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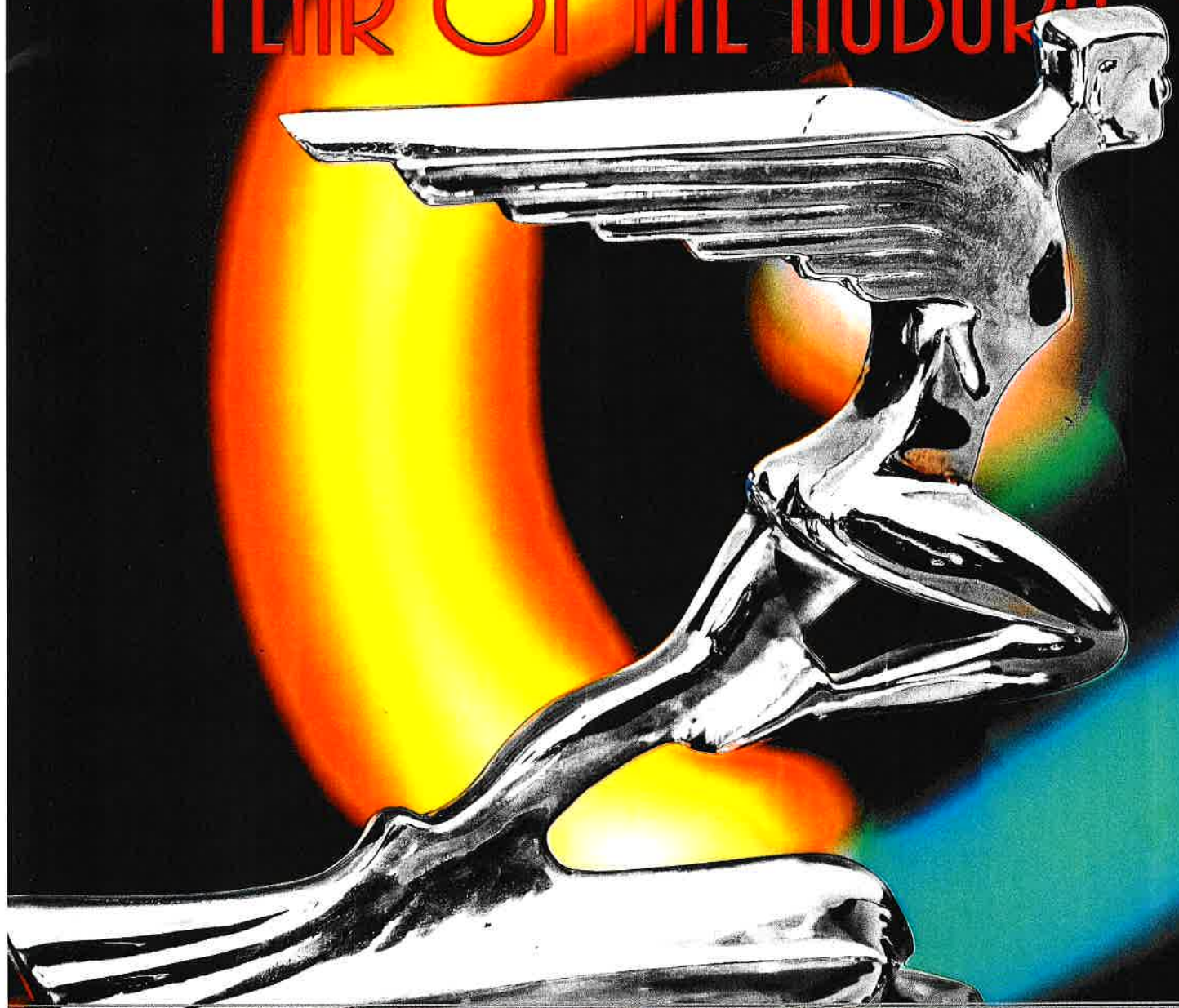
THE CLUB



FOR THOSE WHO HAVE NEVER RELISHED THE COMMONPLACE

NEWSLETTER

YEAR OF THE AUBURN



AN ORGANIZATION FOR THE RESTORATION & PRESERVATION OF ORIGINAL AUBURN, CORD & DUESENBERG AUTOMOBILES



E.L. Cord's Right Hand

By Bradley Gerke

Duesenberg J-562 Photo by Josh Stiegman

When it comes to the Auburn Automobile Company and the Cord Corporation, everyone knows the story of E.L. Cord, the man who started it, but a lesser-known character in this story is Lucius B. Manning. Once the President of the Duesenberg Co. and Vice President of the Cord Corporation, he is best described as E.L. Cord's right-hand man from the start and someone that was there during all of Cord's big business ventures.

Born in 1894, in Tacoma, Washington, Lu first got involved in the automotive world in 1915 when he began to work for the Griffith Motor Car Company in Seattle. When WWI began, he served as a flight instructor in Riverside, California, in the US Army Air Corps and attained the rank of 2nd Lieutenant.

After service, Mr. Manning moved to Chicago where he operated his own banking and stockbroker business. It was there, in the Windy City, that E.L. Cord and Manning's fabled friendship and successful business partnership would begin. Initially, the money man for E.L. Cord, Manning was a gifted investment banker and was in charge of buying, selling, and holding Auburn stock, as well as buying and selling various other

securities, in which he was very good at. It was said, "While you could also lose money doing this, Manning MADE it.", making him and Cord a substantial amount of money.

As their friendship and business ventures grew, Manning found himself moving into various high-powered positions, such as the Vice President of the expansive Cord Corporation and President of Duesenberg Co. As president of Duesenberg, it was only fitting Mr. Manning had a Model J at his disposal and used as his personal vehicle. That example was J-562 a beautiful "sweep panel" dual-cowl phaeton by LaGrande, which also made an appearance at the 2024 Annual ACD Club Labor Day Reunion in Auburn, Indiana.

Manning's role was more than just stocks and cars, as he was also a true pioneer in Aviation, a sector that Mr. Cord of course had his hands in. Cord's right hand throughout the life of the Cord Corporation, Lucius Bass Manning is a lesser-known character in the automotive and aviation sector, but one that played pivotal role not just in the 1930's, but one that's impact can still be seen today.