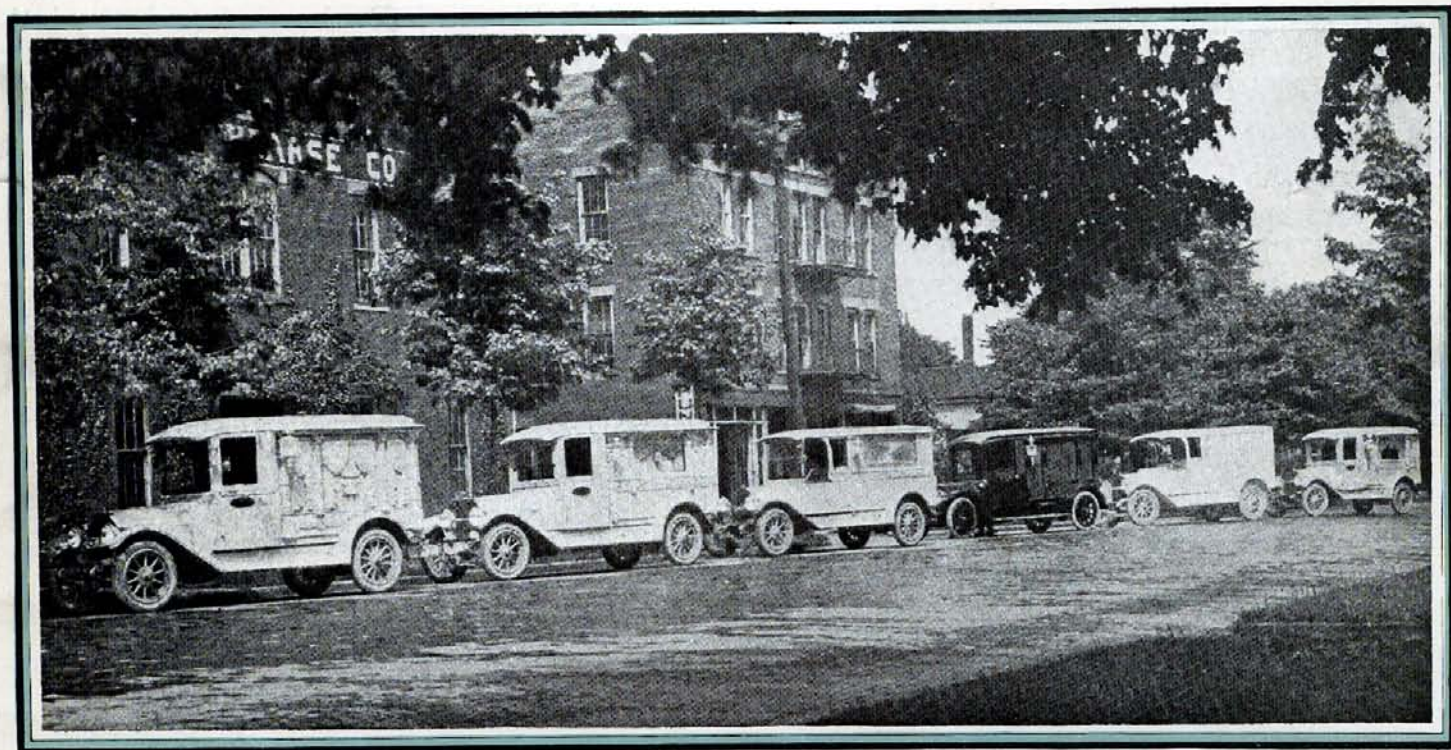


THE EXPERIENCE OF
89 YEARS
IS BUILT INTO
RIDDLE MOTOR
FUNERAL VEHICLES



THE RIDDLE MANUFACTURING CO.
RAVENNA, OHIO
ESTABLISHED 1831

issued April 1920

MR. H. W. RIDDLE, Sr.

Eighty-two Years of Age
Still on the Job

YESTERDAY AND TODAY

In 89 years we have seen the Undertaking Business change from an **UNDERTAKING** to a **PROFESSION**. Embalming, Sanitation and Demi-Surgery are sciences requiring study and experience, while the old time Undertaker has become a **FUNERAL DIRECTOR** who performs very intimate services in a professional manner. The funeral service is now a **CEREMONY** in which every detail of **SERVICE** and **EQUIPMENT** is provided to dignify and beautify—to eliminate annoyance, delay and noise. To cover the scar, ease the parting—change an ordeal into an impressive rite.

One of the indications of the **QUALITY** of **YOUR** service is your Funeral Equipment—particularly your hearse. It performs before a quiet impressionable audience where sound is magnified, and **SERVICE** is on trial. Every attendant at a funeral you conduct is a potential patron. You are **RATED** on the **QUALITY** and **DIGNITY** of your personal service, and the smooth precision of your Funeral Car—its performance—detail of appointment and lack of annoyances or delays.

For 89 years we have studied and analyzed to produce Funeral Vehicles which would add to the **DIGNITY** of the Funeral business. We have built Hearses, Ambulances, Service Wagons, Landaus, Coupes, Broughams and Berlin Coaches. Vehicles with Character, Style and Durability.

These years have witnessed steady progress in the art of construction, the selection of materials, the development of methods and men, and the evolution from horse drawn to motor driven.

We have customers in all parts of the country who have purchased many of both types from us and their names have appeared on our books for many years. These customers have been successful because they were Progressive. They measured the **WORTH** of their rolling stock by the following standard:

1. Its value as a purely mechanical vehicle—measured in dollars and cents.
2. Its value in trustworthiness and dependability,—measured in the **AMOUNT** and **KIND** of service it rendered—in low up-keep, personal satisfaction, economical maintenance and peace of mind of the owner.
3. Its value in **FINENESS** of Design, Impressive Appearance, Smoothness of action, and **QUIETNESS**—measured in the **RATING** and business **STANDING** it afforded them in the minds of the people they served, or wished to serve, and **SHOWN** by the **CLASS** and **VOLUME** of their business.

They recognized that to MERIT the BEST in patronage, they must AFFORD the BEST in SERVICE and EQUIPMENT.

They looked to us year after year for the latest and BEST in equipment, fully confident that RIDDLE built the kind that added to their prestige and the QUALITY of their trade. They knew also that RIDDLE vehicles ran longer, with less up keep expense and more satisfaction than the ordinary kind.

RIDDLE Motor Funeral Vehicles today are a FINISHED PRODUCT—not a sudden inspiration or venture. They are the result of patient, intelligent thought and long, long experience. Both bodies and chassis are built complete in our factory. We have developed a chassis which has no superior for this class of work. Riddle cars are compact, complete, durable.

The same careful attention to detail—the old time RIDDLE style, durability and dependability—the same sincerity of purpose is to be found in this chassis as was and is found in our bodies. It not only embodies highest quality approved Standard Parts built by reputable companies, but what is more IT IS FULLY DEVELOPED; years past the experimental stage, and BUILT RIGHT. It has proven satisfactory to both makers and users.

Its powerful Red Seal 6 Cylinder RIDDLE-CONTINENTAL Motor is finely balanced with Transmission and Heavy Timken Full Floating rear axle to produce great power at LOW SPEED, with a large reserve of stored power always available for fast work, or heavy pulling in sand, mud, or on hills.

If you would ride in a RIDDLE you would find it has a smoothness of action that inspires confidence and admiration—there are no jerks, stutters, grinds or roars. It moves off with that even quiet motion peculiar to high class cars that seem to SLIP over the ground. With RIDDLE bodies this chassis has UPHELD OUR REPUTATION, and Built our business bigger. It will do the same for you.

Today in a Modern Riddle Motor Funeral Vehicle We Offer You the Following

EXPERIENCE and ORGANIZATION. The degree of service to be expected and demanded of your Motor Funeral Equipment is as great—and no greater—than the experience and dependability of the MAKER. Experience is KNOWLEDGE—and years of steady progress and growth spell DEPENDABILITY. In the possession of a RIDDLE you have the benefit of our cumulative knowledge of what is best mechanically, but most important you will have that FINE CHARACTER, Dignity and Individuality of Style which find favor with the most discriminating.

Speaking of experience—there are seven men now occupying responsible places in our managing and building departments who have been with our company a total of 278 years.

MATERIALS. It follows that only the finest, best wearing, fully tested materials, go into RIDDLE Vehicles. Our motto here is “Not how CHEAP, but HOW GOOD, can we make both bodies and chassis.” Because our production standard for 89 years has insisted upon the best.

WORKMANSHIP. In our body department generations of workers have learned trades and been developed in RIDDLE QUALITY habits. Fathers have trained their sons and been succeeded by them. Our chassis department while shorter in years of development is none the less thorough, because we had the benefit of all of the years' experience and knowledge of what would be BEST FOR YOU and build you the surest progress.

Our men CARE—they are skilled and sincere and put their VERY BEST into their work, be-

cause we insist on the best and because we treat them right. The fine spirit and harmony of our organization is reflected in the CHARACTER of these high grade Riddle cars.

STYLE. The individual style of Riddle cars places them in that distinctively high class group of fine cars that are NEVER OUT OF STYLE. They represent PERMANENT VALUE and PERMANENT SERVICE. They suit the largest number. Their style is no more subject to passing fads and fancies than their Engineering. Minute inspection of their fine detail will convince you of this and invite the patronage of your most exclusive trade.

EQUIPMENT. As this catalog is being printed ground is being broken for the NEW RIDDLE FACTORY to be located here in Ravenna. It will be modern in every detail, and greatly enlarged for the handling of our increased business. No expense will be spared to PROVIDE the best in facilities, so that we may continue to PRODUCE the BEST.

SERVICE. Realizing the importance of rendering prompt and efficient parts and service we maintain a full equipment of parts for our various makes of bodies and our standard chassis. The men in this department are alert and at your service day or night. All orders for parts and service receive immediate preferred attention.

PRICE. This is related to QUALITY, DURABILITY, UP-KEEP, SERVICE and Satisfaction --for the reason that the Worth of your Funeral Vehicle is NOT determined by the money it takes to buy it, but by the years of service, economical up-keep, durability and dependability—and the CLASS OF TRADE it makes you ELIGIBLE to serve.

Taking the above into account Riddle cars are CHEAPER. Our proof of this is voluntary letters of testimony from users **after running our cars** for YEARS.

UNSEEN VALUE. Back of all the wood, and iron, and steel and paint that go into RIDDLE cars there is an INTANGIBLE VALUE,—a BUILT-IN WORTH that is reflected in the Satisfaction it gives you to own and use one—and to do business with a reliable house with a long enviable reputation for dependability—it is the BRAIN of this organization developed in 89 years of steady progress toward a single ideal—PROGRESS, QUALITY and RELIABILITY.

Special Features and Regular Equipment of All Riddle Funeral Vehicles

Riddle Cars are built complete within the Riddle Factory.

The Body and Chassis are designed to work together.

Our aim is to furnish a complete vehicle down to the last detail. Read the following list:

Chassis and bodies built complete in one factory.

Excess of Strength and Power.

Powerful Riddle Continental 6 Cylinder Motor.

Timken bearings throughout.

Heavy Timken axles and bearings front and rear.

Large full floating rear axle, with Helical Bevel Gears.

Three point suspension on motor.

Motor Brackets and ALL FRAME CASTINGS of annealed cast steel and MANGANESE BRONZE.

Columbia Positive Lock Nuts on all Motor Support Bolts, Spring Bolts and Frame cross rod.

Special Riddle-made UNIVERSAL BRONZE BALL construction in front Motor Support, removing twisting strain from Motor or Frame, and allowing for end play, and easy take up.

Tie Rod in rear of front axle, protected by strong I beam.

- Extra Timken bearing in steering knuckle.
- Hot Spot on Motor Intake Manifold. More Power.
- Unit Power Plant.
- Dry plate disc clutch, simple adjustment.
- V Fan Belt, laminated leather, non-stretching, waterproof and strong.
- Heavy fibre, instead of metal, conduit protecting motor wiring from short circuit and damage.
- Superior radiator hose, with spring wire molded in rubber.
- Genuine brass radiator, Honeycomb construction, with ample cooling capacity. Shell SOLID Liberty Silver. Won't wear down with polishing.
- All valves enclosed.
- Well made anti-rattling splash pan for motor.
- Universal joints on all throttle control shafts, insuring positive and easy control.
- Extra heavy high grade steering gear with Aluminum Spider, and Nickel Plated steering column. Held by a special Aluminum Bracket on instrument board, another on dash and a Manganese Bronze bracket on frame.
- Vacuum gasoline feed.
- Gasoline tank under driver's seat out of sight.
- Motor Driven electric horn under engine hood, button in center of steering wheel.
- CORRECT GEAR RATIO to properly balance Motor, Transmission and Rear Axle to avoid damage to either, and insuring both Speed and Power.
- Crown fenders conforming to shape of wheels.
- Frame built to our special requirements and specifications. Not a stock size. The rear end does not project beyond the end of the body. The material is extra heavy and there are sufficient cross members and braces to hold up without buckling more weight than would ever be placed upon it. Body squeaks and strains are unknown with this frame.
- Extra large storage battery, carried in rigid steel tray built into chassis frame under floor boards in cab. This prevents battery moving or being damaged.
- All exposed wiring armored, Junction boxes furnished at convenient and necessary points.
- Latest type upright Zenith carburetor with hot air intake and connection with HOT SPOT on motor intake.
- Delco three Unit, Starting, Lighting and Ignition system. Large type.
- Low center of gravity.
- Transmission with correct gear reductions for great power on low gears. Gears made of highest quality heat treated steel, with Timken bearings.
- Extra long control levers on transmission. A convenience appreciated in traffic driving.
- Adjustable foot pedals.
- White Bronze special Riddle foot accelerator, with aluminum heel rest. Accelerator integral with dash instead of floor boards.
- Speedometer on instrument board with large figures, and operated from shaft connected to transmission instead of front wheel.
- Visible oil gauge on instrument board.
- Carburetor adjustment, LARGE lever type Delco Switch, and Ammeter on instrument board.
- Exhaust tubing formed of heavy seamless tubing, preventing leaks or possibility of fire.
- Full set of four GABRIEL SNUBBERS.
- Nickel Plated front bumper.
- Kellogg power driven tire pump with hose and gauge.
- Extra large nickel steel Spring Bolts, hardened and ground, with Columbia Lock Nuts and Ratchet Grease Cups.
- Rear of frame cross tied with nickel steel rod with Columbia Lock Nuts.

Drop forged spring shackles tied together on front springs. MANGANESE BRONZE shackles on rear springs.

Special extra long finely tempered special analysis springs, with heavy drop forged clips. Wrought iron spacers and double lock nuts.

Large ornamental double head lamps.

Head lamp brackets cross tied and joined to fender irons, making an extra rigid construction, eliminating vibration.

Combination rear and SPOT light placed at rear of left rear fender to avoid damage. Controlled by two switches. A great convenience and safeguard in backing up at night.

Large fine ornamental electric side lamps. Switch on instrument board.

Nickel plated dome lamp in center of loading compartment, shaded light on instrument board, switches on instrument board.

Efficient Nickel Plated ratcheted Grease Cups at all points requiring grease. You will find these cups located at points not usually provided for on a chassis.

Extra Heavy Tubular Drive Shaft with solid splined slip joint ends.

Universal Joints of extra large bearing surfaces, hardened steel bushings in all wearing surfaces.

Anti rattlers on brake rods.

DOUBLE TORQUE ARM on rear axle, attached at forward end to cross member of frame by means of slip yoke buffered at upper and lower end by grease packed oil tempered steel springs. These springs absorb the braking and driving shock from frame and body, also the jerks and stutters usually encountered in this class of equipment not provided with torque arm.

Equalizers on service brakes to prevent skidding.

Cross brake shafts of heavy seamless tubing supported at frame ends by Manganese Bronze bearings, and shaft ends ground to one 1/1000 of an inch and fitted into these bearings, which are equipped with ratcheted grease cups.

Demountable rims.

All Rough Tread Standard Make of tire, of ample size for load.

Large ventilating louvres in engine hood.

Bendix drive from Starting Motor to Fly wheel of motor.

Three way ventilating and storm vision wind shield, with rubber weather strips to keep out wind and rain.

Driver's rear vision mirror on left fore door pillar, large size and adjustable.

Electric signaling buzzer in cab, button on rear of car to signal driver.

Pair of Nickel Plated Name plates removable on fore doors.

Floor boards in cab covered with heavy linoleum, bound with aluminum screwed on. Floor boards NOT screwed to sills, but provided with dowels and flush latches. Easily and quickly removable for battery inspection. Do not rattle.

Large roomy driver's cab. Plenty of leg room.

Left hand drive, center control.

Body interior, including insides of rear doors, and cab ceiling, lined in large plain panels of GENUINE MAHOGANY. Rich, sanitary and beautiful.

Body ceilings high arched in curved panels of genuine mahogany. Adds to the room. Unsightly top ribs not exposed.

Drop sash with beveled French plate glass in partition.

Pullman pinch bar adjustable pantasote curtain at rear of Floral Rack.

IN HEARSE ONLY an extra long, carpet lined, roller drawer for tire on rim, and other equipment and supplies. Depth of drawer 7" in clear.

High crowned MOSQUE TOP.

CURVED EFFECT BROUGHAM Cab front.

All panel work is WOOD.

Removable Hearse Table and Floral Rack of SOLID CHERRY.

All table trimmings and ornaments, together with nurse seat supports, anti rattlers, fasteners, door latch and handles, etc., are Heavy Brass Nickel Plated.

Beautiful ELLIPTIC REAR END, with CURVED REAR DOORS.

Spring door stops on rear doors.

Bier pins are our own patent NON-JUMPING type rubber trimmed.

Extra long triple supported Nickel Plated end roller.

Strong, highly finished tool box under rear of body, fitted with nickel plated fasteners.

Folding rear step, heavily made and very strong.

Rear step and Running Boards covered with Pyramid Aluminum sheet, bound with angle aluminum fastened to running board with screws.

Double section deep tufted spring cushion, and spring back rest in cab. Trimmed in high grade Genuine Leather or Textileather and genuine curled hair.

The wood carvings on RIDDLE cars are all hand work. No stamping or machine methods employed.

FLOORS of all Riddle Funeral Vehicles are WOOD, covered with heavy linoleum, metal bound, and fitted with 5 inch NICKEL Plated rollers, pin sockets and can be used as hearse table.

Mud apron under radiator extending to nose of frame.

Two slides for Floral Rack and two for casket table, permits lowering or raising same 6 inches to provide for carrying two caskets or rough boxes at one time.

Streamline hood and cowl.

Nickel plated spring hood fasteners.

Tapered chassis frame for shorter turning radius.

High grade set of tools in tool roll.

Strong quick acting jack with double length folding handle.

Quick Acting spring door locks.

Door hinges of wrought brass, nickel plated.

All hand work, lead and oil, Paint Treatment.

A SOLID, well designed and well built car, made complete in Riddle Factories.

First class SERVICE afforded on parts. We carry a complete assortment at all times.

Read the Detailed Specifications and Construction of All Riddle Bodies and
the Special Riddle Six Cylinder Chassis Starting on Page 11

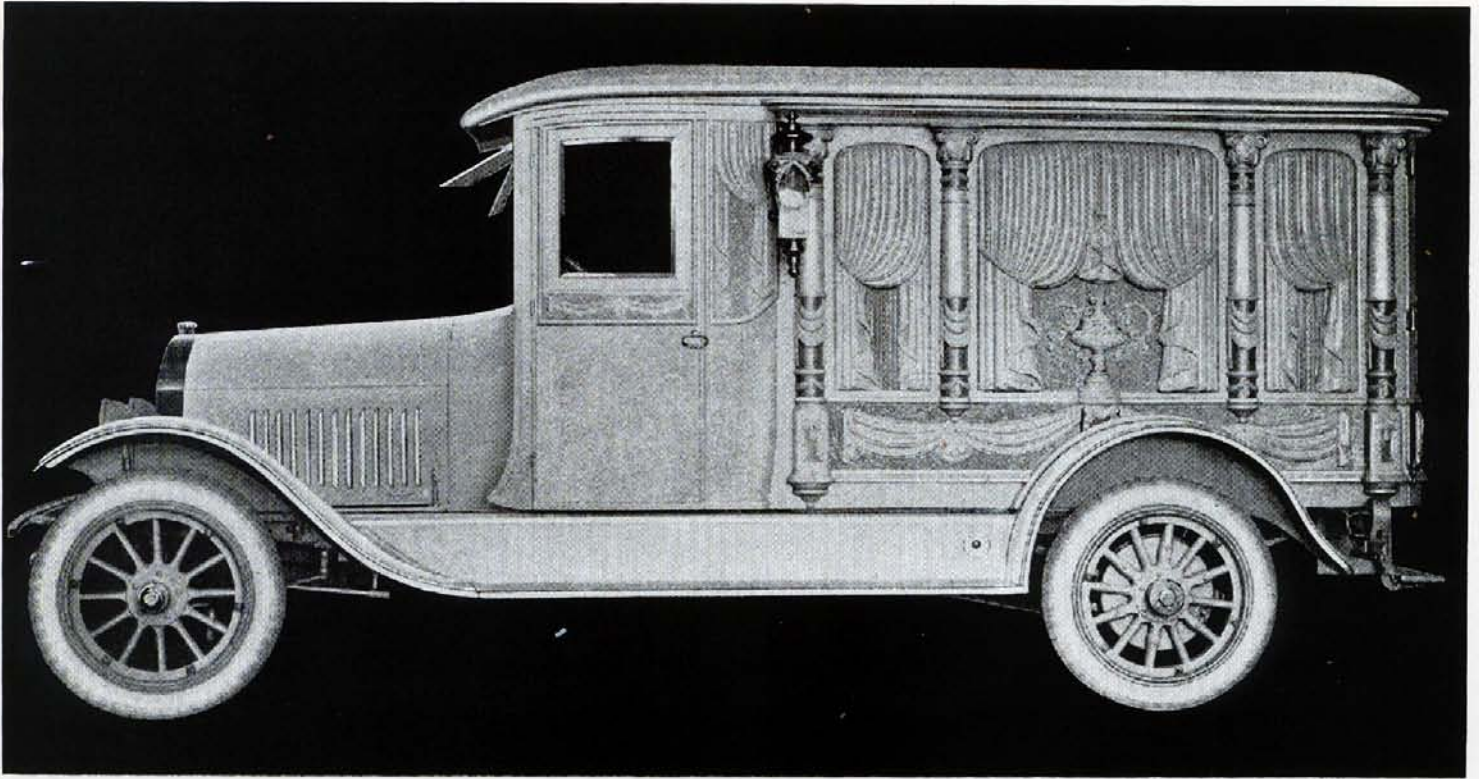
ALL RIDDLE CARS are backed up by an organization Nationally
recognized for its

HONOR—A reputation for dealing fairly and honorably.

STRENGTH—Responsible financial Standing.

QUALITY—Time tested quality truthfully represented.

SERVICE—A high reputation for prompt and efficient service and parts.



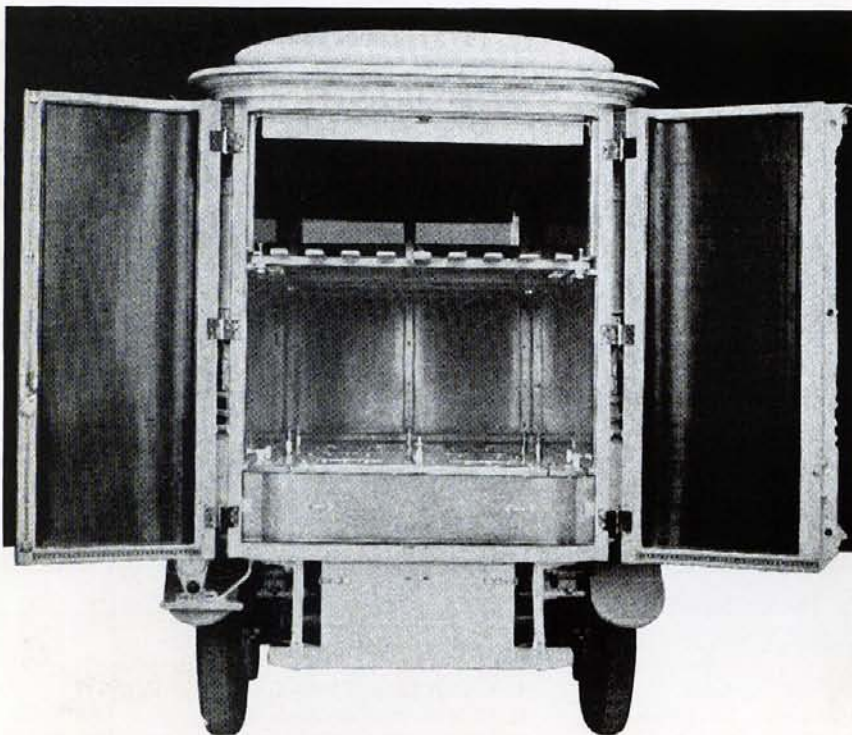
**No. 1044. Motor Funeral Car---Mounted on Riddle Six Cylinder
50 H. P. Chassis. A Permanent Design**

This car will dignify the highest class service. A smooth working, richly appointed, beautifully finished vehicle. It will add to the prestige of its user.

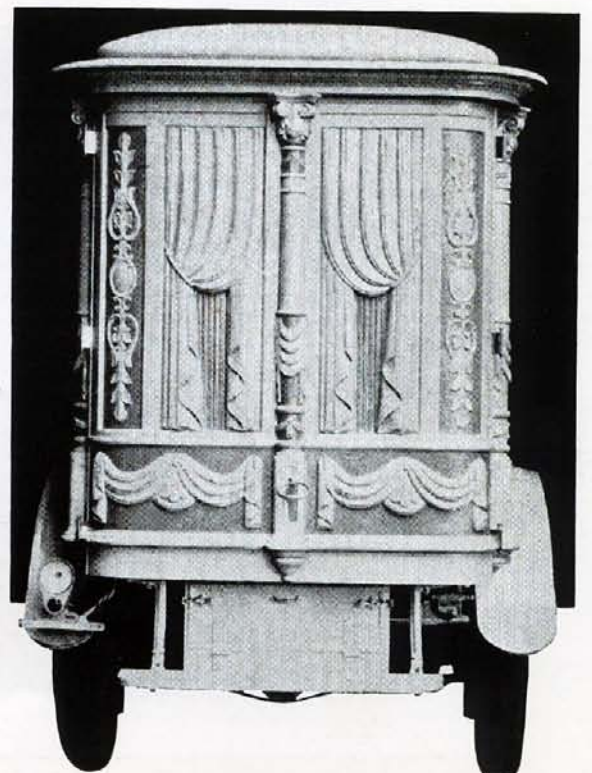
For detailed specifications of body see page 12.

For detailed specifications of chassis see page 14.

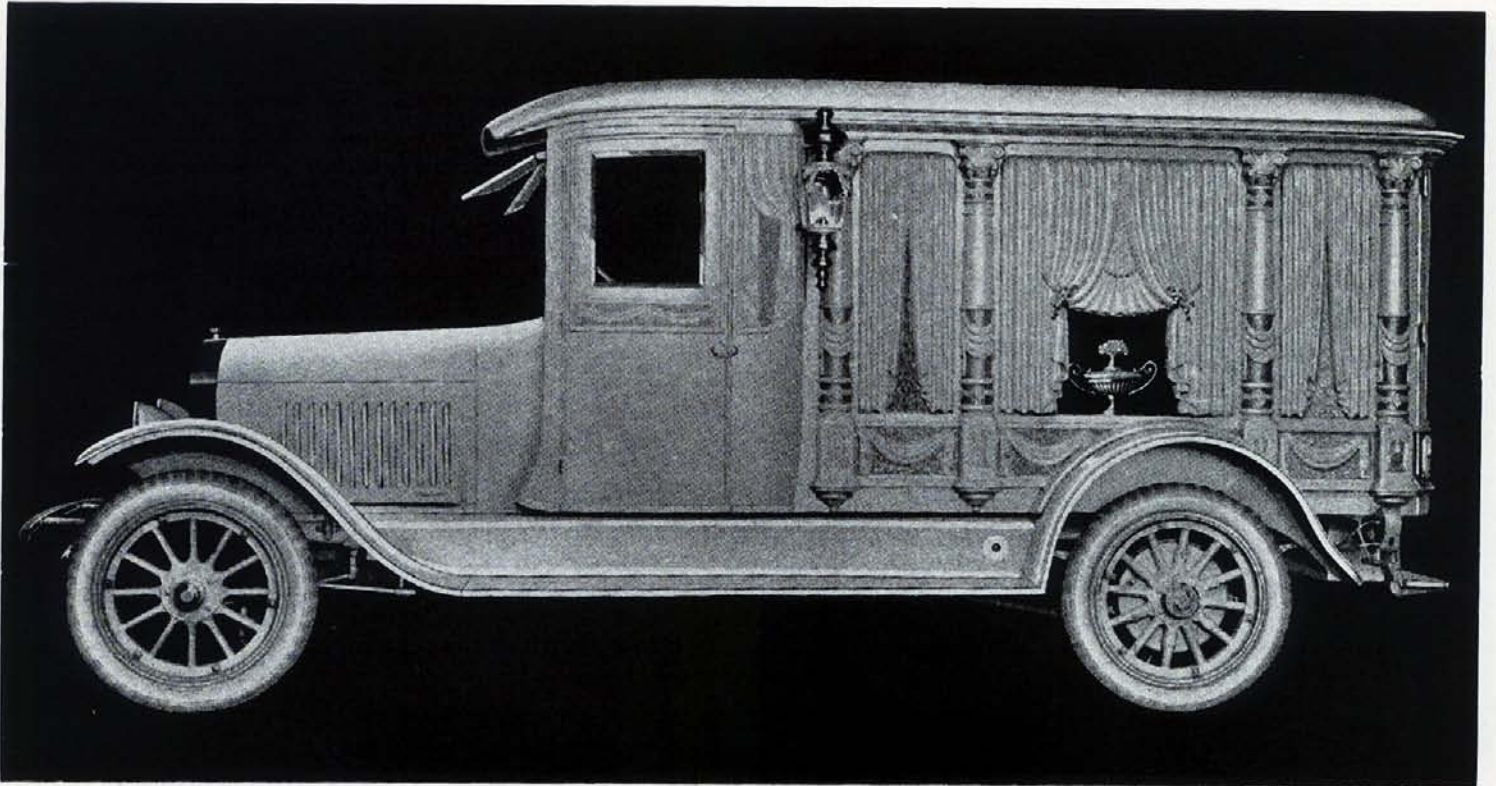
For regular equipment and special features see page 3.



Interior of No. 1044. Showing Curved Doors, Mahogany Panelling, Table Ornaments, Pullman Curtain, Tire Drawer, Etc.



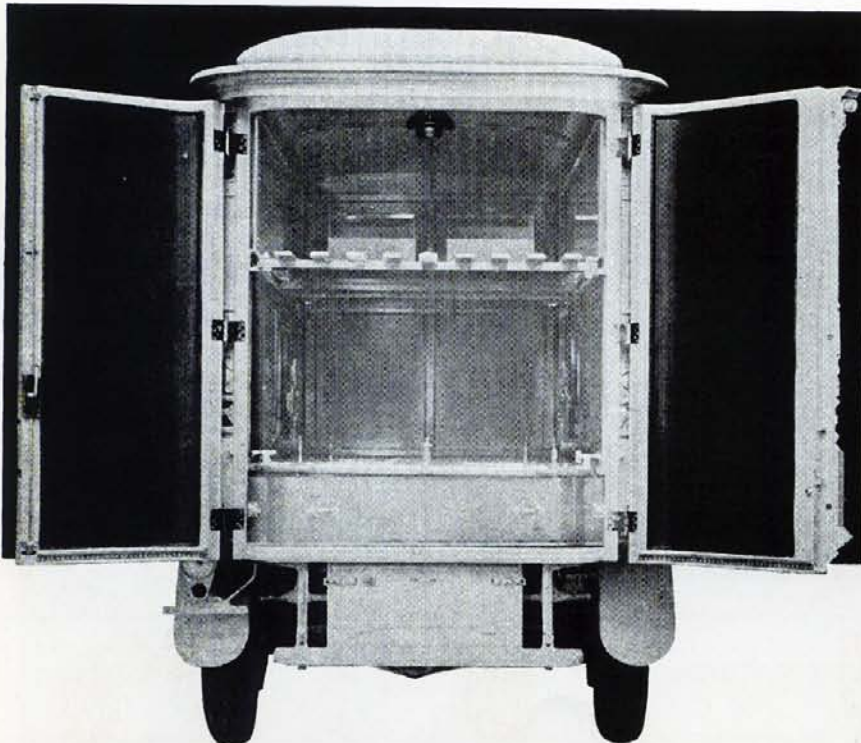
Rear of No. 1044. Showing Elliptic End, Tool Box, Folding Step, Rear Spot and Tail Lamp, Etc.



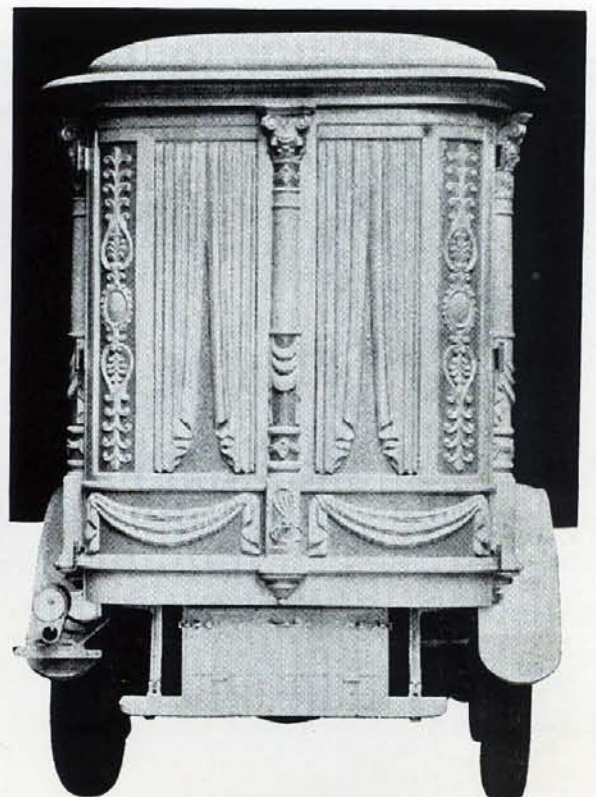
**No. 1055. Motor Funeral Car---Mounted on Riddle Six Cylinder
50 H. P. Chassis. A Permanent Design**

The Style, and the QUALITY you will ultimately provide in your service are contained in this Riddle car. It will enhance the service and multiply the patronage of its owner.

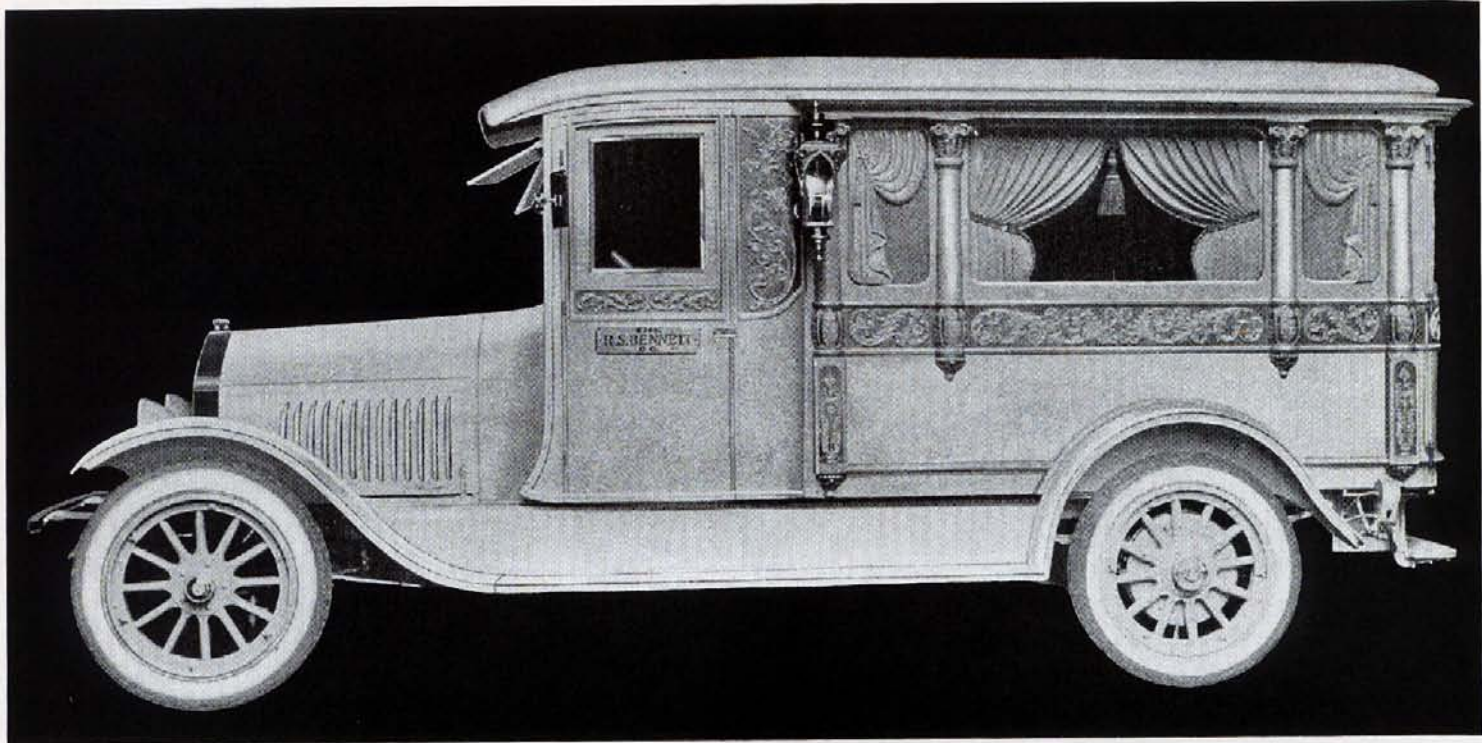
For detailed specifications of body see page 12. For detailed specifications of chassis see page 14. For regular equipment and special features see page 3.



Interior of No. 1055. Showing Curved Doors, Glass in Center Side Panels, Mahogany Lining, Table and Rack Ornaments, Cathedral Ceiling, Etc.



Rear of No. 1055. Showing Full Elliptic End. Note End of Chassis Frame Does Not Project Back of End of Body.

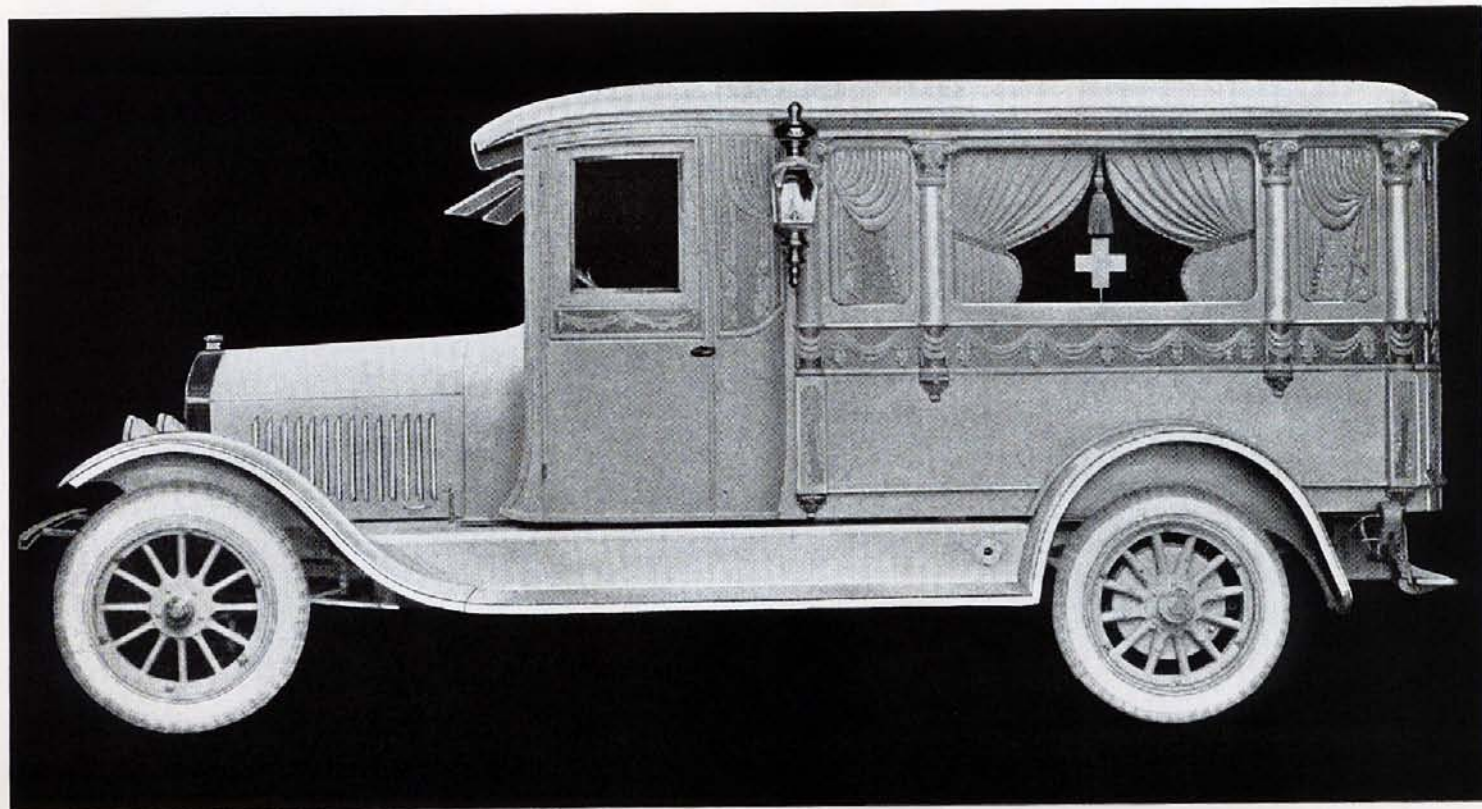


Nos. 1042 and 1060 Combination Cars for Hearse, Ambulance and Service Work. Mounted on Riddle Six Cylinder 50 H. P. Chassis. Permanent Designs

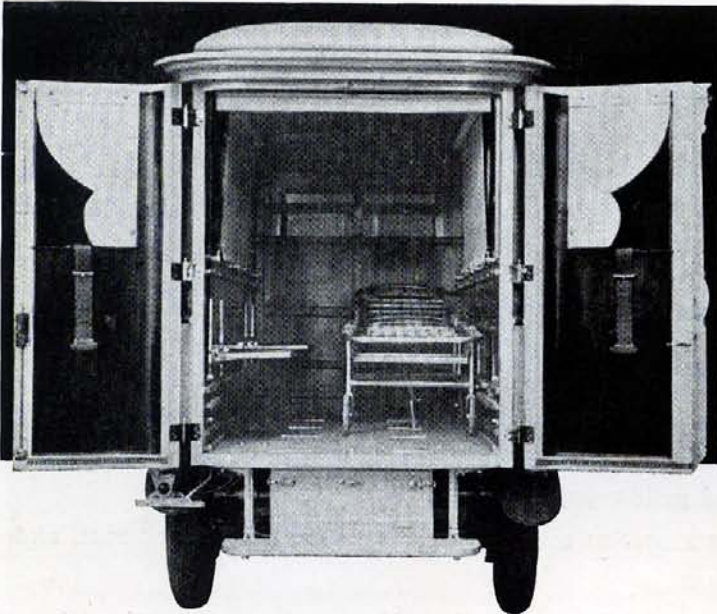
These two cars are exactly the same so far as arrangement, and details of equipment are concerned. They vary only in exterior carvings. They exemplify quiet dignity, rich detail and high grade appointment, and by their dual combination features represent HIGH VALUE. There are sufficient carvings to identify the Hearse, yet not sufficient to intrude when the car is used in other work.

For detailed body and chassis construction see page 12 and 14. For regular equipment and special features see page 3.

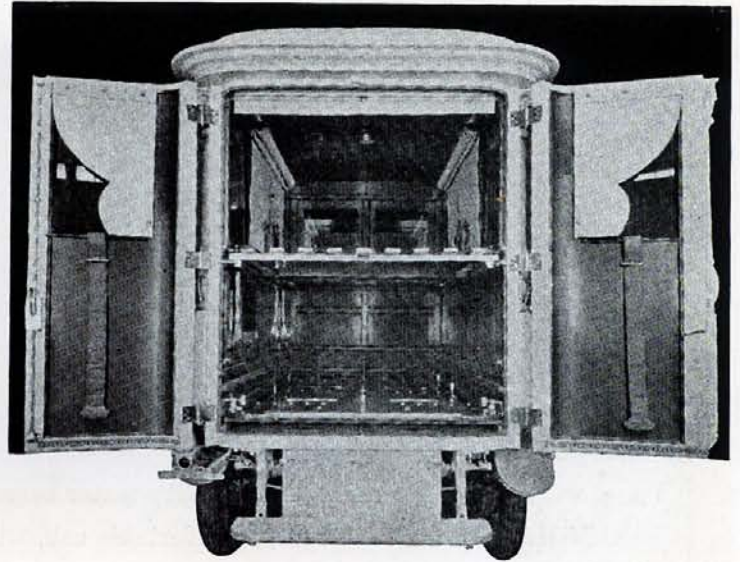
Glass in Center side panels instead of wood carvings. Broadcloth roller shades for ambulance work. Removable broadcloth draperies for hearse work. Drop plate glass in rear doors, 2 Nurses folding seats. Bombgardener cot. Folding canvas stretcher. Rotary gong, under floor. Tire carrier. NO TIRE DRAWER. Tire irons furnished.



Below Are Shown Interior Views of Nos. 1042 and 1060 Combination Cars Illustrated on Opposite Page, Showing These Cars as Hearse and Ambulance

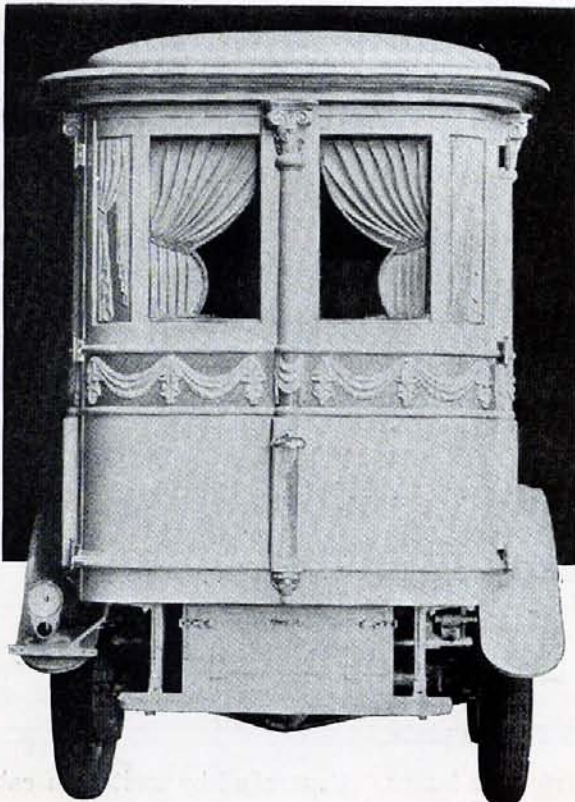


Interior of Combination Cars 1042 and 1060. Equipped as an AMBULANCE.

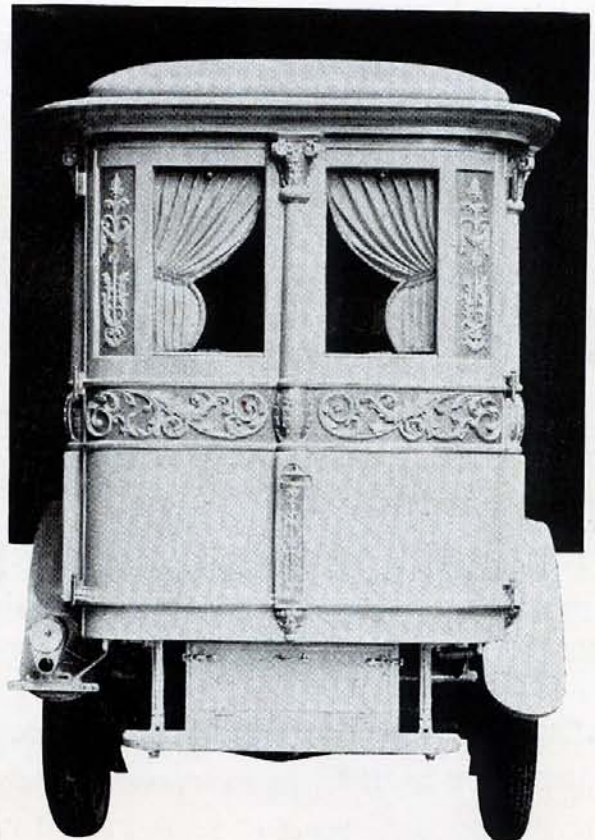


Interior of Combination Cars 1042 and 1060. Equipped as a FUNERAL CAR.

Please note in the above illustrations the following: High Arched Cathedral Ceiling. Double set of Broadcloth Curtains. Drop sash in Partition. Folding Seats for Nurses. Heavy Hinges on Doors. Double acting lock on left door. Quick acting lock on right. Drop glass in doors. Wide rear table roller and number of smaller rollers. Floor under casket table covered with linoleum, and fitted with rollers and pin sockets. Clamps for holding table and rack in place and prevent rattle. Dome light in ceiling. Folding rear step. Tool box under rear. Double slide for table. Double slide for rack also furnished.



Rear of No. 1060. Combination Hearse, Ambulance and Service Car.



Rear of No. 1042. Combination Hearse, Ambulance and Service Car.

Detailed Standard Specifications of All Riddle Bodies Shown in This Catalog

Below find briefly STANDARD specifications and detail of construction embodied in ALL RIDDLE BODIES illustrated and described in this catalog.

On page 14 will be found the same information for the RIDDLE-MADE 6 Cylinder 50 H. P. CHASSIS.

Our Body and Chassis Designers work closely together, so that Body and Chassis are built for one another and form a COMPLETE PERFECT UNIT.

You take no chances with a RIDDLE. Long years of Study and Experience are backed up by the record of our cars in service. Wood selection and drying, gluing, water proofing, and painting are all sciences that we have met and mastered, and of which you receive the benefit in a RIDDLE vehicle.

SILLS and FRAMEWORK. Made of selected live tough white ash, properly cured and seasoned. Mortices and tenons long bearing and well ironed. Framework joined with screws, the best of glue, and properly protected from moisture.

Panel work and carvings of first quality water seasoned yellow poplar.

BROUGHAM FRONT. Roomy, comfortable cab, with streamline cowl. Ample leg room, easy back rest, and clear driving vision.

CAB DOORS: Wide curved pattern, hinged on front pillar. Drop sash, French plate glass, and anti rattlers. Three heavy wrought brass heavily nickeled hinges on each foredoor. Large quick acting double spring locks, ornamental nickel plated outside handles, and vertical nickel plated inside levers. Doors properly molded and bumped to prevent rattling and bound in heavy T iron screwed into door frame to present smooth finish and eliminate dust. Inside door panels nicely upholstered.

REAR DOORS. CURVED TYPE. Carved to match side panel work. Inside cross paneled in genuine mahogany with hand rubbed finish. Hung from 3 heavy wrought brass nickel plated hinges. Left door fitted with nickel plated lock operated by single inside handle, locking both top and bottom of door to upper and lower body sills. Right door fitted with quick acting spring lock with outside ornamental nickel plated handle. Right door locks into left.

Both rear doors properly sound proofed, and dust proofed and bound with heavy T iron molding presenting a smooth finish.

In addition there is screwed to the bottom of each rear door a steel strip which—when doors are closed—extends under rear body sill and prevents dust from sucking upward into car when driven rapidly.

MOSQUE TOP. Riddle Cars are distinguished by their beautiful high mosque tops, as well as by their excellence of finish and style.

ELLIPTIC REAR END. All Riddle Funeral Cars and Combinations are made in this manner. By reference to illustrations in this catalog you will note the extreme width of opening when rear doors are opened. Also the grace and beauty of the Elliptic End and Curved Doors.

CARVINGS: There is no stamped or machine work on Riddle Carvings; all this being hand work. Note the beauty and depth of the carving—the perfection of detail. All carvings cut from solid water seasoned yellow poplar.

RUNNING BOARDS. Supported on FOUR steel hangers, water proofed on under side, and covered with sheet pyramid aluminum, bound in plain angle aluminum screwed on.

WHEEL HOUSE. Of heavy sheet steel and water proofed. Fenders lag screwed with lock nuts to body sills. Rigid and soundless.

GLASS. All glass used in Riddle Bodies is clear vision heavy French plate.

SIDE BODY LAMPS. Large ornamental Nickel Plated electric side lamps. Controlled by switch in cab.

INTERIOR. Interiors of all Riddle Funeral Vehicles are lined with large plain panels of genuine Mahogany—including insides of rear doors, partition, and driver's cab.

ARCHED CEILING. Ceilings, including driver's cab, are also paneled in genuine Mahogany in high curved arch effect, beautiful and roomy. This breaks the boxlike effect usually found in hearse construction, adds to the room and produces a cathedral effect. Roof ribs do not show in Riddle bodies.

BODY SIZE. Riddle bodies are built of a size to perform the service expected of them—due regard being paid to appearance and elimination of top heaviness. Interiors are of standard height, width and length.

CASKET TABLE. Regulation size. Built of selected seasoned Cherry and put together to positively prevent checking, warping or swelling. Equipped with large double end roller, triple supported and wide enough to properly support the widest casket. Sufficient 7 inch rollers are provided on the table, also pin sockets, and we furnish our own patent NON-JUMPING bier pin, rubber trimmed.

All tables slide on rollers and are quickly and easily removed.

TABLE LOCK. While in place in car tables are secured by our own make tapered screw lock. This excellent device not only holds the table from slipping, but prevents it rattling.

FLORAL RACK. Also made of cherry, slatted on top, fitted with plenty of diamond rollers and pin sockets and held by rubber tipped anti rattlers.

To prevent small particles dropping from floral rack through onto casket the under side of floral rack is tight paneled in Mahogany.

Floral Rack also is made in TWO SECTIONS, removable and works easily. It is AMPLY STRONG to support a casket and body without strain.

ALL ORNAMENTS AND METAL EQUIPMENT of casket table and Floral Rack are solid brass, heavily nickel plated.

TWO LEVELS 6 inches apart can be furnished for both floral rack and casket table on any Riddle Funeral Vehicle on application. This permits of greater space with its convenience. In this manner, by removal of tire drawer of hearses the casket table may be lowered 6 inches and the floral rack the same. If still more room is desired the casket table may be entirely removed and the regular floor of the car used as table, as

FLOORS are all made of wood, linoleum covered and provided with 5 inch rollers and pin sockets.

ELECTRIC EQUIPMENT. Bodies are all wired during construction, wiring all concealed, and armored where exposed. Body switches located in cab, on instrument board.

UPHOLSTERY AND DRAPERIES. The highest grade trimmers and trimming materials are employed. Deep spring cushions and back rest trimmed with genuine leather or textile leather and genuine curled hair, comfortable and lasting. Inside of fore doors upholstered. Drop sash fitted with lowering straps of same material as trimming.

DRAPED CURTAINS and shades, where employed, are of first quality broadcloth, carefully made and in good taste.

PAINTING. We mix most of our own paints, and the old reliable lead and oil method is employed. Plenty of time is given to air dry each and every coat, no short cut methods, forced drying or paint machines are used. Our workmen are schooled to do fine high grade work, and we are proud of the durable finish of our vehicles.

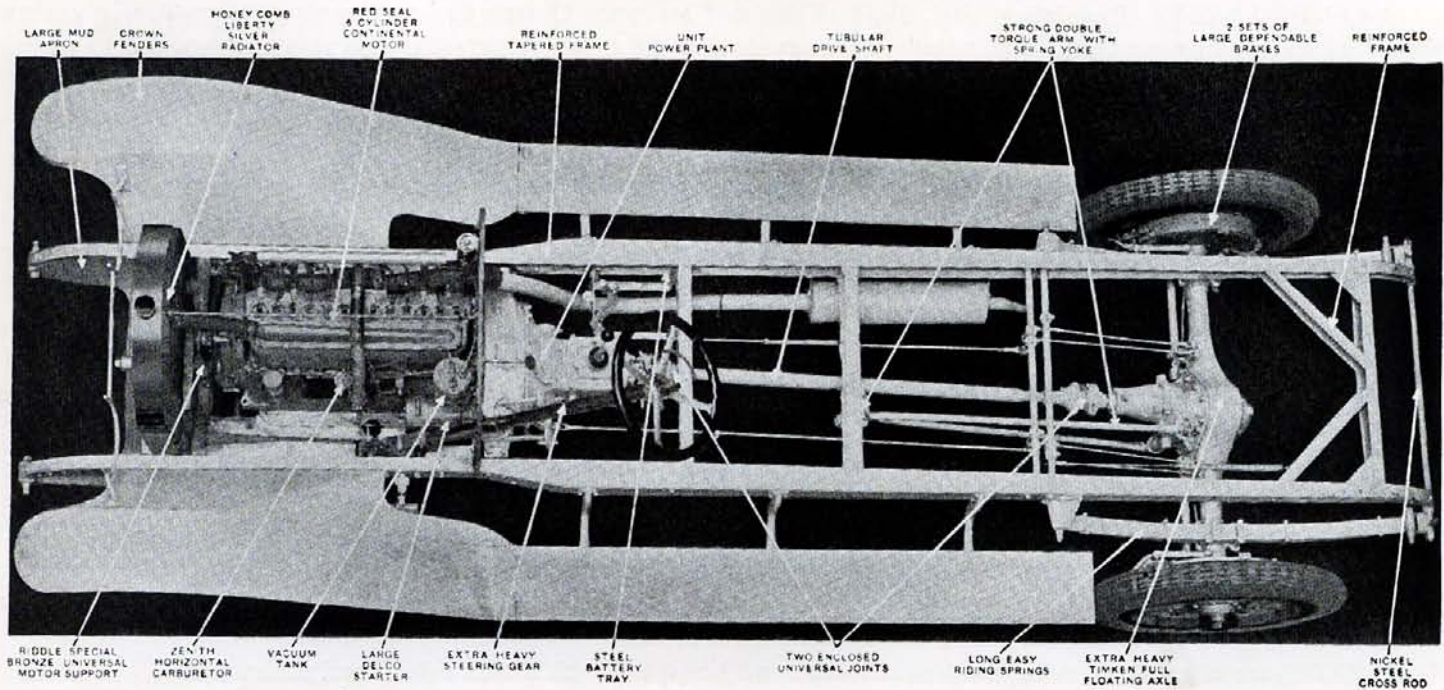
GRAY cars are finished in our own special shade of warm French Gray, mixed in our own factory, and put out in a polish finish in two tone effect. Fine line gold or gray striping.

BLACK cars are in gloss black, with carvings touched up in dull black producing a two tone effect beautiful in contrast.

FINALLY: Our materials are purchased in quantity, and our work performed in QUANTITY PRODUCTION, of which you receive the benefit. All labor is performed carefully and by men who know from long experience the BEST methods; are schooled to QUALITY and instructed to DO IT RIGHT.

WE BUY IN
WE BUILD IN **QUANTITY**
BEST GRADE OF MATERIAL
WORKMANSHIP

OUR OWN MAKE SIX CYLINDER 50 H. P. CHASSIS



Detailed Standard Specifications of the Riddle Six Cylinder 50 H. P. Chassis

Built by us in our own factory—designed for RIDDLE bodies, making a COMPLETE car. Chassis and body designers and builders work TOGETHER.

As in our bodies,—the rule in our Chassis Department is QUALITY and SERVICE. We use only HIGH GRADE standard parts, built by dependable people. These parts are joined in a perfectly BALANCED, POWERFUL, DEPENDABLE chassis.

Our workmen are careful and expert. They work directly under the supervision of an experienced Engineer who designed and built the first Riddle chassis and has supervised, inspected and finally tested every one of the many hundred we have produced since that time.

Only time tested approved standard Engineering Methods are employed, and strict attention paid to Power, Strength, Flexibility and Easy Riding qualities. In a RIDDLE chassis you will find the same BUILT-IN quality that has ever characterized RIDDLE bodies—that same careful attention to the smallest detail—and an absence of freak construction, design or equipment that marks the really high class car.

Every RIDDLE chassis is given a road test before being painted or having the body mounted on it, of not less than 200 miles. Before shipment it receives another 50 miles, with the result that faults common to most new cars do not appear in the RIDDLE.

For the convenience of our patrons, and in order to back up our reputation for SERVICE as well as QUALITY, we maintain a stock of parts complete in detail for every car we have in service. We make it a matter of pride that ever order for service or parts is attended to THE SAME DAY IT IS RECEIVED.

An order for Service Man or Parts in the RIDDLE factory is a PREFERRED ORDER taking precedence over everything. If it is a part it is at once wrapped and tagged and hustled to the Post Office or Express Company and started toward you without delay. If it is a Service Man he is made ready with necessary parts and tools and sent on the first available train.

MOTOR. Powerful Riddle Continental Red Seal 6 Cylinder size $3\frac{1}{2} \times 5\frac{1}{4}$ inches, cast en bloc, 50 H. P., enclosed valves, crank case cast aluminum, cam and pump shafts driven by Helical Gears. All moving parts except fan are enclosed. A new feature of this motor is a HOT SPOT obtained by a combination of the intake and exhaust manifolds. This makes the gas more volatile, therefore adds to the power.

Motor is placed in the frame on 3 point suspension, low center of gravity, and sufficient road clearance. The forward support is SPECIAL with RIDDLE cars, being a UNIVERSAL BRONZE BALL slip joint, taking all strains and twists between frame and motor. Support castings of ANNEALED CAST STEEL AND MANGANESE BRONZE.

The Continental Motors Corp. are the largest exclusive producers of Motors in the World.

We maintain at all times complete parts and expert service men.

STARTING, LIGHTING AND IGNITION. Latest improved LARGE TYPE Delco 3 Unit. The Delco has demonstrated to us, as it has to many other manufacturers, that it is practically TROUBLE PROOF. Starting Motor on left hand side connects to fly wheel by means of Bendix Drive. This Starting Motor has a special GEAR REDUCTION, uses less current to start motor, giving more POWER with less battery drain.

GENERATOR located on right side is DELCO LARGE TYPE driven by pump shaft and having a third brush regulating amount of current going into Battery, also GIVES HIGH CHARGING RATE at low speeds.

IGNITION UNIT is mounted forward on right side of motor operated by worm gear on cam shaft.

TRANSMISSION. Three speeds forward and reverse selective type; all gears best grade steel properly carbonized and hardened. Hand levers extra long and foot pedals adjustable. Timken bearings throughout.

Transmission in UNIT with Motor.

CLUTCH. The famous Borg & Beck is used on account of its dependability and simplicity. This is a dry plate disc clutch very accessible, easy of adjustment and trouble proof.

CARBURETOR. Latest type horizontal Zenith, attached high on motor. This carburetor is practically fool proof, simple and effective. Gas passes through motor block to HOT SPOT on Intake Manifold connected to Exhaust.

BATTERY. Willard 6 volt, 120 ampere hour charged from generator. Battery suspended in tray in frame.

WIRING. All exposed wiring protected by flexible conduit.

STEERING GEAR. Irreversible. Extra heavy and all wearing parts heat treated. Fitted with 18 inch corrugated steering wheel. All visible parts heavily nickel plated.

RADIATOR. Genuine Honeycomb, extra heavy and Liberty silver shell. Ample cooling capacity furnished.

FUEL FEED. Stewart VACUUM from tank located under driver's seat.

FRONT AXLE. Timken I beam with extra Timken roller bearing in spindle arm for ease in steering. Timken bearings also in wheels.

REAR AXLE. Timken FULL FLOATING with Timken bearings and equipped with TORQUE ARM. Car is driven through rear springs but all TORSIONAL STRAINS caused by driving or braking are taken through this TORQUE ARM which eliminates all vibration and prevents brakes tightening which sometimes happens when the car strikes a bump in the road. Having this torque arm also permits of use of a flexible spring, which makes the car ride easy.

TREAD. 56 inches.

SPRINGS. Front and rear are semi elliptic, special analysis steel TEMPERED in oil and especially designed for easy riding and durability. FRONTS $41 \times 2\frac{1}{4}$ inches. Rears $51 \times 2\frac{1}{2}$ inches.

All springs, brackets and shackles have PHOSPHOR BRONZE bushings for wearing surfaces.

FRAME. Side members made of one piece pressed steel, with sufficient cross members and gussets to give strength and stability. Frame is hot riveted and very sturdy, amply strong to carry several times the weight we put upon it. Frame tapers at front.

WHEEL BASE. 143 inches, permitting short turning radius, good riding qualities and more power. The center of gravity is kept low to prevent top heaviness, or body sway.

BRAKES. Two sets on rear brake drums. One internal expanding, the other external contracting. Equalizers on the service brake prevents skidding. Brake cross shaft bearings are of PHOSPHOR BRONZE and equipped with grease cups.

Brake cross shaft bearings are of PHOSPHOR BRONZE and equipped with grease cups.

DRIVE SHAFT. Tubular, working through two enclosed Universal Joints.

DEMOUNTABLE RIMS. Firestone quick detachable, one extra rim furnished.

WHEELS. Second growth Hickory—Artillery type.

FENDERS. Full oval type, extra Heavy Pressed Steel conforming to curve of wheels, with ample clearance for chains.

Fenders are applied rigidly to body and frame and will not rattle or squeak.

DRIVE. Left hand with control levers in center with extra long handles for easy reach. Spark and throttle levers on steering wheel, horn button in center and a neat foot acclerator is provided with a comfortable heel rest.

INSTRUMENT BOARD contains carburetor adjustment, oil pressure gauge, speedometer, ammeter, ignition and lighting switches, all black face with white figure dials. Speedometer connected from Drive Shaft.

ELECTRIC MOTOR HORN UNDER HOOD.

TIRES 35x5 Non-skid Standard Make.

FULL SET OF TOOLS, Jack, Pump and tire repair kit, in tool box at rear.

TIRE PUMP. Kellogg motor driven with air hose and gauge.

HOW TO GET TO RAVENNA

THE RIDDLE MFG. CO. is located in the city of Ravenna, Portage County, Ohio, about 38 miles southeast of Cleveland.

We are on the main line of the C. & P. Division of the Penna. Railroad from Cleveland to Pittsburg, with excellent service.

The main line New York to Chicago of the Erie Railroad reaches Ravenna, also the Pittsburg-Chicago Division of the Baltimore & Ohio Railroad.

Interurban cars run hourly from Ravenna to Alliance, connecting there with the Pittsburg-Chicago Division of the Pennsylvania Lines.

Interurban cars running every half hour to Cleveland and Akron.

We invite visitors to come at any time. Write or wire us when you will be here and we will arrange to meet you at the station and conduct you through our factory and see that you are properly entertained while in our vicinity. An inspection of work progressing through our factory will convince you of the sincerity of our endeavors and the QUALITY of our work.

AUTOMOBILE FUNERAL EQUIPMENT, like eggs, varies in kind---good, bad and indifferent. The low-priced car, or the bargain egg, may appear to offer a saving, but the indisputable fact remains that the man who buys the BEST is never sorry.

THE RIDDLE MFG. COMPANY

RAVENNA, OHIO

ESTABLISHED 1831