

MC2035

Rickenbacker Six

A CAR WORTH ITS NAME

4-wheel BRAKES

Again—Rickenbacker Engineering Leads, and Shows the Way

First assumed that leadership, by creating a motor free from any period of vibration—the most destructive force in an automobile.

The Rickenbacker "Tandem Flywheel" accomplished this.

Then the "Air Cleaner"—which doubles the life and renders your motor free from excessive carbon deposits.

And now—we announce the greatest improvement made in an automobile since the advent of the self-starter—13 years ago.

Here is a feature that is super-efficient; for not only do the four wheel brakes increase your tire mileage and eliminate all tendency to skid, but they offer the only practical solution of the twin problems of congested traffic and public safety.

With the same effort, you stop in about half the distance—with half the strain on tires, brake linings and other parts that you do in the same car equipped with 2-wheel brakes.

Or, with much less effort, your car stops in the same distance with still less strain on tires and axles.

Verily: "A demonstration is a revelation!" For, if we told you here all the advantages of this great engineering achievement your credulity would be unequal to the test.

One cannot believe, until he himself has experienced the sensation, of riding in—and driving—a Rickenbacker with 4-wheel brakes.

So convinced are we of the superiority of four over two, we predict that one year from today 4-wheel brakes will be universal.

Remember this when rival salesmen try to argue against 4-wheel brakes—for of course they must, not having them, yet.

The superiority is so marked and so manifest, there is just no ground left for argument.

As we have stated, this is, and will be, regarded as the greatest single improvement in an automobile since the advent of that other epoch-making feature—the self-starter.

Here's a self-stopper—if you will! Amazing in performance.

Does not affect steering unless it be to give you better control of the car when turning.

Actually stops car on wet asphalt quicker than 2-wheel brakes do on dry, with no skidding.

There's a feeling of security when driving on a wet or slippery surface that is indescribable and most reassuring.

Equalized as no other braking system has ever been equalized—to compensate, not only for difference in traction of each wheel, but for difference in wear of shoes and drums.

Drums are finely machined to ensure absolute uniformity and smoothness of operation. Another example of Rickenbacker thoroughness and care.

Think of this greatly increased factor of safety—100 per cent more than you have been accustomed to.

Here is a mighty long step towards the solution of the traffic problem.

You can stop in "a car length" at any legal speed—or glide to a velvety pause, in half the distance you are used to.

No, NOT hydraulic—pneumatic—or electric. Mechanical—positive—simple—sure—a system any child can understand.

4-wheel brakes wear longer because the coefficient of friction per square inch of braking surface is less than half of what it is in two.

Tires wear longer for the same reason. Brake linings, too.

Silent, and uniformly efficient at all times and under all conditions—for all four brakes are of the internal, expanding type—dust-proof, clean, slightly.

By the way—Rickenbacker brake drums are painted a brilliant red, so that you will easily recognize this feature in a Rickenbacker Six.

All four brakes alike—interchangeable! That's another wonderful advantage.

Of course you recall that the Rickenbacker was the first high-class car that had steel disc wheels as standard. That bit of courage and enterprise started the wood wheel on the road to obsolescence.

And now—this latest Rickenbacker invention will relegate to the limbo of the forgotten, the old style of brake.

Six equalizers—one in each wheel and one between each pair of brakes to front and rear. From now on, in the Rickenbacker Six, you will enjoy motoring as you never did before.

Phone, or come in and arrange for your demonstration.

Don't delay. First come must be first shown—and, of course, every progressive motorist in town will want a ride in this sensational Rickenbacker Six—with 4-wheel brakes.

Rickenbacker Motor Company
Detroit, Michigan

