

AUBURN ANSWERS YOUR QUESTION

Of the 22 makes of cars at the Auto Show, 21 of them are all of one kind—rear drive. One car is in a class entirely its own—the front-drive Cord.

It is not surprising that many people ask: "Since front-drive is better, why do not the large-volume manufacturers build front-drive cars?"

In answering, let us first emphasize the great values being offered in the rear-drive 1937 models at low prices. Thanks to volume production, you can get better rear-drive cars today for around \$700 than you could get formerly for \$1400.

But the requirements of mass production, for example in clothing, prohibit the specializing that goes into a hand-tailored suit. There is the same limitation in the large-volume manufacture of motor cars. Therefore the Cord; a highly specialized automobile—different from ordinary cars in design—different in engineering—and different in performance!

Why do some people pay \$750 for a gun when they can get one that will shoot, for \$50?

Why buy a mink coat when one costing only a fraction as much affords warmth?

The answer is found in human nature—in the constant reaching up for betterments—in the desire for greater enjoyment in utilitarian things.

The Cord is in contrast to the commonplace!

The Cord is a thrilling new experience!

The Cord is inspiration for all automotive engineers, pointing the way for them, to future developments!

The Cord is a rebirth of the pleasure of driving an automobile!

The Cord is the model for manufacturers to pattern after!

The Cord is a totally new interpretation of the function of a motor car!

The Cord—for its owners—is more than a remarkable new car. *It is a new world!*

Auburn Automobile Company is proud to dedicate its facilities and experience exclusively to the development and creation of specialty merchandise.

Auburn knows that the market for the distinctive, ahead-of-the-times type of car is smaller than the market for the ordinary cars. Auburn also knows that everyone does not want the same thing. That is why Auburn dares to forsake beaten paths—dares to depart from the conventional—dares to take leadership!

Significantly enough, the influence of the Cord design is seen in many 1937 cars. *But Cord owners know that the essence of the Cord's advantages cannot be copied!*

The Cord's many exclusive advantages are inherent in the front-drive principle and impossible without front-drive construction. You can scarcely conceive what these advantages mean until you have driven the Cord.

For here is a car, not made to conform to price, or any other manufacturing limitation. Without restrictions of any kind it was conceived, designed, and built to fulfill one purpose—the utmost in luxurious, quiet, enjoyable transportation—

CORD



\$1995 and up 1-6-37 model
Freight, tax and equipment to be added
Auburn Automobile Company, Connersville, Indiana

Nov. 1936



MAGICWEB.us

Get your Customized email address FREE when you purchase a domain name for less than \$11.00