

\$10,000 Challenge

To All MANUFACTURERS, DEALERS and OWNERS of Automobiles With "Poppet Valve Motors" ---ANYWHERE

If at any time within ninety (90) days from date you, or any of you, accept this challenge and thereafter submit a Poppet Valve Automobile Engine for public test in Canada, under the direction of such person as the Dean of the Faculty of Applied Science of the University of Toronto, or the Dean of the Faculty of Applied Science of McGill University, shall certify as being competent to undertake the test, and if you receive from such person a certificate stating that in such test your engine has met the requirements hereinafter stated, you shall be the winner of this challenge.

The only condition of acceptance is that you notify this Company of your desire to accept the challenge and deposit the sum of Ten Thousand Dollars (\$10,000) with some responsible person agreeable to both parties, with whom this Company shall at the same time deposit the same amount, Ten Thousand Dollars (\$10,000).

If you fail to obtain such certificate within thirty (30) days from the date of deposit, you shall be named the loser.

The winner shall have his deposit returned. The deposit of the loser shall be paid over to a committee to be named by Mr. A. W. Campbell, Deputy Minister of

Public Works for Canada; Mr. W. A. Maclean, Commissioner of Highways for Ontario, and the President of the Ontario Motor League, to be expended as that committee may decide in the cause of the Good Roads Movement in Canada.

This challenge is open to any standard Poppet Valve Automobile Engine, and is not restricted to Canada. First come, first served—the first to accept shall participate in the first test, and all who accept thereafter within the ninety (90) days shall participate in the order of acceptance, unless and until this Company shall have lost its deposit.

The certificate shall certify that the following requirements have been met, all of which have been fully met, and some surpassed, by the Russell-Knight Engine (made in Canada).

Requirements

1. Engine to run 300 consecutive hours with throttle locked wide open, without stop of any kind due to the motor or any of its accessories, as follows:
24 hours at 500 revolutions per minute
24 hours at 600 revolutions per minute
24 hours at 700 revolutions per minute
24 hours at 800 revolutions per minute
24 hours at 900 revolutions per minute
24 hours at 1000 revolutions per minute
24 hours at 1100 revolutions per minute
24 hours at 1200 revolutions per minute
24 hours at 1300 revolutions per minute
24 hours at 1400 revolutions per minute
24 hours at 1500 revolutions per minute
24 hours at 1600 revolutions per minute
12 hours at 1700 revolutions per minute

The Russell-Knight did this.

2. Make the complete run without adjustment, replacement or repair of any kind, except to spark plugs and except to advance magnet until piston speed reaches 1000 feet per minute.

The Russell-Knight did this.

3. At 1000 feet of piston speed per minute, develop at least 35 per cent. above its A.L.A.M. rating.

The Russell-Knight developed 36.75 per cent. over its A.L.A.M. rating.

4. Average double its horsepower, according to A.L.A.M. rating, for the last sixty consecutive hours of the run.

The Russell-Knight did this.

5. Develop a total number of brake horsepower hours, such that when divided by 300 (the number of hours of the test) the average brake horsepower so developed shall exceed the A.L.A.M. rating of the motor by at least 30 per cent.

The Russell-Knight did this.

6. Gasoline consumption not to average more than .75 lb. gasoline per brake horsepower hour.

The Russell-Knight used only .727 lb.

7. Oil consumption not to average more than .045 pint of oil per brake horsepower hour.

The Russell-Knight used only .042 pint per brake horsepower hour.

8. Either before or after the 300-hour run, in a separate test, develop 200 per cent. of its A.L.A.M. rating at a speed of 2000 revolutions per minute for a five-minute period.

The Russell-Knight developed 233 per cent. of its A.L.A.M. rating.

It is obvious to anyone that there are no unreasonable, or self-favoring, or "joker" conditions in this challenge. The conditions are simply those of true motor efficiency, economy, endurance and worth, and the Russell-Knight Motor has fully met them all.

Therefore, until this challenge is accepted, and disposed of, do not allow anyone to say that any other car, with any other motor, is just as good as the Russell-Knight car (made in Canada).

RUSSELL MOTOR CAR CO., LIMITED

Toronto, the 18th day of February, 1914

(Signed) J. N. SHENSTONE, President.

(Signed) T. A. RUSSELL, General Manager.

MOTOR LEAGUE DAY DREW LARGE CROWD

Sign Posts to Be Used as Guides to Motorists Are Shown.

BIG TOTAL IS EXPECTED

Seventy Thousand Visitors Will View Automobile Exhibits.

Yesterday was motor league day at the motor show, and motorists from all parts of the province streamed into the city to attend the reception tendered by the officers of the league. Oliver Hezlewood, past president of the league, was the speaker at an afternoon meeting, and quite a gathering was present to hear his remarks on questions vital to motorists.

One of the most interesting booths of the show is that of the motor league, which is showing samples of the 10,000 sign posts which are to be placed all over the province some time this spring.

A Great Attraction. That this year's show is proving a greater attraction than those held previously is illustrated in the fact that about twenty per cent. additional admissions have been taken, and the officials expect that by Saturday night 70,000 will have visited the show. The large motor house, owned by A. W. Miles, which is the first to be used in Toronto, has been taken away from the show. While this car was on exhibition it was placed among the motor trucks, and apparently believing that this was not the proper place for it, the owner took it away.

CANADIAN AND U. S. MOTOR BOATS HERE

National Motor Boat Show to Be Held Next Week at Exhibition Grounds.

The first motor boat show to be held in Toronto will start on Wednesday next in the transport building at the Exhibition Grounds. The National Motor Boat Show, as it is called, is a new venture in Toronto. Those held in various cities including Montreal, have been attended with great success. Not only motor boats and accessories but all kinds of craft will be exhibited. More than fifty manufacturers from all parts of Canada and the United States have signified their intention of bringing their exhibits to Toronto, and present indications are that every inch of space in the large building will be taken. The show is being held under the auspices of the Canadian boat manufacturers.

STRAKER-SQUIRE CAR CENTRE OF INTEREST

The increasing popularity of the British-built car in Canada is indicated by the large crowd that surrounds the Straker-Squire exhibit at the motor show. This machine, which the makers claim is the world's best medium-powered car, has a reputation second to none among motorists who know.

Like many other successful manufacturers, the Straker-Squire people concentrate on one type of chassis and its construction has the benefit of years of experience.

The car has a four-speed gear box and many other features which are usually only seen in much more expensive cars. Trunk shock absorbers are part of the regular equipment. Several types of body may be had for this machine.

The Canadian agency is controlled by Reynolds Bros., 200 Dalhousie street, Toronto.

FORMER LAKE CAPTAIN IS SUMMONED BY DEATH

(Special to The Toronto World) ST. CATHARINES, Feb. 18.—Ex-Ald. Arthur W. McNaught, who gained considerable prominence in the city council last year in having the hydro-electric bylaw submitted in the face of what seemed impossible adverse odds, died this afternoon, after several months' illness.

He was born in Quebec City 60 years ago, but had made his home in St. Catharines for the greater part of his life. He was first an engineer and afterwards a captain, sailing several steamers for the late Sylvester Nelson between Montreal and Chicago. Later he had taken up electrical studies.

A widow, two daughters and two brothers, Captain James of Toronto, and William of St. Catharines, survive.

BLACK CAT INDUSTRY.

(Special Correspondent.) NORTH SYDNEY, Feb. 18.—There is one industry here that your correspondent regards as unique. Ivan Bailey has gone into the business of raising black cats. His idea is to produce a cat family all pure black, and I was informed by a Prince Edward Island fox expert that the man who succeeds in producing cats of a pure black color and good size will make a big fortune in a short time. It is a difficult proposition and a resident of this city thinks he can solve the problem; at any rate, his experiments are attracting the attention of the fur growers in the Maritime provinces.

WELL-KNOWN HORSEMAN DEAD.

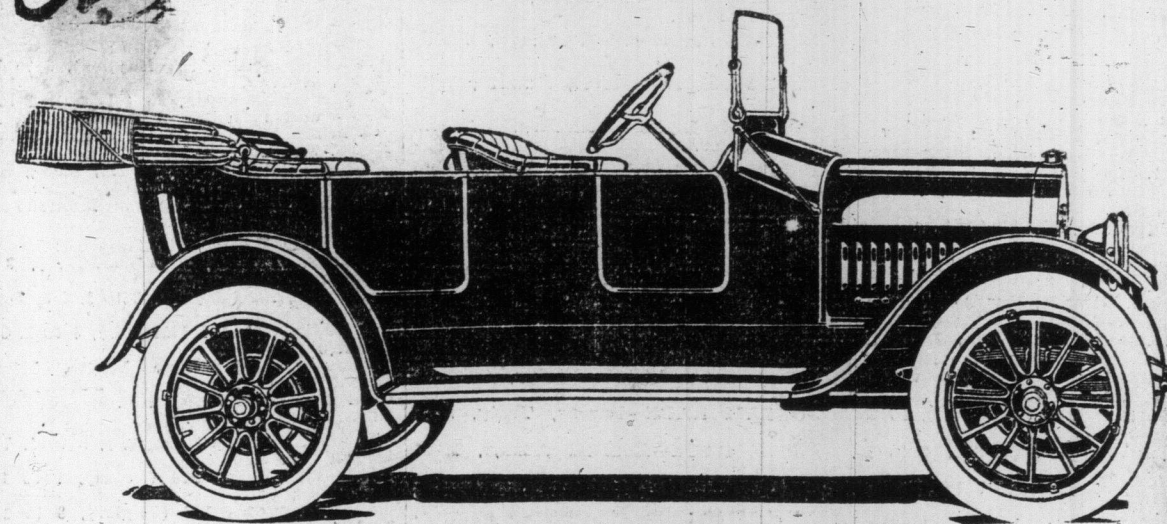
NORTH BAY, Ont., Feb. 18.—The funeral took place today at Mattawa of Salem Desjardins of North Bay, who died suddenly while attending the ice races in Ontario. The deceased was a hotelkeeper and a well-known horseman. For several years he had fast trotters on the big racetracks of Canada.

AUTO OWNERS
For Sale—A limited number of Non-skid tires, well-known Canadian make, all firsts, fully guaranteed, at less than wholesale prices.
BOX 34, WORLD

Jackson

No Hill Too Steep
No Sand Too Deep

SEE THE JACKSON AT THE SHOW



1914 Jackson "Olympic"—\$1800, Fully Equipped.

UNSURPASSED AT ANY PRICE--

in comfort, riding ease and silence

Three things are yours in the Jackson "Olympic" to the same degree as in the highest priced and most luxurious car.

Perfect comfort in the tonneau, due to the roomy body and the extra deep upholstery.

Riding ease such as only full elliptic springs, front and rear, can give.

Absolute silence, from the radiator fan at the front of the motor to the driving gears in the rear axle.

Thus the Jackson "Olympic" places at your disposal the features which heretofore have made the costliest cars worth their prices.

We have made the upholstery luxuriously soft—10 inches deep.

We have made the seat backs shoulder high and tilted the seats slightly to the rear.

And the body is very wide—the sides extending beyond the wheels.

The spring action will be a revelation to you.

The four elliptic springs possess from 33 1-3 to 100 per cent. more ability to absorb road shocks than the ordinary motor car types.

You actually have to listen to hear the "Olympic" motor run.

You hear no click or slap of valves, because they are perfectly adjusted and enclosed. You do not hear the fan because of its extra-long plain bearing. You do not hear even the carburetor's intake of air.

The transmission is quiet because both shafts are mounted on bearings of the separated-ball type, that run in a bath of oil.

The rear axle does not hum because the gears are of correct pitch, fitted to a thousandth of an inch. There is no interval between the transfer of the load from one tooth to the next; and the gears run between long roller bearings with ball thrust bearings to preserve perfect adjustment.

In power and durability we sincerely believe the motor to be the best in the world. It has proved out in the hardest sort of service, and in the severest road and track racing.

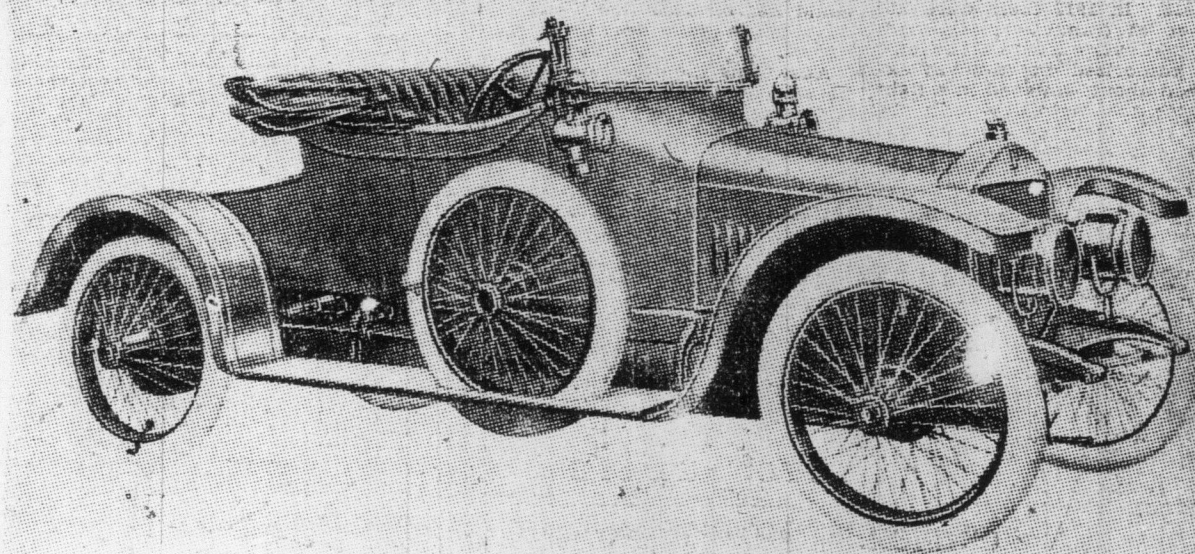
We will furnish a demonstration at any time at your convenience.

THE JACKSON CAR CO. OF ONTARIO, Limited

Head Office, 206 Lumsden Building
Phone Adelaide 3372

WEST TORONTO GARAGE:
High Park Avenue and Dundas Street
Phone Junction 264

BRITISH THROUGHOUT



THE BEST CAR OF ITS TYPE UPON THE MARKET.

15-20 h.p. Straker-Squire Car, 1914 model, complete with Standard 2-Seater Body.

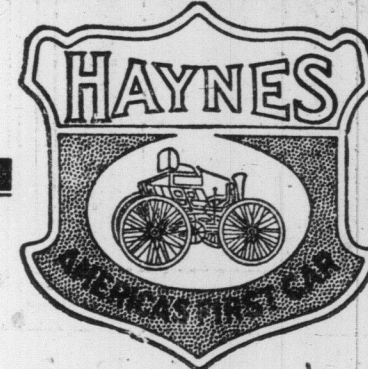
See it at the Motor Show—Horticultural Bldg.

REYNOLDS BROS.

Phone M. 800

200 Dalhousie Street.

Toronto.



Seen at the Auto Show, the

HAYNES

America's First Car

Electrically Controlled Throughout

Simply press a button and electricity shifts the gears; the latest and greatest refinement in automobile construction. Touring Cars, \$2600 to \$3700; Roadsters, \$2600 and \$3700; Closed-body Cars, \$3500 to \$5000.

TORONTO MOTOR SHOW, TRANSPORTATION BUILDING, WEST SIDE

S. J. MURPHY & CO.

53 Richmond Street East.

Phone Adelaide 258

The Vulcan Electric Gear Shift is Standard Equipment on Haynes Cars