

Russell KNIGHT

Had we been satisfied to let the public do the "proving"—we could have marketed the "Russell-Knight" in quantities twelve months ago.

But we preferred to prove it ourselves.

Thousands of dollars and months of time were spent in refining every detail of the Russell to a point where further improvement could not be foreseen.

The new Russell-Knight you buy to-day is a *proven* product—free from every element of uncertainty encountered in the purchase of most new cars.

Former owners of other high-priced cars best appreciate the sterling merits of the Russell-Knight. Their letters are offered in evidence.

"4-28," 1914

3-Passenger Roadster\$3,200

5-Passenger Touring\$3,250

"6-42," 1914

5-Passenger Phaeton.... \$5,000

7-Passenger Touring.... \$5,000

All quotations F.O.B. West Toronto.

Russell Motor Car Co. Limited

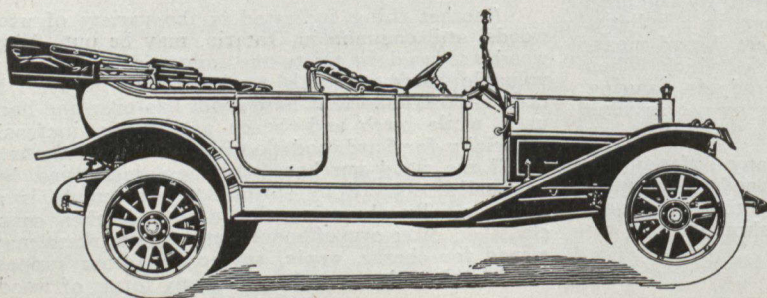
100 Richmond Street West, Toronto

Head Office and Factory:
WEST TORONTO

Branches:

Montreal Hamilton Calgary Winnipeg Vancouver Melbourne

"Made up to a standard, not down to a price."



No. 5

Hull, Que., Nov. 25, 1913
Russell Motor Car Co., Ltd.,
West Toronto.

Gentlemen:

The "Six" I bought from you last spring is the ninth car that I have had, the last four being Russells, so I can speak freely from a few years' experience.

The first Russell I had was a Model "R," exchanging that for a "38." Both gave great satisfaction. My son is driving the "38" now. In this car I thought I had the last word in motors, but the "Six" is superior in every way.

The last Russells were about perfect, but this "Six" is a winner. We have taken numerous long tours, but have never had the slightest trouble. It is the most comfortable car I ever rode in, and my friends all say the same, for it is easier riding than an electric and more comfortable. The heating system is perfect.

The second last car, a "38," never had the engine opened all the time I drove it, and the "Six" seems to more than equal that record. The engine runs better and quieter, and each day it runs more smoothly. The car itself glides along without a shock. It is also very easy on tires and gasoline, and, so far as trouble goes, I don't know what the word means.

It is great to think that this beautiful car is produced in this country. In my estimation it out-classes any car made or imported into Canada to-day.

Very truly yours,

(NAME ON REQUEST)

No. 6

Ridgetown, Ont., Nov. 8, 1913
Russell Motor Car Co., Ltd.,
West Toronto.

Dear Sirs:

I just saw your ad. in the daily papers headed "Russell-Knight 1914." Now it is only the fortunate fellow who owns one that knows the real meaning of the word "Russell-Knight."

The pleasure and satisfaction I have had with the Knight-engine car, bought from your Company two years ago is beyond description.

Furthermore, in these days of high price of gasoline, I can run twenty-six to thirty miles on a gallon of gasoline, without additional equipment, and on any kind of dry roads by actual test.

To some this would sound "inflating"—re the gasoline consumption described—but it is a fact by actual test, which I have found by proper adjustment of the carburetor.

Wishing you unbounded success, I remain,
Yours truly,

(NAME ON REQUEST)