

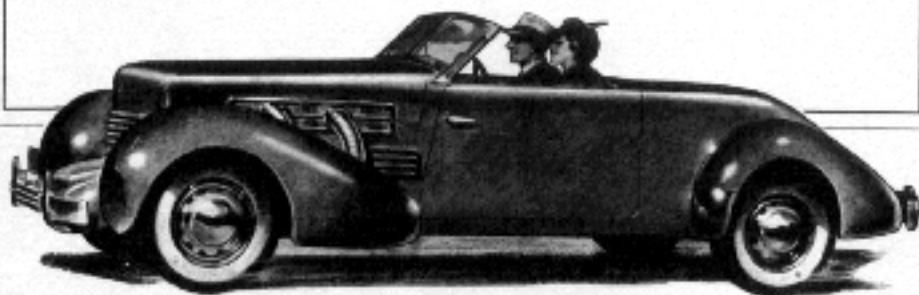
## *An Invitation To* ESQUIRE READERS

**O**UT of approximately 130,000,000 people in the United States, 600,000 buy Esquire magazine. They are the kind of people who want fine things, who go places and do things, and can afford it. There is a parallel between Esquire and the Cord car, we think. Cord is not a mass production car. It is highly specialized, designed exclusively to appeal to a distinct clientele. That is why, if you enjoy Esquire, we invite you to become acquainted with the Super-Charged Cord. It is your kind of an automobile—different, original, exclusive, smart!

The driver of no other car is enjoying the same kind of motor-ing luxury that Cord owners enjoy. Its comfort, ease of handling, and quietness are obtainable in no other car.

Those glistening exhaust pipes of the Super-Charged Cord are more than symbols of championship performance. As other drivers race alongside and see those pipes they know that they can pass the Cord driver only because he consents. The Cord driver is content to drive safely. He does not have to "step on it" to defend his purchase—any more than a Champion has to push people around to let the world know that he is Champion.

# C O R D



AUBURN AUTOMOBILE COMPANY • CONNERSVILLE, INDIANA

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