



Enjoy 1917

▪ *Touring Canada's* ▪
▪ *highways & boulevards* ▪

WITH
CANADA'S STANDARD CAR.

Enhanced pleasure and satisfaction are attained by owners of a motor equipage embodying efficiency, comfort, beauty and economy.

McLaughlin engineers have perfected a mechanism of maximum efficiency, around the valve-in-head motor.

McLaughlin body types for 1917 are exquisite models of our master coach builders' art.

When miles are measured by the gallon, McLaughlin gasoline economy is proved beyond argument. This fuel saving, with the McLaughlin power, speed and flexibility, has established the McLaughlin valve-in-head motor car as

CANADA'S STANDARD CAR.

1917 sees McLaughlin motor cars even further in the lead than before. Our new series includes models of Four and Six cylinder cars from \$880.00 up to \$1520.00 in roadster and touring car bodies and a Sedan at \$2350.00.

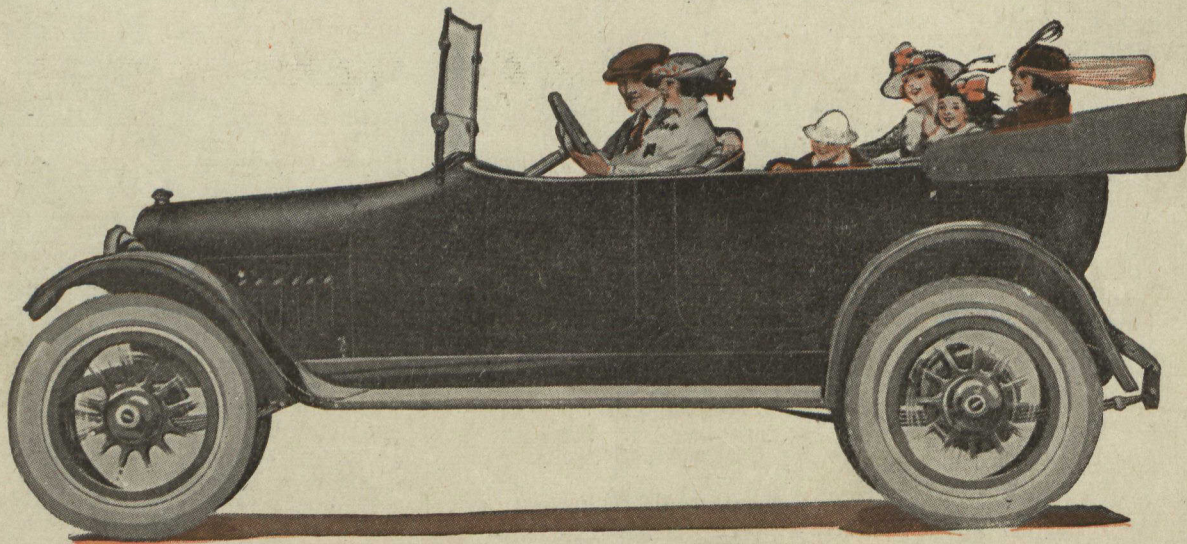
Model D-4-35—the new McLaughlin Four—the challenge in 1917 motor car values—5-passenger touring car.

D-6-63—a new McLaughlin Six with 41 H. P. valve-in-head motor, taking the place of last season's D-60.

D-6-45—Canada's Standard 5-passenger Touring Car.

D-45 Special, a replica of D-45, with added refinements and improvements.

A New McLaughlin 7-Passenger Car will be announced in January, 1917.
Send for description and prices on the model best suited to your needs.



Model D-6-63. A new McLaughlin Six Cylinder Touring Car, 112 in. wheelbase, 41 H. P. Valve-in-Head Motor. A continuation of and improvement on Model D-60.

The McLaughlin Motor Car Co. Ltd., Oshawa, Ont.