

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

JAN. 8, 1917

DEPARTMENT OF FINANCE
OTTAWA

WHEN WRITING TO ADVERTISERS PLEASE MENTION THE GUIDE

McLAUGHLIN

McLAUGHLIN NEW SERIES

VALVE-IN-HEAD MOTOR CARS



McLAUGHLIN D-501-45 SPECIAL
Five Passenger Touring Car.



McLAUGHLIN D-502-44
Roadster.



McLAUGHLIN D-503-43
Five Passenger Touring Car.



McLAUGHLIN D-504-42
Roadster.



McLAUGHLIN D-505-41
Five Passenger Touring Car.



McLAUGHLIN D-506-40
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.
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 nearest Show Rooms.
Branches in the Leading Cities.
DEALERS EVERYWHERE

Canada's Standard Car

General. The flour was unloaded at a French port and it is believed the 40,000 sacks are now filled with earth and serving as breastworks and barricades before our boys in the trenches. In the honored emblem upon the side each bears a war message of love and brotherhood to those who fight so bravely and who suffer so nobly that we in Saskatchewan may grow wheat in peace.

Moving Pictures

Your executive recognized that a contribution such as this is worthy of the widest possible publicity. A knowledge of what the farmers of Saskatchewan were doing for the cause of freedom has had, and may continue to have very great value to the Empire in general; but it has also attracted world-wide attention to this province, to the fertility of our land, to the loyalty and patriotism of our grain growers and to Saskatchewan's position as the premier agricultural province in the British Empire, with room and opportunity for all who love liberty and honest toil. To perpetuate the good work thus begun moving pictures of this shipment have been prepared and will be widely shown. Some have already appeared in eastern theatres.

Your executive wishes to point special attention to the courtesy extended to you by His Royal Highness the Duke of Connaught, in breaking what had been with him an almost inflexible rule—that of not permitting himself to be photographed—in order that this film might contain an actual reproduction of the presentation to him of the document covering your loyal gift.

Acknowledging Co-operation

There are so many others to whom credit is due for hearty co-operation in the handling of this undertaking that it would be impossible to name them all in this report. We wish to acknowledge the most hearty co-operation of many line elevator companies, the Saskatchewan Co-operative Elevator Company, the government terminal elevators, The Grain Growers' Grain Co., the Bemis Bag Co., the Robin Hood Mills, the Canadian Pacific Railway and the Saskatchewan Department of Agriculture.

Patriotic Acre Funds on Hand

There are still in the hands of the executive a number of pledges which have not yet been fulfilled, and there is a considerable sum of money still on hand which is being added to from time to time.

Besides your Patriotic Acre contribution, there have been contributions to practically all other Patriotic Funds so that if an actual money value is placed on the flour contributed as at Montreal it will be found that your entire contributions for patriotic purposes, made thru your Central office alone, will aggregate \$200,000. This, however, by no means represents the most important part of your contributions to the cause of liberty and Empire. Of vastly greater importance than your generous monetary gifts is your contribution of the very best of your men. An effort was made by the Central secretary to ascertain from each local the number of members, and sons of members, who have enlisted. There have been a large number of replies, the some locals have failed to respond. Over 2,300 names have been actually reported from the 316 locals, and it is estimated that when the remaining locals have reported and provided their average is half that of those already recorded, the grand total of the association's honor roll will aggregate around five thousand men.

Banner Competition

Too close to convention time to have its full value, an appeal was made to the locals, each to produce a banner of its own, and to forward or bring the same to the annual convention to be used in the decorations during convention week, and returned to them for permanent use in their own places of meeting. Many locals have responded and we hope many others will do so before next convention. Prizes will be awarded for these during the convention. This project is pregnant with immense possibilities for the building up of the very best kind of asso-