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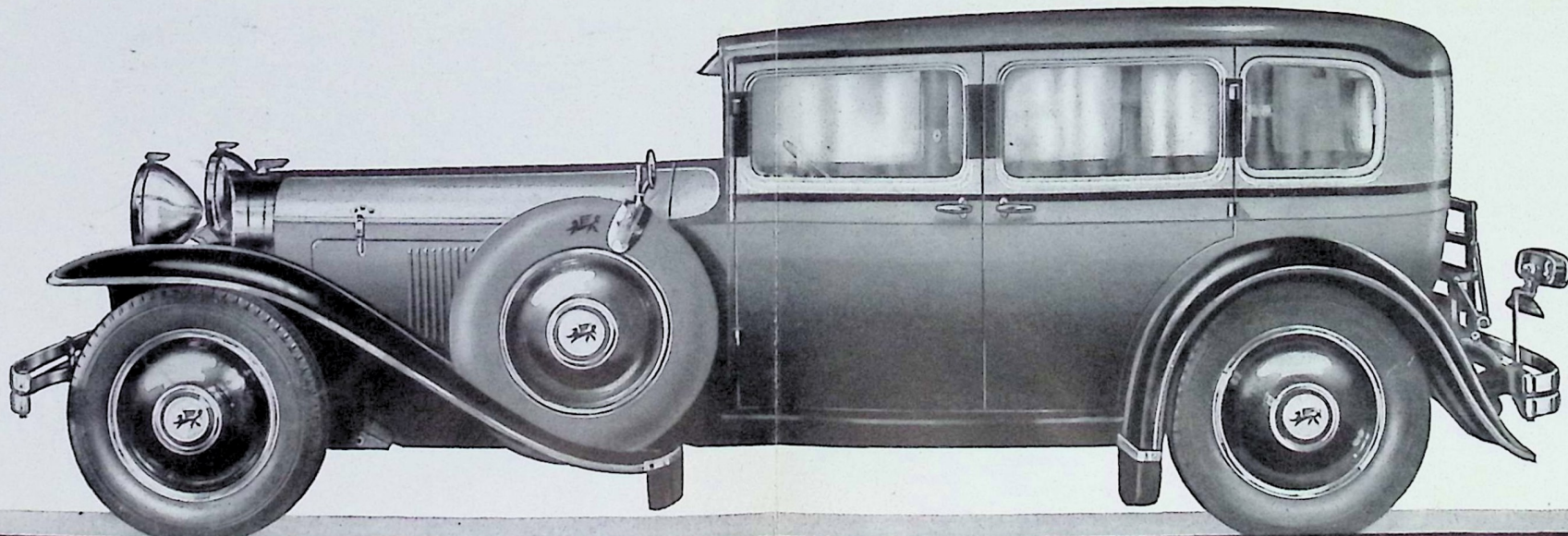
the

RUXTON

AMERICA'S FIRST FRONT-WHEEL-DRIVE MOTOR CAR

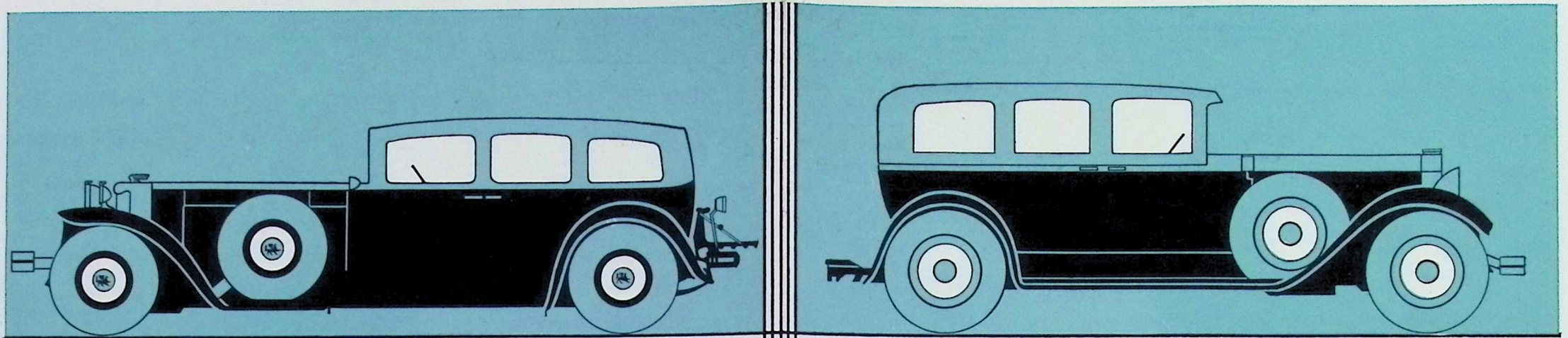
... THE RUXTON, we honestly believe, marks a new and refreshing era in the rather prosaic history of motordom. The principle of the front-wheel-drive, which it pioneers, has long been a subject of enthusiastic discussion among automobile engineers, and the several decided advantages that this principle affords have been decisively proven and stressed on the speedways of America. Consequently, the logic of the front-wheel-drive is commonly accepted, and the soundness of Ruxton design is now beyond question. More, to those discriminating men and women, who have been forced to accept and tolerate the conventional in their motor cars for so long, the Ruxton offers delightful release from the commonplace and the stereotyped. It is impressive in appearance and performance alike, a car that will carry them, proudly, wherever they may wish to go... and admiring eyes, and other cars, will inevitably follow them.

... IN THE RUXTON saloon for five persons, the eye-arresting lowness and the consummate grace so inherent in cars of front-wheel-drive design find eloquent yet genteel expression. This pleasing lowness, however, is not an illusion, artfully gained through camouflage, but a genuine lowness achieved mathematically and through unique design. The Ruxton does not merely look lower than cars of the conventional type. It is actually lower by yardstick measurement — 10 inches lower — but without the sacrifice of either road clearance or headroom. Unless you be of subnormal stature, it is a car that you can look over as it stands at the curb, but a car that none can overlook as it rolls smartly down the boulevard. For Josef Urban has given the Ruxton beauty and distinction of color that is daring and different yet far from ornate, while the interior is artistically upholstered in exclusive fabrics loomed by Schumacher.



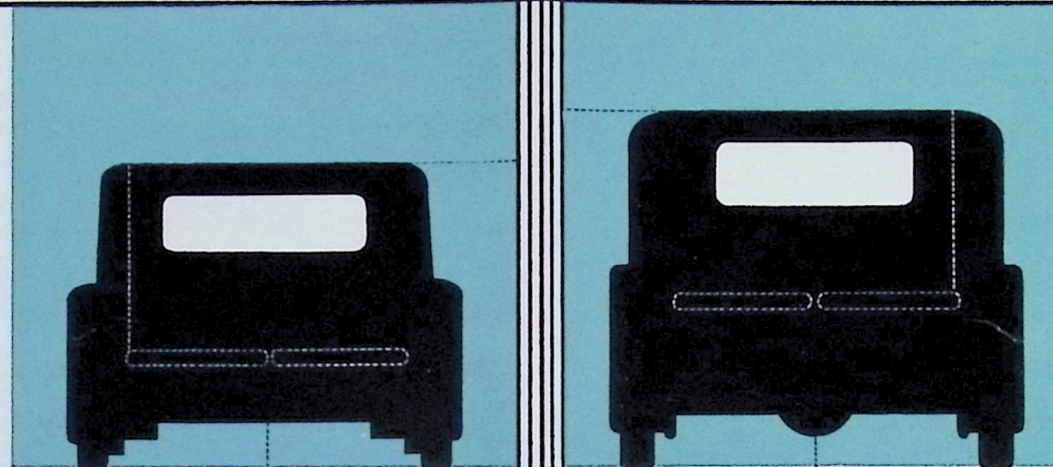
COLORINGS by Josef Urban • FABRICS by Schumacher

10 INCHES LOWER than any other Motor Car on the Road is THE NEW RUXTON and UTTERLY DIFFERENT



THE FRONT-WHEEL-DRIVE, which is the crux of Ruxton design, gives to this notable motor car many marked and unmatched advantages . . . superiorities of a far more practical nature than the intriguing and much-sought-after lowness of body that is so pleasing to the eye.

The Ruxton, because of its basic design and its consequent low center of gravity, is inherently safe even on the most treacherous of roads. Skidding and side-sway are strangers to it. Pavements slippery with oil and rain always find it sure-footed, and sharp and tortuous turns can be negotiated



These illustrations show the marked difference in height between the Ruxton and the automobile of conventional design. The Ruxton, from road to roof, measures a trifle more than five feet—63½ inches to be exact—while the average overall height of the rear-drive car is at least 73½ inches. These sketches portray, as well, the ample road clearance and generous headroom provided in the Ruxton. Both are in excess of standard practice—the 10-inch road clearance of the Ruxton being 1½ inches more than the road clearance had by cars of orthodox design, while the Ruxton headroom of 40 inches cannot be matched in rear-drive automobiles wherein the headroom averages only 37 inches.

of power, is concentrated under the hood and in the front axle, instead of being distributed over the entire length of the car as is the common practice, and whatever whispers this mechanism may emit can never reach the Ruxton body, since even these sounds are effectively arrested by a highly insulated cowl board.

The smooth road performance, which is so commonly promised in all rear-drive cars, is a genuine achievement

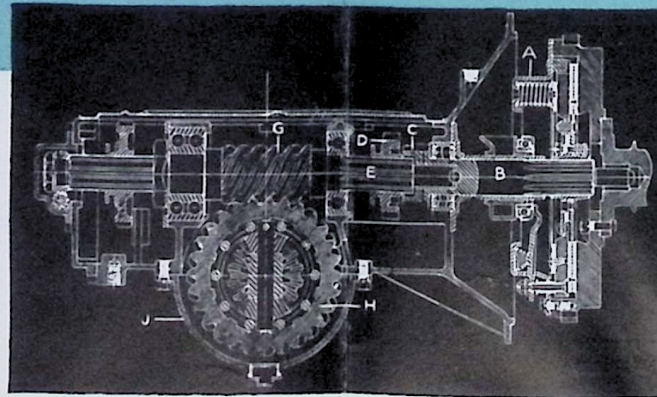
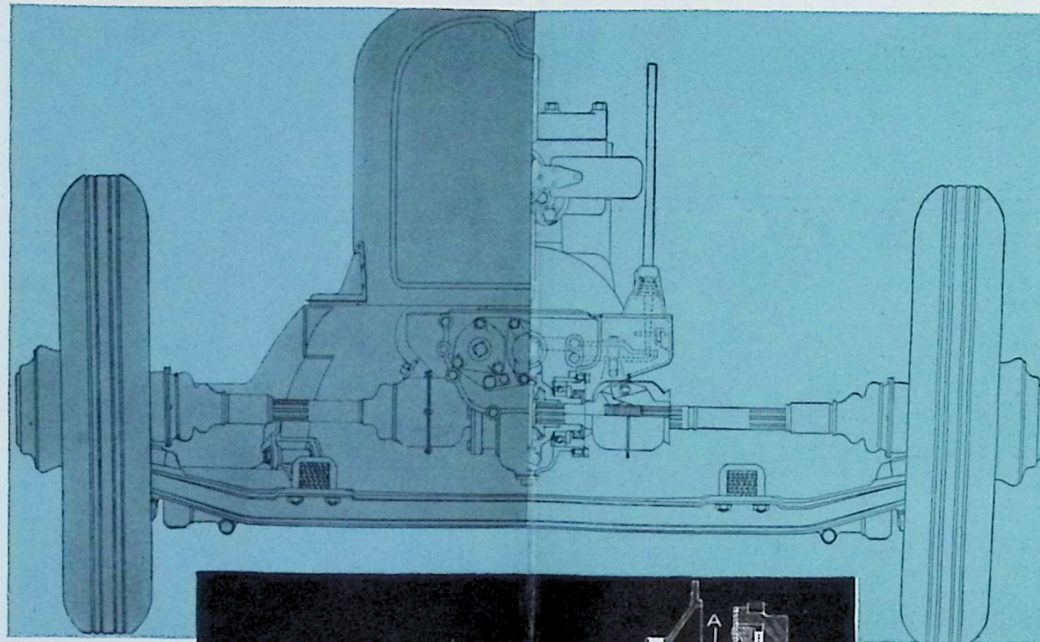
in the Ruxton. This, too, has its genesis in the front-wheel-drive where the power pulls evenly from the front rather than pushing with spasmodic

The Ruxton, as well, is endowed with an inherent riding comfort that can only be approximated by cars of conventional design . . . the sort of comfort that cannot be had alone from springs of generous length and competent shock-absorbers, which the Ruxton has in common with other fine automobiles. It is a degree of comfort that can only be enjoyed in a car of the Ruxton's unique design . . . a car whose rear axle has no heavy differential to burden it and so carries the minimum of unsprung weight . . . a car whose rear springs have been spared the dissipating duty of taking the drive and so are free to perform perfectly their one vital function—the cradling of the body. . . .

The front-wheel-drive of the Ruxton is also a contributing factor to a body restfully, surprisingly quiet, a body divorced from exasperating protests of work and strain, which are inevitable in rear-drive cars, because in the Ruxton, the sources of these common noises and nerve-irritants—the vibrating driveshaft and the chattering differential—and all wheel rumbles, as well, have been automatically eliminated. In the Ruxton, all the mechanism, for both the generation and application

In the Ruxton, engine, clutch, transmission and worm final drive are incorporated in a unit powerplant, and the drive is taken off the front end of the crankshaft instead of off the rear as is the conventional practice. The fly-wheel is mounted on the front end of the propeller-shaft and acts as a housing for a plate-type clutch. The drive progresses through this clutch (A) to the transmission shaft (B), which drives the constant mesh gear (C). The reduction gears are carried on a counter shaft in the usual manner, and in high gear, which is direct drive, sliding gear (D) meshes internally with gear (C), locking the splined workshaft (E) with the transmission shaft. Sliding gear (D) moves upon the splined shaft (E), integral with which is the worm (G) which drives the worm-gear (H). This is mounted upon the differential housing (J) in the usual manner, while axle driveshafts are driven through the differential as is customary in a rear-drive motor car.

TRANSMISSION FOR FRONT - WHEEL DRIVE



SIDE VIEW OF RUXTON GEAR - BOX

In the front-wheel drive, the reversal of the engine, end for end, brings clutch, gear-box and differential out in the open, and ordinarily makes for something that Ruxton engineers refused to tolerate—a long and unsightly car in front of the dash. So, in order to telescope these units, they have made a conventional transmission most unconventional by splitting it in the middle and putting one-half in front of the differential. Thus a net saving of 7 inches has been effected in hood and wheelbase length alike. Moreover, the use of a worm-drive, instead of the more conventional ring-gear and pinion, permits the differential to be brought back by one-half the diameter of the ring-gear, and also allows the use of both ends of the pinion driveshaft in the transmission for a further foreshortening of the unit assembly. Such a unique yet logical arrangement gives to the Ruxton a unit that is compact, symmetrical, rigid, and unusually quiet in operation.

inches from its place of generation to its point of application, for the driving arm of the Ruxton measures only a half-foot compared to the four- to six-foot driveshaft of the orthodox automobile. The results are obvious. It means highly economic and efficient power, with the minimum of waste in transmission. It means power that is almost instant in its driving force, power that is percussive, power that sends the Ruxton flashing to the front at the lightest touch of the accelerator. Yes, there is a new thrill in driving a motor car . . . if that car be the Ruxton. It is like sitting in the cockpit of an airplane and giving the ship the gun. You sit low and you ride close to the road, yet under you is

a generous clearance of 10 inches—in excess of standard. You roll along smoothly, comfortably and with a consummate sense of security. One hundred horse-power, and more, is at your command and obedient to your bidding. Road bumps, for you, no longer exist. The turning radius is 19 feet, so maneuvering is easy. The car is different, strikingly different. The motion is different, delightfully different. And so is the feel of the wheel. Wouldn't you like to take such a ride?

CONDENSED SPECIFICATIONS

POWER

Engine

Eight-cylinder, L-head, cast en bloc and in line; removable head; 3-inch bore, 4 $\frac{3}{4}$ -inch stroke. Piston displacement, 268-60 cubic inches. Horsepower, 28.80 (S.A.E. rating), but actually develops in excess of 100. Improved four-point suspension, mounted in rubber. High compression cylinder head. Manifold heat control.

Crankshaft

Extra heavy; in static and dynamic balance. Counter-balanced. Five extra large, bronze-backed, babbit-lined bearings. Fitted with Lanchester vibration damper.

Pistons

Nelson Bohnalite. Three rings, one oil return.

Connecting Rods

Drop-forged steel; babbit bearings bonded to rods.

Valves

Exhaust, heat-resisting alloy steel. Intake, nickel-chrome steel.

Camshaft

Extra large and rigid; driven by silent chain.

Engine-driven fuel pump. Gauge on instrument panel. Gasoline tank in rear. Gasoline filter, air cleaner, and crankcase ventilating system. Carburetor, Zenith.

FUEL

COOLING

Tubular core radiator; chrome-plated shell; capacity, 5 gallons. Circulation by pump located at front of block. Thermostatic control on cylinder-head. Temperature indicator on instrument panel.

ELECTRICAL

Ignition

Generator-battery type. Semi-automatic spark control. Special locking device on ignition system.

Starting Motor

Over-size, and of exceptionally high torque. Generator driven by silent chain, easily adjustable.

Battery

Six volt, 110 ampere-hour capacity.

Lighting

Head lamps, fender lamps and rear lamp in harmonized design to blend with other fittings. Rear light has both "stop" and "back-up" sectors. Dome lights in enclosed models. Instrument panel indirectly illuminated, with independent control switch.

CHASSIS

Wheelbase

130 inches on all models. Frame—6 inches deep, 5/32 of an inch thick. Nine cross members, eight channel and one tubular, with motor supports furnishing one additional. All frame members and cross members of carbon steel.

Axles

Rear, tubular. Front, I-beam. Both of molybdenum steel.

Drive

Drive, from engine to front axle, through Ruxton patented driving assembly with special Ruxton worm drive. All gears chrome steel.

Springs

Chrome-vanadium steel, semi-elliptic. Front, 37 by 2 inches; rear, 55 by 2 inches. Houdaille hydraulic shock absorbers, front and rear.

Wheels

Disc wheels by Budd. Two extra wheels standard equipment, and carried on either side.

Tires

Full balloon; 31 by 6.00.

Fenders

One-piece, heavy metal construction. Wells in front fenders for carrying spare wheels. No running boards, but fenders fitted with leather splash guards all around.

Gear Shift

Standard, three forward and one reverse. Operated by means of a unique hand grip, conveniently and accessibly located on instrument panel, instead of through the conventional gear-shifting lever.

Brakes

Hydraulic service brakes of special Ruxton design. 15-inch drums on all four wheels. Hand brake to both rear wheels, with lever at left of driver which, with absence of gear-shifting lever, leaves driving compartment clear.

Steering

Gemmer roller type, especially designed for balloon tire steering. Spark, throttle and light control from center of steering wheel, where the horn button is also located.

CONTROLS

LUBRICATION

Full pressure oiling, driven by gear pump to all main, connecting rod and camshaft bearings and valve mechanism. Oil filter. Crankcase capacity, 8 quarts.

BODIES

Imported bodies, stamped from Wolseley dies in England, and assembled by Budd. Finished from a variety of color charts created by Josef Urban. All open models upholstered in genuine leather. Enclosed cars, in exclusive moire fabrics loomed by Schumacher. All metal parts chromium-plated.

In order that we may be free to improve the Ruxton from time to time, we reserve the right to change specifications and prices without notice, and to use equipment other than specified.

MOON MOTOR CAR COMPANY

ST. LOUIS, U. S. A.

WINDSOR SIXES AND EIGHTS · RUXTON FRONT-WHEEL-DRIVE