

Electric Service

Means comfort, convenience, economy and safety.

The home that is completely equipped with electrical devices is a happy one.

All the drudgery of house-keeping is eliminated by electricity.

You can wash, iron, sew, sweep, cook, keep cool in summer and warm in winter, by means of electrical apparatus designed especially to relieve you of unnecessary and fatiguing labor.

At our showrooms all these devices are ready for your inspection. Competent demonstrators will operate and explain them for you.

The
Toronto
Electric
Light
Company,
Limited

"At Your Service"

12 Adelaide St. E.
Telephone Adel. 404



McLAUGHLIN

NEW SERIES

VALVE-IN-HEAD MOTOR CARS



McLAUGHLIN D-SIX-45 SPECIAL
Five Passenger Touring Car.



McLAUGHLIN D-SIX-4
Roadster.



McLAUGHLIN D-SIX-63
Five Passenger Touring Car.



McLAUGHLIN D-SIX-62
Roadster.



McLAUGHLIN D-FOUR-35
Five Passenger Touring Car.



McLAUGHLIN D-FOUR-34
Roadster.

McLaughlin reputation, pre-eminently firm and fair, was not won by chance, but is due to the policy established and consistently adhered to for forty years in the manufacture of high grade vehicles. With the production of the first McLaughlin motor vehicle the same policy was conscientiously followed, that of giving the owner the maximum service for the minimum of cost.

No matter what its price, a McLaughlin car must, and will give the maximum of that service for which it was intended, and must bear its proportion of the responsibility of maintaining that high prestige which has established the McLaughlin as

Canada's Standard Car.

THE McLAUGHLIN MOTOR CAR CO.,
LIMITED
OSHAWA, ONTARIO

The McLaughlin Series includes four and six cylinder models in Roadster and 5 and 7 passenger touring bodies at prices ranging from \$895 to \$1900, and a sedan at \$2350.

See the 1917 McLaughlin Models at the nearest Show Rooms.

Branches in leading cities.
Dealers everywhere.

Canada's Standard Car

THE MINISTER OF FINANCE
REQUESTS
THE PEOPLE OF CANADA TO
BEGIN NOW
TO SAVE MONEY FOR THE
NEXT WAR LOAN

JAN. 9, 1917

DEPARTMENT OF FINANCE
OTTAWA