



A. A. RUSSELL & CO.
CLEVELAND, - OHIO

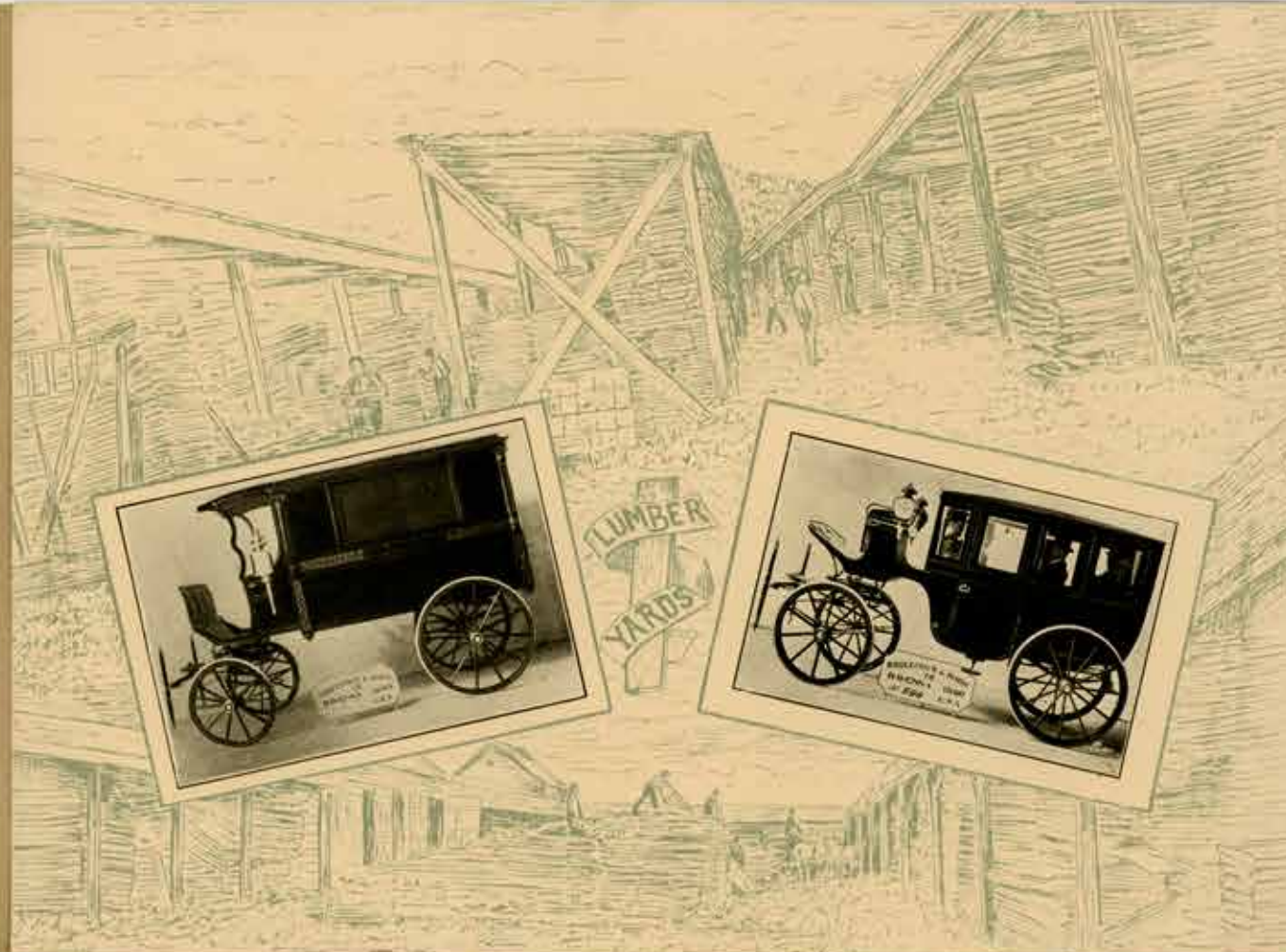
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RIDDLE COACH & HEARSE CO.
RAVENNA, OHIO.
U.S.A.

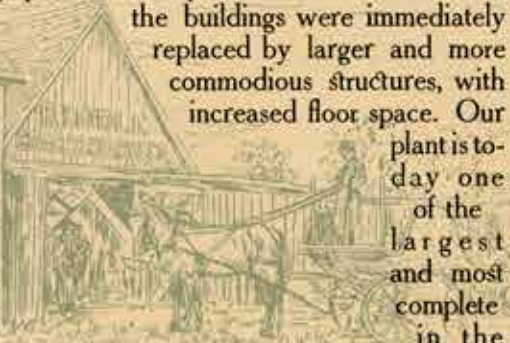


About Ourselves:—The Riddle Coach & Hearse Company,
Ravenna, Ohio, established in 1831.

We are builders of coaches, landaus, broughams, coupes and funeral cars. A successful and continuous business career has rewarded the efforts that have been put forth by us to produce work unexcelled in design, material and workmanship. A disastrous fire in 1871 and another in 1903 destroyed a large portion of our plant. On both occasions,

the buildings were immediately replaced by larger and more commodious structures, with increased floor space. Our plant is today one of the largest and most complete in the

RIDDLE
COACH & HEARSE CO.



Entrance Lumber Yards

country, devoted exclusively to the manufacture of Coaches and Hearses.

We are directly *responsible* for every *part* of each *vehicle* that leaves our factory. Every part is made under our own roofs. In this booklet are illustrations which were made from photographs of our vehicles and works—a few scenes in and around our plant, and a few of the many styles of vehicles which we manufacture. They illustrate in a small way our plant and products—Larger and more elaborate photographs of our Vehicles furnished upon application.



Wood Working Dept

DRAFTING DEPARTMENT—From this department our many original, handsome and successful designs have been made.

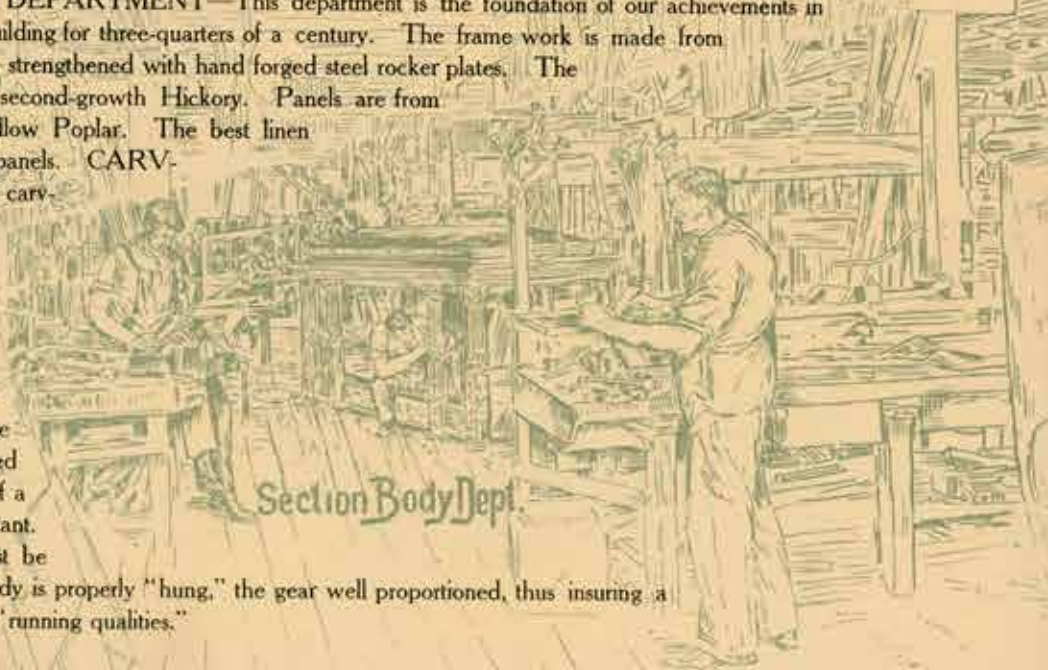
LUMBER—We have the largest stock of lumber for coach and hearse building of any concern in the United States. **DRY STORE ROOM**—All our lumber is air-dried, and therefore the strength of the fiber is preserved: not one kiln-dried piece is ever used by us for any purpose whatsoever.

BODY MAKING DEPARTMENT—This department is the foundation of our achievements in coach and hearse building for three-quarters of a century. The frame work is made from second-growth Ash, strengthened with hand forged steel rocker plates. The gear is made from second-growth Hickory. Panels are from carefully selected yellow Poplar. The best linen scrim used inside all panels.

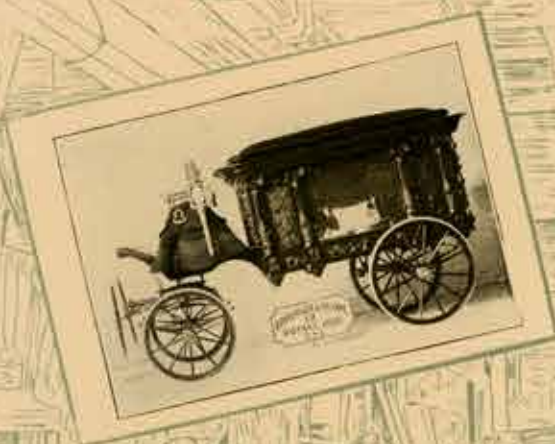
CARVING—No machine carving; all hand carved from the solid wood.

BLACKSMITHING DEPARTMENT—Here the gear is "ironed," the axles and tires welded and set. No part of a vehicle is more important.

The utmost care must be exercised that the body is properly "hung," the gear well proportioned, thus insuring a vehicle with correct "running qualities."



Section Body Dept.



PAINTING DEPARTMENT—Here *materials, care, skill and time* are *all important*. **MATERIAL**—Only the highest quality (and *quality not cost is the consideration*) that only years of experience can determine are selected. In all, twenty-two coats of paint are applied, each coat is carefully timed so that *beyond a question of a doubt* it is thoroughly hardened before the following coat is applied. The result of all this pains-taking is a finish that is without a blemish.

COACH TRIMMING—Imported *wool-dyed* cloth of all the desirable shades, and imported French goat skin are used for the body work—Finest French satins for head lining. **HAIR**—All cushions, backs and quarters are stuffed with the best grade of gray hair. Silk broad lace is used with seaming and basting lace in trimming.

Section Body Dept.

Section Body Dept.





Section B
Painting Dept.

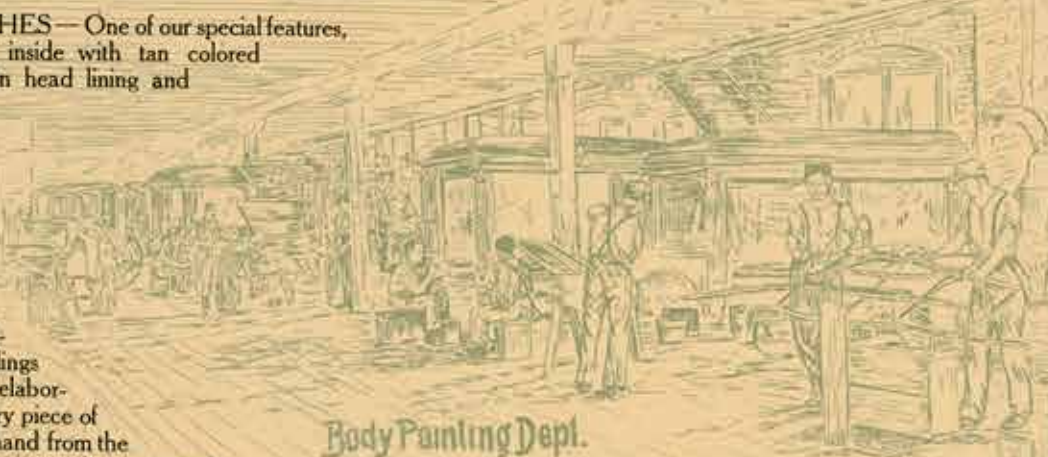
LEATHER—Extra quality, hand buffed. **SILK CURTAINS**—To match color of trimming. **CUSHION SPRINGS**—Are five-inch spiral and are made from the best spring steel. **GLASS FRAMES**—Are either cloth covered or painted as desired. **POCKETS**—Inside for small articles necessary and useful. **GLASS**—Beveled edge, French plate. Best quality in point of finish and polish—quality always the first consideration. **IVORY**—Is used on top lever, pull-to handle, eyelets, knobs and frogs. **COACH EQUIPMENTS**—Consists of silver plated lamps, with rubber lamp covers, rubber foot board mats, rubber lap apron and seat cover.

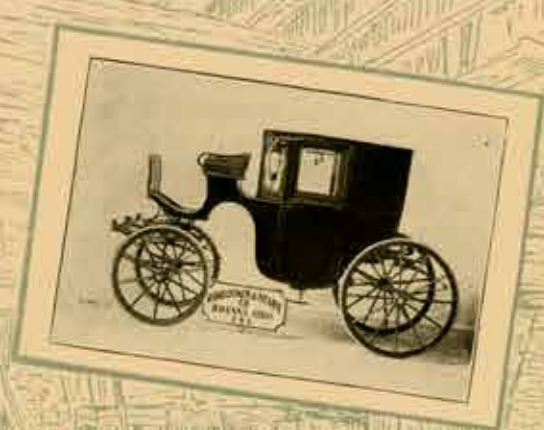
WHITE COACHES—One of our special features, and are trimmed inside with tan colored goat skin, tan satin head lining and tan cloth sides.

**HEARSES—
FUNERAL
CARS—**

The finish of the wood work on the interior either Walnut, Cherry or Mahogany. Pillars, mouldings and ornamentation elaborately carved. Every piece of carving is done by hand from the solid wood. Every mortised piece is made by hand. Removable, draped panels are a feature of some of the designs. The curtains are tastefully draped from the best imported broadcloth, and trimmed with mohair fringes, cords and tassels. Hammercloth, extra heavy fine doe skin finished with mohair fringes, cords and tassels. Cushion to match the hammercloth. Silver plated handles, seat rails, whiffletree tips, pole, crab, hub bands, door hinges, toe board handles and lamps. Rubber foot mat, seat cover, lap apron and lamp covers.

Body Painting Dept.





Blacksmithing

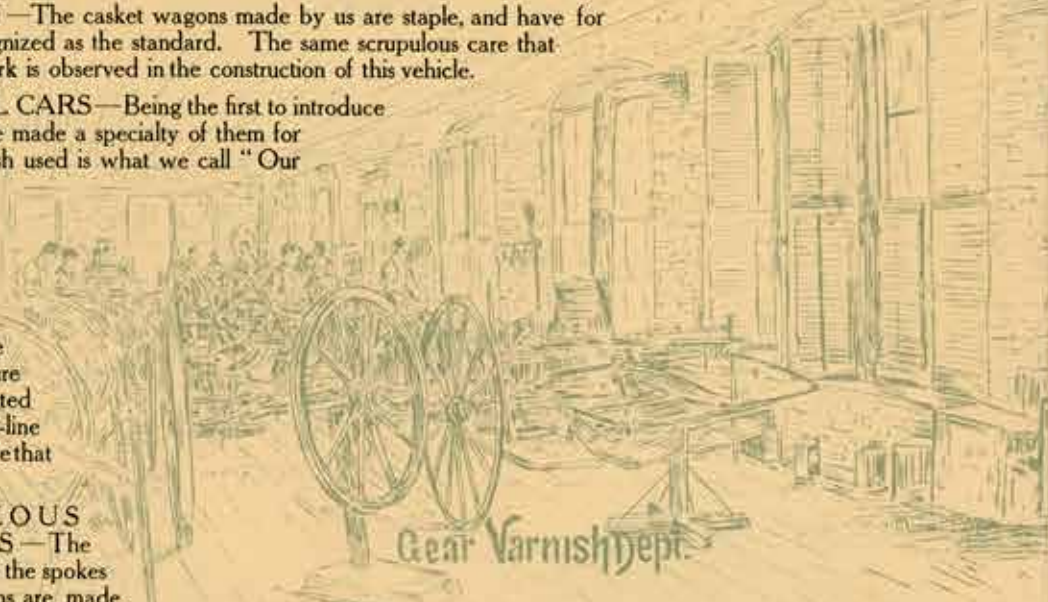
PALACE PALL BEARERS COACH—We were the originators of a Vehicle of this character. We claim for this coach the very best of its kind that is on the market today. It is upholstered in goat skin leather, with satin head lining. The middle folding seat—which is patented by us—is a very convenient feature, as it allows the accessibility of the rear seat without any trouble or inconvenience. Words fail to convey the true character of this vehicle—it must be seen to be fully appreciated.

CASKET WAGON—The casket wagons made by us are staple, and have for many years been recognized as the standard. The same scrupulous care that characterizes all our work is observed in the construction of this vehicle.

WHITE FUNERAL CARS—Being the first to introduce white hearses, we have made a specialty of them for many years. The finish used is what we call "Our Special White." This is made in our factory. It is the only white that has been known to successfully withstand the climatic conditions in various parts of the country and retain its pure white beauty. Silver plated trimmings, and gold fine-line striping produce a vehicle that is strikingly handsome.

MISCELLANEOUS PARTS—WHEELS—The hubs are *rock elm* and the spokes (French shape) and rims are made

from second-growth Hickory—best grade of rubber or steel tires, as desired. **SPRINGS**—Are made of the best oil tempered Swedes spring steel. Before use, the plates of the springs are separately leaded—each plate receiving a coat of lasting paint, which prevents rusting between the plates.





Trimming Dept.



POLES—Are made from thoroughly seasoned second-growth Ash. **SILVER PLATING**—Our process of "close" plating on all forgings insures the most satisfactory results.



Section Repository

SHIPPING FACILITIES—Three trunk line railroads—Pennsylvania, Erie and Baltimore & Ohio—furnish an outlet to every part of the United States. We are able thereby to obtain through rates to all points. **OUR FREIGHT CARS**—Were built especially for us, to be used for the convenience of our customers. They have doors in the ends and are equipped with planks, which makes it very convenient to unload. As soon as a vehicle is ready for shipment, it is put aboard one of the cars, the door is locked and the key mailed to the purchaser.



Corner in Repository.

Photo Room

