

E. L. Cord



Auburn automobile sales dropped off in the early 1920s. But in 1924, along came Errett Lobban Cord, E.L. for short. He was an ambitious young man who promised to bring the Auburn Automobile Company out of its slump--and he did! When he became owner of the company, he cut prices, painted the drab black sedans exciting new colors, and offered new styles to the public. His efforts set the struggling company on a new course. E.L. Cord was a *super salesman* of automobiles.

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