

Model EE
5-Passenger Touring Car, 110-Inch Wheelbase

R-C-H "Twenty-Five"

\$1125 F. O. B. WALKERVILLE

Equipped with 32 x 3 1/2 tires, demountable and quick detachable rims, extra rim, Bosch Magneto, gas tank, windshield, lamps, horn, tools and kit; and the famous Jiffy Curtains, which can be adjusted in an instant and make the car entirely weather proof. Long stroke motor, three speeds, enclosed valves.

These Photographs Show What Makes Such Value Possible

ONE'S first thought after noting R-C-H construction, equipment and price is "How can it be done?" For judged by previous standards of automobile value, the car might be priced a thousand dollars higher.

The photographs illustrating this page—random views of sections of the great R-C-H plant—are meant to answer that query.

And bear in mind that the mere size of a plant does not necessarily mean economy of construction. UP-TO-DATENESS is the important factor. For inventive genius has greatly simplified automobile construction in the last year or so, and lessened its cost. And no matter how large the factory, if it is working with old equipment it cannot compete in production cost with the newer plant.

The R-C-H plant is entirely new. It is up-to-date in every detail of equipment. Its wonderful machinery—much of it specially devised—has reduced manufacturing cost to the minimum. It is complete in every way. And it has a capacity of many thousands of cars annually.

These things are what make possible its price.

Write for descriptive catalogue and name of nearest dealer.

Arrange for Demonstration Now

The demand for the R-C-H is so tremendous, so country-wide, that even the enormous production resources of the factory will be taxed to the utmost.

GENERAL R-C-H SPECIFICATIONS—Motor—4 cylinders, cast en bloc—3 1/4-inch bore, 5-inch stroke. Two-bearing crank shaft. Timing gears and valves enclosed. Three-point suspension. Drive—Left-side. Irreversible worm gear, 16-inch wheel. Control—Centre lever, operated through H plate, integral with universal joint housing, just below. Springs—Front, Semi-elliptic; rear, full elliptic and mounted on swivel seats. Frame—Pressed steel channel. Axles—Front, I-beam, drop-forged; rear, semi-floating type. Body—English type, extra wide seats. Wheelbase—110 inches. Full equipment quoted above.

R-C-H Corporation of Canada, Limited, Dept. E, Walkerville, Ont.

DEALERS: Vancouver, B.C., Dissette Motor Co., Ltd., 924 Granville St.—for Alberta and British Columbia; Winnipeg, Manitoba, R-C-H Motor Sales Company, Osborne Place—for Manitoba and Saskatchewan; Amherst, N.S., E. M. Wilband, P.O. Box 642—for Alberta and West Morland Counties, New Brunswick; Halifax, Nova Scotia, G. B. Oland & Co., 28 Bedford Row—for Nova Scotia; Toronto, Ont., The Virtue Motor Sales Co., 487 Yonge St.—for Central Ontario; Ottawa, Ont., Pink, McVerty, Blackburn Co., 301 Sparks St.—for eastern section of Ontario; London, Ont., T. Agar, 125 Bathurst St.—for western section of Ontario except Essex Co.; Quebec, P.Q., A. Gagnau & Co., 155 Bridge St.—for Eastern Quebec.



Corner of Machine shop



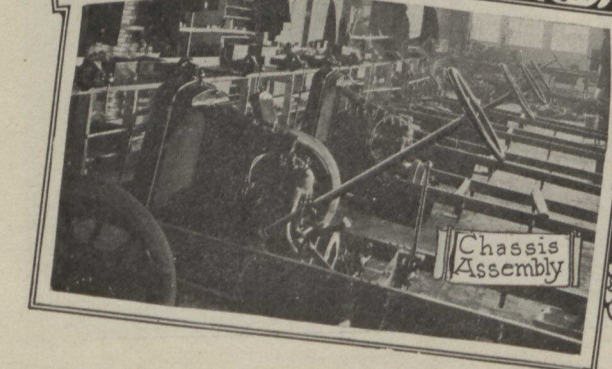
Cylinder Casting Room



Cleaning Cupola of molten metal



Motor Assembly Room



Chassis Assembly



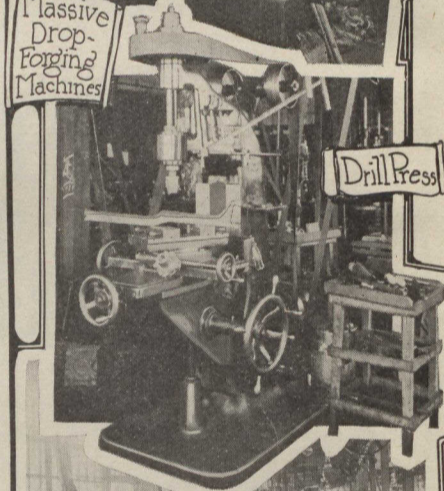
Shipping Cars by Express during Car Shortage.



Shipping Cars for foreign Countries



Massive Drop-Forging Machines



Drill Press



Gear Cutting Room