



**R
C
H**

THE EQUIPMENT

- Non-skid tires—32x3½.
- 12-inch Hall Bullet electric head lights with double parabolic lens.
- 6-inch Hall Bullet electric side lights with parabolic lens.
- Exide 100 Ampere Hour Battery.
- Bosch Magneto.
- Warner Auto-Meter.
- Demountable rims.
- Extra rim and holders.
- Tally-ho horn.
- Jiffy curtains—up or down instantaneously.
- Top and Top cover.
- Windshield.
- Rear view mirror.
- Tool-kit, Jack, Tire Repair Kit, Pump.
- Robe Rail.

**ty-Five”
Complete” \$ 9 0 0 0**

F. O. B. DETROIT

A Remarkable Price

Equipment

think an equipment so complete, or of so high a grade, has ever before been placed on any car, at any price. Certainly no popular-priced car has ever approached it.

Study this equipment carefully; for it means a difference of several hundred dollars in the ultimate cost of your car.

The R-C-H is distinctly the first complete car at a popular price.

219 Lycaste St., Detroit, Mich.

Buffalo, 1225 Main St. CHICAGO, 2021 Michigan Ave.
DETROIT, Jefferson Avenue and Lycaste St.
MINNEAPOLIS, 1206 Hennepin Ave.
SAN FRANCISCO, 819-835 Ellis Ave.

other towns and cities in the U. S.

WHEN one studies R-C-H construction and equipment, and compares them with previously accepted motoring standards, the price becomes simply marvelous.

There are two factors that make this price possible.

The first, of course, is quantity production. We shall make this season 30,000 R-C-H cars. So, naturally, we are equipped to give more car per dollar than a manufacturer with a relatively small product.

But quantity production alone would not explain R-C-H price and value.

The great reason is up-to-dateness. Inventive genius has greatly simplified automobile construction

in the last year or two. Use of drop-forgings and automatic machinery has been perfected to a point hitherto undreamed of.

The R-C-H plant is new throughout. Every advantage was taken of the latest devices for simplifying construction. Much of the machinery was specially devised for our purpose.

So the man with the older plant, containing hundreds of thousands of dollars worth of expensive machinery out of date but not outworn, is handicapped, no matter how large his plant.

And that is why the R-C-H today is universally admitted to be by far the best value that the industry has ever seen.

We ask only your own judgment on this point after you have seen the car for yourself. And if you are considering any car under \$2,000, you should not fail to examine the R-C-H as well.

DESCRIPTIVE CATALOG FREE ON REQUEST