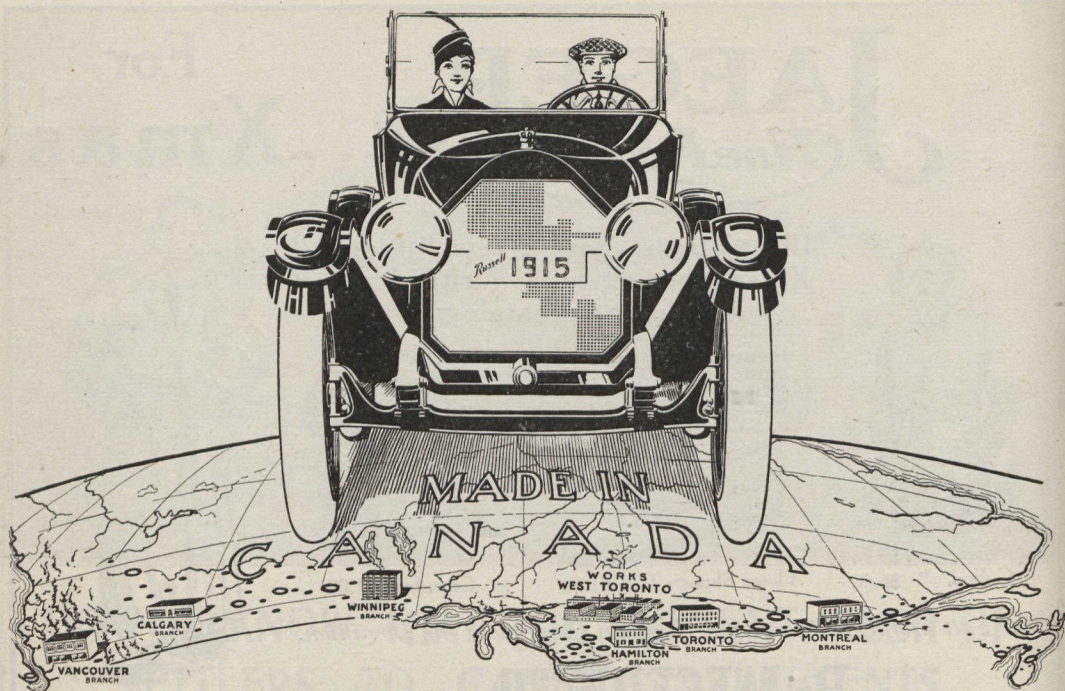




Russell Cars Guarantee Quality---Service---and Value

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 a \$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 chassis. 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 nickel-steel gears and shafts. Cleverly designed chassis. 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

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