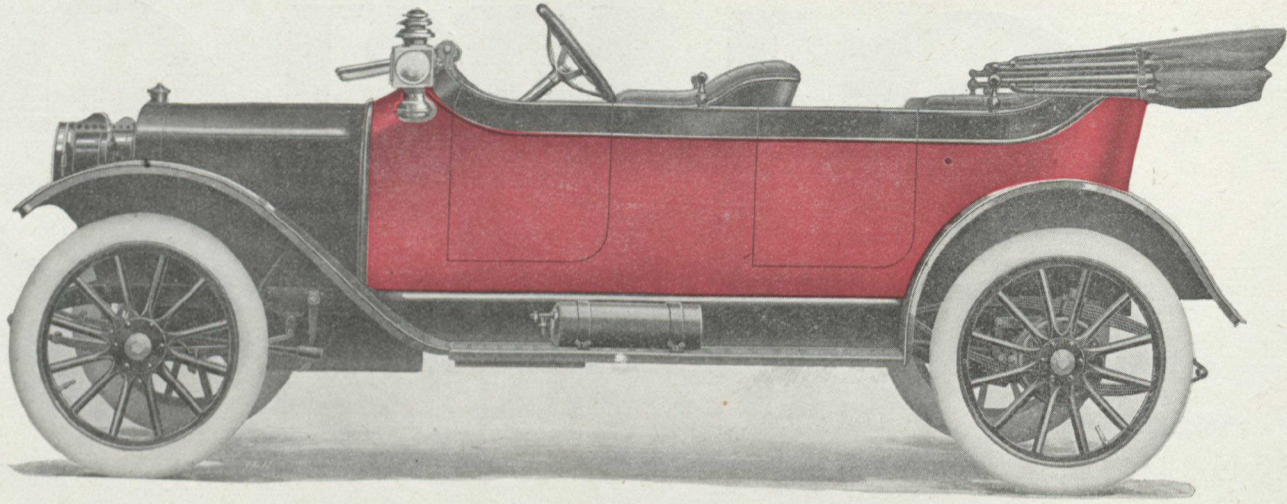


The First Touring Car Sold in Canada Under \$1500

WITH SELF-STARTER

\$1175

F. O. B.
WINDSOR, ONT.
Duty Paid



R-C-H MODEL SS
"Twenty-Five" 5-Passenger Touring Car
110-Inch Wheelbase

Equipped with SELF-STARTER 32 x 3½ tires, dual ignition, demountable and quick-detachable rims, Prest-o-lite tank, extra rim, top, windshield, 5 lamps, horn, tools and tire repair kit—LONG STROKE MOTOR—3-SPEEDS—ENCLOSED VALVES—MAGNETO

There, as it stands, is the most startling motor-car announcement ever made. For no such car has ever been offered at anywhere near this price—and many of these R-C-H features have hitherto been confined to cars costing \$3,000, \$4,000, or \$5,000. You who read motor-car advertisements day after day will see this at a glance.

And remember that we could not build more staunchly or more sturdily for a car at any price. \$5,000 would buy you no greater satisfaction, no better service—\$2,000 cannot buy you as great value anywhere else.

Strong statements? Yes. But we want you to challenge them—we want you to compare the car, item by item, with any other you have in mind at \$2,000—or more. Will you do it? Can you afford not to do it?

HOW THE R-C-H IS BUILT

123 drop forgings are used in the R-C-H—more than in any other car in the world, irrespective of price. Chrome nickel steel is used throughout all shafts and gears in the transmission and rear axle; high-carbon manganese steel in all parts requiring special stiffness.

A feature of the R-C-H construction is the ready accessibility of the parts and the complete interchangeability of parts resulting from the extensive use of drop forgings. We do not think there is any other car in the world of which this is so true—certainly there is none among so-called popular-priced cars.

The drive is left-side—the only sensible drive under North American road rules; and the control is center lever—out of the way, yet most convenient to the operator's right hand.

The spring arrangement is semi-elliptic front and full elliptic rear, tilted and mounted on swivel seats. This insures especially easy riding, with a minimum of strain.

THE LONG-STROKE MOTOR

The motor is the first adaptation in this country of the long-stroke idea so successful abroad. It is really long stroke (3¼ x 5) with just the proper relation of stroke

to bore that the best engineering practice has demonstrated to be most economical and efficient. Remember that no matter how long the stroke, if the bore is widened in proportion the much desired long-stroke effect has not been obtained.

THE BODY DESIGN.

This follows the roomy, graceful English type, which has been recently adopted by some of the very high-priced cars in this country, but has never before been used on a car at a moderate price.

This English body, as all who have seen it admit, has the grace of a greyhound and the same aristocracy of line. It has a class possessed by few other automobile bodies, however expensive.

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—center 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. Wheel Base—110 inches. Full equipment quoted above.

SEE US AT THE SHOWS

Come and see us at the Shows, or call at any of our dealers. We want you to prove this wonderful car for yourself.

We feel sure you'll say, like everybody else who has seen it, that it is easily the most wonderful value the industry has ever seen.

STANDARD MODELS

The standard models of the R-C-H are completely equipped with top, side-curtains, wind-shield, lamps, generator, horn, tools and kit, but do not have the self-starter or other special equipment mentioned above. They are priced as follows, f. o. b. Windsor, duty paid:

5-passenger Touring Car	\$1,050
Touring Roadster	1,000
Roadster	850
(Equipped for 4 passengers)	925
Colonial Coupe	1,300

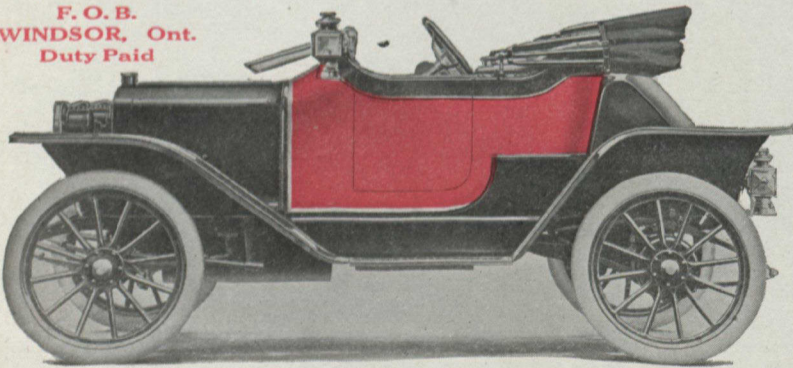
R-C-H CORPORATION OF CANADA, Limited, WALKERVILLE, ONT.

DEALERS—Vancouver, B. C., Dissette Motor Co., Ltd., 924 Grandville St.—for Alberta and British Columbia; Winnipeg, Manitoba, R-C-H Motor Sales Company, Osborne Place—for Manitoba and Saskatchewan; Amherst, Nova Scotia, 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.

The R-C-H roadster, roomy, powerful and exceptionally easy to handle, is the ideal car for five large classes of the public; the business or professional man; the farmer; the salesman; the pleasure-car owner with small or no family; the large-car owner who needs a smaller car, economical in upkeep, for day-to-day motoring uses. The regular Roadster Model SS can be furnished equipped for 4 passengers at \$1,050.

\$975

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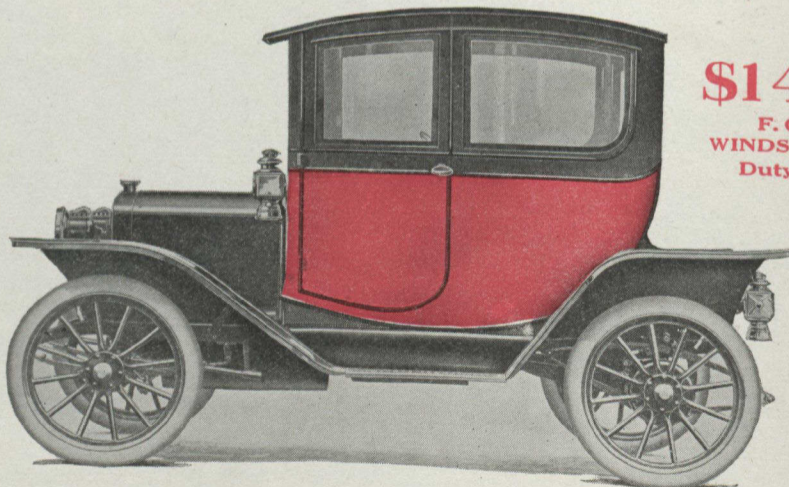


R-C-H MODEL SS
"Twenty-Five" English Body Roadster

Equipped with self-starter, 32 x 3½ tires, dual ignition, demountable and quick-detachable rims, Prest-o-lite tank, extra rim, top, windshield, 5 lamps, horn, tools and tire repair kit—long stroke motor—3 speeds—enclosed valves—magneto. Touring Roadster, same equipment, \$1,125. Extra large gasoline and oil capacity. Wheel-base of roadsters, 86 inches—other specifications same as touring car.

\$1425

F. O. B.
WINDSOR, Ont.
Duty Paid



R-C-H MODEL SS
"Twenty-Five" Colonial Coupe

Specifications:—Enclosed body; drop seat for third person; 100 ampere hour lighting battery. Full equipment includes 2 electric lamps, combination electric and oil side and tail lamps. Other specifications and complete equipment same as roadster.

In no closed car at any price will you get greater comfort, service and beauty than this.