



Model C.25

Price, \$1,250, f. o. b. Oshawa.

Improvements all along the line— and lower prices

HERE'S where we widen the gap between the McLaughlin and all other cars. You—if you THINK—cannot fail to choose a McLaughlin. You—if you investigate—must admit there is none other like it at the price. You'll be simply captivated by the appearance of the 1915 models—marvels of grace, true exponents of pure streamline beauty. They have all the power and "lug," all the built-in efficiency, of former models—with these important features added:

Some 1915 Improvements

New and improved Delco system of electric starting and lighting; Non-skid tires on rear wheels; Speedometer as part of regular equipment; Tungsten steel valves—valves of proven efficiency; Carburetor supplied by Stewart-Warner gravity feed vacuum system.

Fours and Sixes—three chassis—six types	
Model C.55 Touring Car, 7 passenger..	\$2250
Model C.37 Touring Car.....	\$1600
Model C.25 Touring Car.....	\$1250
Model C.36 Roadster.....	\$1525
Model C.24 Roadster.....	\$1150

These and Many Other Improvements

that create efficiency—not at prices advanced (as you might reasonably expect) but at prices substantially lower.

And retaining the power, the speed, the dependability of former McLaughlin models—featuring again the powerful Buick "valve-in-head" motor—emphasizing afresh the big fact of "greater power with less fuel."

Shipments of 1915 McLaughlin models commenced in August of this year.

Write now for full particulars and complete specifications. All prices F. O. B., Oshawa.

McLaughlin Carriage Co., Limited, Oshawa

Branches at ST. JOHN, MONTREAL, BELLEVILLE, TORONTO,
HAMILTON, LONDON, WINNIPEG, REGINA, SASKATOON,
EDMONTON, CALGARY and VANCOUVER.