



ANNOUNCING THE NEW 1931 PROGRAM

In keeping with our long-standing policy, we are again able to make the public the beneficiary of the savings obtainable through better manufacturing methods and greater buying power. For the first time, a Cord Front-Drive car is now offered to a larger market. Owners of the Cord Front-Drive will tell you it is the finest automobile in the world. Nothing less than a totally new *kind* of motoring could make possible the successful invasion of the Cord into the fine car field. Its sales in its first year represent nearly twenty per cent of all cars sold above \$3000. The Cord has won more renown in Europe than any other American automobile, having emerged victorious in competition in thirty-nine important Continental Rallies. The Cord became the model for the entire automobile industry to pattern after. It is this car, which is the standard of fine car values, with its exclusive front-drive advantages, which we are now able to offer for the first time at the extremely low price of—

\$2395

BROUGHAM \$2395 • SEDAN \$2395 • CONVERTIBLE CABRIOLET \$2495 • CONVERTIBLE PHAETON SEDAN \$2595
Prices f. o. b. Auburn, Indiana • Equipment other than standard, extra • AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA

CORD

FRONT DRIVE

Highland Park Auburn Company, Inc.

21-23 South Second Street AUBURN AND CORD CARS

Phone 2830