



Model SS

5-Passenger Touring Car---110-inch Wheelbase

R-C-H \$1175 f. o. b. Walkerville, Ont.

SELF STARTER, 32 x 3½ inch tires, dual ignition, demountable and quick detachable rims, gas tank, extra rim, top, windshield, 5 lamps, horn, tools and tire repair kit, **LONG STROKE MOTOR**, **3 SPEEDS, ENCLOSED VALVES, MAGNETO.**



What Kind of a Car Do You Want?

WHEN you're thinking of buying an automobile, what are the first things you demand---what are the features that are necessary in order to make it a successful car for your use?

Comfort. First, you want a car with a long wheelbase. For that means a good-sized body with plenty of room for the family. You don't want a short, scrunched-up body that you can't get the family into without everyone feeling uncomfortable. The wheelbase on the R-C-H is 110 inches---greater than that of any other car under \$1,200.

Power. Next, you want a car that's powerful enough to take you anywhere you want to go, in any kind of going, and that is economical of fuel. The long-stroke motor of the R-C-H makes the car a perfect hill-climber, a wonder over bad roads, and a much easier running car all the time. And you'll be surprised at the small amount of gasoline it uses compared with other cars. The stroke of the R-C-H motor is 5 inches, the bore 3¼ inches; and this is exactly the proportion which experience has demonstrated to give the best results.

Strength. Then you want a car that's strongly built---that will last. The durability of a car depends principally on two things---the metals used in it and the way those metals are treated. Chrome nickel steel is used throughout all shafts and gears in the transmission and rear axle of the R-C-H. Where special stiffness is required, high-carbon manganese steel is used. Another thing. You know how much stronger drop-forgings are than castings---they're practically unbreakable. Well, we use 123 distinct drop forgings in the R-C-H---more than in any other car in the world at any price.

Simply send us your name and address and we will send you, without obligation on your part, a descriptive folder of the R-C-H, together with the name of the nearest dealer.

You owe it to yourself to investigate this wonderful automobile before buying a car.

Standard Models. These are fully equipped with top, windshield, lamps, horn, tools and kit. They have not the self-starter or other special equipment of the SS models mentioned above. They are priced as follows: Touring Car, \$1,050; Touring Roadster, \$1,000; Roadster, \$850.

GENERAL R-C-H SPECIFICATIONS---Motor---4 cylinders, cast en bloc, 3¼-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 front seats. Wheelbase, 110 inches. Full equipment quoted above.

Accessibility. You can't bother with a car that has to go to the machine-shop every time there's a slight adjustment to be made. The R-C-H has been specially designed to make every possible part readily accessible, even to an entirely inexperienced owner. The gears, the motor parts and the transmission can be examined by the removal of a few bolts or screws. The steering gear or the clutch can be readily removed if desired without disturbing the rest of the car.

Other Features. The drive on the R-C-H is left-side. This is the only natural drive for American road rules. The right-side drive was copied years ago from European cars, but in Europe the rules of the road are just the reverse of what they are here. The control is by means of a center lever, out of the way, yet convenient to the operator's right hand.

Naturally you'll wonder how we can make such a car at such a price. And here's the reason in a nutshell. There has been a big advance in automobile construction within the last year or so. Newly-invented machinery has made it possible to manufacture at much less cost. And no matter how big a plant may be, if it is running with old machinery it cannot compete in production cost with a newer plant.

The R-C-H plant is new from start to finish. Much of the machinery in it was specially devised. All waste has been eliminated. The result is that by making thousands of cars each year we can build them at much less cost than has ever been possible before.

And you get the benefit.

R-C-H CORPORATION OF CANADA, Limited, Dept. E., Walkerville, Ont.

DEALERS---Vancouver, B.C., Disette Motor Co., Ltd., 924 Granville St.---for Alberta and British Columbia; Winnipeg, Manitoba, R-C-H Motor Sales Co., Osborne Place---for Manitoba and Saskatchewan; Amherst, Nova Scotia, E. M. Wilband, P. O. Halifax, Nova Scotia; G. B. Ohland & Co., 28 Bedford Row---for Nova Scotia; Toronto, Ont., the Virtue Motor Sales Co., 487 Yonge St.---for Central Ontario; Ottawa, Ont., Pink, McVert, 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.