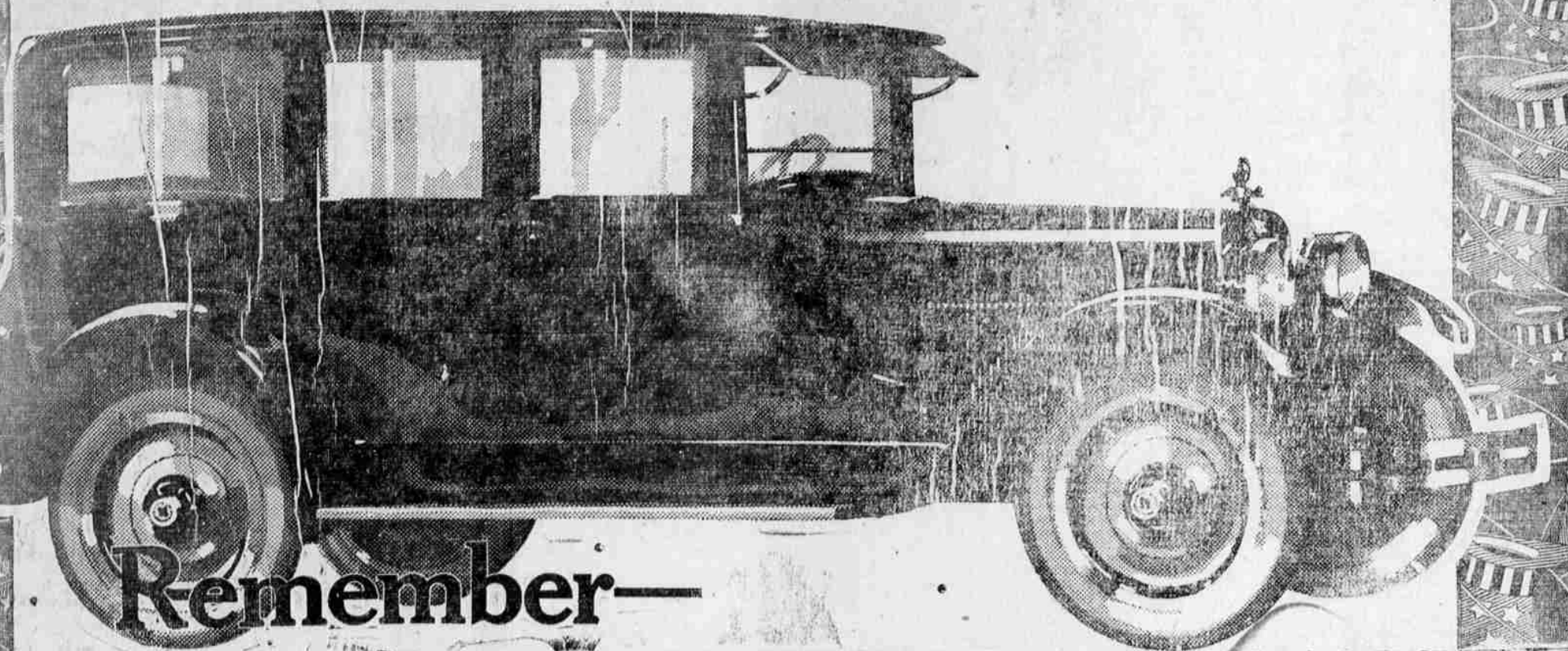


Rickenbacker

A • CAR • WORTHY • OF • ITS • NAME



Remember— Rickenbacker Told You So!

Just so you will fix the fact in your own mind for future reference and guidance;

—so you will, in the future, value Rickenbacker's advice at its true worth, and heed our timely warnings;

—so you will, in short, come to realize that Rickenbacker engineering is as sound as it is progressive;

—and finally, so you will know that in selecting a Rickenbacker you are always getting a car that is at least a year in advance of the rank and file of cars in engineering improvements, in body styles, finish and appointments;

—to the end that your annual depreciation will be the minimum, and resale value of your car the maximum;

We are constrained to remind you that just six months ago, (July 1st, to be exact), Rickenbacker proclaimed to the world that, within a year, 4-Wheel Brakes would be universal.

Several makers openly took issue with us. Not only was every effort made to discredit our assertion and discount the superiority of 4-Wheel Brakes, but to prove that Rickenbacker was wrong both in pioneering this great improvement, and in taking such a definite stand on the subject.

We were certain, however, that future events would prove the accuracy of our assertion.

We knew we were right—and feared not to go ahead. Only six months later—January 5th to 12th—the New York Automobile Show was a sensational vindication of the Rickenbacker policy.

In almost every exhibit in that great show was an endorsement of Rickenbacker judgment—frank recognition of Rickenbacker leadership.

The evidence was so conclusive as to leave no room for doubt—4-Wheel Brakes have conquered apathetic prejudice and active opposition.

Not only have they proven necessary, but actually indispensable for safe driving in present-day traffic conditions.

Informed buyers now insist—and will continue more than ever to insist—that all four wheels be equipped with first-class brakes.

Eventually this insistence will be for fully enclosed, internal expanding brakes, too.

33—over 50%—makers exhibited cars in which 4-Wheel Brakes were an outstanding feature.

This was in response to insistent demands of buyers as expressed through salesmen and dealers.

The buyer, having once experienced the greater safety and efficiency of this fundamental improvement, said "I want that!"

And when an American buyer demands, the maker has no option—he must comply.

Today, the buyer is repeating those words so often and so emphatically, every maker must accede—or pay the penalty.

"Has this car 4-Wheel Brakes?"

That was the first question you heard when you stopped at any exhibit in the Auto Show.

And the next question generally was, "Are they internal expanding brakes mechanically operated?"

But, several other innovations and improvements that were emphasized by several makers as new in this show—but which you saw in the first Rickenbacker Six—also indicated the impress of this product on the entire industry.

12 Cars now boast "vibrationless motors." And it is interesting to note the several expedients applied in efforts to emulate the results of Rickenbacker's "Tandem Fly Wheel."

9 Cars emphasized "deeper frames"—though none as yet, approaches the eight (8) inch dimensions of the Rickenbacker "Double Depth" frame.

6 Cars showed springs set nearer the ends of the rear axle—nearer the point of contact between tire and road. This is one of the features of Rickenbacker "Cradle" spring suspension.

There are several other points, however, that are still to be found only in this car.

6 Cars have "Air Cleaners" of one kind or another—in emulation of Rickenbacker's provision for "protecting the lungs of the motor."

Fully 75% of all makers now feature steel disc wheels—first announced as standard on the first Rickenbacker Six.

5 Cars feature ball bearings in steering spindles—all of these are much higher priced cars than Rickenbacker, by the way.

5 Cars show the commutator located above motor, away from dirt, water and oil. This also you first saw in the Rickenbacker Six.

And yet—while "imitation is the sincerest form of flattery," and we heartily acknowledge the implied compliment—

We cannot but derive still more satisfaction from the fact that, while each of several have emulated Rickenbacker in one or two features, none so far, has combined all those superiorities in one product as you find them in the Rickenbacker Six.

Of course, everyone looked to this exhibit to sound the keynote for the new year.

For was any disappointed.

Rickenbacker ran true to form by setting a new standard of values with several refinements and the unprecedented equipment at the new price.

When you had visited this exhibit, the term "fully equipped" had acquired a new meaning.

For Rickenbacker showed, for the first time in the world's history, standard models at standard prices, so completely equipped as to leave the new owner "Nothing Else to Buy."

Rickenbacker models this year are equipped with all those safety devices and conveniences which the seasoned motorist considers essential, and for which, heretofore, you have paid extra.

Not only the customary speedometer, ammeter, voltmeter, pilot light, oil gauge and switch-lock on the instrument board—

But also transmission lock, Folberth wind-shield cleaner, combination vanity and smoking case, motor meter, motor meter wings, motor meter lock, shock absorbers and bumpers, both front and rear.

The open models—Sport Phaeton and Sport Roadster—also have beveled plate-glass wind wings.

All models are equipped with drum tire-covers with lettered warning "4-Wheel Brakes," which is for the benefit of the man behind, and which never fails to give the Rickenbacker man right of way. This is Rickenbacker's interpretation of the term "fully equipped" as exemplified in these latest models.

Here is established not only a new standard of values, but a new code of business ethics.

For the first time, you saw an automobile in which the customer's needs and desires were considered paramount.

This is another Rickenbacker departure from former rules that will revolutionize sales practice.

"Nothing Else to Buy" is today the exclusive slogan of the Rickenbacker salesman—even as "4-Wheel Brakes" was his clarion cry six months ago.

Buyers will no longer accept as "fully equipped" a car that lacks any essential for ideal driving under any conditions of weather or traffic congestion.

Having seen the new Rickenbacker models; having yourself experienced the wonderful performance of the 4-Wheel Brakes, the luxury of a vibrationless motor, and the thrill of handling this car—

Having seen what constitutes "complete equipment" according to the new Rickenbacker standard—

And when you consider that all this is included in the new "delivered" price, you will be at a loss to understand how it is possible to produce so much for so little money.

We hope you will see all the others before you see the Rickenbacker—for only by direct comparison can you appreciate the amazing difference in quality, performance and value.

For, none other shows the same startling acceleration coupled with equally surprising deceleration.

None other possesses "vim, vigor and vitality" to compare with this world-famous Rickenbacker Six.

None other can perform so sensationally and yet prove as sturdy and durable in everyday hard service.

In those qualities that lend a thrill as well as luxury to motoring, this Rickenbacker Six is still supreme.

In advanced engineering, Rickenbacker is the outstanding leader. In style, the fashion plate. In Pride of Ownership—unique.

Rickenbacker

Sales Agency
1115 Washington Avenue

Sport Phaeton, \$1595

Sport Roadster, \$1645

Coupe, \$2035

Sedan, \$2135

f. o. b. Detroit

4-Wheel Brakes