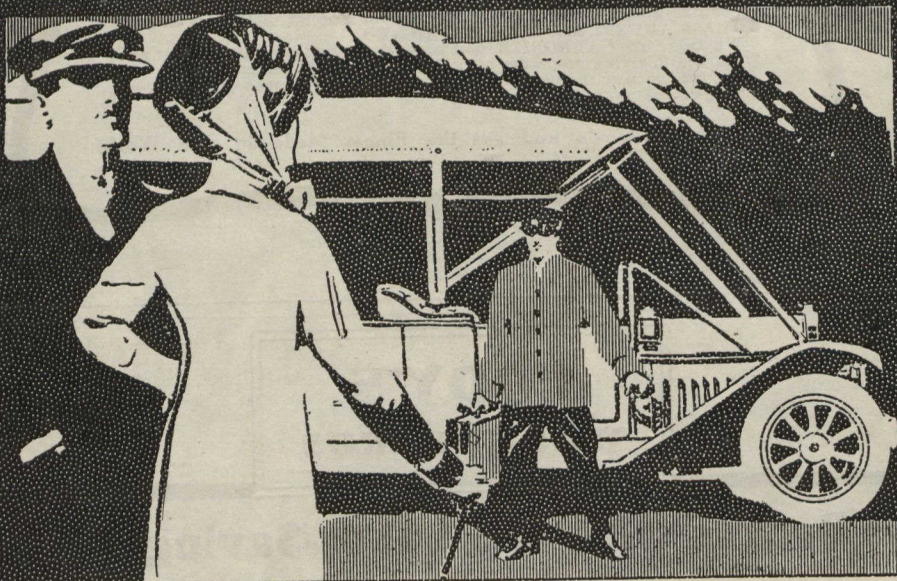


Announcing the New Model '39' McLAUGHLIN-BUICK



Here is a Car that Demands Admiration of every Detail

For grace of design; efficiency of power plant; richness of finish—we honestly believe this model excels anything heretofore produced at anything like its price.

Its handsome fore-door body with all levers enclosed, nickel trimmed and painted blue black, leaves nothing to be desired.

You'll be impressed the moment you see it. Investigation of its details will arouse your deepest admiration for this unique example of perfect car construction. Verify these statements for yourself at our nearest garage.

We shall show as many models as possible at Toronto Exhibition and the balance at our showrooms 128 Church St., Toronto.

The McLaughlin Motor Car Co., Ltd., Oshawa, Can.