Rickenbacker

A · CAR · WORTHY · OF · ITS · NAME

An Open Challenge!—

To Any Automobile In The World

IT HAS BEEN PROVEN in the most exacting tests—in which all cars, American and European, were invited to take part—that Rickenbacker has the best brakes ever built into an automobile.

THIS KNOWLEDGE, all engineers and all manufacturers have.

IF ANY PLEADS IGNORANCE, then the Official Data is available to him for the asking.

BUT THE PUBLIC does not know—yet!

THOUSANDS of otherwise well informed people are still accepting cars with brakes only on two rear wheels.

NO SANE MAN would do this did he know all the facts.

FOR HE IS BUYING A CAR that is already, in the mind of its own maker, an "obsolete" model. He is buying excess depreciation.

AND WORST OF ALL, he is putting the safety of his loved ones, as well as himself, in jeopardy.

FOR; NO CAR IS SAFE in present-day traffic with less than 4-Wheel Brakes.

WE MAINTAIN that we would be derelict in our duty to automobile buyers did we not make every effort to give them the knowledge that is right now in the possession of engineers and manufacturers.

PROOFS so conclusive as to leave no room for doubt or controversy.

WE HAVE THE FIGURES—but we cannot publish them.

BECAUSE in the only official contests so far held, it was stipulated in advance that no maker would publish the competitive figures.

THAT WAS THE ONLY WAY to get any 2-brake car to enter the contests—that the facts—the comparative figures—be kept from the public for the present!

AND NO WONDER!—for every test proved that any 4-Wheel Brakes, are just twice as effective—twice as safe—twice as certain—under all conditions—as the best 2-Wheel Brakes.

PROVED THAT the best 2-Wheel Brakes are not as good as the worst 4-Wheel Brakes!

JUST READ THAT AGAIN—so you will get its full import!

NO WONDER THEY INSISTED the figures be kept under cover.

THEY ARE NOT KIDDING THEMSELVES about the deficiencies of the old system of Brakes. They know they are only "50 per cent brakes!"

NOW WE ARE ANXIOUS to bring these figures out into the sunlight.

RICKENBACKER HAS everything to win—nothing to lose—by any tests that can be made in public.

IF OTHERS ARE SINCERE in their claims—then they also have nothing to lose.

SO WHY NOT COME OUT in the open and prove which type of brakes (2 or 4) are the best; and which 4-Wheel Brakes are the World's Best?

WE KNOW—AND THEY KNOW—that is why we are so anxious to have you know.

The Challenge

WE HEREBY CHALLENGE any automobile in the world to equal the performance of Rickenbacker Brakes in a series of Public Tests;—and any car with 2-Wheel Brakes to equal Rickenbacker performance within 50 per cent.

WE STIPULATE that all records must be available to daily newspapers and trade journals everywhere.

TESTS TO BE MADE on the streets of this city, or Washington, D. C., under the auspices of the A. A. A. and certified by U. S. Bureau of Standards.

THEY SHALL INCLUDE not only speedometer readings and road measurements to show quickness of stops, but also charts by the "Decelometer."

(THE DECELOMETER is an instrument developed by the U. S. Bureau of Standards and is the most accurate known.

IT REGISTERS not only the rapidity of deceleration (quickness of stopping) but it also proves which car stops with least shock or jar to chassis and occupants).

IT PROVES SPRINGS as well as brakes. And tires too.

WE INVITE all cars foreign and American, especially 2-Brake cars of every type.

RANGE OF TESTS shall cover, in addition to quick stopping, the ability to decelerate from high speed, and with brakes set hard, turn a sharp corner on wet asphalt.

WE WOULD PREFER that the brake tests be preceded by a drive of several hundred miles over rough mountain roads—rougher and steeper, the better—so as to shake up all connections and disclose inherent weaknesses, if any, in the different types; then twenty-five miles through dense city traffic.

THEN WITHOUT ADJUSTMENT—without touching brakes—make the tests suggested.

EVERY MINUTE of such tests, each car to be under observation of a competitor—of course.

ANY KIND OF TIRES—any kind of treads—inflated to any degree of hardness.

RESULTS OF PREVIOUS TESTS prove these factors make no material difference—so tires you use will not matter.

What Will the Answer Be?

WE CAN TELL YOU NOW—and so can any manufacturer who has kept in touch with official tests that have been made during the past few weeks.

SO SURE ARE WE of what will be proved, we are willing to give you the answer now.

THOSE TESTS WILL PROVE that 4-Wheel Brakes are one hundred percent better than 2-Wheel Brakes.

THEY WILL PROVE that there is no material difference in 2-Wheel Brakes—whether acting direct on wheels or through transmission shaft.

THEY WILL PROVE that balloon tires do not add to effectiveness of 2-Wheel Brakes.

OFFICIAL TESTS ACTUALLY SHOW them to be slightly less effective on 2-Brake cars.

"BALLOONS" ARE TIRES—not brakes. Cannot in truth or reason be advanced as substitutes for 4-Wheel Brakes.

THAT, SIZE OF BRAKE DRUMS does not matter—any size will prove equal to stopping the wheels. And when you have done that you are through.

THAT, ON WET ASPHALT, Rickenbacker 4-Wheel Brakes will actually stop the car quicker than on the very same surface when dry.

THERE IS A SURPRISE FOR YOU!—yet it only proves what Rickenbacker has been saying for two years.

AIN'T IT A GRAND and Glorious Feeling to know that you can now drive along as fast as the law allows, on a water-soaked street, and yet be able to stop almost instantly—quicker than if it were dry.

AND IN LESS THAN HALF the distance that you can stop with 2-Brakes!

THOSE TESTS WILL PROVE that the best brakes in the world are of the internal, expanding, rigid-shoe type, on all four wheels and mechanically operated.

AND—Having Differential Gear Equalizers to guarantee that all four take hold uniformly at all times and under all conditions.

FOR, IT HAS BEEN PROVEN, that the answer to the last ounce of effectiveness is to be found in perfect equalization.

NINE MONTHS AGO we said in an ad which created a profound sensation:—"Any Car Without 4-Wheel Brakes is Obsolete."

WE MAINTAINED that in the mind of any person who knew the facts, 2-Wheel Brakes were even then as obsolete as the "One-Lung" Motor.

JUST AS TRULY "OBSOLETE" as was the single cylinder car from the day the first multi-cylinder car was produced.

THE ACCURACY of that assertion was challenged. And in no gentle terms.

EVERY SPECIES OF ARGUMENT—and evasion—was used to discredit it by makers who would save millions could they but stem the tide of demand for 4-Wheel Brakes.

TO AN AMAZING EXTENT they succeeded too!—we still see people buying cars with only fifty percent braking capacity!

WHAT WILL THEY DO when the car ahead of them has brakes on all four wheels—and is compelled to stop as quickly as it can?

THEY USED TO ASK our salesmen what a 4-brake car would do when it stopped quickly, and the car behind couldn't.

YOU SEE, 4-Wheel Brakes were the exception then.

TODAY—TABLES ARE TURNED—hundreds of thousands of cars now have 4-Wheel Brakes.

SO QUESTION NOW IS—*what will the man behind do*—if he has only 2-Wheel Brakes?

JUST THINK! Last July, when Rickenbacker announced this epochal improvement, only two American cars had 4-Wheel Brakes.

TODAY 35 MAKES HAVE THEM and every week another is announced.

120 DAYS HENCE—August first at the latest—you will be able to count on the fingers of one hand the prominent makes that will still adhere to the "obsolete" type.

FOR WE INSIST IT WAS obsolete from the day that insiders knew the tremendous superiority of 4-Wheel Brakes.

IT IS ONLY A MATTER OF TIME till buyers also learn the truth.

WE WANT TO HURRY that time.

WE WANT EVERY BUYER TO KNOW what all engineers know—what has been proven—and can be proven over and over again, as often as cars with 2 and 4-Wheel Brakes can be brought together.

WE CAN'T IMAGINE by what process of reasoning anyone would today accept a car without 4-Wheel Brakes, any more than he would buy a single-cylinder car—or one with a crank-starter!

RICKENBACKER HAS, in the most rigid and exhaustive tests ever made, proven that it can out-perform any other car made in America or Europe.

TWELVE CARS TAKEN right off the assembly line proved just as perfect in operation—some of them slightly more so—as the test car which had been adjusted with utmost care. Showing that Official test car was just a fair average.

WITHOUT PREVIOUS NOTICE we will let a competitor come into our showroom, pick any car from stock and use that car in the official tests!

COME ON! Let us turn on the spotlight.

LET THE PUBLIC SEE and judge for themselves.

Meantime

WHILE YOU ARE WAITING for 2-Brake cars to accept this challenge, we suggest you make a few tests on your own hook.

A RICKENBACKER SIX is at your disposal any time. Drive it yourself if you like—no trick handling is necessary.

INSIST THAT THE OTHER FELLOW bring his car along and prove the quality of his brakes against Rickenbacker's in any test you can think of.

YOUR AMAZEMENT will be inexpressible.

AND AS A RESULT—YOU will be numbered among the Elect who enjoy Pride of Ownership of a Rickenbacker Six with 4-Wheel Brakes.

"Rickenbacker never will build another automobile without 4-Wheel Brakes. Nor will this product ever be equipped with any but internal expanding, mechanically operated brakes."

RICKENBACKER MOTOR COMPANY
by B. F. EVERITT, President and General Manager

COCHRANE SALES CO., 137 W. North Ave. Phone Vernon 1515

WEST BALTO. BRANCH
COCHRANE SALES CO., 1310-1312 W. Balto. St. Plaza 5038

Associate Distributors

RICE MOTORS CO. Madison and North Aves.

IDEAL ACCESSORY CO. 1022 Cathedral St.

Automotive Service Co. Cambridge, Md.

SHIPLEY & SMITH Greenmount Ave. & 31st St.

CONAWAY MOTOR CO. Westminster, Md.

4-Wheel Brakes

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