

A RUSSELL-KNIGHT for \$2,975

Ever since its record-breaking test at West Toronto, we've been deluged with demands for a \$3,000 RUSSELL-KNIGHT.

Every man seemed to want this wonderful motor.

Men who had been offered cheap Sixes—

Men who had been considering other good Fours—

Men who appreciated QUALITY, but felt that \$3,000 was their limit—

Men who refused to pay for imported cars 35 per cent. more than their actual worth.

All united to demand a car of RUSSELL Quality—with the famous RUSSELL-KNIGHT

Motor—at a lower price.

But—could we lower RUSSELL price without lowering RUSSELL standards? And RUSSELL standards must be maintained at any price!

Finally, the solution came to us through one of the very men who started the demand.

"I want a car like your '28,'" he said. "I want your Knight motor, because I KNOW it's the best in the world. But \$3,000 is all I can afford to spend. More, in fact, than I originally planned. Now—I don't need ALL the equipment that goes with your car. It's '\$5,000-car' equipment. I could do with considerably less. Leave off some of the extra 'trimmings'—and sell me a \$3,000 RUSSELL-KNIGHT."

Logical—simple—like all things, once you know how.

We worked out that plan. Eliminated some items of equipment—luxuries on \$5,000 and up cars. They're the accessories you won't find on any other car but the RUSSELL-KNIGHT. (And if you afterwards think you'd like to have them, they can easily be added at regular cost.)

So that here—at last—is a RUSSELL-KNIGHT

—the car with the World's Champion Motor—

—the most comfortable car in the world—

—the car of unequalled flexibility and economy—

—the cheapest car of its size and class to maintain—

at about the same price as you figured on paying for a car of lesser value and lower grade.

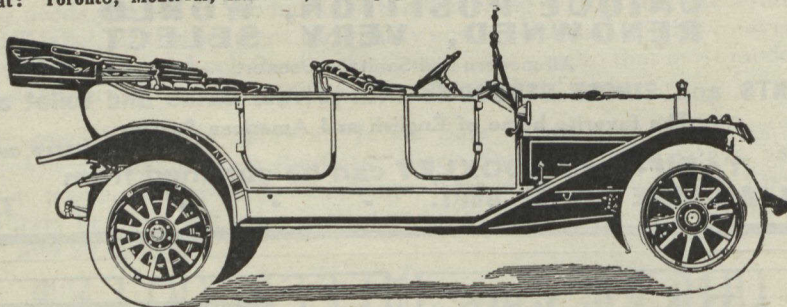
EXAMINE—before you believe. Let RUSSELL superiority convince you that THIS IS THE BEST BUY IN CARS.

Not to see this car to-day is to risk the loss of an early delivery date—perhaps to even miss entirely this opportunity of getting the BEST CAR VALUE ever offered in the Canadian field.

RUSSELL MOTOR CAR COMPANY, LIMITED

Head Office and Factory: West Toronto

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



SPECIFICATIONS—RUSSELL-KNIGHT "28"

MOTOR—Russell-Knight, with Russell electric starting and lighting system. Mea high-tension magneto, independent of starting and lighting system.

TIMKEN—Axles and bearings.

SPRINGS—Front, half-elliptic, 2½-inch x 37-inch; Rear, three-quarter scroll elliptic, 2½-inch x 56-inch.

CONTROL—Left-hand drive and centre control.

EQUIPMENT—

- Full aluminum body.
- Power pump.

- Foot rest.
- Robe rail.
- Demountable rims, with one spare rim.
- Extension Pantasote top with side curtains.
- Top envelope.
- Tire holders.
- Combination speedometer and clock, with electric light attached.
- New style electric horn under the bonnet.
- Full kit of tools.

COLORS—Royal Blue or Brewster Green (free option).

PRICE, \$2,975.00 F.O.B. FACTORY