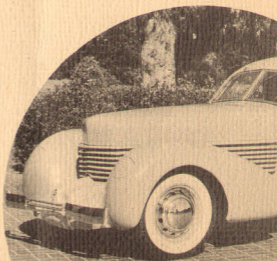


*The New*  
**CORD**

**CORD BROADWAY  
CORPORATION**

**1895 BROADWAY at 63rd ST.  
Circle 6-2070**

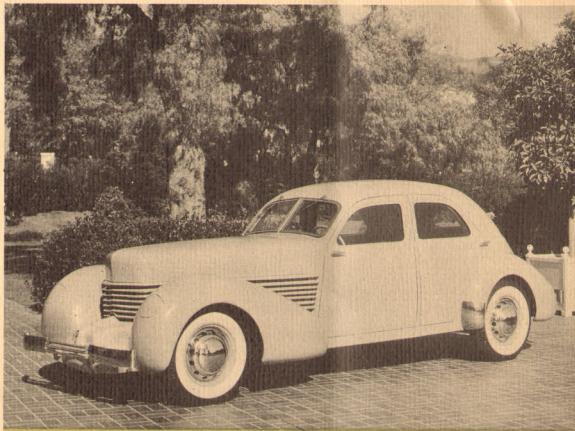
**F. B. WRIGHT**



THE NEW CORD is a distinct departure from conventional design and construction. It is not different merely for the sake of being different, but because very specific ends are attained, that bring you new pleasures and safety 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 decidedly different kind of motor car which is, nevertheless, completely in accord with the very highest standards of beauty and good taste.



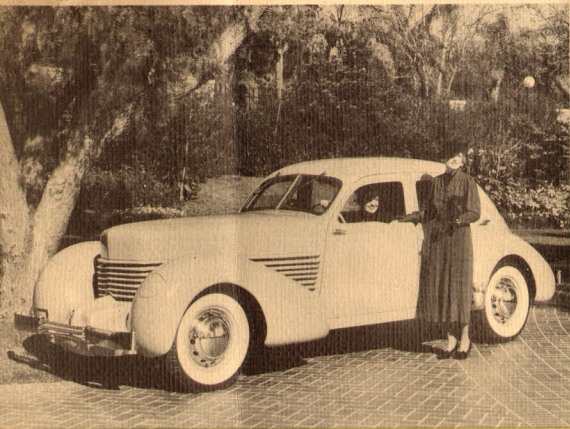
THE most perfect ride of any car . . . safest to drive . . . lowest center of gravity . . . safest on curves . . . easiest to steer and handle . . . easiest to park . . . skidding tendency eliminated . . . most comfortable car ever built . . . soft, lounge-chair type seats . . . exceptional head room and leg room . . . front compartment entirely clear . . . shift gears without taking hand off wheel . . . most original interior treatment . . . most thoroughly insulated motor car . . . most completely streamlined . . . greatest number of advanced features and improvements ever offered in any car.



SEDAN—5-Passenger Westchester type.

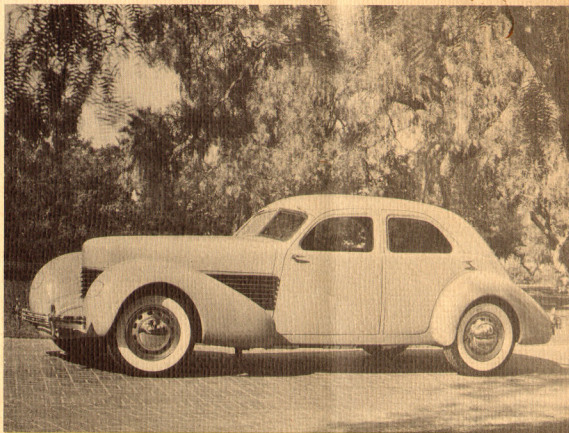
2325

THE ride of the new Cord is amazing! This phenomenal ride is due to the combination of perfect balance, low center of gravity, independently sprung front wheels and a minimum of unsprung weight.



SEDAN—All steel body; steel roof in color to match.

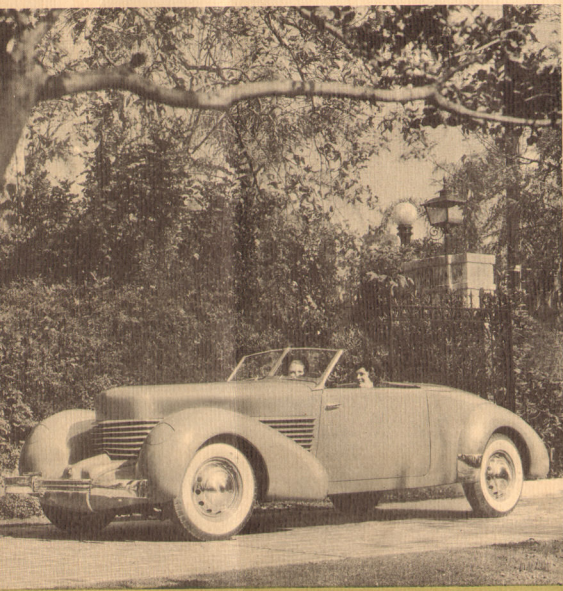
PASSENGERS are surprised at the roomy comfort of the Cord. In spite of the low overall height (only 60 inches for the Sedan) the Cord has more head room and more leg room than the average car.



SEDAN—4-Passenger Beverly type.

GEAR-SHIFTING is by remote control. The selection of gears in the Cord is accomplished simply by the touch of a finger. Then, when the driver depresses the clutch pedal, the gears shift automatically.



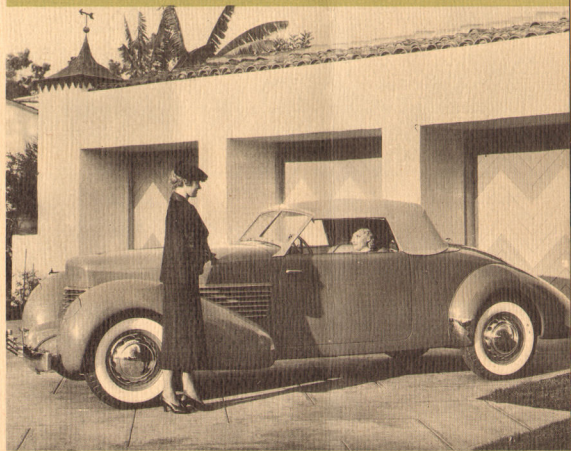


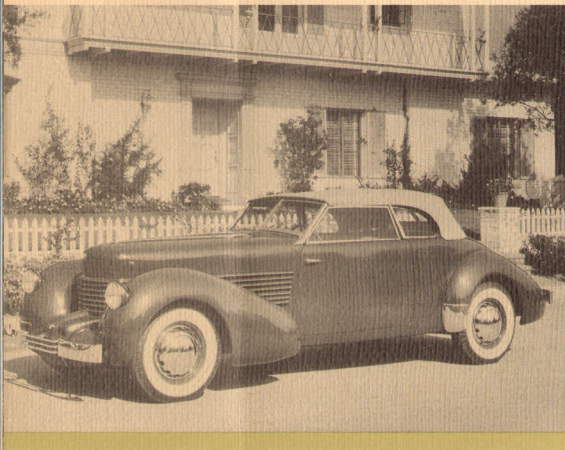
THE CONVERTIBLE COUPE; spacious luggage compartment in rear.

AS the power is applied thru the front wheels in the direction they are steered, the Cord always "goes where it is pointed." This adds to safety on curves and slippery roads, and helps you pull out of ruts easily.

FRONT-DRIVE construction brings practically all of the mechanism of the car into one power and front-driving unit, and permits the body to be built as a logical, self-contained unit, inherently rigid in itself.

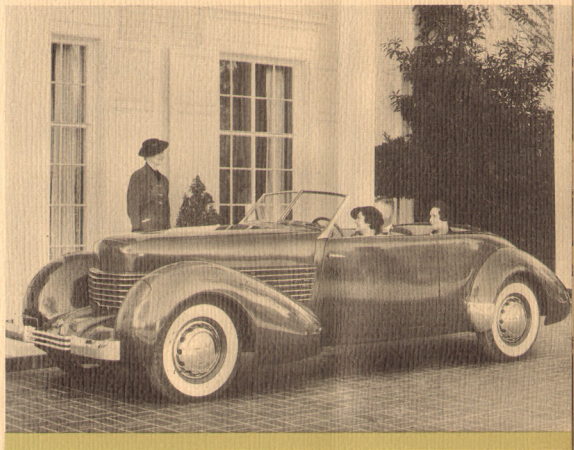
CONVERTIBLE COUPE, with top up, a smart closed car.





THE CONVERTIBLE PHANTOM SEDAN, with top up; a completely closed car.

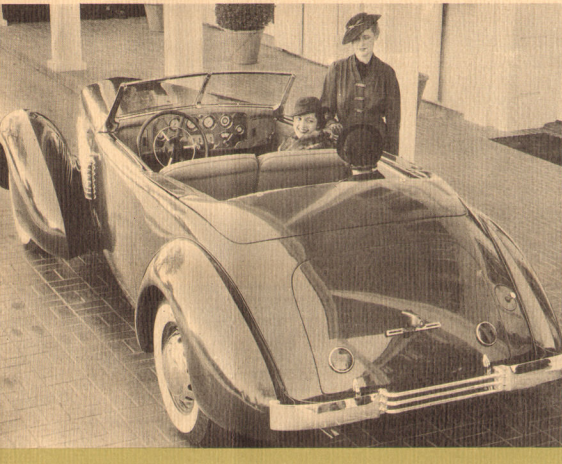
THE Cord has a completely unobstructed front compartment, due to the elimination of the gear shift lever, and the placing of the emergency hand brake lever in an easily accessible position on the left side, directly under the cowl. This makes driving safer, easier and more comfortable.



THE CONVERTIBLE PHANTOM SEDAN, with top down, and out of sight.

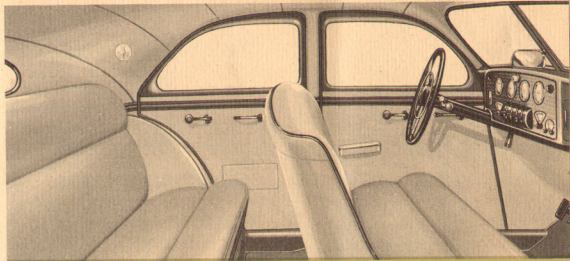
PASSENGERS in the rear seat of the Cord ride on the same level and in the same comfort as those in front. The lowering of the rear seats, and the floor, is made possible by the absence of drive shaft and differential housing under the body. Passengers thus sit deeply within the car.



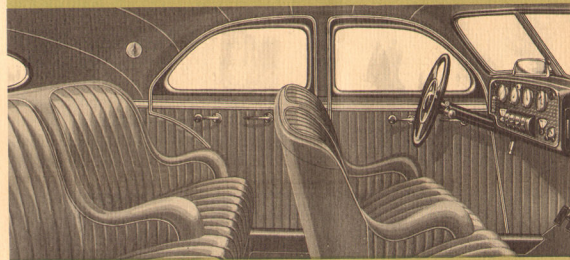


THE CONVERTIBLE PRAXTON SEDAN, with top down. Leather upholstered.

SOME of the factors that contribute to the Cord's perfect streamlining are, pontoon type fenders with clear space between fender and hood; retractable headlamps, elimination of "wind drag" at the rear; absence of projections on the under side of the car; concealed hinges and flush doors.

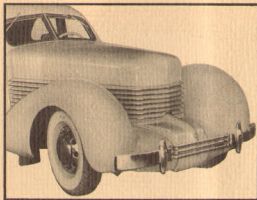


Top—Wastehester Sedan Interior.

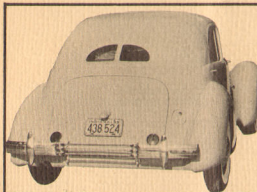


Lower—Beverly Sedan Interior.

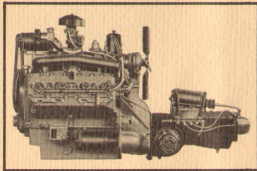
THE individuality of the new Cord is especially evident in the distinctive niceties of interior finish; in the artistic use of garnish moldings and chromium bead; the lacquered interior fittings; the engineered finish instrument panel with its complete array of controls and dials. The rich upholstery is in colors contrasting with the car's exterior finish.



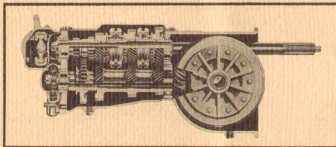
Front view, hood closed, showing Venetian type bouevis



Perfectly streamlined rear end—eliminating "back-drag"



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



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

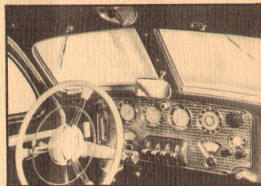
## MECHANICAL FEATURES~

● **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 Horse Power for tax 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

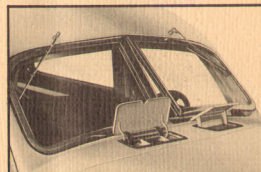
ease of riding. **Steering Gear** of the center control type (see illustration) provides easy, safe steering. **Front Spring** is of single,

transverse type,  $34\frac{1}{2}$  inches long, bolted to cross member. **Rear Springs** are of the conventional, semi-elliptic type;  $54\frac{1}{2}$  inches long; with metal spring covers. **Shock Absorbers** of double-action 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 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.

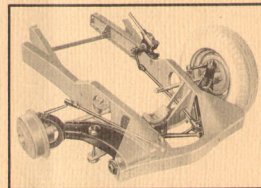
AUBURN AUTOMOBILE COMPANY  
Auburn, Indiana



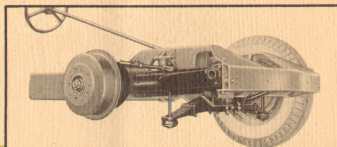
Instrument Panel showing many unusual control features



Cowl opening for re-filling oil and water supply

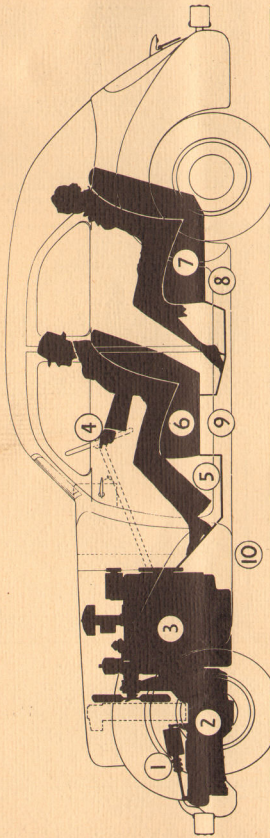


Center Steering with Independently Suspended Wheels



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





**THE CORD FRONT DRIVE EMBODIES MORE NEW FEATURES THAT CONTRIBUTE TO SAFETY AND COMFORT, THAN ANY OTHER AUTOMOBILE**

**1** Gear-shift unit, operated by remote control, and second gear, the Cord has two high gears. The "extra high" gear is for high-speed cruising, with lower engine speed.

**2** Power plant and driving unit are in one compact unit, with all the mechanical elements of the car. Driving power is transmitted through level gears in driving unit, direct to front wheels.

**3** Engine is an 8-cylinder, 90 degree V-type engine, displacing  $3\frac{1}{2}$  x  $3\frac{3}{4}$  inches. It develops 125 H.P. at 3500 R.P.M. Rated Horse Power for tax purposes is 39.2.

**4** The Cord Steering Wheel is of Tuxite, is a combination of steering wheel and steering horn, which can be operated by the thumb, without removing hand from the steering wheel in the gear selector lever.

**5** The front compartment is entirely clear due to the absence of gear shift and parking brake lever. Recessed floor pan adds to roominess.

**6** Deep seat cushions with fully sprung and padded seat back placed at proper posture angle provide "relaxed comfort."

**7** Rear seat passengers in the Cord ride on a level floor, with the seat back tilted forward of the rear wheels. The low floor permits a natural seating position.

**8** By eliminating transmission, propeller shaft and rear axle mechanism from beneath the car, "wind drag" from these sources is removed. Also there is no noise or vibration of mechanism felt by rear seat passengers.

**9** The Cord body is built as a complete unit with its own frame, instead of having a body unit welded and bolted to the stub frame of the power and driving unit.

**10** Road clearance of 9 inches obtained with its own frame, instead of having a body unit welded and bolted to the stub frame of the power and driving unit. is only 60 inches.

**S P E C I F I C A T I O N S**

- **AXLES—Front**—Independent type. Drive direct to front wheels, through splined shafts. **Rear**—Steel tube, flanged at ends.
- **BATTERY**—135 Ampere hour capacity. 19 plate heavy duty.
- **BODIES**—Self-contained type; all steel, with own frame.
- **BRAKES**—Hydraulic, with centrifuge drum. Parking brakes operate on rear wheels, by means of hand lever on left of steering column and under instrument board.
- **CARBURETOR**—1 inch, Duplex downdraft. Automatic heat control. Large air cleaner and silencer. Automatic choke.
- **CLUTCH**—Semi-automatic; single dry plate. 10" outside diameter. Ball-bearing clutch release.
- **COOLING**—Positive pump circulation with thermostatic control. Cellular type radiator; 28-quart capacity. Pump of double impeller centrifugal type, with self-sealing feature. Fan with 6 blades, 17" diameter, in unit with pump.
- **DRIVING UNIT**—at front end. Final gearing 3.88 to 1 in 3rd and 2.75 to 1 in 4th.
- **ENGINE**—Lycoming, V-8 type, 90-degree angle.  $3\frac{1}{2}$ " x  $3\frac{3}{4}$ ". 288.64 cu. in. displacement. 125 H.P. at 3500 r.p.m. Suspension, 3-point, rubber cushioned. Aluminum cylinder heads. Crankcase, integral with cylinder block. Crankshaft, counter balanced, with 3 main bearings,  $2\frac{1}{2}$ " diameter. Valve arrangement, in block. Pistons, aluminum alloy with 4 rings.
- **FUEL SYSTEM**—Positive-feed Pump, cam driven.
- **GENERATOR**—High-capacity air-cooled type with voltage control.
- **GASOLINE TANK**—20-gallon capacity.
- **HEIGHT, OVERALL**—Sedan, 60". Convertible Coupe or Phaeton, 58".
- **LAMPS**—Head; Retractable into front fenders.
- **LUBRICATION, ENGINE**—Full pressure feed. Crankcase oil capacity, 7 Qts.
- **ROAD CLEARANCE**—9 inches.
- **SHOCK ABSORBERS**—Double-action Hydraulic.
- **STARTING MOTOR**—Automatic Startix.
- **STEERING GEAR**—Ratio, 18.2 to 1. Center Point. Turning radius  $20\frac{1}{2}$ '.
- **SPRINGS—Front**—Independent (semi-elliptic transverse leaf spring) Chrome Manganese Steel,  $34\frac{1}{2}$ " x  $2\frac{1}{2}$ ". **Rear**—Semi-elliptic, Silico Manganese,  $54\frac{1}{2}$ " x 2".
- **SPRING SHACKLES**—Rubber-bushing type.
- **TIRES**—16 x 6.50 Standard. 6 Ply.
- **TRANSMISSION**—Four speeds forward. One reverse. Total ratio, engine to wheels, Low, 9.08. Second, 5.85. Third, 3.88. Fourth, 2.75. Reverse, 10.89. Located with differential, at front end. Operated by remote control. Electric and vacuum.
- **WHEELS**—Steel Disc Type. Ventilated.
- **WHEELBASE**—125".
- **WEIGHT (SHIPPING)**—Sedan, 3650 pounds.



