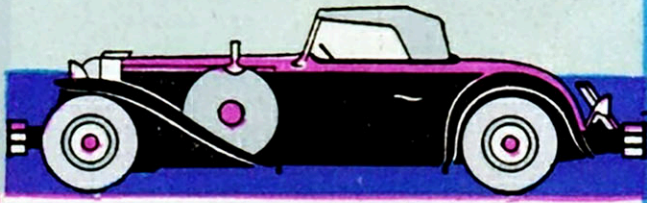
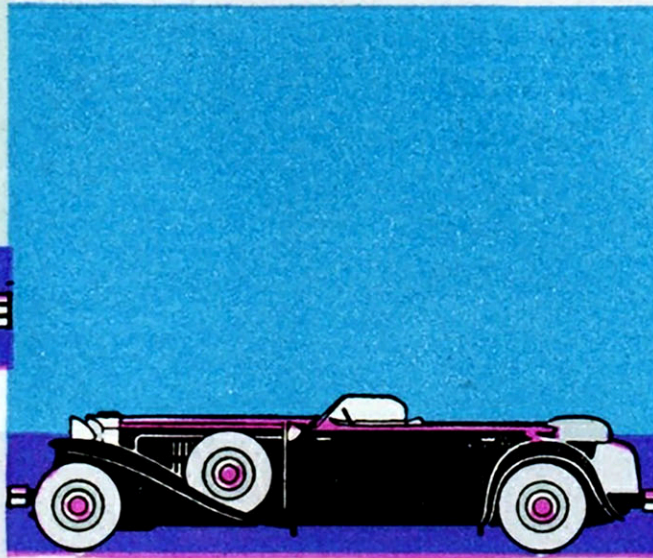


*This sketch illustrates the marked difference in height between the average motor car and the Ruxton.*



THE RUXTON ROADSTER



THE RUXTON PHAETON



THE RUXTON SALOON

# DIFFERENTLY DIFFERENT IS THE RUXTON

AND TEN INCHES LOWER THAN ANY  
OTHER MOTOR CAR ON THE ROAD

*In all the vocabulary of motordom, there are no new nouns or verbs or adjectives to describe this new car, exactly made to the exacting specifications of twelve exacting men.*

*So the old words, which find a new meaning and a truer definition in the Ruxton, must suffice though they have been sadly vitiated by use and abuse and hyperbole.*

*All cars, we are told, are low, but the eye-arresting lowness of the Ruxton is not an optical illusion but a genuine lowness ingeniously attained by a ten-inch reduction in car and body height alike, yet without a single compromise with standard road clearance or headroom.*

*Smooth road performance is a common promise, but the unburdened roll of the Ruxton can be had only from power that pulls evenly from the front, never from a jerky force that pushes from the rear. Restful riding comfort, too, has a familiar sound, but how can it ever be fully experienced save in a car of the Ruxton's unique design? . . . a car with but the minimum of unsprung weight to be carried, a car whose rear springs have been spared the dissipating task of taking the drive and so are free to perform their one vital function . . . the perfect cradling of the body.*

*We read, as well, how this body and that has been divorced from exasperating protests of strain, but only in the Ruxton have the sources of these common noises . . . the vibrating driveshaft and the chattering differential . . . been eliminated.*

*And while safety at high speeds is a phrase frequently encountered, it is always relative in meaning except when applied to the Ruxton with its center of gravity ten inches lower than that of any other American automobile.*

*A very interesting car, the Ruxton, and a most unusual one. Perhaps you'd like to know more about it. If you would, a letter addressed to New Era Motors, Incorporated, Seventeen East Forty-fifth Street, New York City, will bring more detailed information.*

AMERICA'S FIRST FRONT-WHEEL-DRIVE MOTOR CAR  
BODY BY BUDD • COLORINGS BY URBAN • FABRICS BY SCHUMACHER