

RIDDLE MOTOR FUNERAL EQUIPMENT



*New
Series*

THE RIDDLE MANUFACTURING CO.
RAVENNA, OHIO.
Established 1831

Foreword



ONE of the indications of the quality of *your* service is the appearance and performance of your motor equipment, particularly your hearse. Every attendant at one of your funerals quietly observes and listens. You are rated on the quality and dignity of your personal service, and you want *equipment* that will raise, not lower, your standard.

In a funeral vehicle it is not so much what you *put into* it, as what you *get out of* it. You get out just what you put in. Service rendered adjusts itself to price invested just like water finds its level.

For 90 years the name Riddle on a funeral vehicle has stood for *quality, durability, sincerity* and *integrity*. We have had during these years one standard of quality, namely, "*The very best.*"

We have countless customers in all parts of the country who have purchased, first, horse equipment and later motor cars from us. One family has bought vehicles from us during three generations of their business experience.

We are very proud of these loyal customers, and we believe they are proud of their Riddle cars. They look to us year after year for the latest and best in equipment, confident of our ability and integrity. They know Riddle cars are sincerely built, last longer and give satisfaction.

Our plant today is one of the largest and most complete in the United States, devoted exclusively to the manufacture of hearses, combination cars, limousines, sedans and invalid cars. These cars are made entirely in our own factory and under our personal supervision.

The following pages illustrate our styles. Pages 17 and 18 give the *general specifications* of bodies and chassis. We have used our best endeavor faithfully to show the design and proportions so that you may have the best possible knowledge of our product.

The Riddle Manufacturing Company

Ravenna, Ohio

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.

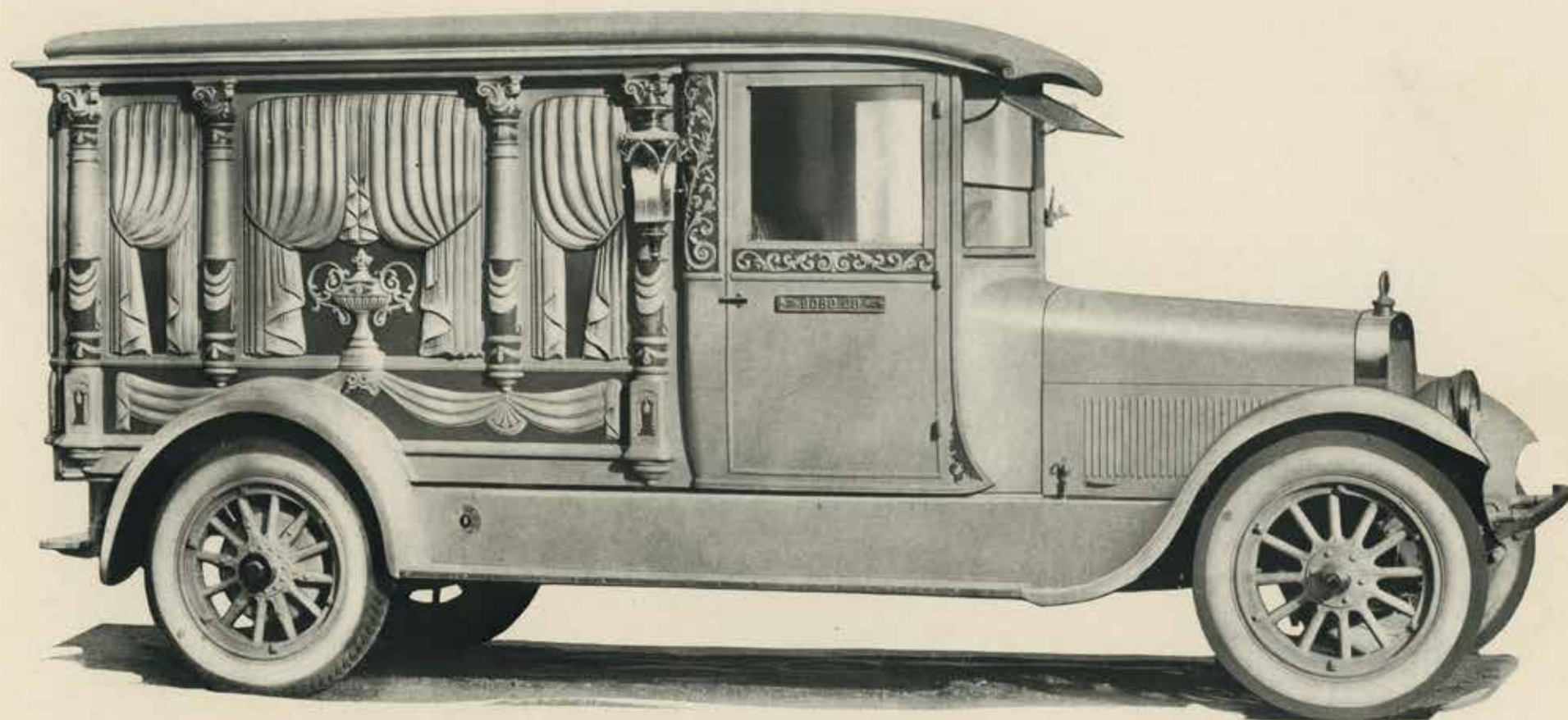
We are on the main line of the C. & P. Division of the Penna. Railroad from Cleveland to Pittsburgh, with excellent service.

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

Interurban cars run hourly from Ravenna to Alliance, connecting there with the Pittsburgh-Chicago Division of the Pennsylvania Lines, also to Warren and Youngstown.

Interurban cars run 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.



New Series No. 1044 Gray Funeral Car

On Our Powerful 70 HP Chassis

A Revelation of Goodness and Beauty

Advanced in design, irreproachable in finish, equipment and appointment; rugged in structure, powerful and silent, this New Series Riddle Funeral Car stands out as a distinct achievement.



No. 1044 Description

This New Series No. 1044 Funeral Car has everything of beauty, refinement, dignity and good taste, combined with rich delicacy of carving and sturdy construction that mark the really high grade car.

If you could see this car and drive it you would know at once that its possession would help you with its *dependable service*, advertise you with its *beauty and performance*, win you with its *economy* and finally convince you, as it has countless others, that the *best is always the cheapest*.

No detail has been omitted that would add to the impressive appearance or efficiency of this car. Into its design and construction have gone those priceless ingredients of ninety years experience, "know-how" and sincerity of an old-time company proud of its reputation.

There are no jarring notes in the 1044. It has a soft, rich grace

that impresses as it attracts. Its appearance, with your name plates attached to its wide vestibule doors will give you a feeling of security and satisfaction, add to your prestige and enhance the dignity of your service.

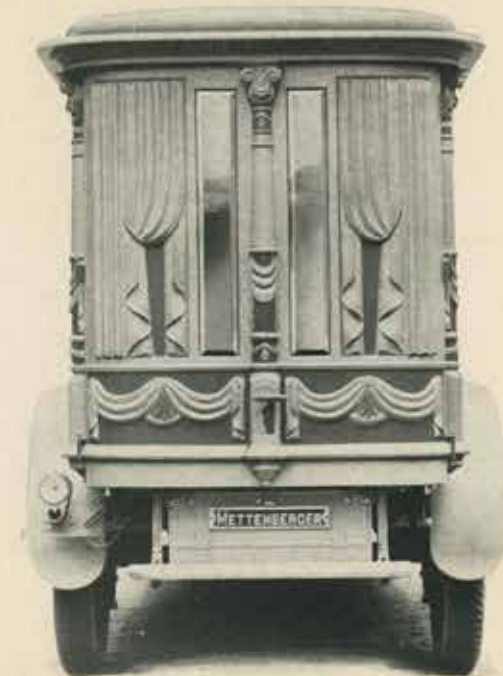
The sides of this car are solid wood, hand carved, the rear doors have beveled up-right glass inserts, affording a clear view back through the car.

The rear end is full elliptic, with curved doors, opening to full width of the body. In the center of these doors is a hand carved column of same design as side columns.

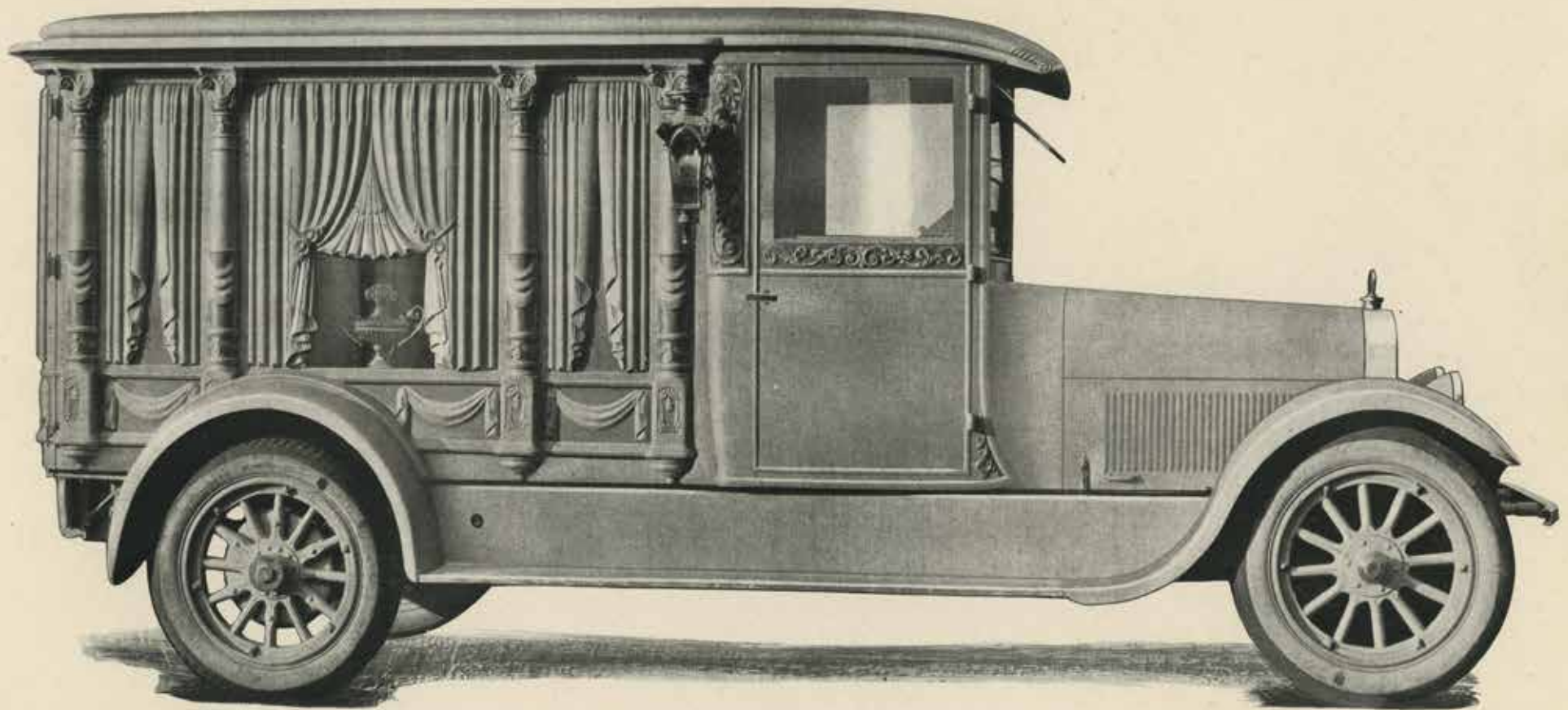
The beautiful mahogany interior is a wonderful example of the cabinet maker's skill. The ceiling is domed and the table and flower rack are removable, with two levels for variation in height. Under the table is a smooth-working, carpet-lined drawer for the spare cord tire and funeral equipment.

The casket table and flower rack are equipped with necessary pin sockets in carefully graduated widths and lengths for taking any size casket. The pins are our patent non-jumping type and there are ample, smooth, noiseless rollers.

Other equipment is a Pullman curtain at rear of flower rack, driver's buzzer signal, dome light, rear end tool box and folding rear step. The 1044 is finished in two-tone silver gray, or in dull and bright black combination.



For general specifications of all Riddle bodies see page 17.



New Series No. 1055 Gray Funeral Car

On Our Powerful 70 HP Chassis

An imposing car of chaste simplicity and unusual richness. It combines good taste with dignity and majesty.

No. 1055 Description



The New Series No. 1055 will be popular everywhere with those to whom simplicity combined with beauty and goodness appeal.

Its lines are massive without excess weight. Its carving is deep and stands out strikingly emblematical of mourning. Plate glass inserts in the center side panels afford a view of the attractive table urns, to which crucifixes can be attached or detached as desired.

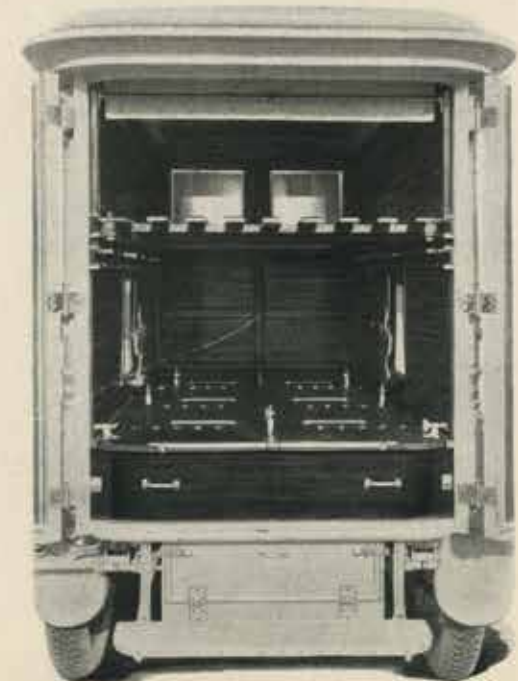
If you could drive this beautiful car you would be delighted with its wonderfully silent, powerful motor. It has a smoothness of action that inspires confidence and admiration. It moves off with that even, quiet precision peculiar to high class cars that seem to slip over the ground.

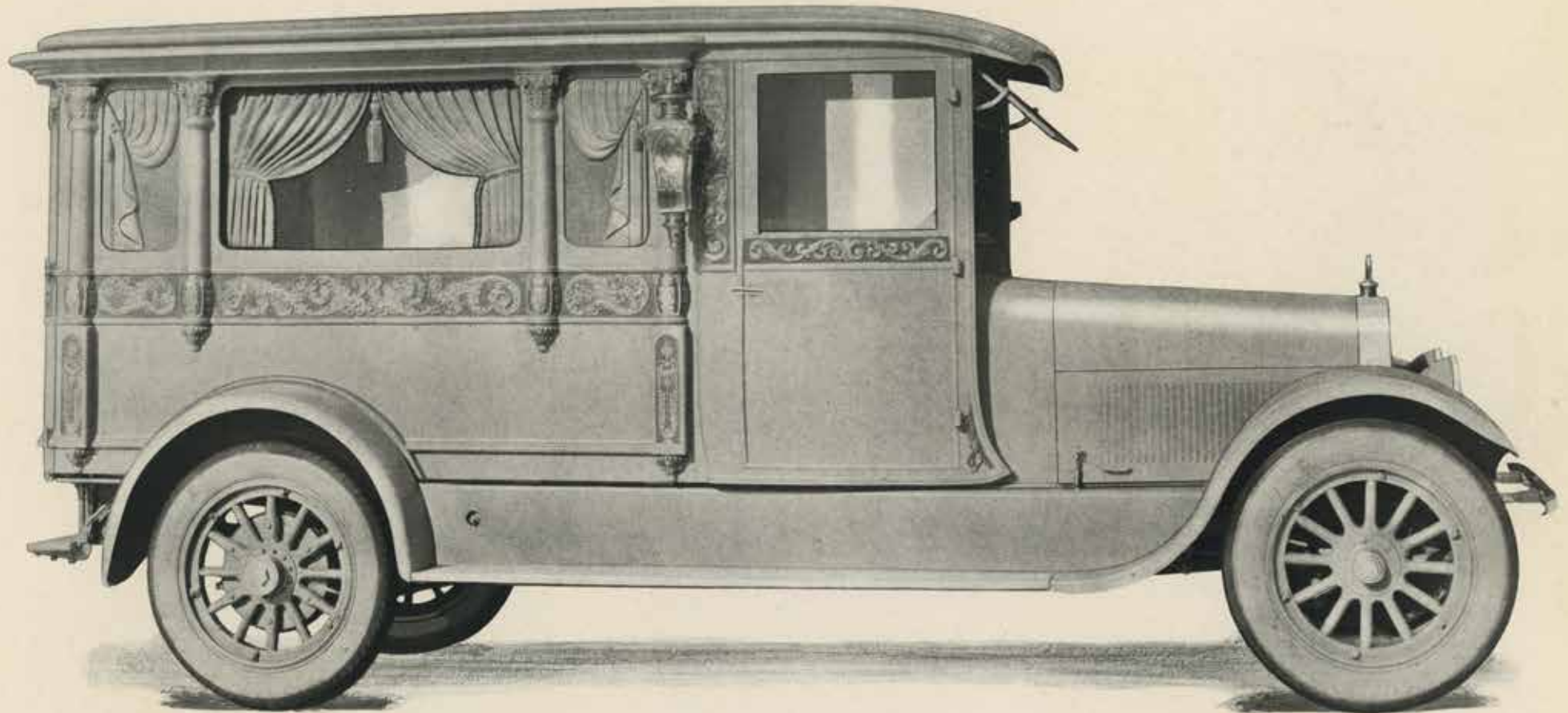
The 1055 interior is richly finished in genuine mahogany with domed ceiling and large, plain, easily cleanable panels. The table and flower rack are removable and under the table is a silently working roller drawer for carrying the tire and other funeral equipment.

The casket table and flower rack are equipped with necessary pin sockets in carefully graduated widths and lengths to take any size casket. Other equipment includes a Pullman curtain at the rear of the flower rack, driver's buzzer signal, dome light, rear end tool box and folding rear step.

The No. 1055 is finished in two-tone silver gray, or in dull and bright black combination.

For general specifications and construction of Riddle wood bodies, see page 17.





New Series No. 1042 Combination Hearse, Ambulance and Service Car

On Riddle 70 HP Chassis

An old favorite with modern improvements. No car in our line has more friends than the 1042. Funeral Directors have quickly recognized its double value in service and its single investment and upkeep. Because of its popularity and the general demand for a double duty car it has been further improved and refined. You will be interested in reading its description on opposite side.

New Series 1042 Combination Hearse, Ambulance and Service Car



The No. 1042 Combination Car described here is designed to meet the definite needs of the undertaker desiring a single car for a variety of service.

The No. 1042 lends itself nicely to invalid car and service work, and yet makes a very dignified, beautiful hearse.

With this car the undertaker can enlarge his volume of business and extend his territory. With a single investment he has a wide range of service.

It is apparent this car was not designed *especially* for hearse work, yet we have hundreds of them in service doing daily satisfactory service as a hearse and nothing else. In a combination it is a foregone conclusion that we must embody the appointments and equipment that go with the various kinds of service the car is intended to render. In the No. 1042 this has been worked out to a very satisfactory result. If you were to ask a Riddle employe what car out of all we make is in his judgment the most popular, we feel safe in saying his answer would be No. 1042.

In the New Series of this car we have incorporated all of the new features of lightness of weight, new style mosque top, wide fore doors with automatic lifts and other details as given in the general specifications of all Riddle wood bodies on page 17.

Standard Equipment

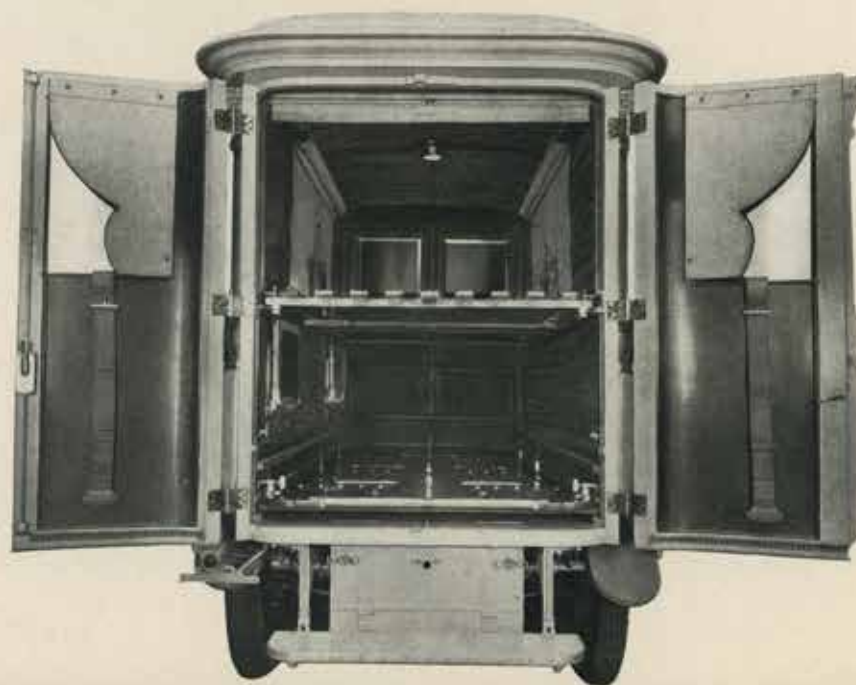
In addition to the general specifications, the No. 1042 carries the following standard equipment:

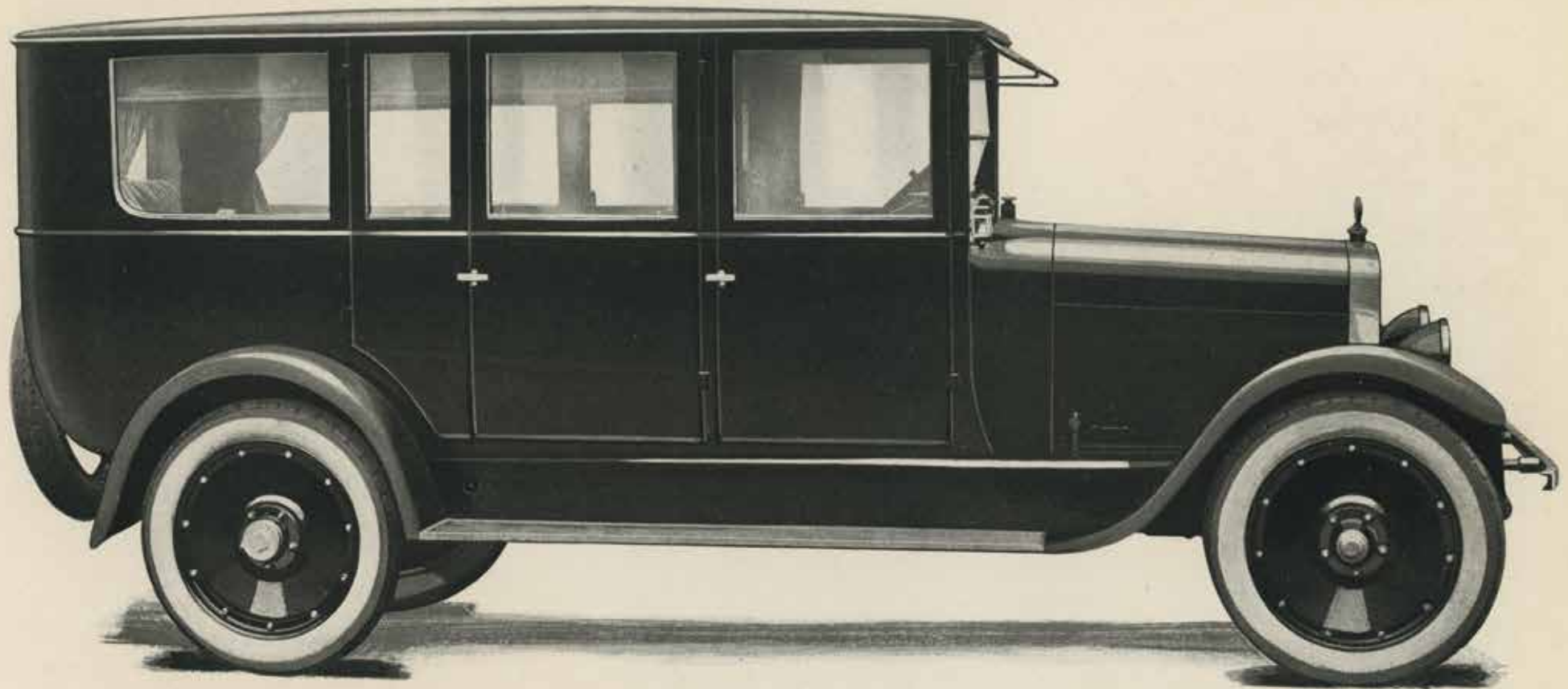
Drop glass in rear doors, with cloth draperies; drop glass in partition back of driver; large side panels are glass, with cloth drapery, made removable, and also roller shades of gray cloth.

Folding compactly against the left side are a pair of nurses' seats for use when the car is used as an ambulance.

Other equipment includes a nickel plated Bomgardner ambulance cot, a pair of raised letter aluminum plates reading "Invalid Car," for inside of large side glass to use when car is in ambulance service. Tire carrier on left rear running board.

As in other bodies of this type the table and flower rack are removable and the floor is linoleum covered.





New Series No. 1072 Limousine Invalid Coach

On Riddle 70 HP Chassis

Here is a stately, luxurious, perfectly appointed limousine, with a wide variety of service.

It can be changed by one man in less than three minutes from a limousine to an invalid coach, seating four in addition to patient.

In the same time it can be changed to a pall coach, or made ready for a child's funeral. We furnish an attach-

ment for the small casket to support it on the partition back of driver.

Other uses to which this coach may be put are:

Receptions, weddings, christenings, parties, or other gatherings. In all such service it invites and advertises the other uses for which it is available.

We invite your attention to the full description on the opposite side of this sheet.



No. 1072 Limousine Invalid Coach and Pall Combination

Extra wide doors and a concealed side door on right side, affording a wide double side door to insert Bombgardner cot. No crowding or short turns.

Single glass back of driver, operated up and down with mechanical crank device.

When cot is in place there are seats for four in addition to driver. A special feature of this car is the attachment for applying to partition to support and clamp firmly a child's casket. With the little casket in place it is still possible to handle six people in addition to the driver and casket.

Glass in doors operates with crank device. Other body glass, except rear, can also be raised and lowered.

Perfection floor heater with graduated regulator.

Silk roller shades at all loading compartment glass and at partition back of driver.

Electric dome light in ceiling and two Pullman corner lights in rear corners. Square type cowl lamps.

Wood artillery wheels with spare rim and tire in rear. Disteeel wheels may be had at a slight increase in cost.

Five cord tires, spare mounted on Disteeel wheel in rear.

Bombgardner cot regular equipment.

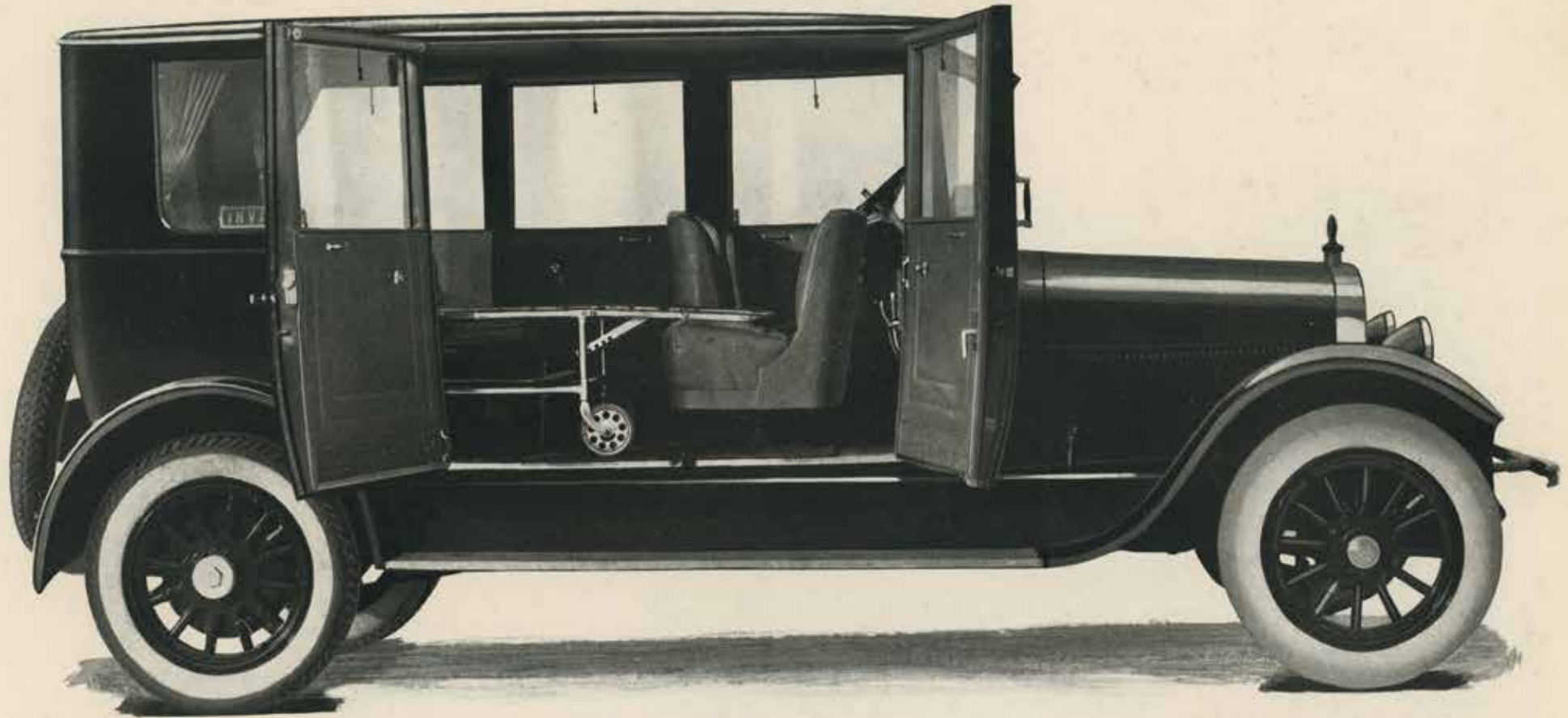
A dignified, graceful limousine, with double side doors on right side, elegantly proportioned and designed for a wide range of service for the progressive undertaker.

The rear seat is built into the job. There are two folding seats attached to body sides and another pair of forward seats folding into the partition, making seats for seven back of the partition. In the driver's seat is ample room for two more, including the driver, making seats in all for nine, including driver.

Interior regularly upholstered in gray or black leather. A beautiful combination is gray leather and silk mohair in combination; the leather for cushions and back rests, with the mohair above the window line. Floor carpeted; linoleum under carpet. Ceiling hand tufted in satin, or plain mohair, or leather as desired.

The 1072 is particularly popular with people who abhor the old style car, which had an atmosphere of the hospital or funeral about it. This car is designed and upholstered along passenger car lines. It is comfortable, cheery, rolls along smoothly and silently. It will please your customers and at the same time, by its multitude of uses, provide a handsome income with a single investment.

Solid aluminum body, wide, low, light weight. Aluminum cannot rust, paint clings to it better, and it lasts much longer than steel. Frame is white air-seasoned ash. All curved panels are hand hammered and electrically welded. No rattles, squeaks, nor hollow sounds.



The New RIDDLE Double Side Door Convertible Seven Passenger Sedan

The above illustration shows how nicely the cot can be placed in No. 1076. No crowding or scuffing of upholstery. The regular size Bomgardner cot is used and the patient is handled in comfort. In loading from the curb the lift is lessened by the height of the curb. With the cot in place there is still room for the driver and two attendants. Patient rides with head to the rear.

Note particularly: The double side doors open just like a pair of rear doors on an end loading car. The only difference is that the right door here closes first and the left locks into it. The left upright pillar of the right door is extra

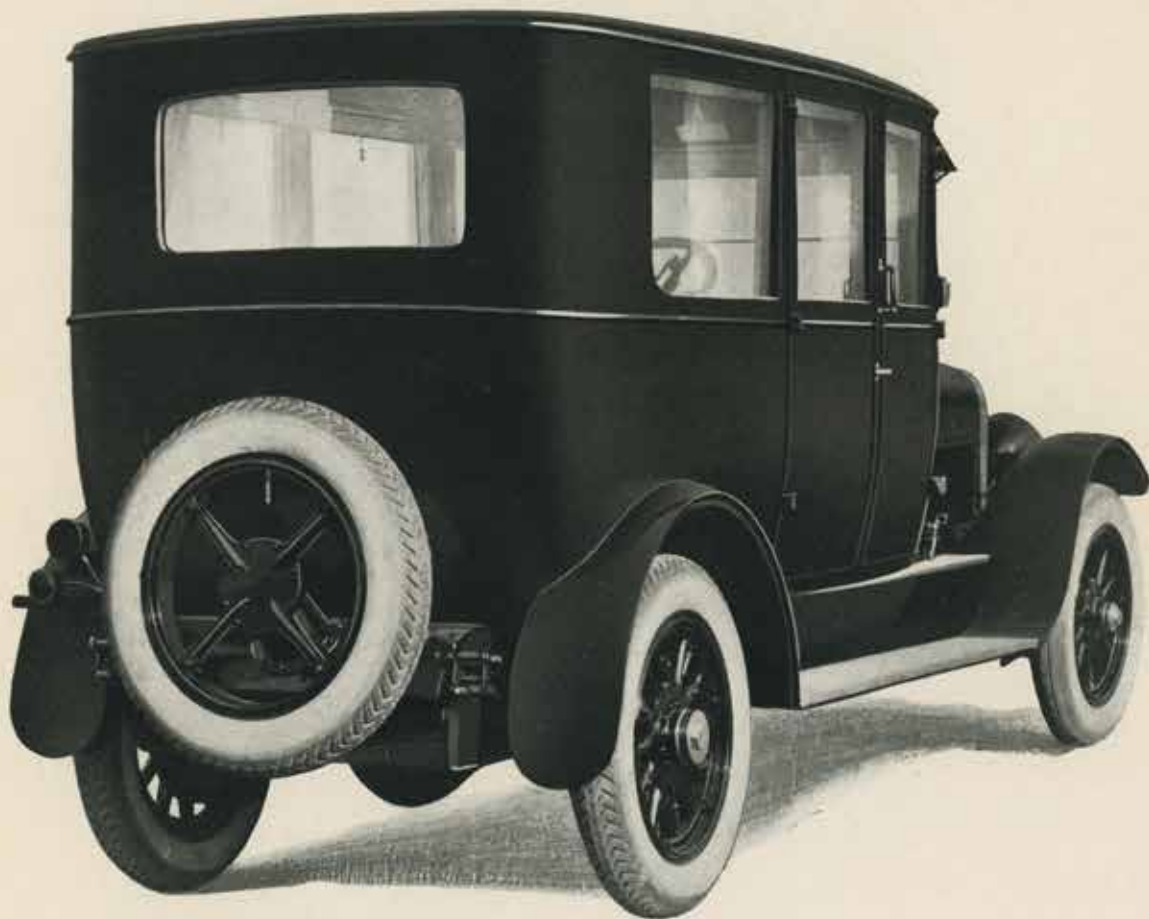
heavy ash, equipped with a lock securing top and bottom of the door in a sturdy, quiet, rattle proof unit.

In using the car as a sedan, without the cot, passengers enter and leave the right side of the car by the left door. There is a wide aisleway between the front chairs and side folding seats.

Gasoline tank and spare tire on rear. Tools, etc., under left front chair. There is ample room under rear seat for other equipment.

Complete Specifications of No. 1076 Convertible Sedan

Mounted Only on Riddle 70 HP Six



Body is constructed of air seasoned tough white ash framework, paneled entirely with 14 gauge sheet aluminum, which is lighter weight, does not rust, wears longer, holds the paint out better, and there are no rattles or hollow sounds.

The car end to end is boat shaped. Note it is wide and a little longer than the ordinary stock sedan. The doors also are extra wide, making for comfort and beauty.

The glass, including the windshield, is 3-16 in. French plate ground and polished.

Genuine hand buffed gray leather and silk mohair is used for the interior lining Marshall type deep springs, and expert workmanship are combined in a beautiful and comfortable interior.

The exterior is finished in deep blue and black in combination. Running boards are trimmed in pyramid sheet aluminum, bound in brass with brass screws. Brass scuff plates cover door sills.

Large rear body windows raise and lower with graduated ratchets. Door glass equipped with crank fixtures, positive and effective.

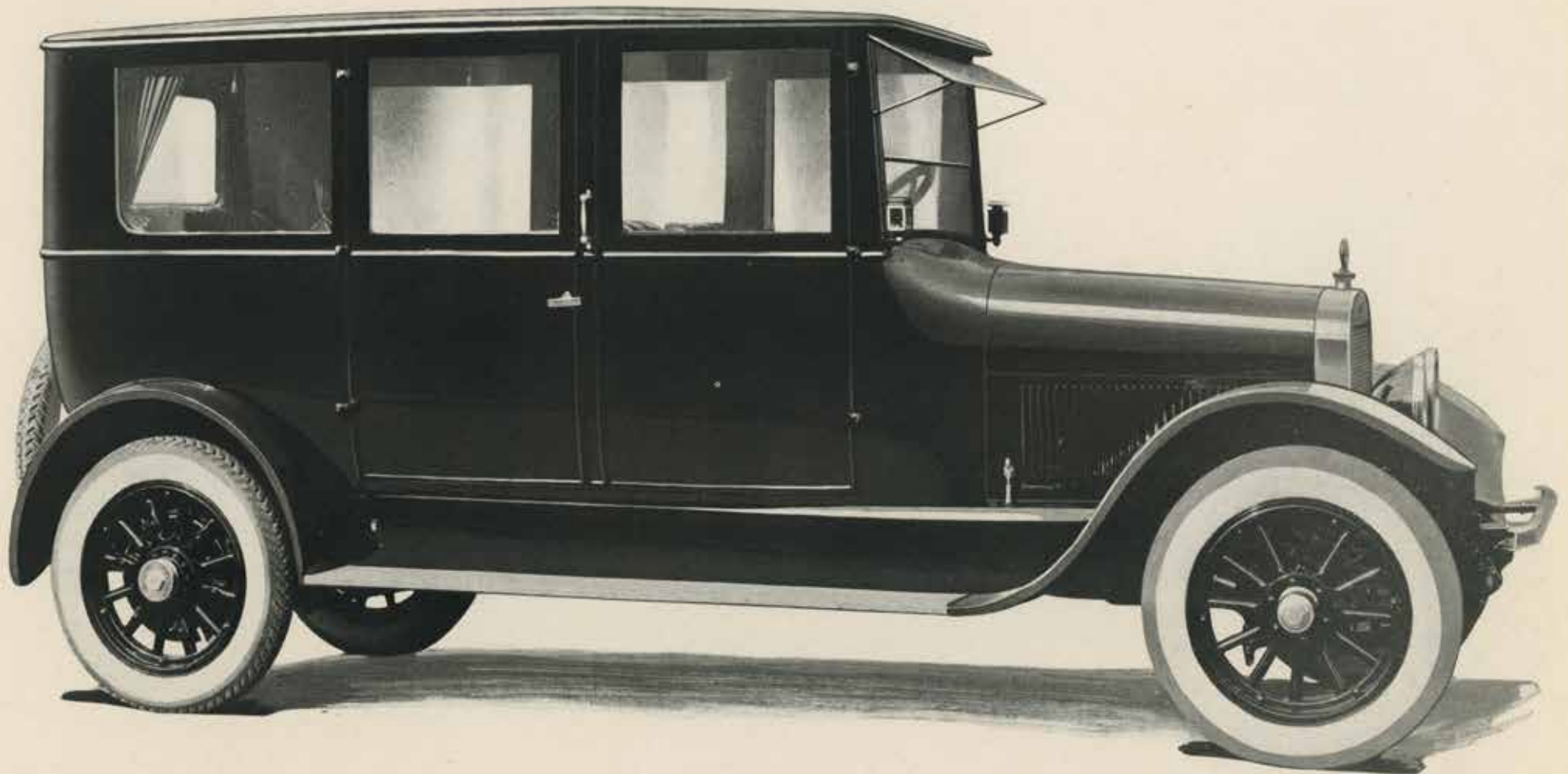
High grade coach locks, double safety catches, special hinges, and patent rattle proof dove tail bumpers.

Wood artillery wheels. (Disteel wheels small extra cost.)

Gabriel snubbers. Five cord tires, tire carrier in rear, motometer, front bumper, no-glare head lamp lens, aluminum storm and sun visor, rear vision mirror, Bombgardner cot.

Chassis specifications on separate sheet

**The New Series RIDDLE Double Side Door Convertible Seven Passenger Sedan
On Riddle 70 HP Chassis**



The illustration above shows the No. 1076 Convertible Sedan with doors closed. On the following sheet you will find this car illustrated with the doors open

A fine personal car for the Funeral Director and his family, quickly and easily converted to a high class, comfortable, roomy, invalid car. A solid aluminum body, wears longer, does not rust, light weight.

It can also be used with profit for livery at funerals, social functions, pall bearers, weddings, parties, christenings, trips to the city, etc.

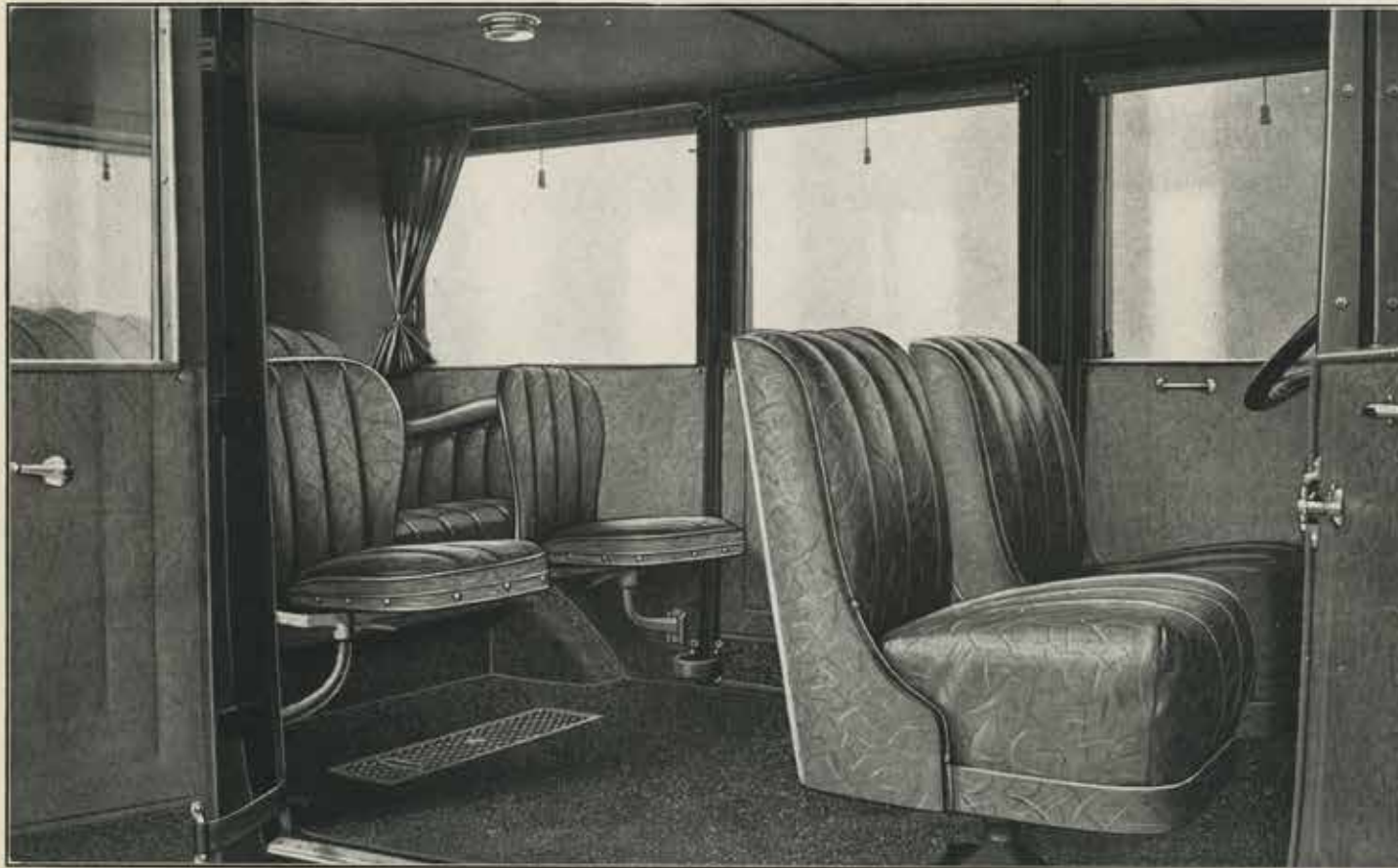
It seats three adults comfortably on the wide rear seat, two more on the opera chairs which are foldable against body sides, and two more in the front chairs, seven in all.

In less time than it takes to tell it, by simply removing one of the side opera chairs, which lift easily out of the dovetail on body side, and swinging around the right hand front chair, you have a fine invalid chair.

Through the double side doors the Bomgardner cot is easily and safely placed in the car and locked to the floor, where it is held rigidly in place.

Other equipment includes: Floor heater, Gabriel snubbers, five cord tires, 70 HP chassis, crank window fixtures, mohair or leather upholstery with Marshall type springs, carpeted floor with linoleum underneath, dome light, silk roller shades.

Interior View of No. 1076 as a Sedan



Please note:

Wide doors, sashless glass, crank lifters, silk roller shades.

Seating arrangement: Two in forward chairs, two in folding side seats, three on large roomy rear seat.

Body and seats from floor to belt line upholstered in gray hand buffed leather. Above window line in gray mohair.

Floor and 6 inches of body and doors upholstered in carpet. Floor also covered with linoleum. Carpet removable.

Perfection Heater in floor.

Removable aluminum plates, "Invalid Car."

Dome light in ceiling.

Tie back silk curtains for rear seat privacy.

To convert to invalid car all that is necessary is take out small folding chair attached to right side of body, and turn round the right front chair so that back is to windshield.

See page eleven for interior views showing car with cot in place.

Undertakers using this car praise it for its earning power. It is seldom idle. It is in big demand in funeral and livery service to outsiders who recognize its beauty, dignity, comfort and room.

Children's funerals can be accommodated nicely in this car because the doors are wide and there is plenty of room between seats.

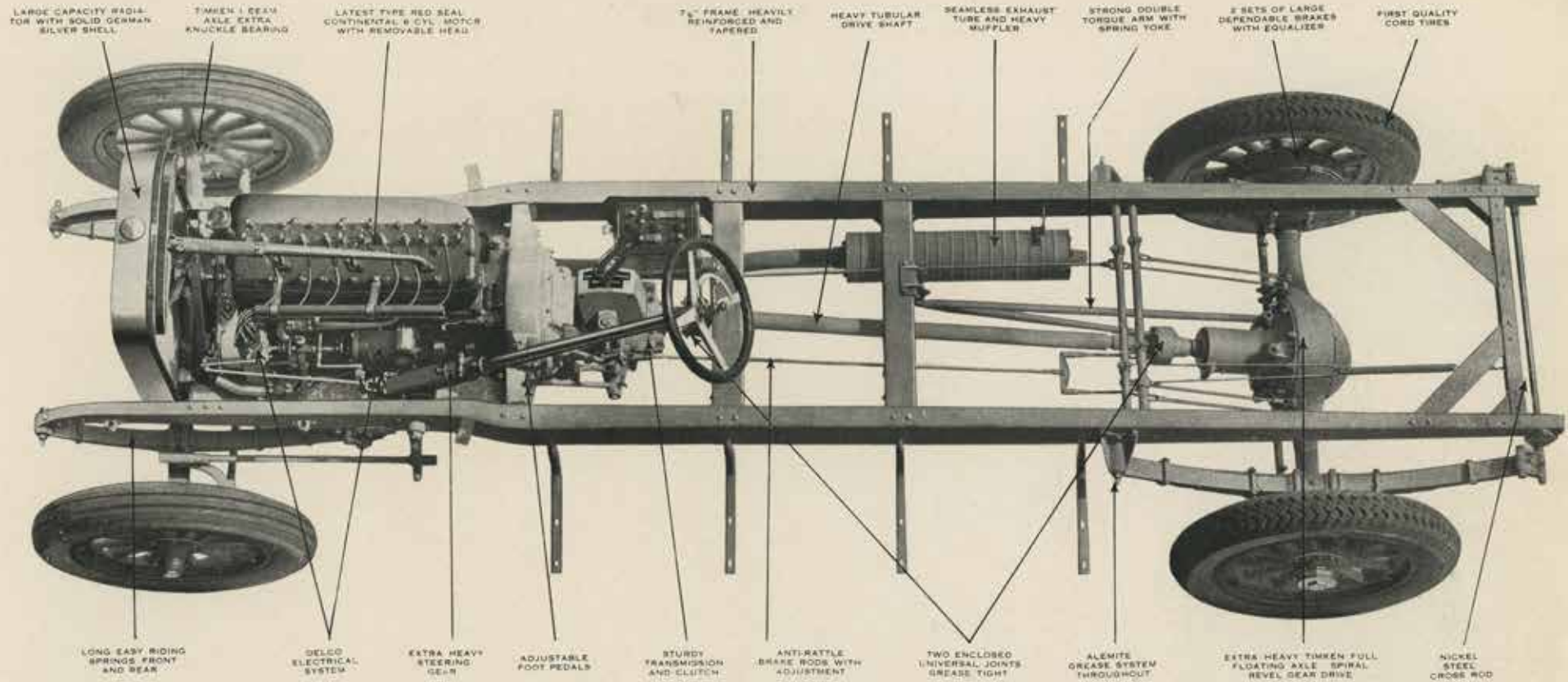
It is nice to make first calls with; to bring the family in to select a casket, to extend your service to members of the family for hasty shopping, to handle the family at the funeral, or to accommodate the bearers.

It lines up nicely in the procession with other 7 passenger fine closed cars because it has all the characteristics of the finer limousine or sedan. It handles

nicely in traffic, can be throttled down to a few miles an hour, or will get away under sudden acceleration to high speed. It hugs the road closely, is not top heavy or thin looking and the height from ground to extreme top is but a trifle over 7 feet.

We cannot recommend this car too highly to those desiring a staunchly built, light weight, richly appointed service sedan. You will be surprised at its quiet smoothness and dependability of service. In it are combined the highest grade units and materials produced by the best parts and material specialists in the country.

Finally it is produced in a factory where for 90 years *quality* has been the standard, and the men who built it are long experienced in fine coach work.



Features and Specifications of the Riddle Special Six Chassis

Back of every Riddle chassis are the reputation, resources, experience and stability of the Riddle organization.

In this chassis are the highest quality, best known and universally used units, produced by the best parts specialists in the country.

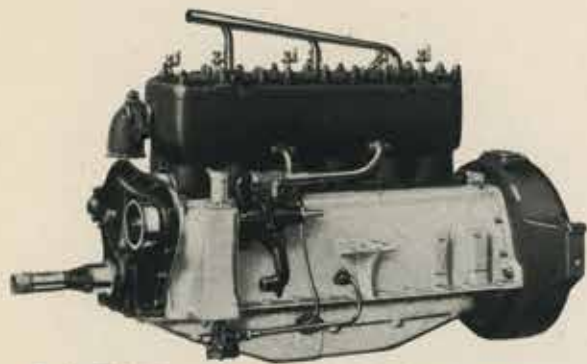
The same engineer who designed and built the first Riddle chassis eight years ago is in charge of this work today. Riddle bodies and chassis are built for each other, insuring balance, strength, durability and power.

Each part in a Riddle chassis (and there are 232 different kinds of parts) is the best of its kind that we can find. Nothing is slighted, nothing is just as good, everything is the best we are able to obtain.

Each chassis is given a road test of about 200 miles before mounting the body, 75 miles more before delivery. This insures the elimination of little troubles often encountered in a new car.

Complete parts and service department maintained 100% for the different models of Riddle cars in service.

Specifications



Right Side View of New 70 H.P. Red Seal Continental
6 Motor



Left Side View of New 70 H.P. Red Seal Continental
6 Motor

ENGINE: New type powerful 70 H P Red Seal Continental Six, removable head, cylinders en bloc, 4-bearing crankshaft, hot spot in manifold, pressure oiling system, the very latest thing in engines. Power, fuel economy, accessibility, efficiency.

Engine on 3-point suspension, low center of gravity, ample road clearance. Front support is a *universal bronze ball slip joint*, special with all Riddle cars. It absorbs strains, twists and shocks between chassis frame and motor. Support castings of annealed cast steel and manganese bronze.

AXLES: Heavy Timken front and rear, low gear ratio, double reinforced torque arm, Timken bearings. Rear is full floating bevel gear drive, 16 inch brake drums internal and external, with anti-rattling rods, and phosphor bronze cross shaft bearings.

SPRINGS: *Chrome vanadium steel* front and rear, oil tempered, strong and easy riding. Springs, brackets and shackles equipped with phosphor bronze bushings—long life and durability.

TRANSMISSION: Powerful with Timken bearings, multiple disc clutch, gears and shaft nickel steel. Standard shift, adjustable foot pedals, accessible hand levers, *in unit with motor*.

CARBURETOR: Double jet vertical Stromberg, hot air intake from exhaust hot spot. Low fuel consumption, maximum performance. Adjustment on instrument board.

STEERING GEAR: Oversize for car, heavy duty 3-ton type, worm and nut adjustment, 18 inch wheel, horn button in center of wheel, car handles easier, steering column nickel, spider aluminum.

FRAME: Our own design, heavy one-piece pressed steel channel, reinforced, braced and tapered at front for short turning.

WHEELS: Wood artillery, 35x5; quick detachable, demountable rims; Disteel or aluminum disc wheels at small increased cost.

TIRES: Best grade cords, 35x5, ribbed front and rough rear, or non-skid all around. Spare cord tire mounted on spare rim.

STARTING, LIGHTING and IGNITION: Delco 3-unit; wiring heavily insulated; Willard 140 amp. hr. rubber insulated battery.

LAMPS: Duplex heads, nicked rims and no-glare lens; fine appearance with maximum efficiency. Combination rear spot and tail lamp on separate switches; shaded dash lamp.

GASOLINE SUPPLY: 18-gallon tank, 3-gallon reserve. Rear end tank on limousine and sedan. Vacuum feed on dash:

RADIATOR: Solid German silver shell, honeycomb core with auxiliary tank, oversize for motor.

UNIVERSAL JOINTS and DRIVE SHAFT: Two extra heavy grease tight joints and tubular drive shaft.

Alemite System
Standard Equip-
ment



Other Equipment and Features

MOTOR DRIVEN HORN: Foot accelerator and heel rest. Shaft-driven Warner speedometer. Bolts and sockets in floor boards, quickly removable for battery inspection.

HEAVY PRESSED STEEL FENDERS: One-piece, heavy braces.

ALEMITE PRESSURE GREASE SYSTEM at all points formerly equipped with grease cups or oil wells.

VISIBLE OIL GAUGE and AMMETER on instrument board.

COLUMBIA POSITIVE LOCK NUTS on motor support castings, spring bolts and frame connections.

FULL SET GABRIEL SNUBBERS regular equipment. Westinghouse air springs at regular price for this equipment.

EQUIPMENT: Spare cord tire and tube mounted on spare rim; pair Weed chains; Boyce motor-meter; nicked front bumper; rear view mirror; powerful folding long handled screw jack; fine complete set of tools in tool roll.

General Specifications of Riddle Bodies

Wood Bodies

Our bodies have a wide reputation for *standing up*, giving satisfaction and lasting for years. The paint does not peel or crack, nor the joints open up and give trouble.

MATERIALS: The *best* money can buy. Frame work of *live tough air dried white ash*. Panels and carvings of water seasoned soft yellow poplar. Interior is genuine mahogany in large plain panels with domed ceiling.

WORKMANSHIP: Our entire force is under our *personal supervision*. Our men work on *day rate of pay*, are contented and happy. Many of them have been with us for years—seven total 285 years continuously in our employ. No piece work or hurry methods are used, that's why you get good work—faithful work, and a job that lasts you for years.

CONSTRUCTION: Riddle bodies are built like a house; an ash frame with an inside lining and an outside sheeting. This creates a sturdy, compact, moisture proof construction that stays together. All joints are tenoned, screwed and glued with our patent water proof glue which we have been using many years.

CARVINGS: All hand work by expert hand carvers. The rich, deep delicacy of Riddle carvings cannot be matched by machine work.

WINDOWS: All glass except windshield and door glass is beveled heavy plate. Crank lifts on fore doors. Drop sash in partition back of driver.

DOORS: Foredoors new style extra wide, affording easy entrance and good driving vision to side and rear. New anti-rattling devices, rubber bumpers, etc. Floor boards are easily removable and covered with rubber mat. Aluminum heel rest for foot accelerator.

UPHOLSTERY: Hand buffed genuine black leather in all styles. It wears better, looks better, and gives universal satisfaction. Gen-

uine curled hair, and deep springs for seat and back with plenty of width, depth and leg room make this an ideal riding car.

WINDSHIELD: New type 3-piece with ground glass sun and rain deflector; ventilates top and bottom; rubber bordered to turn wind and rain.

REAR VISION MIRROR: Large size, adjustable.

ALUMINUM RAISED LETTER NAME PLATES: We furnish three, two for doors on cab and one for tool box at rear.

MOUNTINGS: All plated mountings, such as lamp rims, door handles, hub caps, door hinges, side lamps, instrument board equipment, table and flower rack fittings, screws, etc., are all brass, nickelled. Avoids rust, lasts longer.

CASKET TABLE: 5-ply Haskelite, will positively not warp or split. Removable on brass rollers, works easily. Pins are our patent non-jumping type. Ample sockets and rollers; double roller at rear.

FLOWER RACK: *Very strong* and in reality an *upper* table, as it is fitted with pin sockets and rollers. Tight paneled underneath, will support easily a casket and body.

DOUBLE DECK FEATURE: There are two sets of slides for both the casket table and upper flower rack. They are six inches apart. By removing tire drawer from 1044 and 1055 (1042 does not have drawer) and dropping casket table and floral rack to *lower* levels it makes room for two caskets or a box and a casket, a *great feature* and special in Riddle cars.

PAINTING: The old time-tried and true lead and oil system applied by hand. Time-tested varnishes and paints are used.

COLORS: Regular in two-tone silver gray, or two-tone gloss and dead black. The majority of our cars go out in gray. It wears longer, looks better and is more easily kept clean.

Other features of these Riddle wood bodies are:

Curved brougham effect cab front. More room and greater driving and riding comfort; beautiful and graceful.

There is no wheelhouse on the side of loading space of Riddle bodies. By a unique design, employing heavy sheet steel, we have all the width possible with 56-inch tread, at the same time affording a protection from broken chain ends, etc., and have the additional body brace effected by this metal. This is an *exclusive* Riddle feature.

Beautiful elliptic rear end, with *curved rear doors*. Nothing can compare with a beautiful elliptic rear end hearse. This is a distinctive

Riddle feature, eliminating the boxlike effect of a square end body.

Strong, highly finished and completely equipped tool box under rear end, shutting out rear view of under works of car and making a clean, accessible place for tools, jack, pump, chains, etc.

Folding compression rear step; all metal parts carefully machined. A *real* step.

Floors of all Riddle cars are wood, covered with heavy linoleum and metal bound. Set into the floor are ample five-inch nickel plated rollers, with pin sockets, so when the table and rack are out, as in transporting a vault or box it is not necessary to use and endanger scratching the table.

Specifications of Limousine and Sedan Aluminum Bodies

These bodies are of the same general make-up as the wood bodies described in the foregoing paragraphs. The same care, sincerity and quality are embodied in them, and the same materials, with the exception that all panel work is heavy sheet aluminum.

FRAMEWORK is ash, and between the frame and aluminum paneling is a felt insert avoiding possibility of rattle.

ALUMINUM PANELS all hand hammered and carefully applied, including moldings. All nailing is concealed and by an ingenious method solder is avoided and panels welded under new and latest approved methods. These aluminum bodies are *all aluminum* from the bottom to the top. They are very carefully made and will last many, many years, as it is not possible to rust aluminum. It will not check, and holds the paint much longer; moreover it is lighter than wood.

DOORS: The doors of our limousines and sedans are *much wider* than ordinary, furnishing easy access and plenty of vision.

NEW CRANK type devices for raising and lowering glass in doors and partition glass are made efficient and non-breakable. The other body windows are operated with graduated nickel plated notched adjustments, doing away with old style leather straps.

SIZE: We have designed our limousines and sedan to give ample room for full passenger load without crowding. Our rear seats accommodate three large heavily dressed persons comfortably without crowding. Our bodies are somewhat longer and wider than the ordinary stock closed car, and are made with a thought to the service and peace of mind of the undertaker.

UPHOLSTERY: Your choice of gray or black genuine leather, or gray silk mohair. Regularly we upholster the car in gray leather up to the bottom of the window line, and from there up, including the ceiling, in mohair. The limousines, unless otherwise ordered, are upholstered in the cab in black leather. Or, if the body of the car is gray leather, they may be had in gray also.

SILK ROLLER SHADES at all glass in loading space and partition glass; trigger catches.

HEAVY CARPET on floor in loading space, rubber mat in cab; linoleum under the carpet, so that on rainy days the carpet may be removed.

STORM AND SUN VISOR of painted aluminum over windshield.

See Individual Specifications of Bodies for special features of each one.

Testimonials

Latrobe, Pa., June 3, 1921

The Riddle Manufacturing Company,
Ravenna, Ohio.

Gentlemen:

Under separate cover I have sent you a picture of my Riddle Hearse that has been in constant use for four years having travelled about forty-five thousand (45,000) miles in all degrees of weather and over all kinds of roads and the roads in my vicinity are not of the best and are very mountainous.

There has been absolutely no repair given this hearse other than is essential to any motor car and the paint is in just as fine condition as it was when it came from the factory.

In all my experience in dealing with hearses I have never been treated with such cordial service and excellent consideration as the Riddle people have treated me and it would give me great pleasure to recommend the Riddle to any one desiring to purchase a hearse.

Yours very truly,
John F. Stader

Dunkirk, N. Y., May 7, 1921

The Riddle Manufacturing Company,
Ravenna, Ohio.

Gentlemen:

In reply to your kind favor of April 29 we certainly are better pleased every season with our Riddle Hearse. We have had no trouble worth mentioning with this car since it was put in commission. Every part is standing up in such a way as to indicate first class workmanship, etc. Should we be in the market for any additional equipment, we would certainly purchase your line as the price seems fair when quality is considered.

Some of our brother undertakers who purchased cheaper cars, presumably as good as the Riddle, are very sick of their purchases, as the cars are now showing up poor workmanship.

Yours very truly,
H. C. Elhers Company,
Per H. C. Elhers

Bradford, Pa., March 7, 1922

The Riddle Manufacturing Company,
Ravenna, Ohio.

Gentlemen:

The special low top utility wagon that you recently built for me is some car.

I wish to congratulate you and your able force in the way that this particular car is constructed. It certainly is a wonderfully fine piece of work. I have had a number of people, both in and out of the undertaking profession, call to see this wagon and on my trip home with your Mr. LeRoy at the wheel we had the pleasure of calling on several undertakers and manufacturers of undertaker's supplies and every one that saw this wagon expressed in the highest terms.

And I certainly appreciate the interest shown me in the matter of working out this unusual design car, and also the kindness shown me while in your City.

With my kind regards to all and with the hope of meeting you soon.

Very truly yours,
J. A. Still

Will you kindly mail me one of the photograph's of this wagon?

Ligonier, Pa., February 23, 1922

The Riddle Manufacturing Company,
Ravenna, Ohio.

Gentlemen:

Your letter received and note what you say. I can say for The Riddle Hearse I have it is very satisfactory and has surely served its purpose so far. It has given me very little trouble and is always ready to go. I remain,

Yours truly,
Roy E. Sibel

Beaver Falls, Pa., March 7, 1922

The Riddle Manufacturing Company,
Ravenna, Ohio.

Gentlemen:

Just a line to tell you how well pleased I am with my new car. I told you when I drove it away from the factory that if it was as good as the old car I sure would be satisfied, for you know the old one did five years of the hardest possible service and won a good name for herself among the Beaver county funeral directors as well as several hundred private car owners who followed the old Riddle on some of her trips.

The new car, which is one year old today, is a world beater. It does the work so much easier and with so much snap that words cannot express my satisfaction but it has the old car beat a mile and it has not cost me a cent of repair and a very few cents for oil.

How is my new side door limousine coming along? I am hoping to get it in the service soon.

Hoping to see you all as soon as it is ready.

Best Regards,
A. D. Campbell.

P. S. Please send me the weight of your chassis by return mail.

Pittsburgh, Pa., May 10, 1921

The Riddle Manufacturing Company,
Ravenna, Ohio.

Gentlemen:

It is now two years since we received our Black Hearse from your firm and since that time we have traveled over twelve thousand miles with same, and have yet to find a place that we are unable to go. We are greatly pleased to think that when we decided to purchase a hearse that we were fortunate enough to purchase a Riddle.

As you are aware it is two years since we received the hearse and in that time it has only cost us in repairs about eighteen dollars, and if you have ever been in Pittsburgh you no doubt know the hills and valleys we have to travel.

We are thinking about getting a Seven Passenger Limousine and will be pleased to have you quote us your price on same. We will be pleased to answer inquiries of prospective buyers that you may refer to us. Thanking you for your courteous treatment we are,

Respectfully yours,
Jas. J. Flannery Brothers Company.

Bridgeport, O., February 23, 1922

The Riddle Manufacturing Company,
Ravenna, Ohio.

Gentlemen:

It is with pleasure I reply to your letter of the 18th that I am one of the many "pleased customers" of the Riddle Manufacturing Company.

I have used and owned the Riddle Hearse for a number of years and feel satisfied that I have received 100 cents on every dollar spent.

You can count me as a "Booster."

Yours truly,
Wm. McConaughy
Spartanburg, S. C., February 24, 1922

Indianapolis, Ind., February 17, 1922

The Riddle Manufacturing Company,
Ravenna, Ohio.

Gentlemen:

I have now run the Riddle Hearse one year and eight months and made over 9000 miles with the same tires, which are now in good condition. Car has never given us any trouble to speak of and is running fine. Am well pleased with this record and it makes a fine appearance.

Yours respectfully,
J. C. Wilson.

Testimonials

Washington, Pa., February 22, 1922

The Riddle Manufacturing Company,
Ravenna, Ohio.
Gentlemen:

I now have had your Limousine Ambulance almost a year, and it has been out almost every day since I got it, in all kinds of weather and bad roads, and always has got back in good shape. I never had such a car, and if you could hear the comments after we move a patient as to the easy riding qualities in the car! They can't get done talking about it. I am 32 miles from Pittsburgh, Pa., and it keeps me running the ambulance over there almost weekly, as the people would rather ride in it than on the train, as they say it does not jar or shake them nearly as bad as on the steam cars.

I can recommend it to any that may want to put in such a car. For any services you wish, it certainly is a peach of a car.

With success I remain,

Yours truly,
Chas. W. DeVore

Cleveland, O., February 27, 1922

The Riddle Manufacturing Company,
Ravenna, Ohio.
Gentlemen:

In reference to our Riddle car wish to say that our big six has gone so far and done so much work that I'm afraid I'd be told I was stretching the truth if I tried to tell the whole story. The little six is plugging away every day as usual, and I expect it will equal the record of the big brother in time.

Wishing you every success, you could wish yourselves,

We remain yours,

The J. D. Deutsch Company,
Sam S. Deutsch, Pres.

Dunkirk, N. Y., February 27, 1922

The Riddle Manufacturing Company,
Ravenna, Ohio.
Gentlemen:

It gives us pleasure to reply to your letter of Feb. 18, 1922, to advise you that we have had fine service out of our motor hearse purchased from you a long time ago and it is still behaving as fine as any car could. We will compare this car with many manufactured in the United States and not suffer by the comparison.

We appreciate the prompt service you have always given us. With kind regards

Yours very truly,

H. C. Ehlers Company,
Per H. C. Ehlers

The Riddle Manufacturing Company,
Ravenna, Ohio.
Gentlemen:

Yours of the 18th received and we note that you wish to know what we think about the two Riddle cars you built for us. We are delighted with them and are satisfied that there is no better. They are unsurpassed in all this country. Everywhere we go they are complimented by those who know a good car when they see one. We are so well pleased you can count on selling us another car when we get ready for it, which will doubtless be in the next few months. Our trade has gradually improved since we have had these beautiful cars, which we attribute largely to our fine motor equipment. With very best wishes and kind regards.

Very truly yours,

Minter W. Bobo Company,
M. W. Bobo, Pres. & Treas.

Los Angeles, February 25, 1922

The Riddle Manufacturing Company,
Ravenna, Ohio.
Gentlemen:

Nine years ago our company purchased a Riddle Hearse from you. It has been in continuous service since, and as we are doing on an average of more than fifty funerals a month, you may be sure it has been used some; thus, when we were in need of an Invalid Coach last summer, we naturally thought of you and placed our order for one, with you.

It has now been in service for about six months, and has given entire satisfaction. We have had many compliments relative to its good riding qualities and its appearance on the street. We judge from the durability of the Hearse, that the Coach should serve our needs for ten or fifteen years, with the minimum of upkeep.

Most sincerely,

Pierce Brothers & Company,
By W. H. Pierce.

Donora, Pa., February 17, 1922

The Riddle Manufacturing Company,
Ravenna, Ohio.
Gentlemen:

I have been a user of the Riddle line, since early 1916, which purchase was a Combination Hearse and Ambulance, and will say that I think my hearse is about as good as the first day I ever drove it, as it has taken me over hills and hollows, through mud and over all kinds of roads. Feb. 24, 1919, I purchased a No. 1064 Nine Passenger Limousine, which has been in continual use ever since and has traveled the same road that the Combination Car has traveled. May 23, 1921, I added another of the Riddle Cars to my fleet, which was a Combination Invalid Car, which I think is about up to snuff, as the people are actually getting sick to ride in it. Therefore I don't think anyone would go wrong in placing an order for any of the Riddle Cars.

I remain, respectfully,

James A. Rabe, F. D.

Dunham, N. C., May 2, 1921

The Riddle Manufacturing Company,
Ravenna, Ohio.
Gentlemen:

Your letter of April 29 at hand. I am glad to say that the Riddle Funeral car that we bought from you four and a half years ago has given us perfect satisfaction.

It has been driven 9000 miles, and over some very rough country roads. It is still holding up well and looks good today. Anyone desiring to purchase a car can't go wrong in letting it be a Riddle.

We have always received good advice and the best of service from the factory.

Sincerely yours,

Hall-Wynne Company

Mountain Falls, N. Y., February 21, 1922

The Riddle Manufacturing Company,
Ravenna, Ohio.
Gentlemen:

In answer to your letter, I cannot say too much for the hearse I bought, as it more than meets my expectation. I have had it in several tight places this winter and we "got there" where several pleasure cars could not go. Having had three Riddle Hearses I cannot say too much for them. Thanking you for your kindness when in Ravenna and with best wishes for The Riddle Manufacturing Company, I remain

Yours very truly,

A. W. Hibbard.

