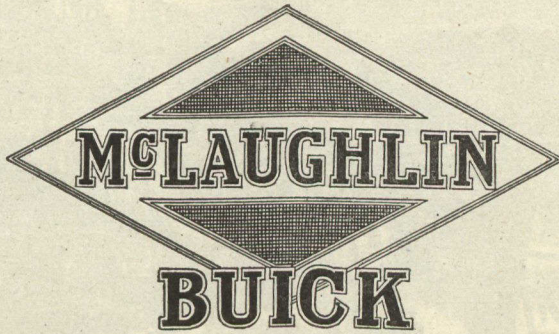


Announcing 15 New 1923 Models

Nine New
Master Sixes



Six New
Master Fours

Canada's Standard Car

NEW PRICES

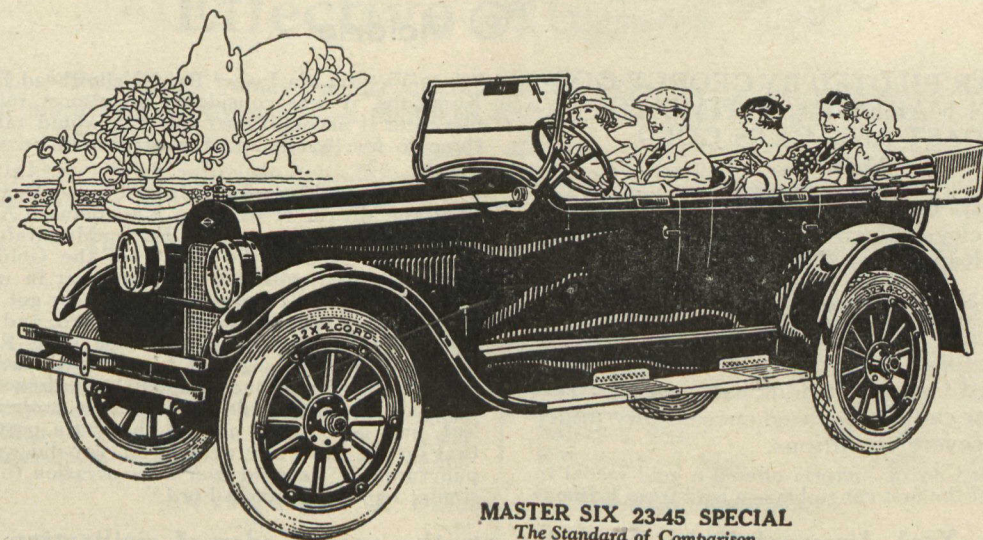
9 NEW MASTER SIX MODELS

		New Price	Old Price
23-41-Touring Sedan	5 Pass.	\$2725	
23-44-Special Roadster	2 Pass.	1695	\$1965
23-45-Special Touring	5 Pass.	1725	1995
23-47-Sedan	5 Pass.	2795	3095
23-48-Coupe	4 Pass.	2675	2945
23-49-Special Touring	7 Pass.	2095	2345
23-50-Sedan	7 Pass.	3095	3445
23-54-Sp'l Sport Roadster	3 Pass.	2295	
23-55-Sp'l Sport Touring	4 Pass.	2375	

6 MASTER FOUR MODELS

		New Price	Old Price
23-34-Special Roadster	2 Pass.	\$1275	\$1340
23-35-Special Touring	5 Pass.	1295	1375
23-35-Regular Touring	5 Pass.	1235	1295
23-36-Coupe	3 Pass.	1645	1895
23-37-Sedan	5 Pass.	1950	1995
23-38-Touring Sedan	5 Pass.	1855	

All Prices F.O.B. Oshawa
—Government Tax Extra



MASTER SIX 23-45 SPECIAL
The Standard of Comparison

McLAUGHLIN MOTOR CAR CO., LIMITED
OSHAWA, Ontario
Subsidiary of General Motors of Canada, Limited