

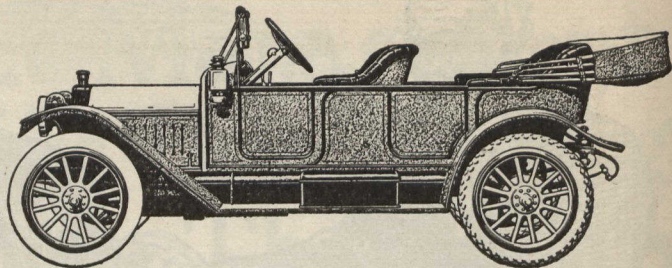
The McLaughlin "25"

Five passenger touring type

Price \$1,450

f.o.b. Oshawa. Equipped regularly with top, windshield, speedometer, gas tank and non-skid tires on rear.

Electric dynamo furnished as an extra at \$110.00.



McLaughlin

is a combination of ideas and ideals

We have been making automobiles for several years. For over forty years we made carriages. It was our success in the carriage business that enabled us to make a success of the automobile business. The McLaughlin is today one of the best selling cars in Canada.

What does that prove for the McLaughlin!

Does it not prove value as represented, agreements lived up to, 100 per cent satisfaction and full service to McLaughlin owners?

Still we are not satisfied. We are constantly working to improve the standard of the McLaughlin.

This continuous dissatisfaction with previous achievements is a healthy sign. It is a clue to the remarkable, enduring, economical service which every McLaughlin owner obtains from his car.

If our factories were not the largest and most complete in Canada; if our shop system was not as highly specialized as it is; if our facilities for the purchase of raw materials were not so advantageous; if we were not able to employ the ablest designers and mechanics in the business; if our operating expenses had not been reduced to a minimum and shop efficiency raised to a maximum, it would be impossible for us to manufacture a car so well constructed and well appointed as the Model 25 and sell it at the low price of \$1,450.

This car is the best evidence we know of our ability to offer exceptional values to the McLaughlin purchaser.

WRITE OR CALL

We invite your critical inspection of the new models including Model 25 (pictured above). Call at the nearest salesroom, or, if that is not convenient, write for a copy of the new advance catalog containing full descriptions and prices of the new 1913 models.

McLAUGHLIN CARRIAGE CO., LIMITED, OSHAWA

EASTERN BRANCH HOUSES: ST. JOHN, BELLEVILLE, TORONTO, HAMILTON, LONDON
WESTERN BRANCH HOUSES: WINNIPEG, REGINA, SASKATOON, CALGARY, VANCOUVER