



5-Passenger Touring Car, 110 Inch Wheelbase

# R-C-H Wanted—1000 Dealers

## "Twenty-five"

5 Passenger Touring Car—110 Inch Wheelbase

### Standard Model

**\$1025 F. O. B. WALKERVILLE**

Fully equipped with top, windshield, generator, side curtains, 5 lamps, horn, tools and tire repair kit, long stroke motor, 3 speeds, enclosed valves, Bosch magneto.

### Model E E

**\$1125 F. O. B. WALKERVILLE**

Equipped with 32x3½ 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.

### 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—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 seats. Wheelbase—110 inches. Full equipment quoted above.

Our selling problem this season has been a peculiar one. Naturally, our original aim was to get as wide a distribution as possible. But the demand for the R-C-H so far exceeded all expectations that our entire output for 1912 was speedily oversold. And this left many sections without R-C-H representation, simply because we could not supply the cars.

We shall manufacture this season in round numbers 10,000 cars. For the season of 1913 our output will be increased to 30,000 cars. Our present dealers tell us that they will take care of 15,000. That leaves 15,000 for sections where the R-C-H is not at present represented. And that in turn offers a golden opportunity to the right dealer in much of the best territory.

We are keeping this announcement free from bombast, from "bunk," from "hot air," from all the glittering generalities that are handed you every day. We prefer, even, not to dwell upon the sales record of the car and its popularity with the public. You probably know it; or if you don't, ask your brother dealer in a town where there is an R-C-H dealer.

But ask yourself these questions: What does your public—the people to whom you must sell—demand in a car? And given two cars possessing all these features, would the average man prefer to pay a lower or higher price?

Of course the answer to the second question is self-

evident. So let us consider the first. The average man wants in a car five things—sturdiness, comfort, beauty, power, roadability. We claim that no car at twice its price excels the R-C-H in these essentials. If this claim is true—and we ask only a man's judgment after he has seen the car himself—is not the R-C-H the best car on the market from the dealer's standpoint as well as that of the public?

This advertisement may seem a trifle premature. But we want ample time to consider carefully every application made to us. We want the best dealers—men who will stay with the proposition year in and year out; men who will take the same pride that we do in the R-C-H watch-words of good work, good value and good will; men who will put as much care into selling the R-C-H as we do into making it.

So write to us to-day; tell us about yourself. For if you're the right man in the right place, we think the R-C-H offers you the best opportunity for a big business success that exists in the industry to-day.

### R-C-H Service Stations.

R-C-H service and supply stations in all large centers will be a feature of our 1912-13 policy. Many of them are already in operation—a photograph of one is shown below. Others will be established as rapidly as possible; so that an R-C-H owner anywhere will be able to obtain repair parts within 24 hours.

## 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, MAN., 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.



R-C-H Service Station  
Lycaste St. and Jefferson Ave., Detroit, Mich.