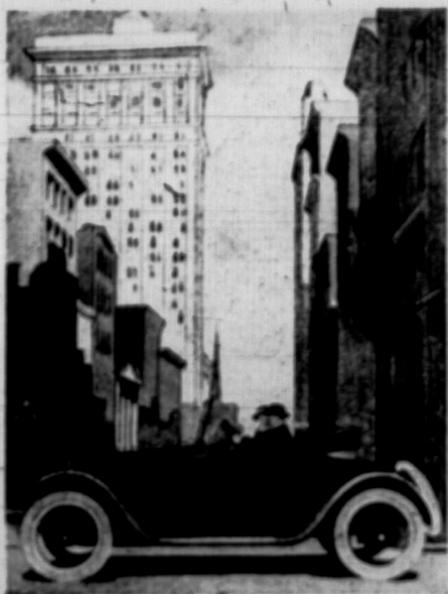


CANADA'S STANDARD CAR



McLaughlin 3-passenger Roadster, E-6-44



McLaughlin Touring Coupe, E-6-46



McLaughlin 7-pas. Touring Closed Car, E-6-50



McLaughlin E-6-45 Special



McLaughlin 7-passenger Touring Car, E-6-49



McLaughlin "Light Six," E-6-43

The nation-wide reputation for the matchless efficiency of McLaughlin Motor Cars is the result of honest and persistent efforts in perfecting right principles of mechanical construction.

The McLaughlin valve-in-head motors have again been improved and furnish more power from gasoline than any other type of motor.

The art of coach building has been our pride for 40 years and our 1918 models in body design and beauty express our ideals and anticipate the coming styles.

The quality of McLaughlin cars backed by the excellence of McLaughlin service makes the McLaughlin the best buy for Canadians.



McLaughlin 5-passenger Touring Car, E-4-35

Send for the new 1918 Catalogue of Series "E" giving description and prices.

THE McLAUGHLIN MOTOR CAR CO. LTD.

OSHAWA, ONTARIO

12 Branches in leading cities.

Dealers Everywhere.