

THIS appropriate phrase is more than a working motto, more than a stirring slogan—it is a promise backed by performance.

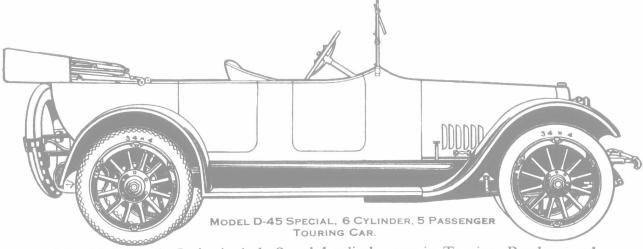
McLaughlin builders have won today's undisputed leadership on a Big Idea—a right principle, rightly applied, the famous McLaughlin Valve-in-Head Motor.

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