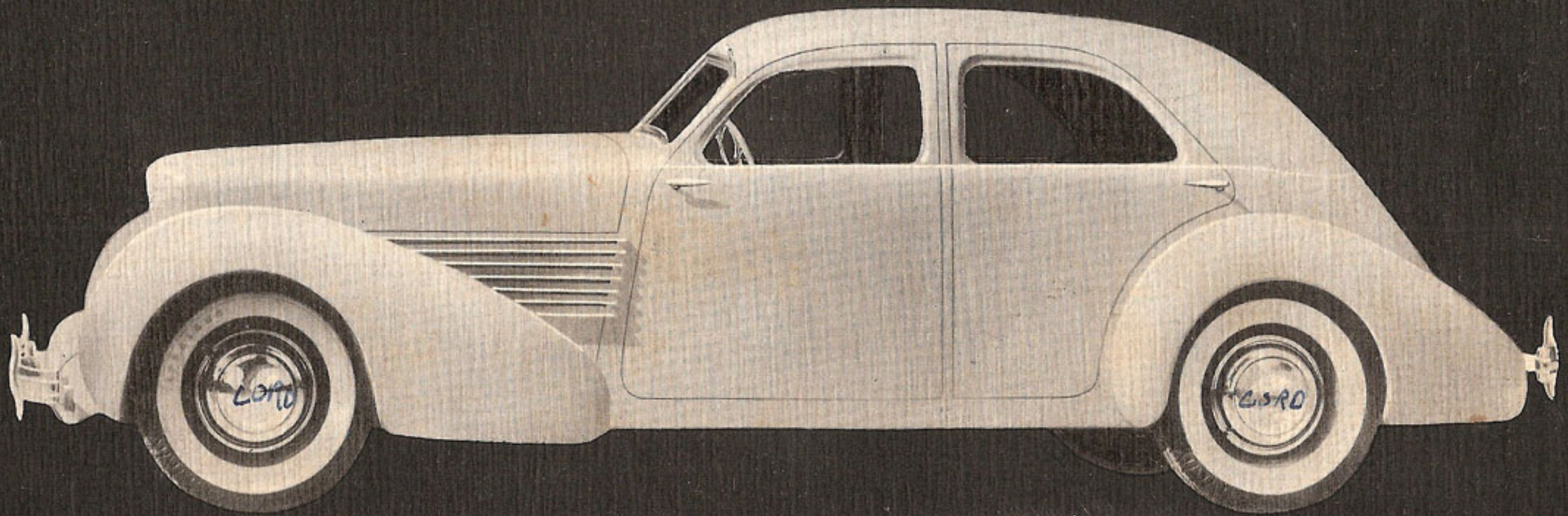


THE NEW CORD



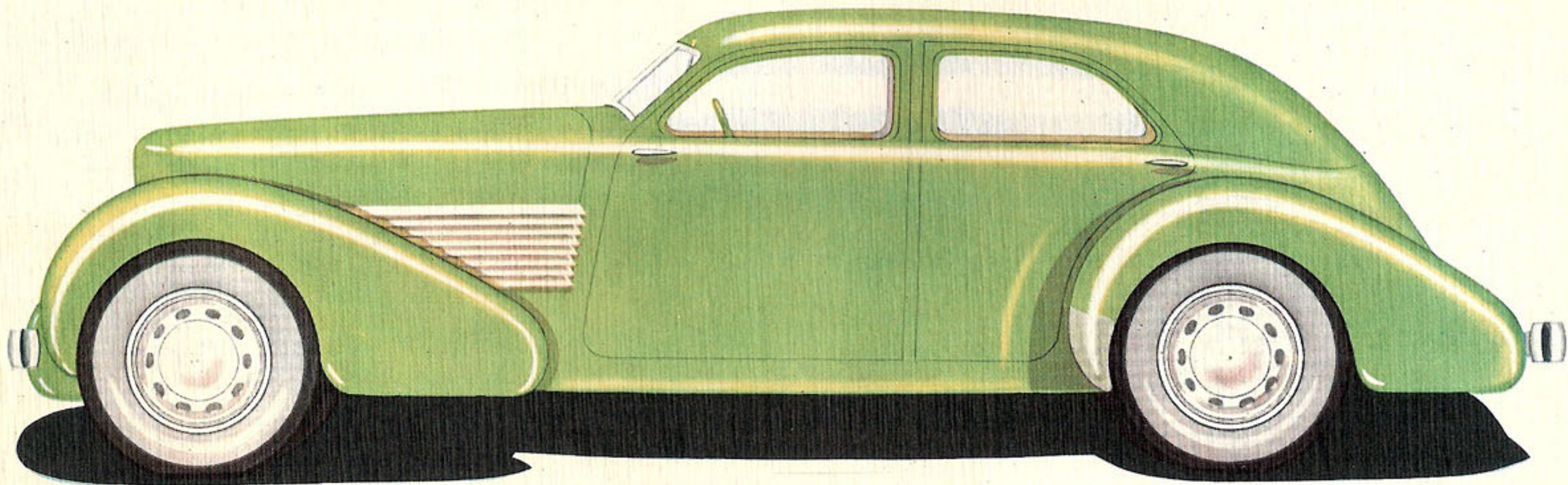
The New Front Drive

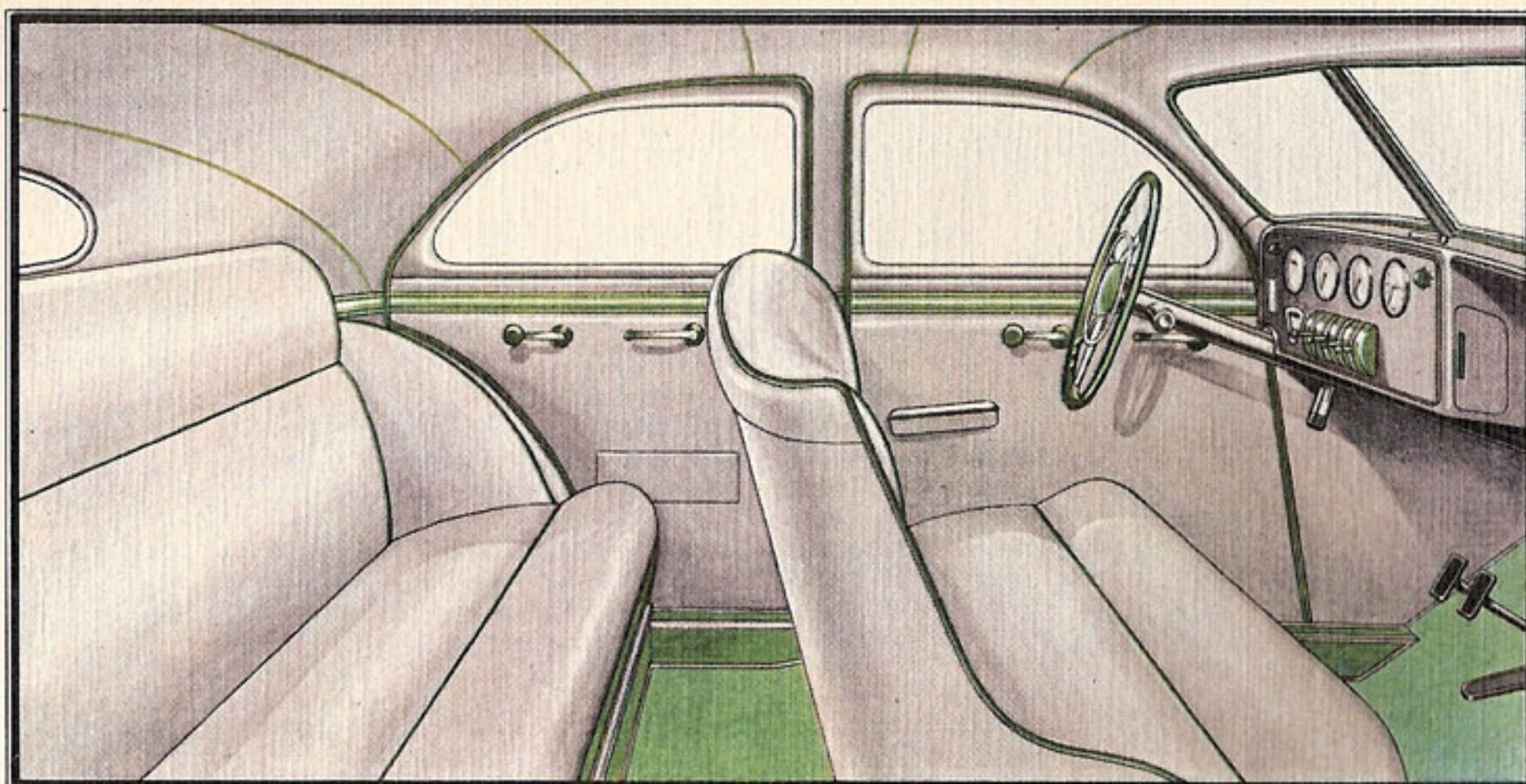
C O R D



THE NEW CORD Front Drive is a distinct departure from conventional design and construction—not merely for the sake of being different, but there are very specific ends attained, that bring you new pleasures in driving. Cord Front Drive Construction is the result of ten years of continuous effort and testing and makes possible a simplicity of design, a degree of riding comfort, and an *entirely new kind of performance*, obtainable in no other type of automobile. The New Cord demonstrates that it *is* possible to build a radically different kind of motor car which is, nevertheless, completely in accord with the very highest standards of beauty and good taste. *We predict that the New Cord will exert a pronounced influence upon the future offerings of the entire automotive industry.*

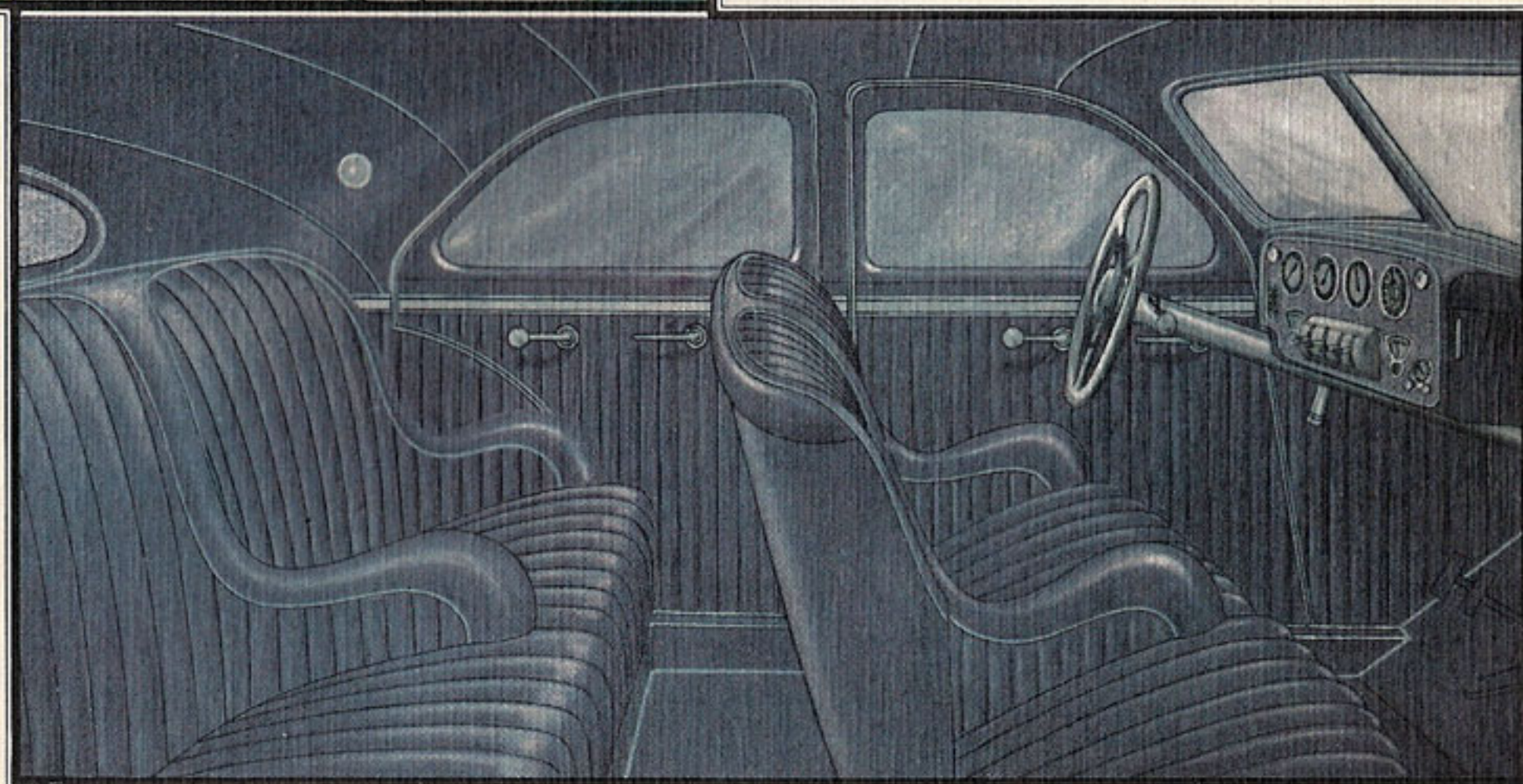
The Sedan





The Westchester Sedan

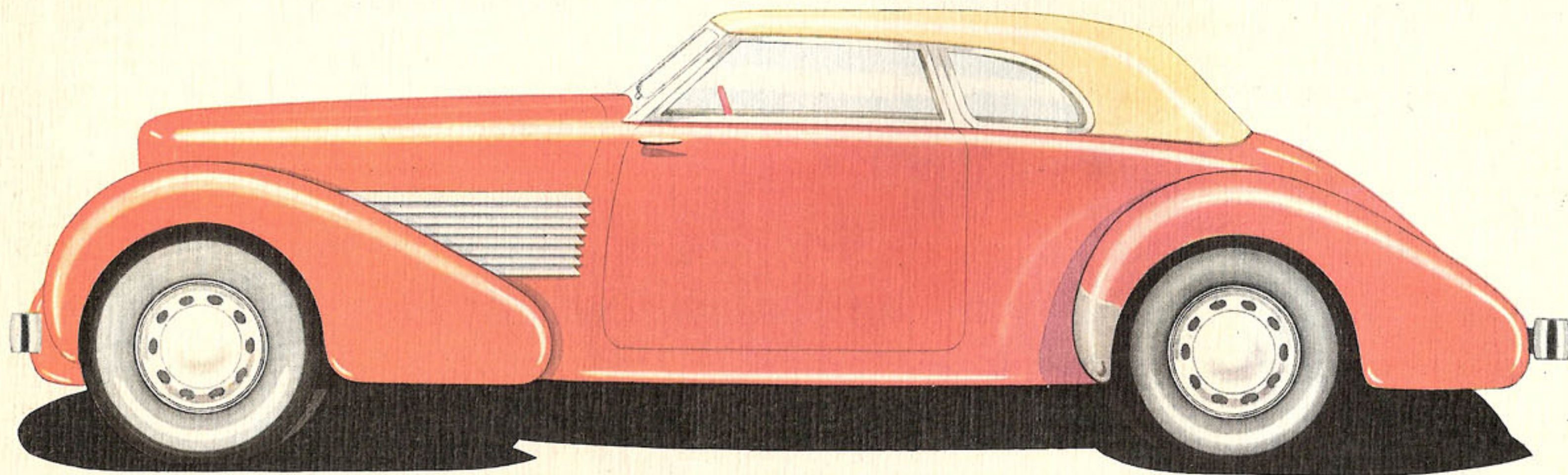
THE word comfort takes on an entirely new meaning when you ride in the New Cord. Both front and rear seat passengers ride in the same sumptuous comfort. Front Drive construction permits all seats to be between the axles and on the same level. You will be constantly amazed that a car so low in design should be so spacious—and provide so much head and leg room.



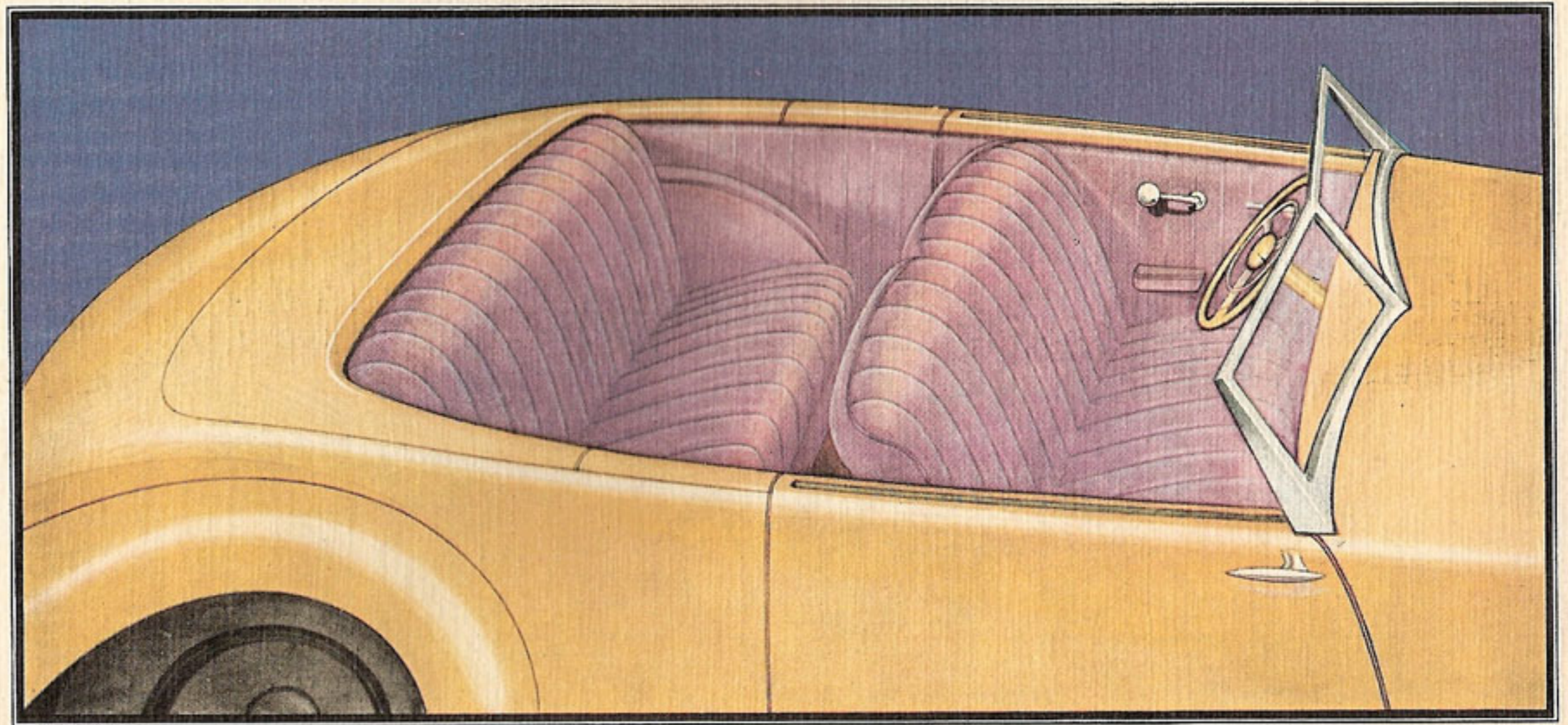
The Beverly Sedan

THE individuality of the New Cord is especially evident in the distinctive little niceties of interior finish; in the artistic use of garnish moldings and chromium bead; the D-shaped windows; the lacquered interior fittings; the engine-turned finish instrument panel with its unusually complete array of controls and dials. Broadcloth upholstery is in colors contrasting with body finish.

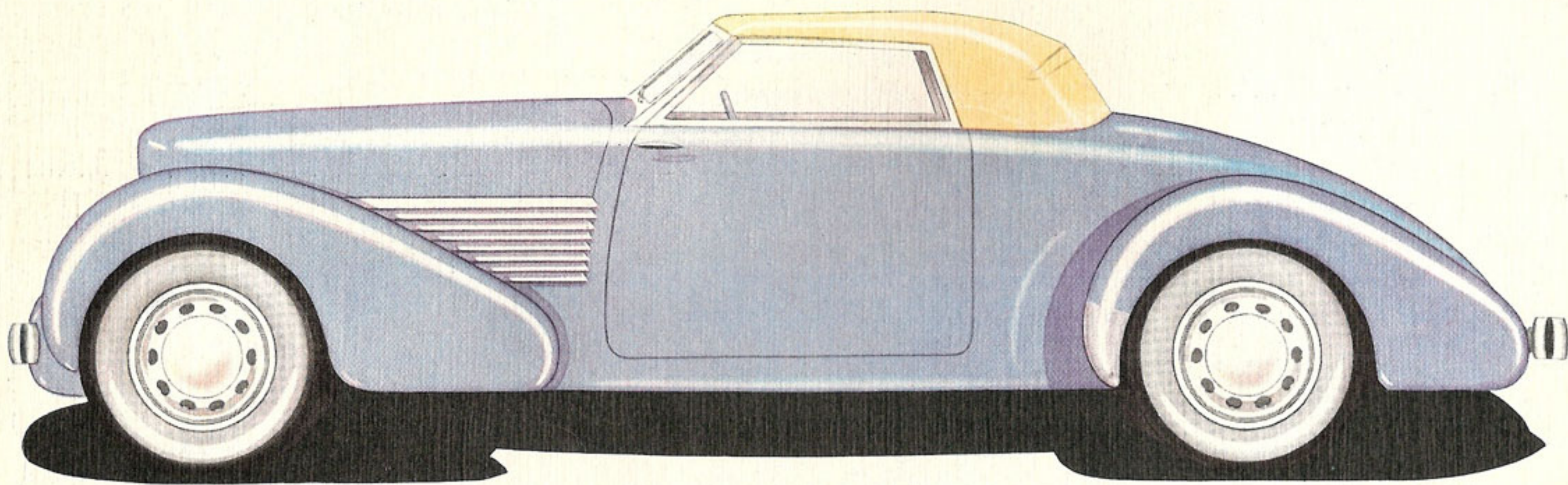
*The Convertible
Phaeton Sedan*

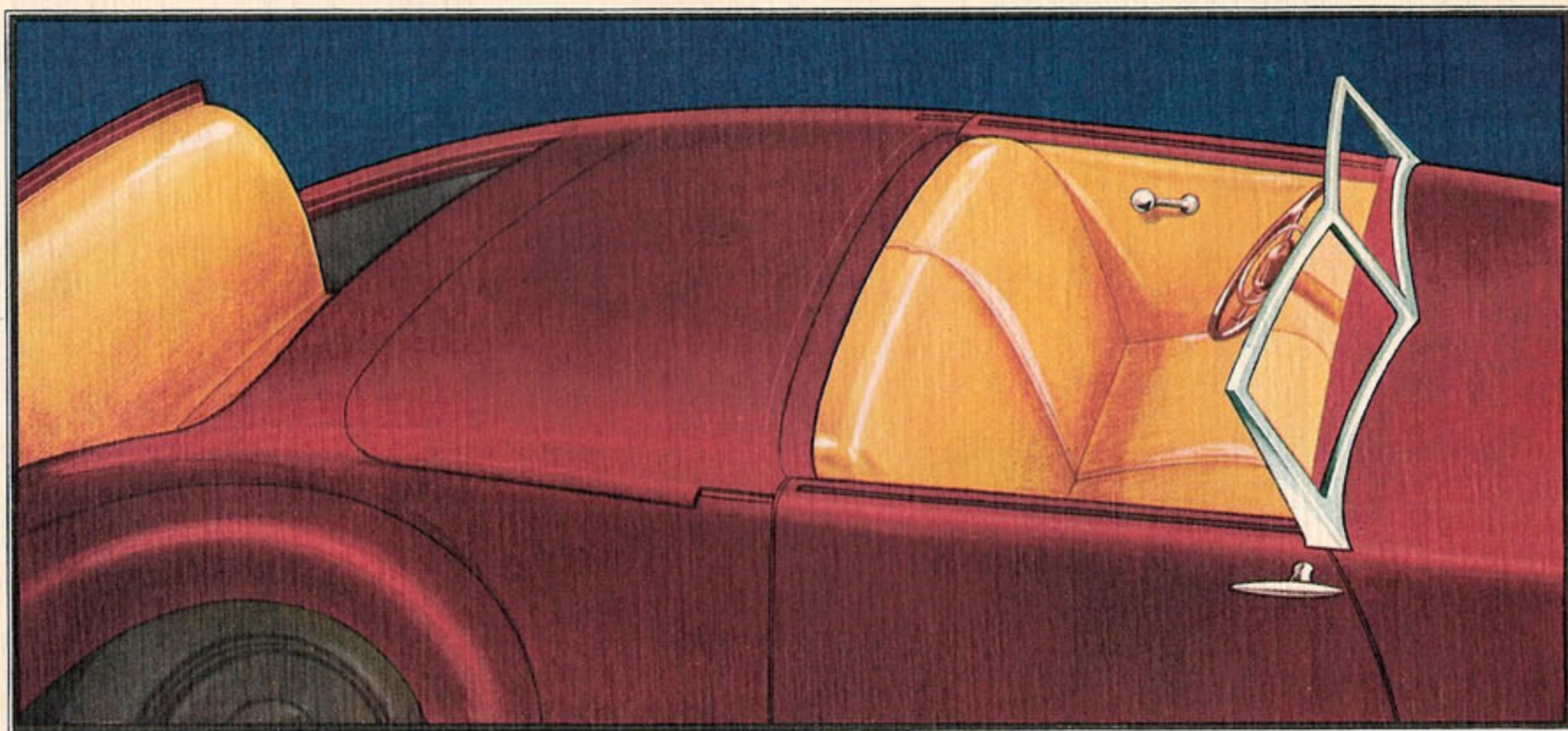


THE ULTIMATE in smartness is this New Cord convertible Phaeton Sedan, ready for any weather. With top up, you have a most comfortable closed car. Top when lowered is completely concealed in body, providing a sport style, fully open touring car. Individual type front seats and ample rear seat, upholstered in rich, weatherproof leather.

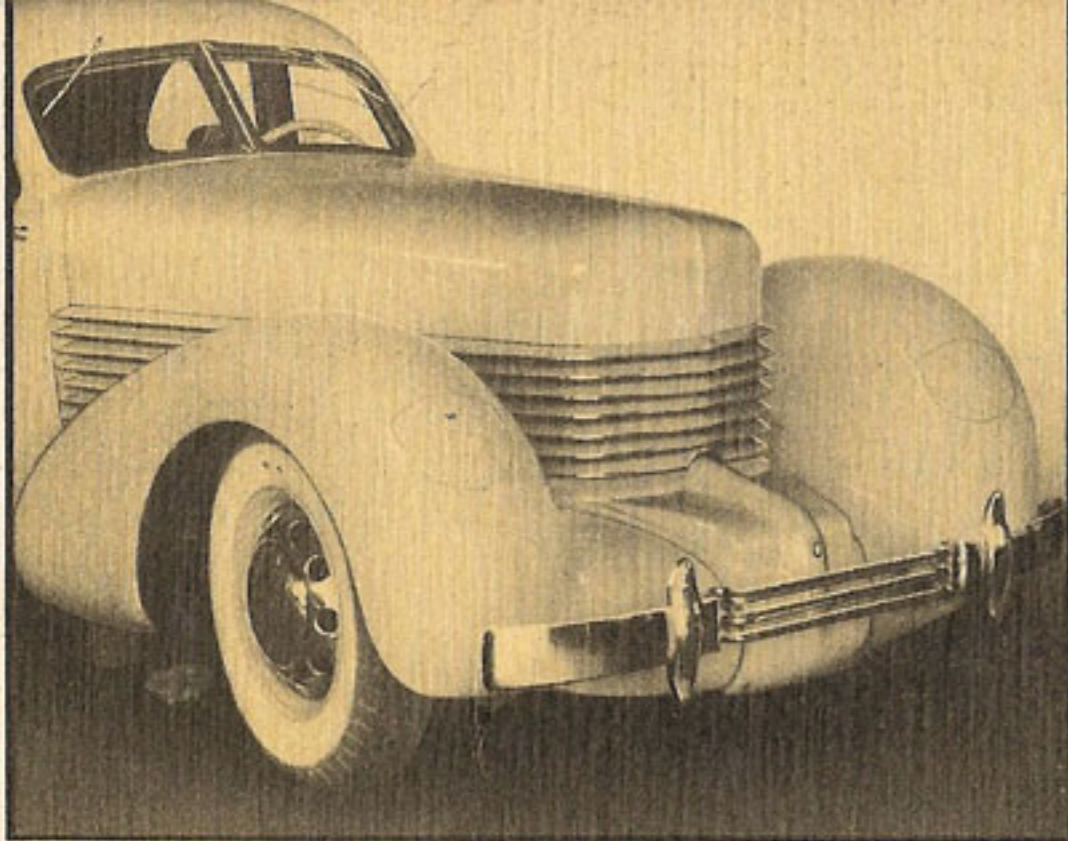


The Convertible Coupe

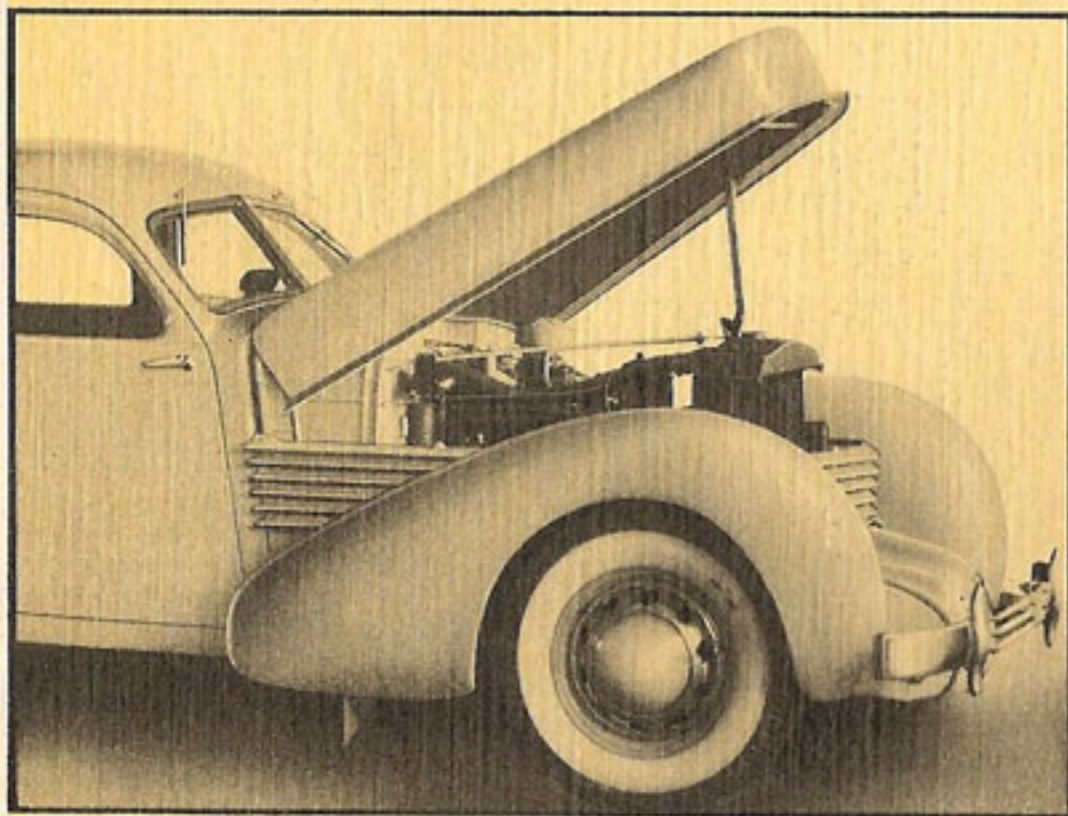




THERE is a very decided accent on youth in this New Cord Convertible Coupe. Top when down, is completely concealed in body. Spare tire is carried in special compartment back of the front seat. Auxiliary seat is exceptionally comfortable and roomy. Complete absence of running boards on all Cord Models gives an added note of individuality.

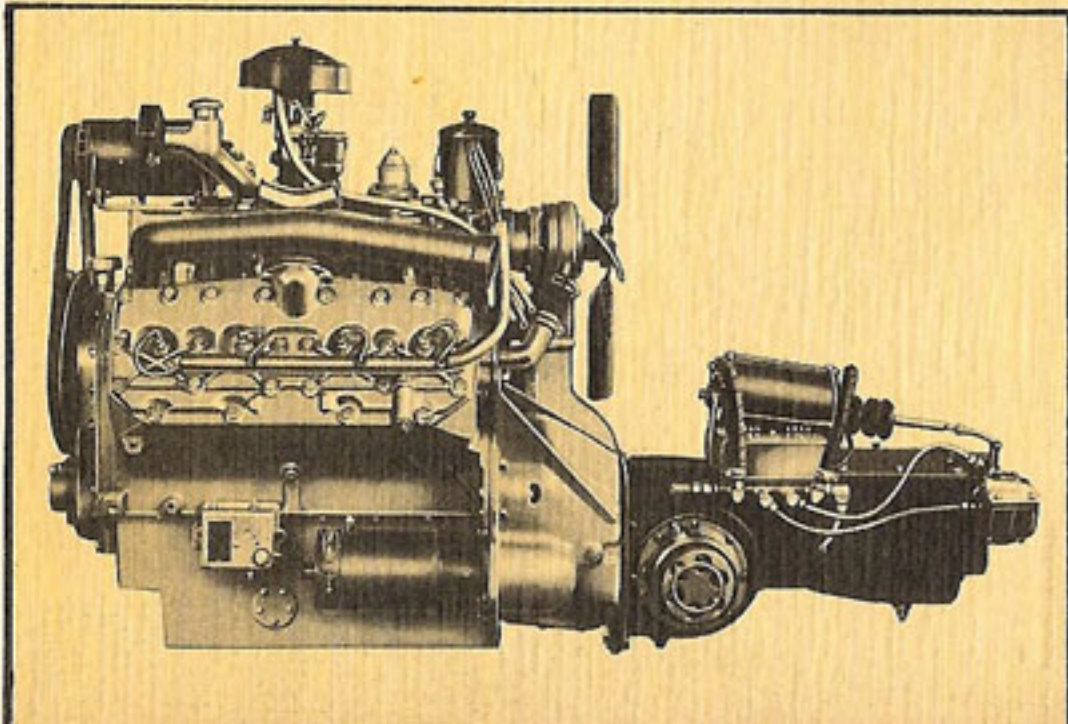


Front view, hood closed, showing Venetian type louvres



Hood raised to offer ready access to power plant

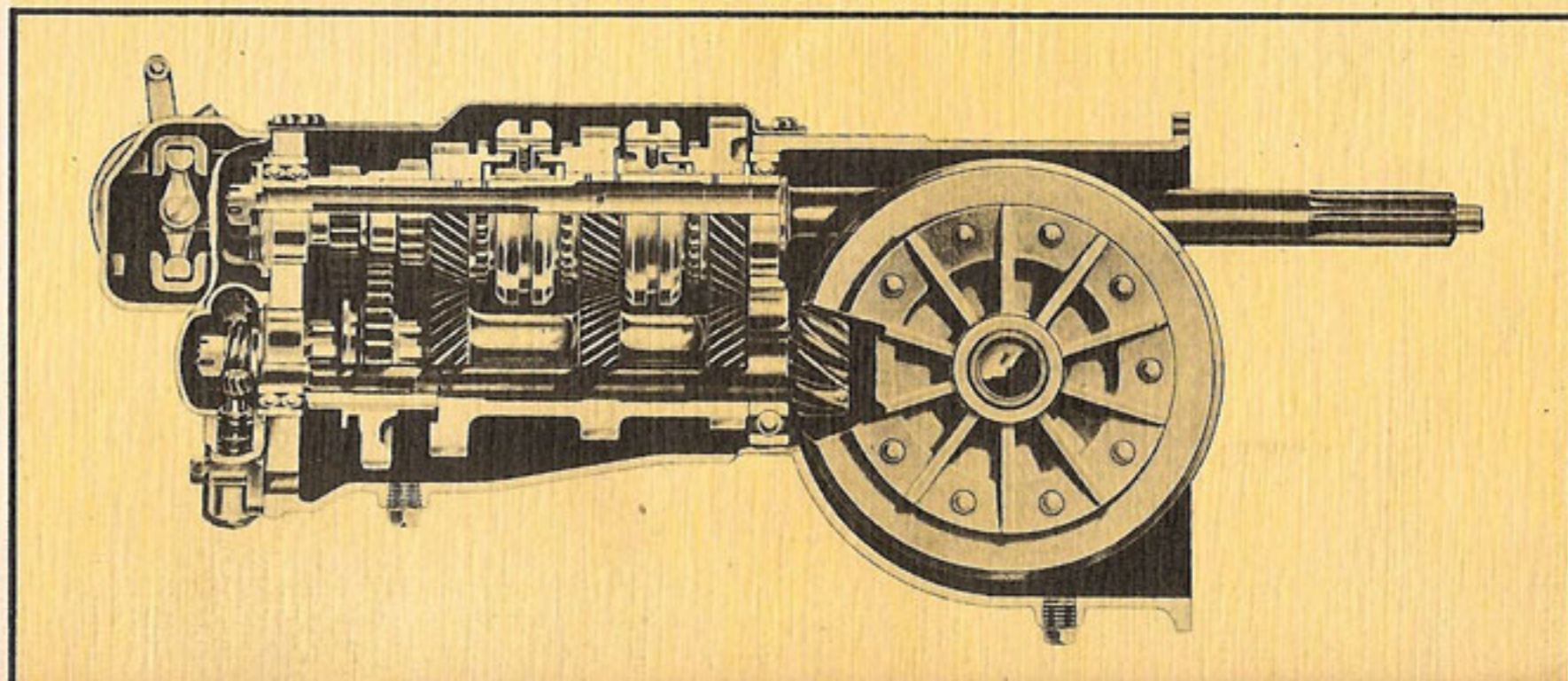
90 Degree V-type, 8-cylinder Lycoming Engine and driving unit



MECHANICAL FEATURES

Power plant and driving unit are in one complete, compact, quickly removable unit including virtually all mechanical elements of the car. **The engine** is an 8-cylinder V-type Lycoming, $3\frac{1}{2}'' \times 3\frac{3}{4}''$, specially designed for the Cord. It develops 125 Horse Power at 3500 R.P.M. Rated horsepower for taxable purposes is 39.2. The engine is cushioned against vibrations by three-point rubber mountings. **Differential** housing is bolted direct to bell housing of engine, and is cast in one piece with transmission case, providing a complete power transmission unit, permitting lubrication from one source. An "extra high" gear is provided for high-speed cruising with lower engine speed, resulting in quieter operation and fuel economy. Speed changes are by remote control. **Frame** is of stub type, substantially braced, supporting and tying together the elements of the front unit. An exceptionally heavy box section cross member at extreme front of frame forms a rugged protection from damage to front end parts in case of collision. **Independent Suspension** of Front Wheels by an original design of the swinging arm type, is an outstanding feature of the Cord, greatly contributing to its controllability and remarkable ease of riding. **Steering Gear** of the center control type (see illustration) provides easy, safe steering. **Front Spring** is of

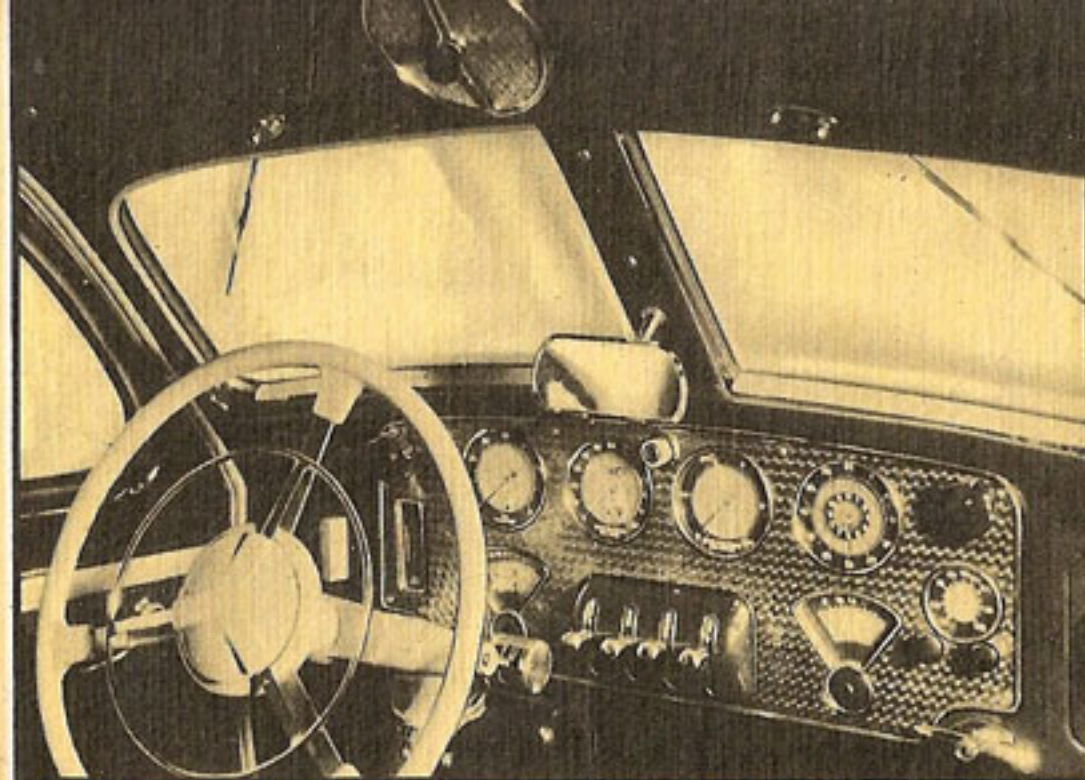
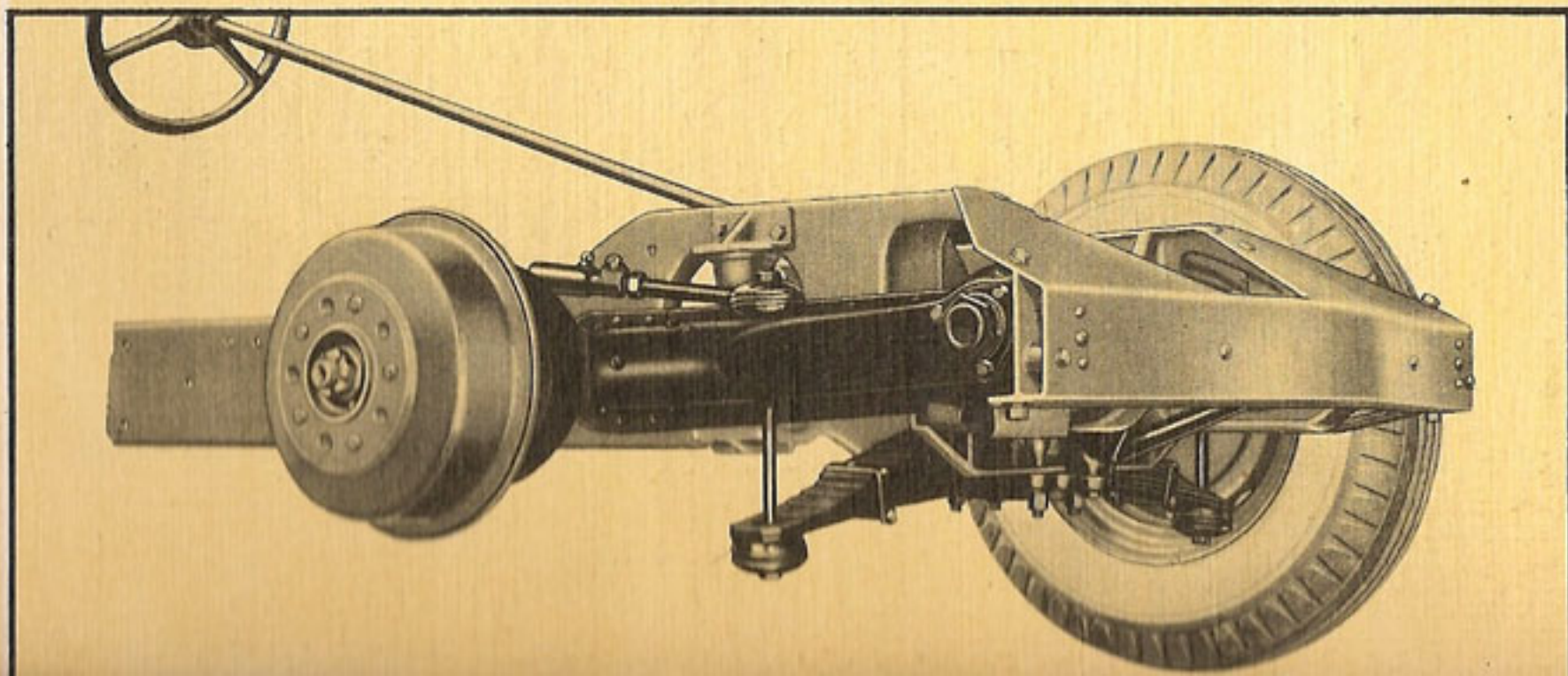
Complete driving unit. Constant mesh helical cut gears insure quiet operation. Speed changes by remote control



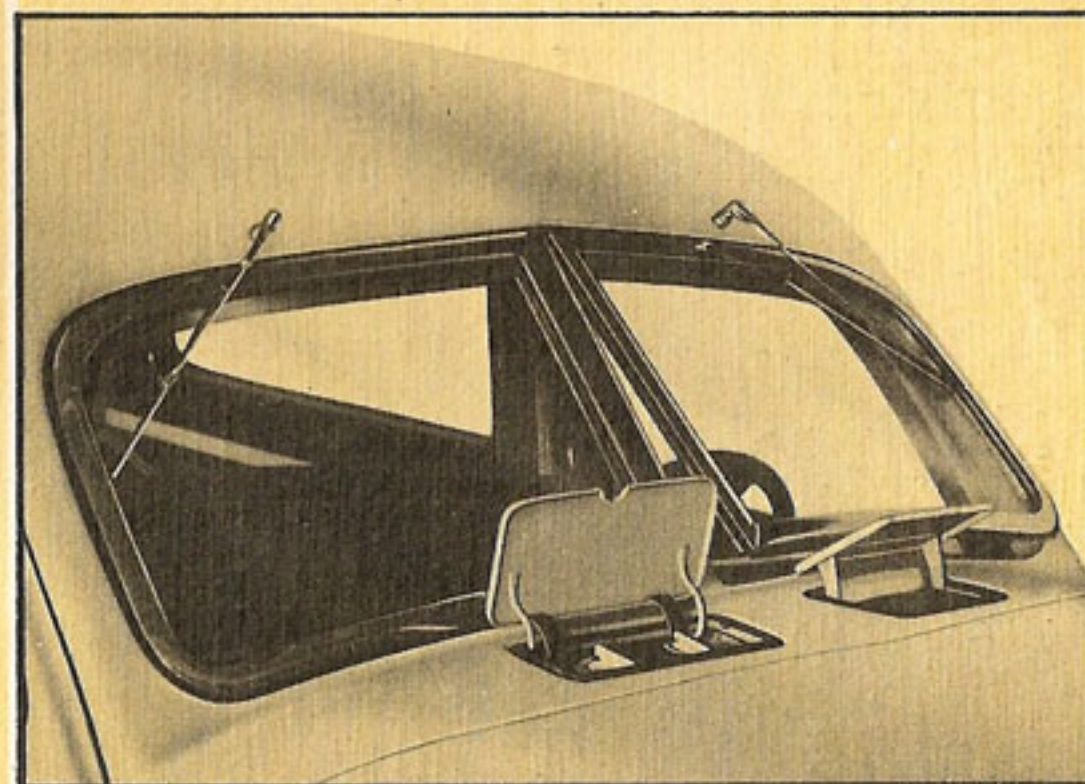
single, transverse type, 34½ inches long, bolted to cross member. **Rear Springs** are of the conventional, semi-elliptic type; 54½ inches long; with metal spring covers. **Shock Absorbers** of hydraulic type, are added insurance of easy riding. **Rear Axle**, simply a steel tube flanged at ends, performs no driving functions, merely carrying the wheels. **Front Drive**—Driving power is transmitted through the bevel gears in the driving unit, direct to the Front Wheels, by means of short splined shafts, with constant velocity universal joints at each end. **Bodies**, which are of all steel construction, are self-contained units that include their own frame. This is a box-section sill running most of the length of the body and strongly reinforced. Solid steel body bed between the frame channels ties them rigidly together, and also forms the floor of the car. This, in addition, streamlines the under side of the car, a most unusual feature, greatly reducing wind resistance. All-steel roof. **Retractable Head Lamps**—recessed into fenders and brought into position for use by operating simple control from driver's seat. Bodies are **Exceptionally Low**; Convertible models, only 58 inches high and Sedan, 60 inches. **Brakes** are hydraulic and specially designed for maximum safety. **Wheelbase** of all Cord Front Drive Models is 125 inches.

AUBURN AUTOMOBILE COMPANY, AUBURN, IND.

Single front transverse spring, clipped at its center to a cross member of the frame.
Hydraulic Shock Absorbers

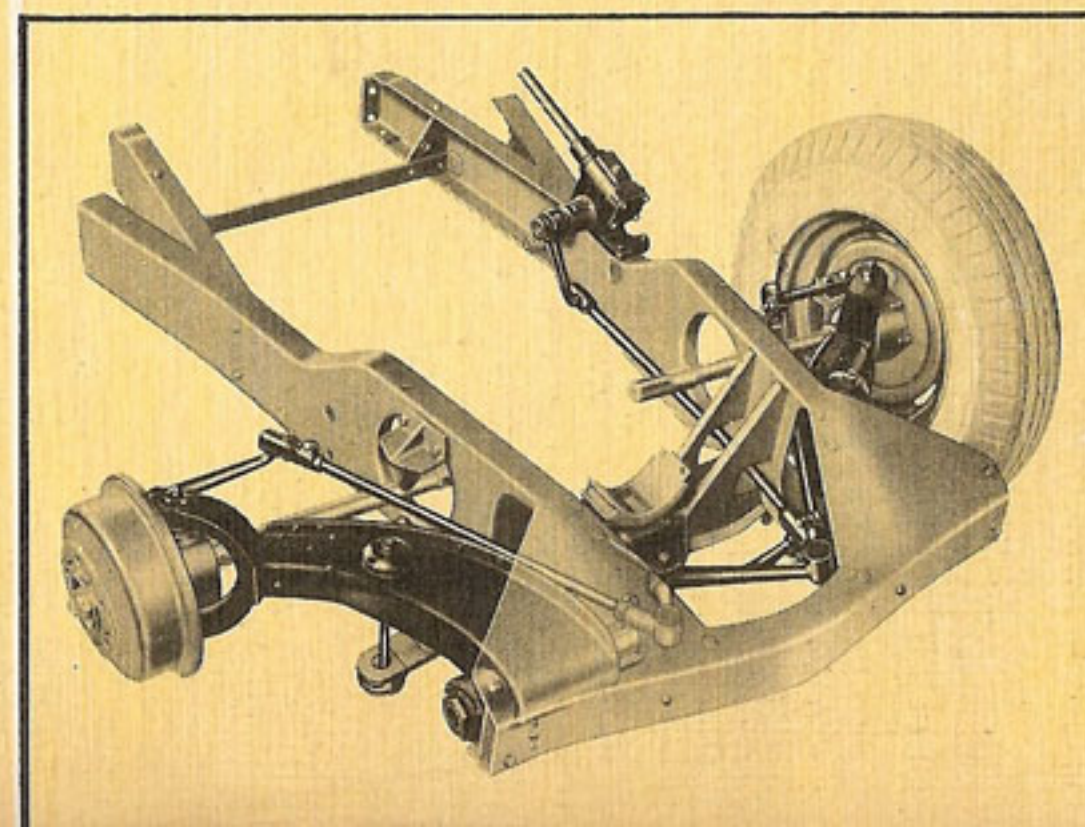


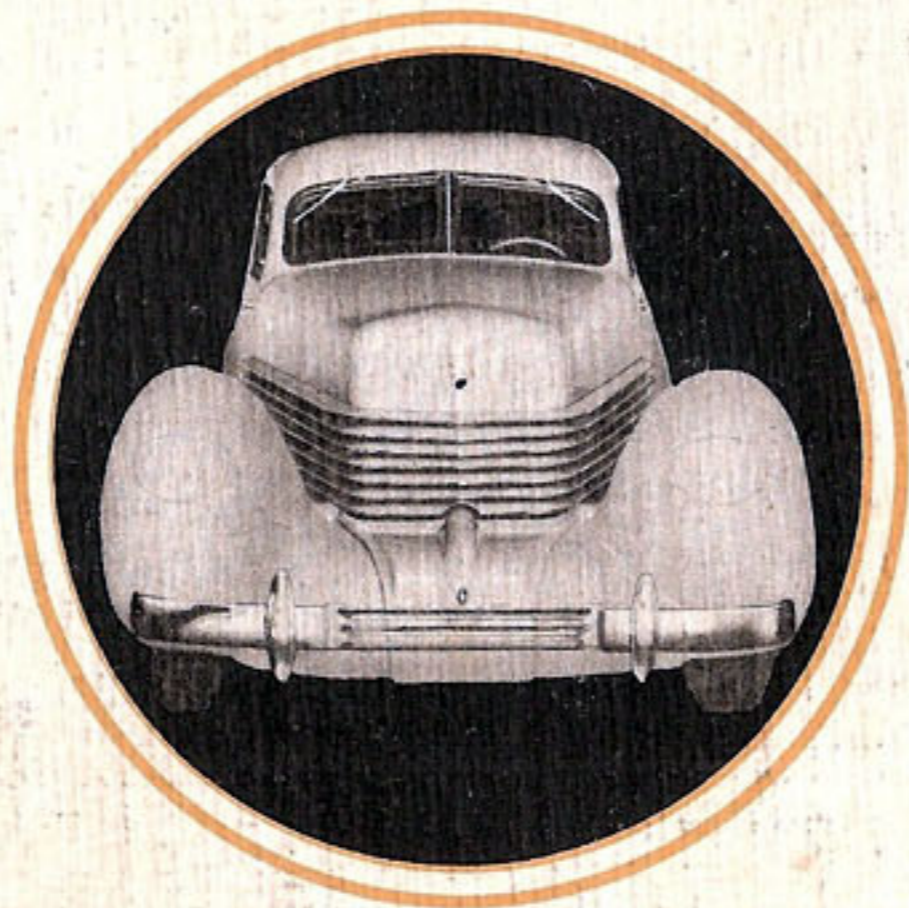
Instrument Panel showing many unusual control features



Cowl opening for re-filling oil and water supply

Center Steering with Independently Suspended Wheels





TEEPLY-SELTZ CO., Inc.
1231 N. BROAD STREET
POP. 2900 PHILA., PA.