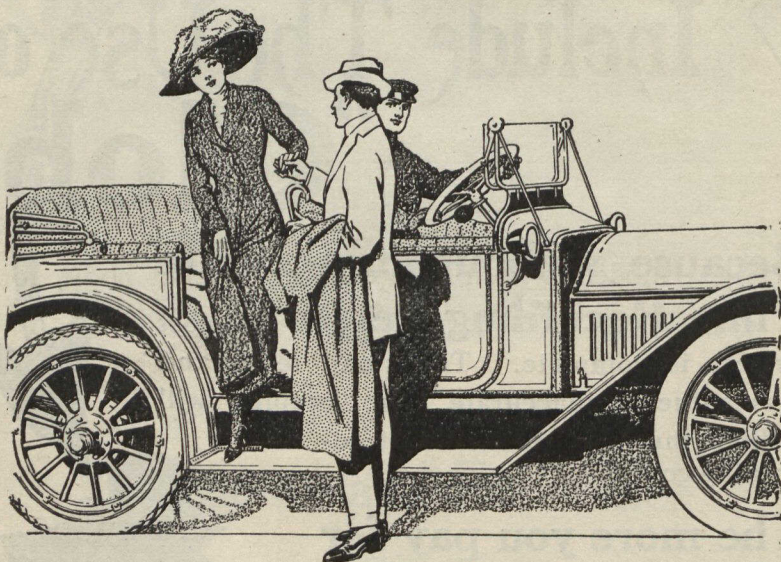


# McLaughlin



## Over 43 Years Experience in the New McLaughlin

**O**VER forty years of that time have been spent in making McLaughlin carriages and buggies. McLaughlin carriages bore a good name. They earned it. It was won on sheer merit. A customer bought a McLaughlin carriage when he had the price simply because it represented the best he could get. He could buy cheaper carriages, but he could not get McLaughlin service. Service can't be had for nothing. It costs money and its worth it.

But here's the point! The same standards that made the McLaughlin carriage famous are still applied to the making of McLaughlin cars. Each 1913 McLaughlin car is the product of over two generations of successful effort directed solely along one line.

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