QUIET, because there is neither chattering differential nor vibrating driveshaft to transmit noises through the body.
3. SAFETY AT HIGH SPEEDS, because the rear wheels are never trying to catch up with the front ones, and the center of gravity is unusually low.
4. RESTFUL RIDING COMFORT, because the rear axle carries but the minimum of unsprung weight, and the rear springs have only one function to perform—the perfect cradling of the body.
5. UTTER SMOOTHNESS IN TRAVEL, because the power pulls evenly from the front instead of pushing, with spasmodic jerks, from behind.
6. UNFAILING TRACTION, because pulling power is applied directly to the working wheels.
7. MAXIMUM POWER, with the minimum of loss in transmission, because this power only travels 6 inches from the 100-horsepower engine to the front axle.
8. PERCUSIVE PICKUP, because power that has such a short distance to travel is almost instantly applied, and at the lightest touch of the accelerator.
9. GASOLINE AND TIRE ECONOMY, because of perfect car balance, simplified design, the minimum of power loss, and the absence of skidding.