



\$500.00 in Prizes

No entry fee whatever. Any Farmer, Dairyman, Market Gardener, Stockman, or any member of their family—or any person actively and legitimately engaged in Agriculture or resident on a farm, is eligible to win a grand cash prize.

All residents of towns and cities absolutely barred.

The above sum is divided into eleven (11) prizes, as follows:

1st Prize	\$100.00	in cash
2nd "	25.00	" "
3rd "	20.00	" "
4th, 5th, 6th	10.00	" " each
7-8-9-10-11th	5.00	" " "

In addition, the winners of the 1st, 2nd and 3rd prizes will receive a further prize of one hundred dollars (\$100.00) each, provided they purchase a new McLaughlin Car during 1915.

Competition

The prizes are offered for an article giving the best reasons or arguments,

"Why an Automobile is Profitable to a Farmer"

There are absolutely no strings attached to this contest but we want to know the views of people on farms who would like to have an automobile, or who have one.

Think of how it would help the young folks on the farm—make farm life brighter—save many a crop by fetching parts to repair machinery—carry stuff to market cheaply—and all the other many advantages it would bring.

The judges will be:

- Mr. John Weld, Prop. Farmer's Advocate, London, Ont.
- Mr. Geo. Bertram, Vice-Pres., Canadian Farm, Toronto.
- F. Albany Rowlett, Advertising Specialist, Toronto.

Competition will close March 1st. Fill in the following coupon and mail as soon as possible to McLaughlin Carriage Co., Ltd., Oshawa, Ont. (Competition Dept.)

McLaughlin Carriage Co., Ltd. 1915

Competition Dept., Oshawa, Ont.

I wish to enter my name as contestant for your prize competition, and will send in my article before March 1st, 1915.

Name

ADDRESS

PROVINCE

OCCUPATION

Farm and Dairy, January 28th

From a purely business standpoint, every Farmer should own an Automobile. It will pay him in many ways. It frequently saves life by securing medical aid quickly in case of accident or serious illness.

It enables him to take produce to market quicker and when prices are highest, or to get repairs and parts for machinery quickly in odd time or harvest, when time is precious.

A woman can easily drive a McLaughlin Car and thus avoid the danger from runaway or bad tempered horses. It is always ready for work, no harnessing or hitching up to do.

It helps keep the young folks on the farm and brings you in closer touch with the neighboring towns and cities; in fact, makes life happier and easier for yourself and family.



Model C25 Touring Car, 25 H.P. 4 cylinder motor, 106 inch wheelbase, \$1,250, f.o.b., Oshawa.

Remember, every McLaughlin has the famous VALVE-IN-HEAD MOTOR, that is guaranteed to develop and deliver more power than any other motor of equal size, either American or European make.



are built in Canada—by one of the oldest Carriage Companies in Canada, and have earned a wonderful reputation among motorists for

ECONOMY AND POWER

"Passed and approved by the Canadian people."

McLAUGHLIN SERVICE

Our Company is one of the oldest Carriage Companies in Canada—is a purely Canadian Company—built up with entirely Canadian capital.

Having our own Branches distributed throughout the Dominion, from Halifax to Vancouver, we are in a position to give owners of McLaughlin Cars unexcelled service and constant, prompt attention—also to give quick repairs and parts. Write us today, and let us send you our Literature, FREE.

McLaughlin Carriage Co., Ltd.
Factory and Head Office OSHAWA, ONT.

