



Russell Cars Guarantee Quality---Service---and Value

For every dollar you *invest* in a RUSSELL, you get a dollar of *tangible* value. (\$1000 duty cannot add one cent of worth.) You get *more*. You *pay less*. You help develop a Canadian industry. You increase Canada's prosperity. The production of Russell cars gives employment to 1,500 men. Requires \$2,000,000 worth of material yearly. Distributes over \$1,000,000 in wages to Canadian mechanics.

More Beautiful

Latest European stream-line bodies. New domed fenders. Concealed door-hinges. Clean running-boards. Double head-lights. Lasting lustrous finish. Spare tires at rear. **Full Equipment.**—Highest quality top. Built-in, rain-vision, ventilating windshield. Demountable rims. Spare rim. Warner speedometer. Clock. Electric horn, etc.

More Comfortable

Perfectly-balanced chasses. Long three-quarter-elliptic rear springs. Ample wheel-base. Big wheels. New proven two-unit electric starting and lighting system. New instrument board (complete control at finger tips). Left side drive. Center control. Quick acting Collins side-curtains, opening with doors, and adjustable from seats.

More Efficient

Latest-type, long-stroke, smooth-running, high-efficiency engines. More power—less weight. Saving of fuel, oil and tires. Newest type ignition. Chrome nickle-steel gears and shafts. Cleverly designed chasses. Light, strong, heat-treated steels. Full-floating rear axle. Worm bevel gears. Double dust-proof brakes. Very low operative cost per mile.

Five reasons why YOU should drive a Russell "Made in Canada" Car:

- 1st: The highest-quality car—at the lowest price.
- 2nd: Most comfortable—easiest-riding—smoothest-running car built.
- 3rd: Built of finest materials—by expert workmanship. Fully guaranteed and backed by service stations from coast to coast.
- 4th: Made in Canada—by Canadian workmen—in a Canadian-owned-and-operated plant.
- 5th: A vital unit in Canadian industry—whose success helps to build up Canadian prosperity—which in turn helps YOU.

Ride in a RUSSELL today. Performance proves its worth.

Agency applications invited in open territory

"6-30"--\$1750

"4-32"--\$2650

"6-48"--\$4500

Catalogue and full descriptive matter on request

Works and Executive Offices:
WEST TORONTO

RUSSELL MOTOR CAR CO., Limited

Branches:
TORONTO — HAMILTON
MONTREAL — WINNIPEG
CALGARY — VANCOUVER

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Policies issued by the Society are for the protection of your Family and cannot be bought, sold or pledged. Benefits are payable to the Beneficiary in case of death, or to the member in case of his total disability, or to the member on attaining seventy years of age.

Policies issued from \$500 to \$5000
TOTAL BENEFITS PAID, 42 MILLION DOLLARS

For further information and literature apply to
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