

A Matter of Pride

IN ITALY, as you are motoring, perhaps in the Eternal City, with the gentleman to whom you have had letters of introduction, he will refer with evident satisfaction to the good points of his home-made "Itala" car, point out maybe, its ease of riding or its special adaption for climbing and descending the miles after miles of steep grades of the Italian and Swiss Alps.

IN GERMANY your Teutonic friend will indicate with a glow of honest pride his reasons for pleasure with his smooth running, powerful "Mercedes."

IN BELGIUM the owner of a "Minerva" Knight Engine car will, perhaps, show you the long list of "Minerva" triumphs in speed contests through the mountain districts of his own and adjoining countries.

IN FRANCE the fastidious Parisian will glow with pleasure as he tells you of his "Panhard" or his "Renault" which, after he has paid his duty on his gasoline in Paris sweep over the straight, smooth roads of France with an insistent rhythmical rush.

IN ENGLAND your somewhat reticent John Bull friend, without saying much, will act in a way to indicate to his guests that his "Daimler" or his "Rolls-Royce" are good enough for little England, having regard to their elegance of finish, smooth running engines, and low frames, suitable to the delightful English roads, with their smooth surfaces always in good repair.

IN THE UNITED STATES the Detroitter takes just pride in showing off his "Packard," the Buffalonian his "Pierce-Arrow," and the Clevelander his "Stearns-Knight."

We say "All honor to them!" They have the cars, and they have the attitude of mind—
*"Such is the patriot's boast where'er we roam,
 His first, best country ever is at home."*

Russell KNIGHT IN CANADA

The Russell Motor Car Company now submits, with deference, but also with great confidence, that it has done its part, and that the fair-minded and alert Canadian need not curb his enthusiasm for his Canadian-made car, but may point out, as a matter of considerable pride to him as a Canadian, that his "RUSSELL" is the full peer of the best cars of other countries, and that it has some features that make it, beyond all others, the car for Canadian roads.

The Russell Motor Car Company confidently ask you to examine their four-cylinder and six-cylinder cars, equipped as they are with electric self-starters, electric lamps, left-hand drive, etc., and finished, and upholstered, and appointed with the utmost elegance and comfort, and propelled by their silent-running and powerful Canadian-made Knight engine. They ask you to compare these distinctive cars, not with cheaper cars, nor only with cars selling on the same price-level, but with the very best cars of foreign make.

We have been too good Canadians to be satisfied with anything but the best for Canada. We feel sure that a sufficient number of intelligent and appreciative Canadians will be found to own "Russell" cars to warrant us in persisting in our determination to supply only the very best cars that Canadian brains and Canadian mechanics can produce.

See the RUSSELL at the Show—a full range of the
 country's finest Cars. Prices from \$3,200.

RUSSELL MOTOR CAR COMPANY, LIMITED

Head Office and Factory: West Toronto

Branches at: Toronto, Hamilton, Montreal, Winnipeg, Calgary, Vancouver, and Melbourne, Australia.