



**A** new model of the Master Six!  
 No motor car announcement could mean more to Canadian motorists. For among the better cars McLaughlin is overwhelmingly preferred. And the character of the new design—strikingly impressive as it appears—has the quality that will give *lasting* pleasure through years of ownership. Just as the solid merit of the car has held through years of constancy and given to McLaughlin the title “Canada’s Standard Car.”

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