



# Two Giants of Power

## "Niagara Falls" and McLaughlin Six

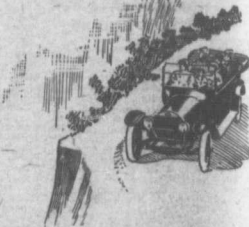
MADE IN CANADA

# McLAUGHLIN

LOOK FOR THE

DIAMOND NAME PLATE

## Abundant POWER All the time



Resistlessly the mighty Niagara River pours over the Falls, its energy imprisoned and converted into a great driving power. Resistless the power of all the imprisoned gas is exploded directly behind the piston in the McLaughlin "Valve-in-Head" Motor. This direct explosion of all the gas enables the McLaughlin "Valve-in-Head" Motor to deliver its mighty power—power greater than any other type of motor—and this delivery of power is the primary fundamental function of an automobile motor.

### ANNOUNCEMENT OF 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 of 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 requirement 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 for 1916 Models

"D-38" — Six cylinder, seven passenger, touring car, 39 to 42 H.P., 4 in. tires, 130 in. wheelbase, gas filler springs. Price, \$7,150.

"D-44" — Six-cylinder runabout, same chassis as "D-38." Price, \$7,125.

"D-45" — Six cylinder, five passenger, touring car, 40 to 42 H.P., 4 in. tires, 118 1/2 in. wheelbase, cantilever springs. Price, \$7,285. Also Sedan type body.

"D-41" — Six-cylinder runabout, same chassis as "D-45." Price, \$7,425. Also handletop body.

"D-40" — Six cylinder, five passenger, touring car, 39 to 35 H.P., 3 1/2 in. tires, 119 in. wheelbase. Price, \$7,485.

\$1,000 will now buy a magnificent up-to-the-minute McLaughlin six cylinder, 39 H.P., five-passenger Touring Car with all equipment.

### ANNOUNCEMENT OF THE Winners in McLaughlin \$500 Contest

"WHY AN AUTOMOBILE IS PROFITABLE TO A FARMER"

When we inaugurated this competition we had no idea that it would meet with such a favorable reception.

Thousands of essays from all over Canada from the Atlantic to the Pacific were received.

These essays were of such an unusually high and uniform quality, that it made the judging a most difficult matter. It meant that about 90% had to be read very closely and carefully.

In other words, the majority of the essays were deserving of a prize, and it was only by the expenditure of a great amount of time and labor that the list of prize winners given below was selected by the judges.

1st	Price—W. M. Lang, Oshawa, Ont.	\$100.00 each
2nd	"—G. D. Popson, Lardo, B.C.	50.00 "
3rd	"—Mrs. L. Stewart, Protona, Sask.	30.00 "
4th	"—Chas. S. Brown, Peterboro, Ont., R.R. No. 9	10.00 "
5th	"—Elizabeth Pollard, Harrow, Ont.	10.00 "
6th	"—Mrs. Alice MacDonald, New Weston, Alta.	10.00 "
7th	"—Roy Pollock, Keweenaw, Ont.	5.00 "
8th	"—Allan A. Martin, Newcastle, Ont., R.R. No. 3	5.00 "
9th	"—W. Anderson, Scrib, Sask.	5.00 "
10th	"—G. T. Clemens, Fairy Hill, Sask.	5.00 "
11th	"—Mrs. A. D. Scott, Columbus, Ont.	5.00 "

In addition to the above cash prizes, the winners of the first, second and third prizes will receive a further \$100.00 each, if they purchase a new McLaughlin Automobile before December 31st, 1915.

## McLAUGHLIN CARRIAGE CO. LIMITED.

Head Office & Factories  
OSHAWA, ONTARIO.

Branches:

St. John, N.B.; Montreal, Que.; Belleville, Ont.; Toronto, Ont.; Hamilton, Ont.; London, Ont.; Winnipeg, Man.; Regina, Sask.; Saskatoon, Sask.; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

