



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

You—Who Have Never Owned a Motor Car

YOU who profess to know nothing about motor cars—you who are driving some other car—what do you think when you hear McLaughlin-Buick mentioned?

You Think of Power and Strength

McLaughlin-Buick Cars

have so thoroughly demonstrated these features by actual performance, that their reputation is world wide. It is because motorists want Power and Strength that the entire output of the McLaughlin-Buick factory was sold out last season.

The McLaughlin-Buick Valve-in-Head motor is the secret of McLaughlin-Buick Power. The 1915 models are beautiful in line and luxurious in comfort and appointments, but underneath this beauty and grace are the rugged Power and Strength that have made the McLaughlin-Buick famous.

The demand exceeds the supply. Orders should be placed well in advance of date car is needed. Five models—Fours and Sixes, priced from \$1,150 to \$2,250, F.O.B. Factory. A demonstration will convince the most skeptical.

McLAUGHLIN CARRIAGE CO., Limited, Oshawa, Ont.

Branches: St. John, Belleville, Toronto, Hamilton, London, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver.