



Introducing McLaughlin 1916 Models

"EVERY ONE A SIX"

This is the year of "Sixes" and in presenting our complete line for 1916—"every car a six"—we do so conscious that the element of experiment is eliminated. Prolonged and severe tests under the most stringent conditions, conclusively proved that the six-cylinder car, as built by us, is the embodiment of the latest in automobile construction. We make this statement with all the weight of our 45 years of manufacturing experience.

Each "McLaughlin-Six" expresses individuality in its beauty of design and finish—something different—and an inspection of the seven exquisite models will convince any person that his requirements can be thoroughly satisfied.

And yet, owing to the vast increase in our production with consequent economy in our manufacturing schedule, we are able to offer a greatly improved car at a greatly reduced price.

Abbreviated Specifications of 1916 MODELS

"D-55"—Six-cylinder, seven passenger touring car, 50 to 55 H.P., 4½" tires, 130" wheelbase, cantilever springs. Price.....\$2150.

"D-54"—Six-cylinder runabout, same chassis as "D-55". Price.....\$2125.

"D-45"—Six-cylinder, five passenger touring car, 40 to 45 H.P., 4" tires, 115½" wheelbase, cantilever springs. Price.....\$1385.

Also Sedan type body.

"D-44"—Six-cylinder runabout, same chassis as "D-45". Price \$1325.

Also Coupe-landulet body.

"D-60"—Six-cylinder, five passenger touring car, 30 to 35 H.P., 3½" tires, 110" wheelbase. Price.....\$1085.

These Prices all F.O.B. Oshawa.

McLAUGHLIN CARRIAGE CO. LIMITED.

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OSHAWA, ONTARIO.

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