



# BUMPER TO BUMPER

## Rickenbacker Motor Company



Eddie Rickenbacker & 1925 Rickenbacker

After the Everitt Metzger Flanders Automobile Company (E-M-F) was taken over by Studebaker, Barney Everitt decided to start another car company. In July of 1921 the Rickenbacker Motor Company was incorporated. Everitt had

asked Captain Eddie Rickenbacker for the use of his name on the automobiles and named Eddie as vice-president and director of sales. He also asked long time friend Walter Flanders to help with the new company.

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### ZOOLAND REGION OFFICERS AND DIRECTORS

#### OFFICERS

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### January 19th, 2013 Meeting



The January meeting will be held at **4:00 PM** at Snyder Farms Restaurant. 2878 Beckerdite Road, Sophia. Please arrive on time, the restaurant opens to the public at 5:00.

Snyder Farms Trivia: During her first visit to Snyder Farms, Richard Petty's mother was heard to have said "Richard, they have more of your junk in here than you do at





A plant on Michigan Avenue in Detroit was purchased where 200 cars a day could be manufactured. They later moved to a newer plant on Cabot Avenue. The public had yet to see the Rickenbacker prototype, but anything associated with Captain Eddie Rickenbacker was bound to be something extraordinary. The emblem for the car was taken from Rickenbacker's flying squadron insignia, the "Hat in the Ring."



1925 Four Door Couch

The first Rickenbacker touring cars, sedans, and coupes made their debut at the New York Auto show in January of 1922. The cars featured a 218 cubic inch, 58 horsepower engine with two flywheels, one on each end of the crankshaft, to cut vibration. The cars had a top speed of 60 miles per hour. Also new on the Rickenbacker was an experimental chassis with four-wheel brakes.

By March of 1922, the factory was making ten Rickenbackers a day and by May, fifty a day. On June 27<sup>th</sup>, 1923 Rickenbacker announced that all their cars would now have four-wheel brakes. They had been an option since 1922 but, Rickenbacker was the first medium priced car with four-wheel brakes standard.

Car makers who did not offer a four-wheel model claimed that four-wheel brakes were dangerous.

This campaign hurt Rickenbacker sales slightly, even though there was nothing unsafe about the design. Two companies leading the campaign were Ford Motor Company and Studebaker. The main reason for the ads was that they had thousands of chassis in stock with two-wheel brakes and nothing planned for four-wheel brakes. The plan was to slow down sales until they used up their stock of two-wheel brake chassis.

For some reason, the Rickenbacker never quite got off the ground. In 1923, the death of Walter Flanders, in a car accident, had a negative impact on the company. Flanders had been instrumental in the design of the cars. By the end of 1923, production numbers were just under 6,000 models, which was less than expected.

In 1924, Rickenbacker introduced the Vertical 8 Super-fine. This was a fine automobile with a carbureted nine bearing L-head 268 cubic inch engine, dual muffler, dual ignition, and the dual flywheel system. The price started at \$2,195. Unfortunately, the Vertical 8 Super-fine was also costly to produce. By the end of 1924 the net profit for the company was dropping.



1926 Super Sport Boattail Coupe

Everett was still determined to keep the company going and beefed up the horsepower on the

six and eight cylinder models slightly. However, in July 1925, Everett made a costly mistake. He dropped the price tag on the Vertical 8. This startled many dealers and stock holders in the company.

At the 1926 New York Auto Show the Rickenbacker Motor Company debuted it's new Super Sport Boattail Coupe for \$5000. They claimed it was the fastest production car to carry four people at just under 100 mph. There were other cars that were faster but, they could only carry two people. It is believed that less than twenty of these cars were ever produced.



1923 Rickenbacker

In September of 1926, Eddie Rickenbacker resigned from the company due to constant bickering and other problems. This would prove to be the downfall of the car that bore his name. Hearing of Captain Eddie Rickenbacker's departure, other influential people in the company began to leave as well. Everett was now pretty much on his own.

Everitt made a last valiant attempt to keep the company going and announced that there would be 500 new cars available for 1927. In

February, he was forced to give up. A total of 517 cars were made in 1927.





THIS MONTH IN AUTOMOTIVE HISTORY

**01-01-1919:** Edsel Ford succeeded his father, Henry Ford, as president of the Ford Motor Company. That same day, the company announced that it would increase its minimum wage to \$6.00 per day. Henry Ford made history in 1914 by increasing the minimum wage in his factories to \$5.00 per day, far more than his competitors were paying.

**01-03-1899:** An editorial in the The New York Times made a reference to an "automobile" on this day. It was the first known use of the word.

**01-04-1955:** The 1955 Packards were introduced to the public on this day. Corvettes and Thunderbirds were upping the horsepower ante, and Packard struck back with the Packard Caribbean, the first V-8 Packard and the debut of highly stylized cathedral taillights. The era of the mighty tailfin was beginning.

**01-05-1904:** Ransom Eli Olds retired from Olds Motor Works on this day. Olds had founded the company in 1899 with financial help from Samuel L. Smith, a lumber tycoon. Olds made the most profitable car in the early 1900s, the tiller-steered Oldsmobile Runabout. In 1904, Olds was approached by his head of engineering, Henry Leland, who had designed a lighter, more powerful engine that could improve the Runabout dramatically. Olds refused to use the new engine, to the dismay of his backer, Samuel Smith. Smith forced Ransom Olds out of the company. Olds went on to found the Reo Motor Car Company, and Oldsmobile went on without him. Henry Leland, the clever engineer, took his motor elsewhere: it powered the world's first Cadillac.

**01-11-1913:** The world's first closed production car was introduced: Hudson Motor Car Company's Model 54 sedan. Earlier automobiles had open cabs, or at most convertible roofs.

**01-14-1954:**The Hudson Motor Car Company merged with Nash-Kelvinator, an automaker formed in turn by the merger of the Nash automobile firm and the Kelvinator kitchen-appliance company. The new concern was called the American Motors Corporation.

**01-23-1912:** The Aermore Manufacturing Company, a Chicago concern, received a patent for the Aermore Exhaust Horn, a multiple-pipe horn powered by engine exhaust that played a chord like a church organ.

ZOOLAND REGION CHRISTMAS PARTY



Elizabeth Arreola & Chris Ashby

The Zooland Region members held their Christmas party on December 1<sup>st</sup> of last year. We met at Sagebrush Steakhouse in

Asheboro. After a good meal we were entertained with the singing of Teresa Baker and her daughter.

Also at the party were Elizabeth Arreola and Chris Ashby, the recipients of the Doug Smith Memorial Scholarship.



TIDBITS

The executive board will be meeting during the week of 1/13/2013. They are looking for ideas for meetings/events that we could participate in. If you have any ideas, please contact one of the members of the board so that your idea may be discussed at the next meeting.



# AACCA Membership

Membership to the AACCA and Zooland Region should have been renewed by the end of December. I would like to review some of the benefits you get with membership.

- 1) Members receive bi-monthly issue of ANTIQUE AUTOMOBILE magazine
- 2) Members are eligible to join a region or chapter
- 3) Members can exhibit vehicles & compete for national prizes
- 4) Members receive unlimited free admission to the AACCA Museum
- 5) Members receive limited free research by the AACCA Library & Research Center staff

Regions and Chapters are organized to provide the framework for local activities and support the more immediate needs of the membership.

The strength of AACCA lies in the vitality of these groups. They serve the technical and social needs for AACCA members on a local basis and provide a means to focus the capabilities and interests of the group. Their sponsorship of local and National activities enhances the opportunity for the members to enjoy the hobby and contribute to the success of the AACCA.

If you are "on the fence" about renewing your membership, why not renew, then join us at our meetings, spend time with people that share your interest, and, maybe, suggest activities where we may show off and enjoy our vehicles.



## Calendar

### January 12<sup>th</sup>, 2013

Dolores Miller - Birthday

### January 19<sup>th</sup>, 2013

Todd Smith - Birthday

### January 26<sup>th</sup>, 2013

Sam Routh - Birthday

### January 28<sup>th</sup>, 2013

Johnny Miller - Birthday

### August 10<sup>th</sup>, 2013

Zooland Region 23<sup>rd</sup> Annual Car Show

### May - October - 3<sup>rd</sup> Saturday

Cruisin' Main St; Randleman

Zooland Region AACCA

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<http://local.aaca.org/zooland/>