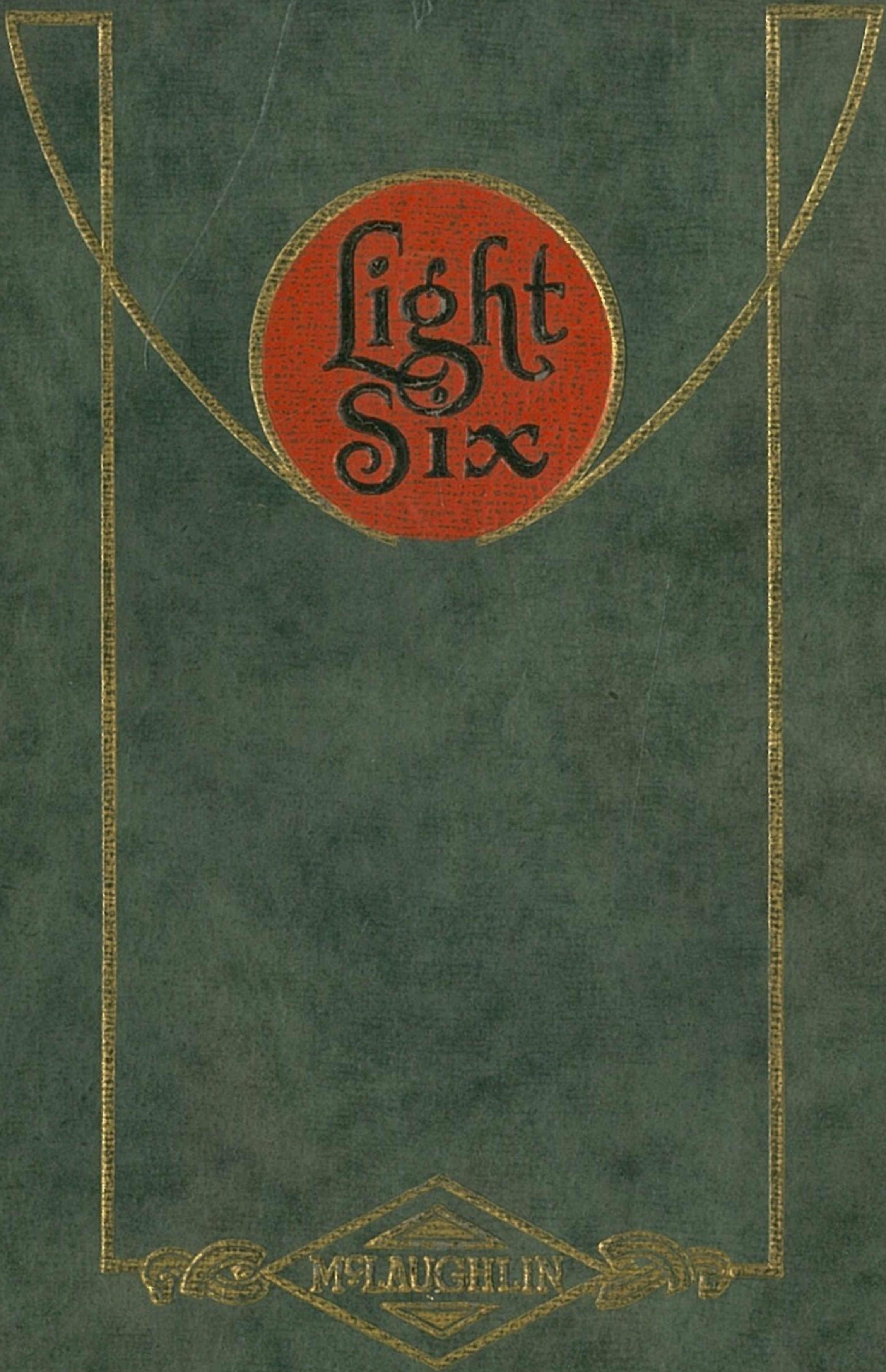


MCLAUGHLIN



The
McLaughlin
LIGHT SIX

Roadster, Touring, Sedan
and Coupe Bodies



McLAUGHLIN MOTOR CAR Co.
LIMITED
OSHAWA, ONT.
Branches in Leading Cities Dealers Everywhere





The New McLaughlin Light Six K-6-63 Touring Car

Is a continuation of
and improvement on the H-6-63

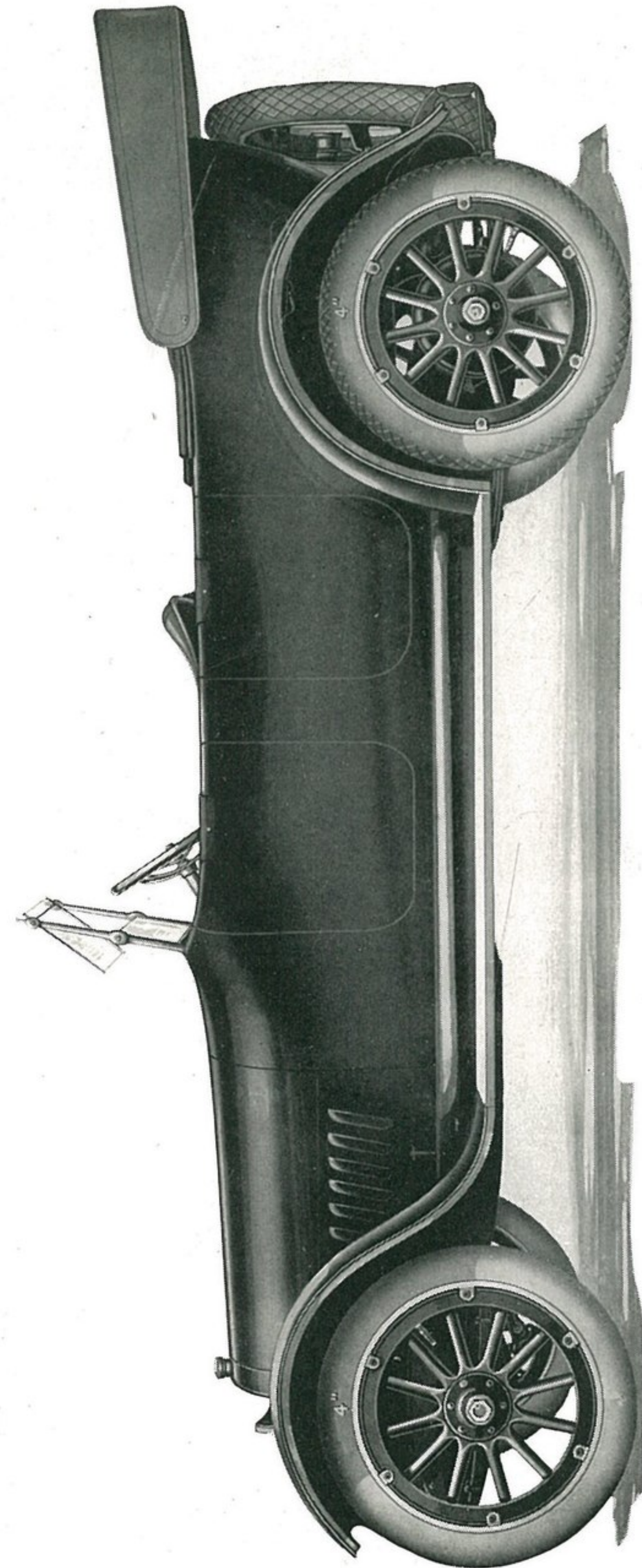
This new model embodies all the splendid features which have made the McLaughlin Light Six the outstanding car for power and economy in gasoline consumption. But it includes many new points which make the K-6-63 more efficient from a mechanical standpoint.

Among the outstanding changes are an increased wheelbase 2-115 inches; a stronger frame with box type centre cross member and a much wider rear cross member; new special expensive design cushion and back construction, making the upholstery of the most comfortable and luxurious type; improved fenders, heavier wheel spokes; improved design tire carrier equipment and a specially designed top.

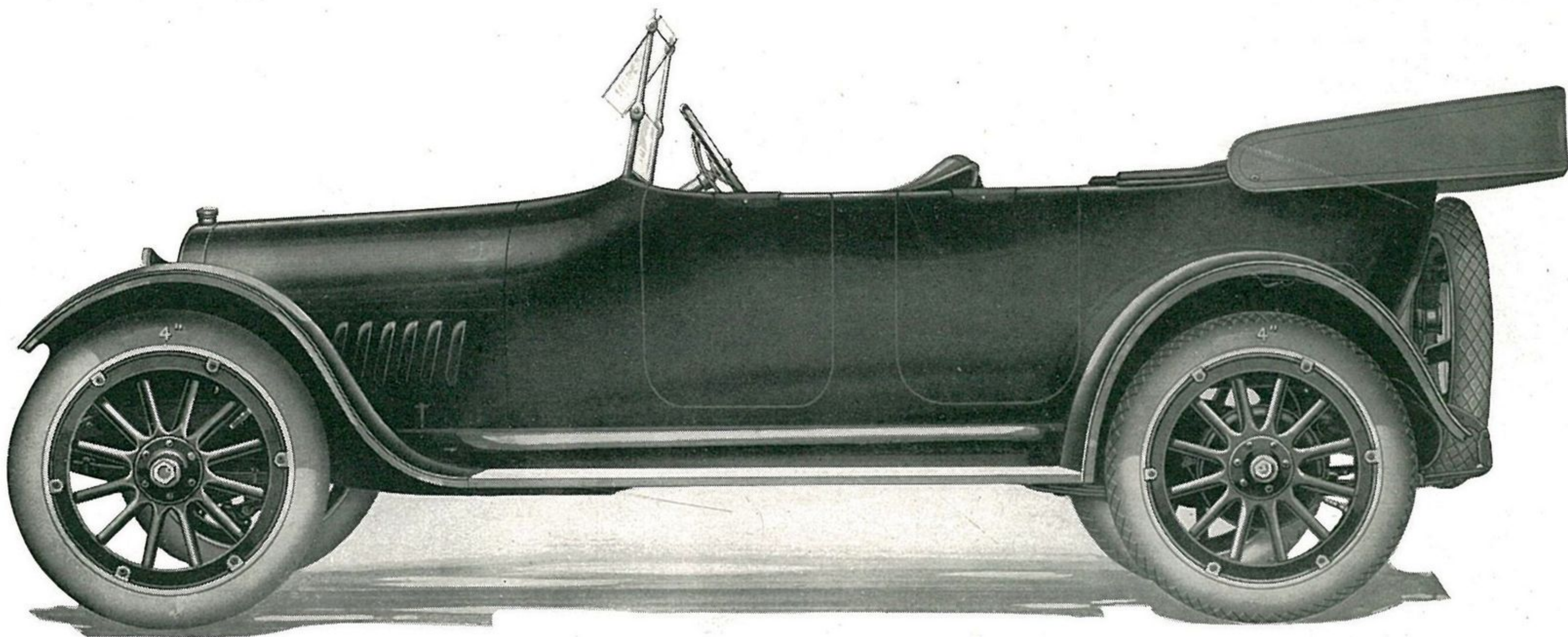
Longer New Springs—Width of plates increased: front from $1\frac{3}{4}$ to 2"; rear from $1\frac{3}{4}$ to $2\frac{1}{4}$ ". Fitted with special phosphor bronze bushings, eliminating squeaks and improving the riding qualities.

The new K-6-63 McLaughlin Light Six touring car is a genuine McLaughlin model and upholds the established McLaughlin reputation for quality.

This model is finished in green with black fenders and chassis. The upholstery is of genuine black pleated hand-buffed leather. Instrument board is of walnut; the top is made of mohair top material.



McLaughlin Light Six K-6-63 Regular



McLaughlin Light Six K-6-63 Regular

McLaughlin Light Six K-6-63 Special

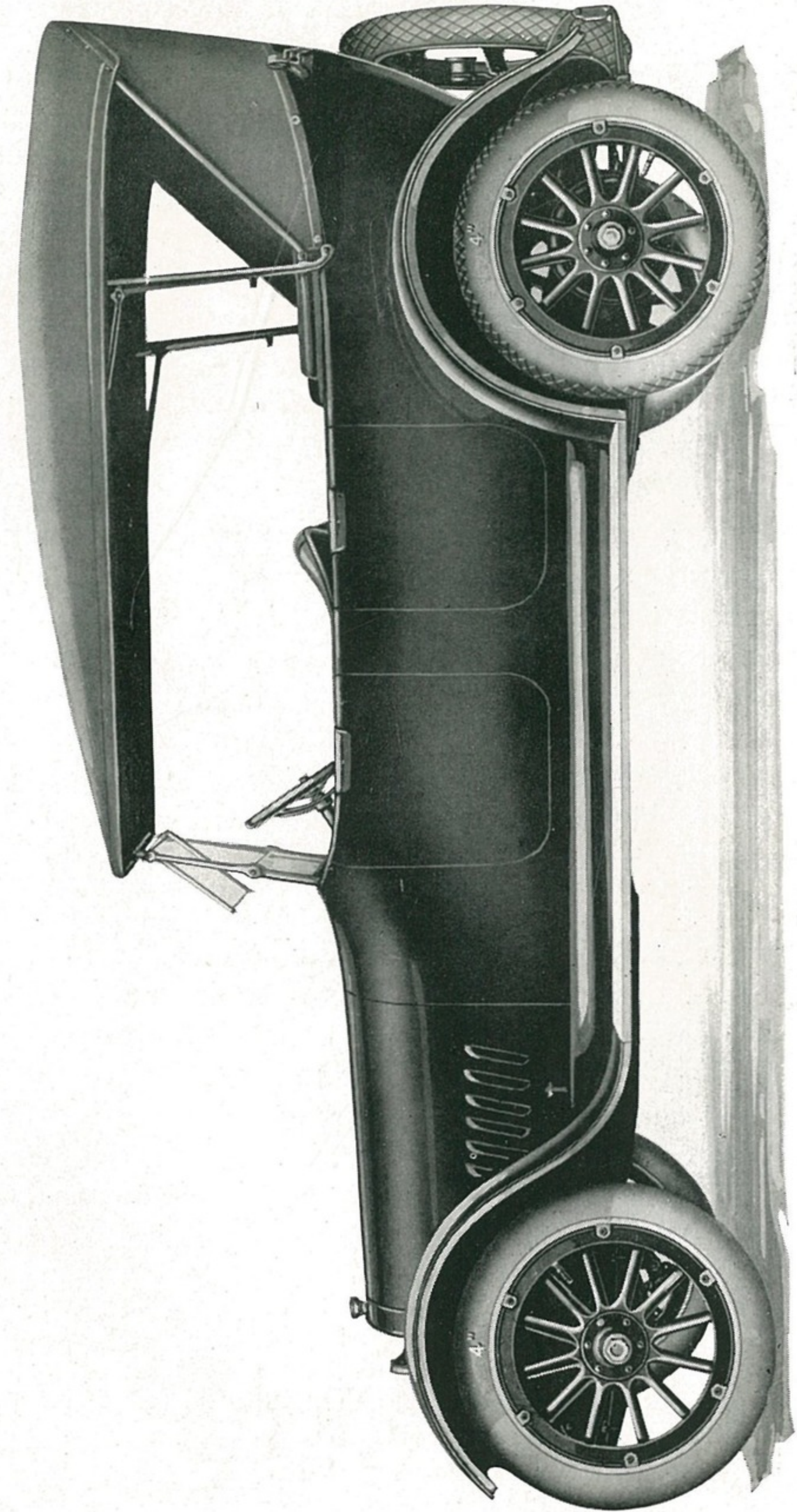
This exquisite McLaughlin model is built on the same chassis as Model K-6-63, from which model it differs only in body appointments and finish.

The McLaughlin Light Six Special is the ideal car for the motorist who appreciates the advantages of lightness in weight with its economy and serviceability, and yet wants a car whose appearance will please the most fastidious.

This model is painted in a rich, deep maroon with black fenders and cream colored wheels. The instrument board is made of dark walnut.

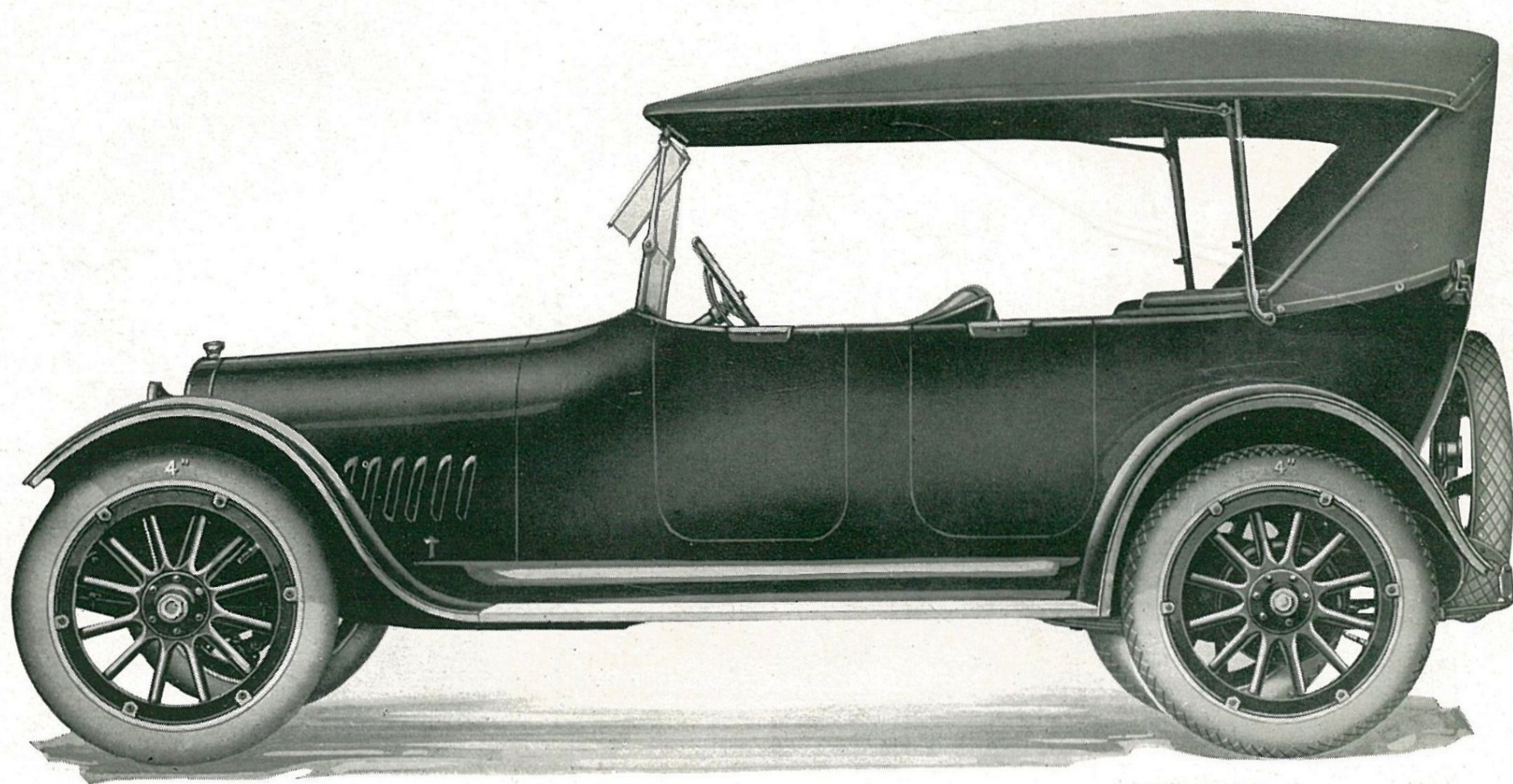
The upholstery is of special genuine Spanish Brown leather. A cabinet is provided in the rear of the front seat for side curtains when not in use. The top of this model is of Genuine English Burbank Top material.

This model, like all McLaughlin Light Sixes, is powered with the famous 44 horsepower overhead valve McLaughlin Light Six motor. Many owners report returns of from 20 to 30 miles per gallon of gasoline and from eight thousand to twelve thousand miles on tires.



McLaughlin Light Six K-6-63 Special

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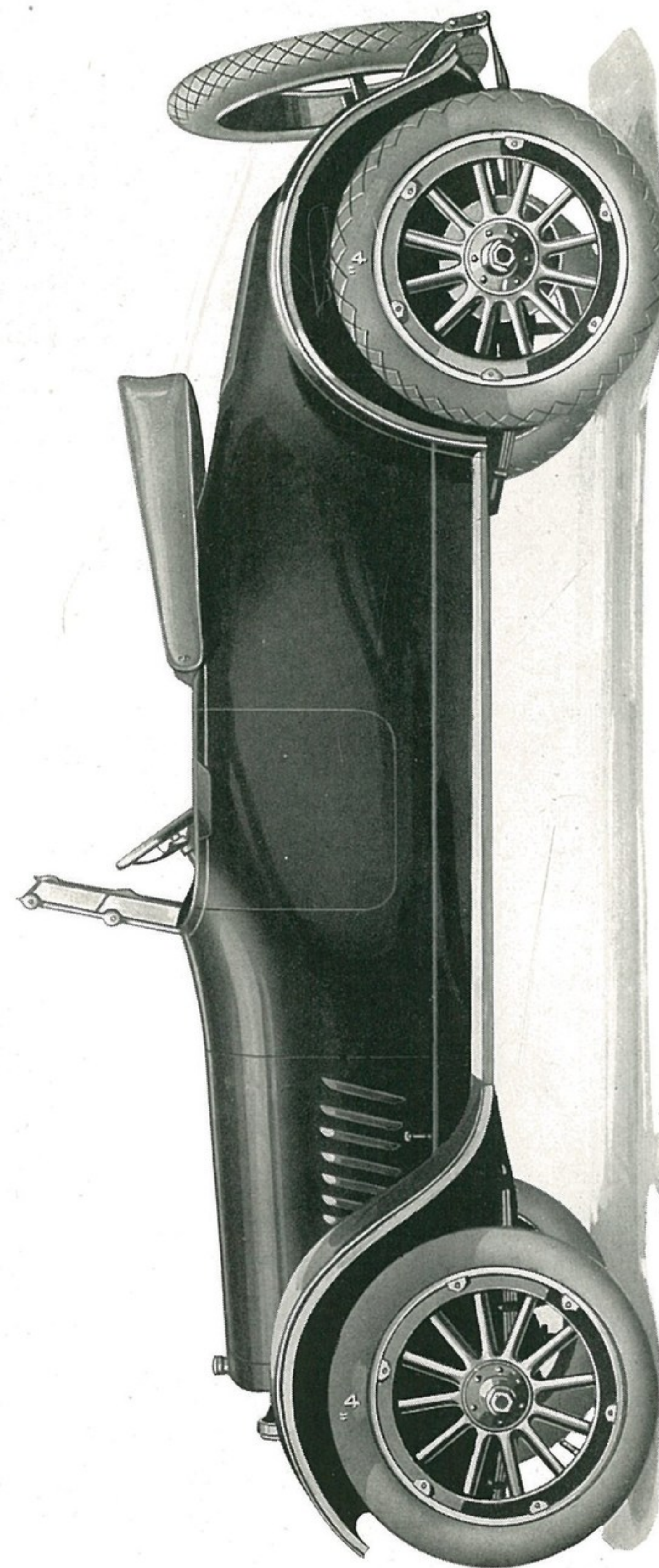
McLaughlin Light Six K-6-63 Special

McLaughlin Light Six Roadster K-6-62 Special

The light weight and high power of the McLaughlin Light Six makes it exceptionally well adapted to roadster use. The driver of this type of car usually desires utmost snap and acceleration and easier handling than is ordinarily given by cars of greater capacity, and this roadster, with its 44 horsepower engine and 2130 pounds weight, is without question the smoothest running and most easily operated car of its size on the market to-day.

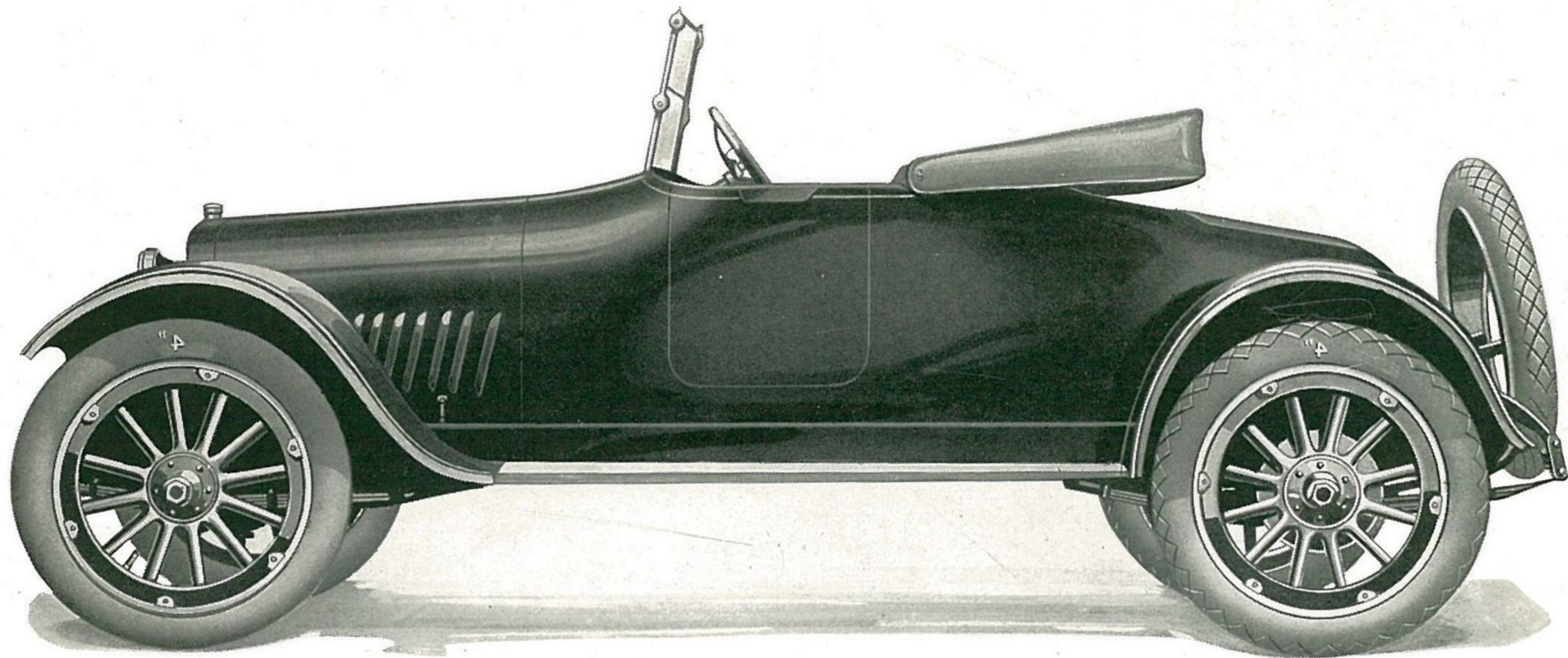
While classed as a two-passenger car, it will seat three people of average size with comfort. The body is very broad and the seat cushion is 44 inches wide, 16 inches front to rear, with the sides flaring out above the cushion so that there is ample body and shoulder room for all passengers. Leg room is sufficient for the tallest person, and the seat is high enough from the floor— $11\frac{1}{2}$ "—to insure a comfortable riding position. Doors are 20" wide and swing forward on concealed hinges. The distance from dash to front of cushion is 28 inches.

In the rear is a large water-tight compartment for luggage with locked door. This space is large enough for two extra large suit cases, the inside measurements of the compartment being 44" x 44" x 12". In addition to this storage room there are large pockets in each door, and space under the seat. This model is painted in rich maroon and upholstered with genuine Spanish Brown Leather. The top is of English Burbank. Instrument board walnut.



McLaughlin Light Six Roadster K-6-62 Special.

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McLaughlin Light Six Roadster K-6-62 Special.

The McLaughlin Light Six Chassis is considered an engineering masterpiece. Though light in weight, it is so thoroughly balanced and built of such high-grade material that it stands up to the most exacting tests. The growing tendency for lightness in weight without the sacrifice of strength and efficiency has been emphasized by the many demands of business in which motor cars are playing an ever increasing part.

When the cost of motor transportation is figured on a basis of so much per mile, taking into consideration first cost, cost of up-keep, gasoline and oil mileage, tire mileage and depreciation, the car, light in weight yet powerful and efficient in performance, pays big dividends to its owner.

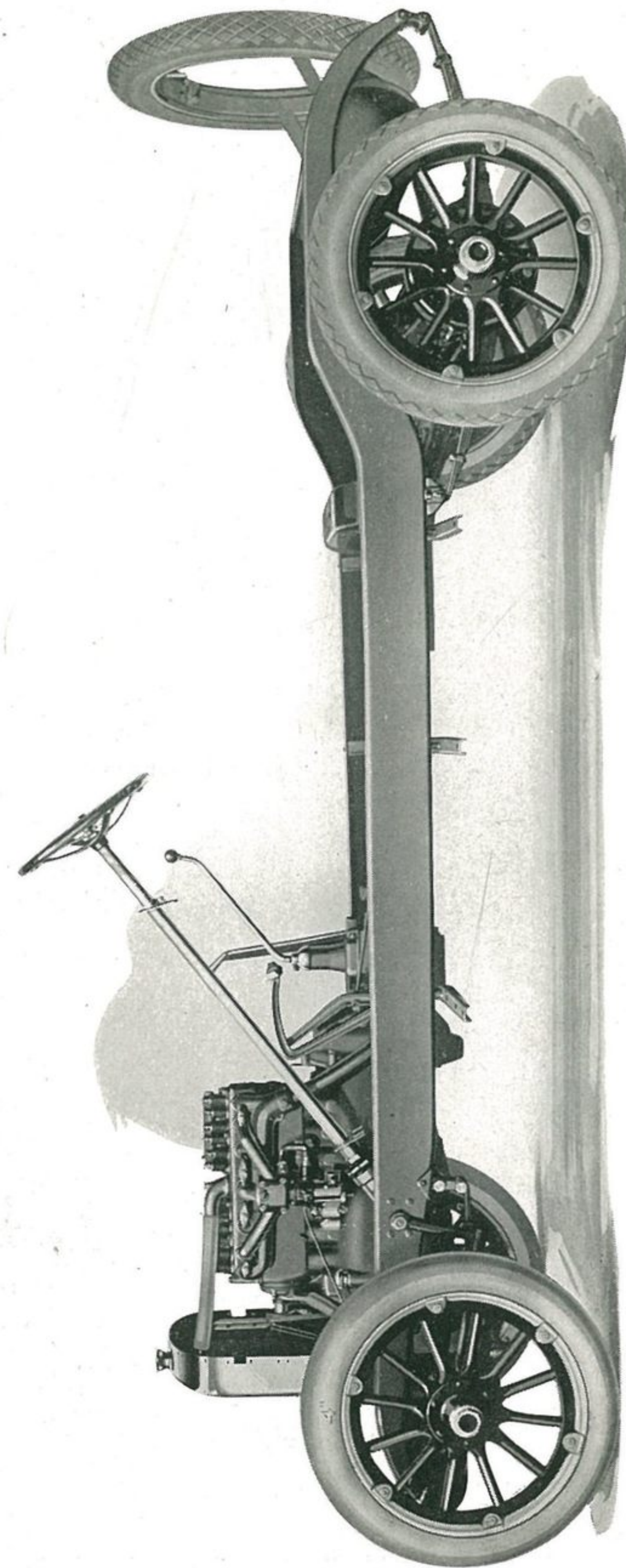
Expert engineering skill and modern manufacturing efficiency have made the serviceable Light Six a possibility.

The McLaughlin Light Six has established a record for economical transportation. The six cylinder valve-in-head motor develops remarkable power with low gasoline consumption.

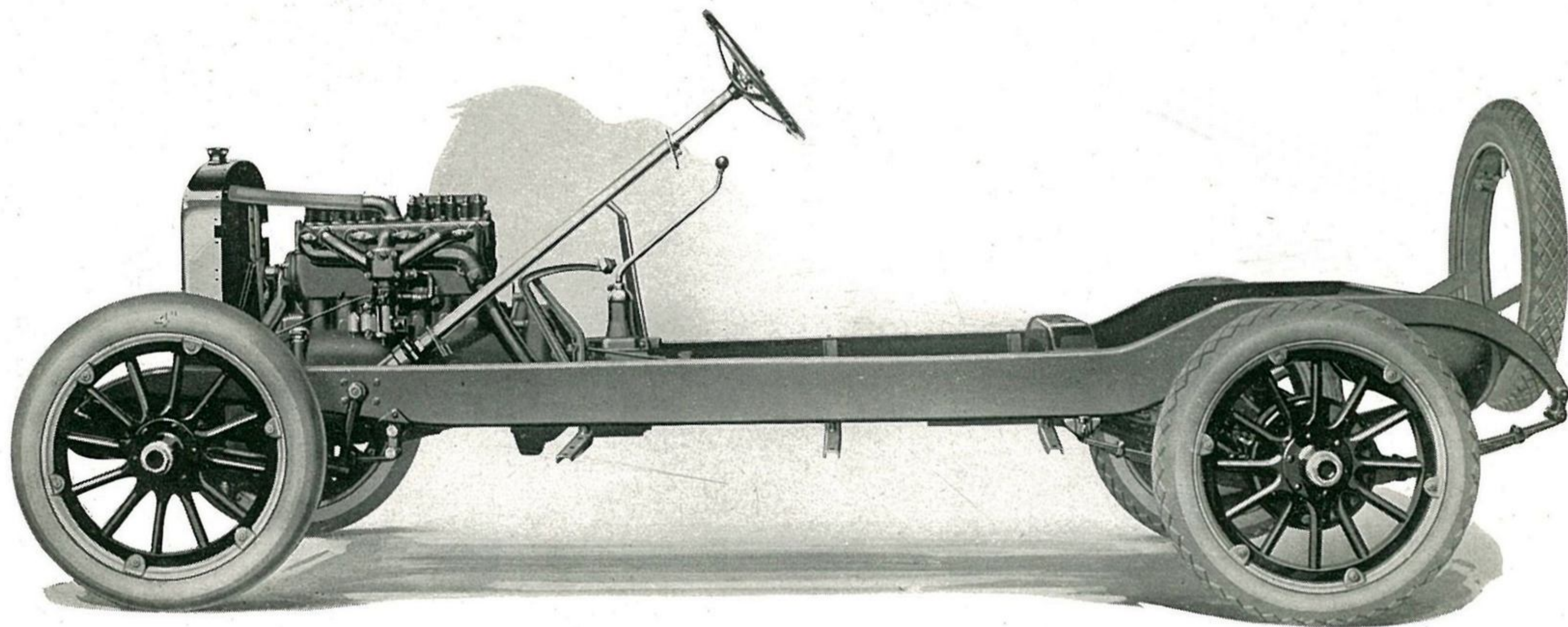
The car is sturdy throughout and built of the finest materials to withstand all tests of Canadian highway and climatic conditions.

The flexibility, ease of control, speed if desired, and extreme power have brought the McLaughlin Light Six into favor in all parts of the Dominion.

The McLaughlin Light Six Touring or Roadster develops more power per pound of car weight than any car on the Canadian market.

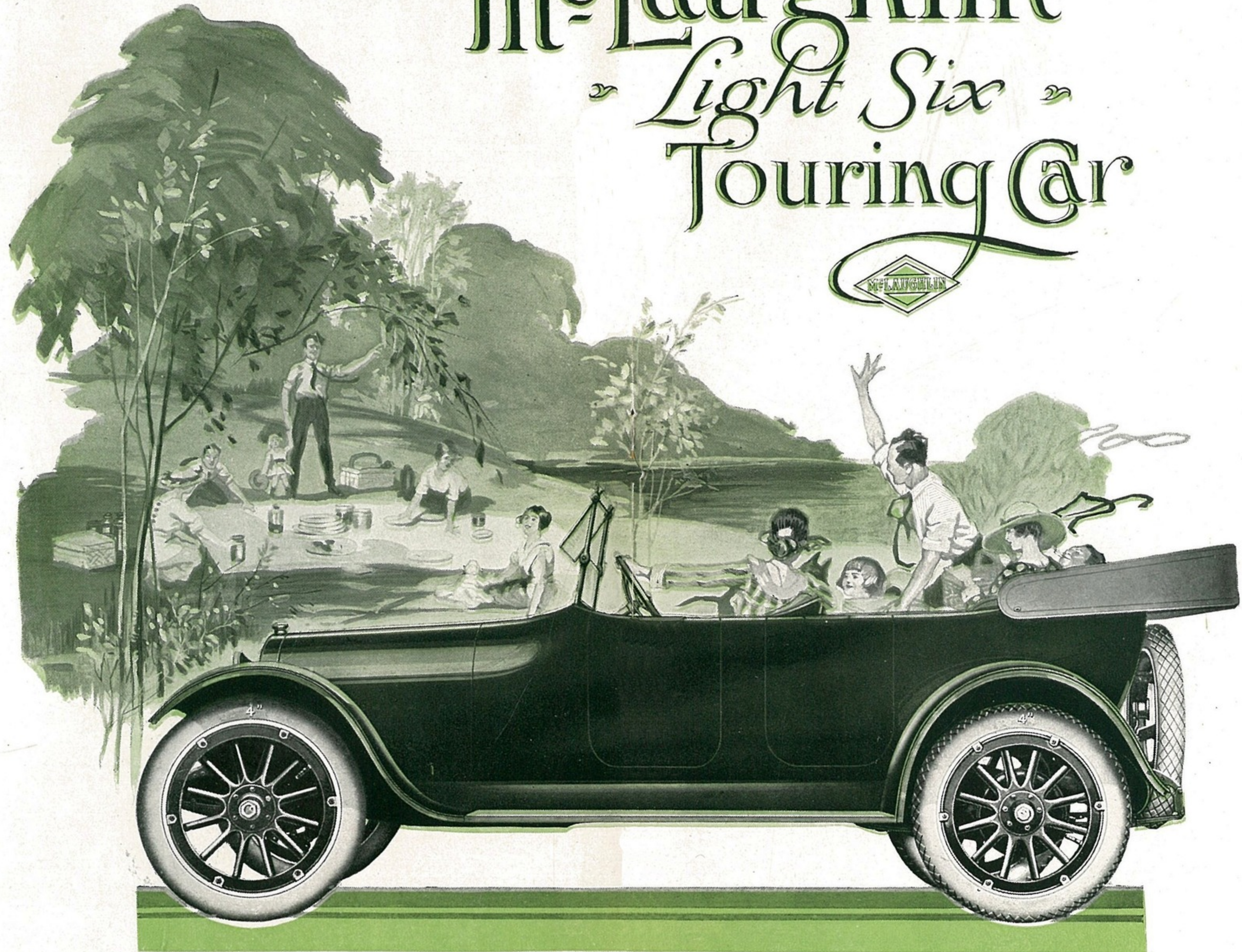


McLaughlin Light Six Chassis



McLaughlin Light Six Chassis

McLaughlin *Light Six* Touring Car

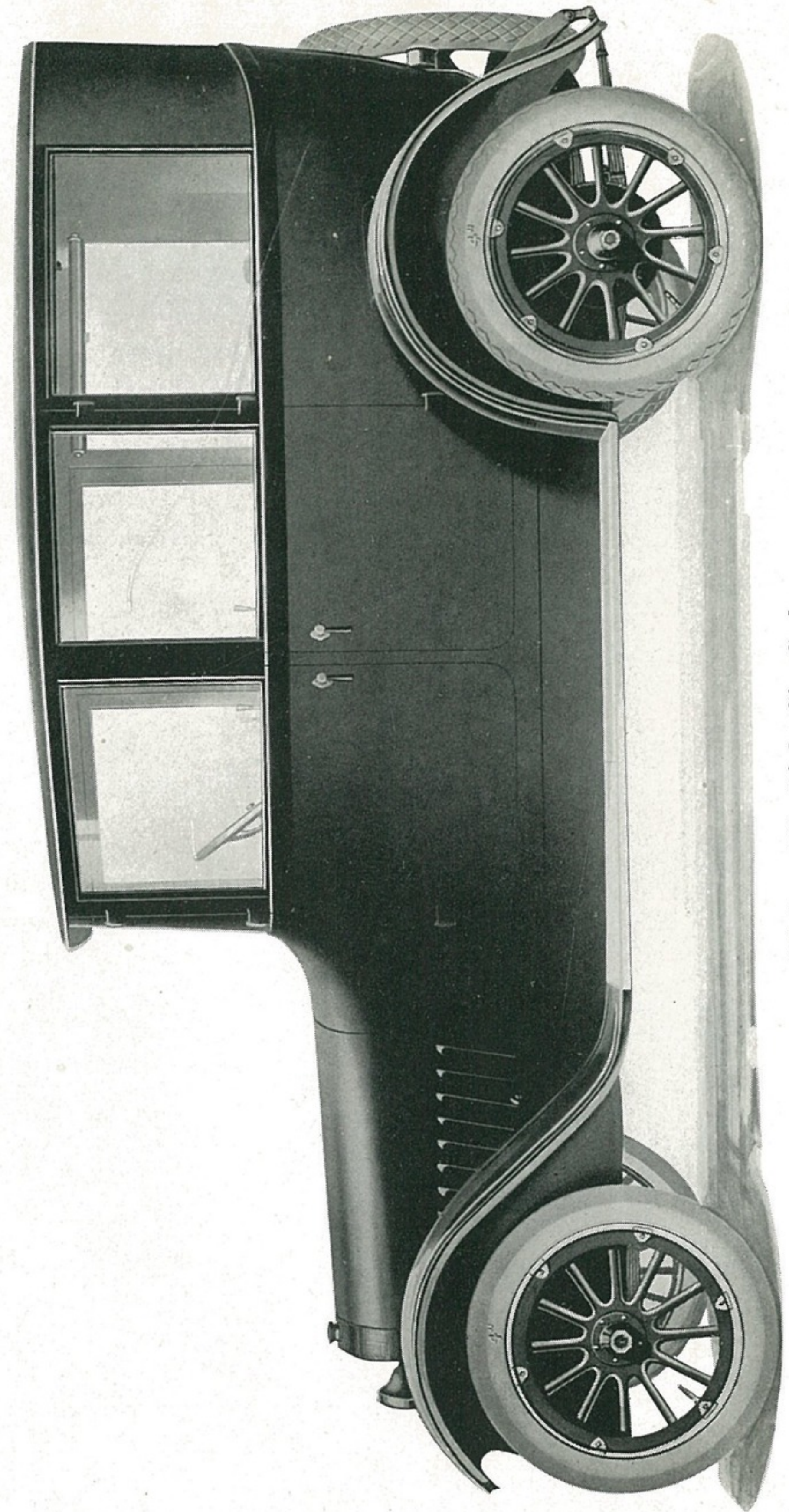


McLAUGHLIN LIGHT SIX TOURING

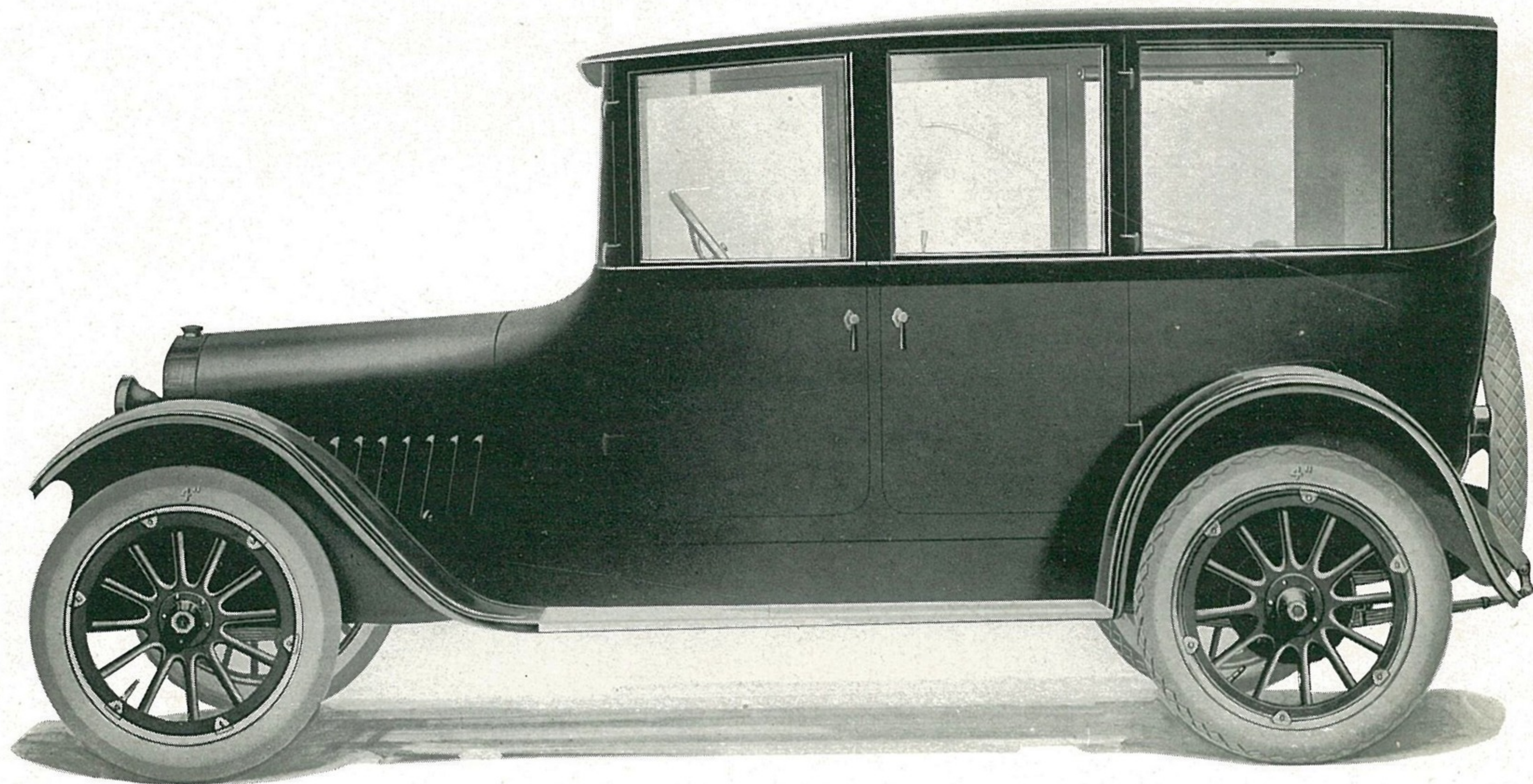
McLaughlin Light Six Sedan

An appreciable proportion of the McLaughlin Light Six four door Sedans now being sold are going to families to whom the first-cost is not the paramount consideration in the purchase of an automobile. These people are buying McLaughlin Light Sixes purely on the basis of what McLaughlin Light Sixes can give them in service, and of what McLaughlin Light Sixes represent in value as against the moderate investment they entail. They find in the McLaughlin Light Six Sedan a degree of constant usefulness that no other type of car can equal, and a measure of chassis reliability that even the most strenuous service cannot defeat. Every essential convenience, from mechanical lifts for the windows and its double-latched doors to an inconspicuous heater for use on cold days, has place in the equipment of this commodious and attractive car.

This McLaughlin Light Six Sedan is powered with the famous 44 horse-power overhead-valve McLaughlin Light Six engine. Owners report from 20 to 30 miles per gallon and from eight to twelve thousand miles on tires.



McLaughlin Light Six, Sedan.



McLaughlin Light Six, Sedan.

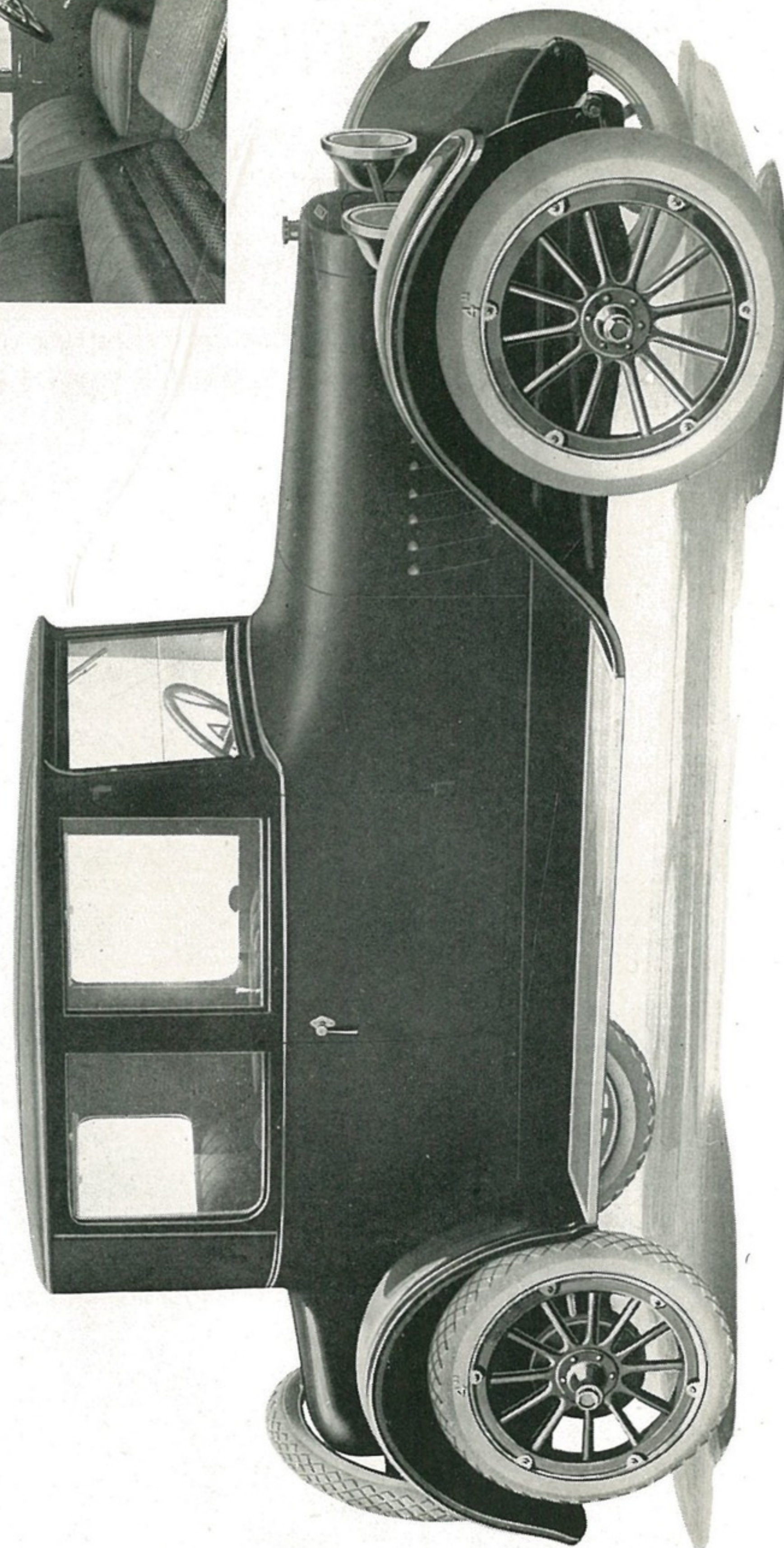
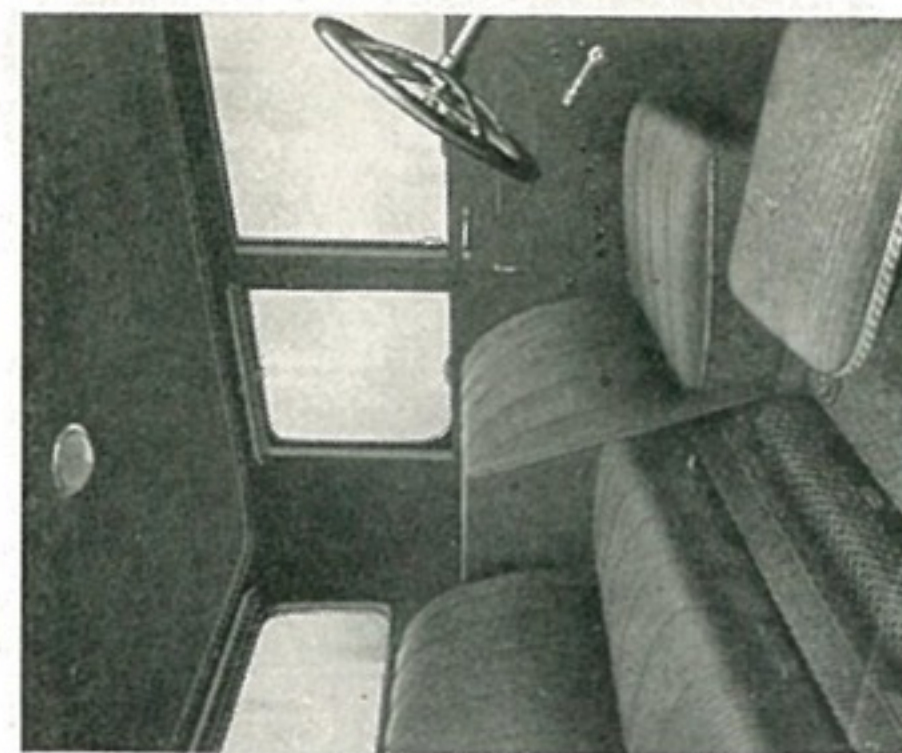
McLaughlin Light Six Coupe

Perhaps no other McLaughlin Light Six model so impressively confirms the rightness of McLaughlin Light Six construction as this competent four passenger coupe. Fitted with refinements such as usually are found only in the costliest cars, affording maximum comfort and shelter in every season, it combines these desirable advantages with serviceability of the most practical kind.

It is the ideal car for small families of three or four, for the shopping and social purposes of women, for the various uses of business and professional men.

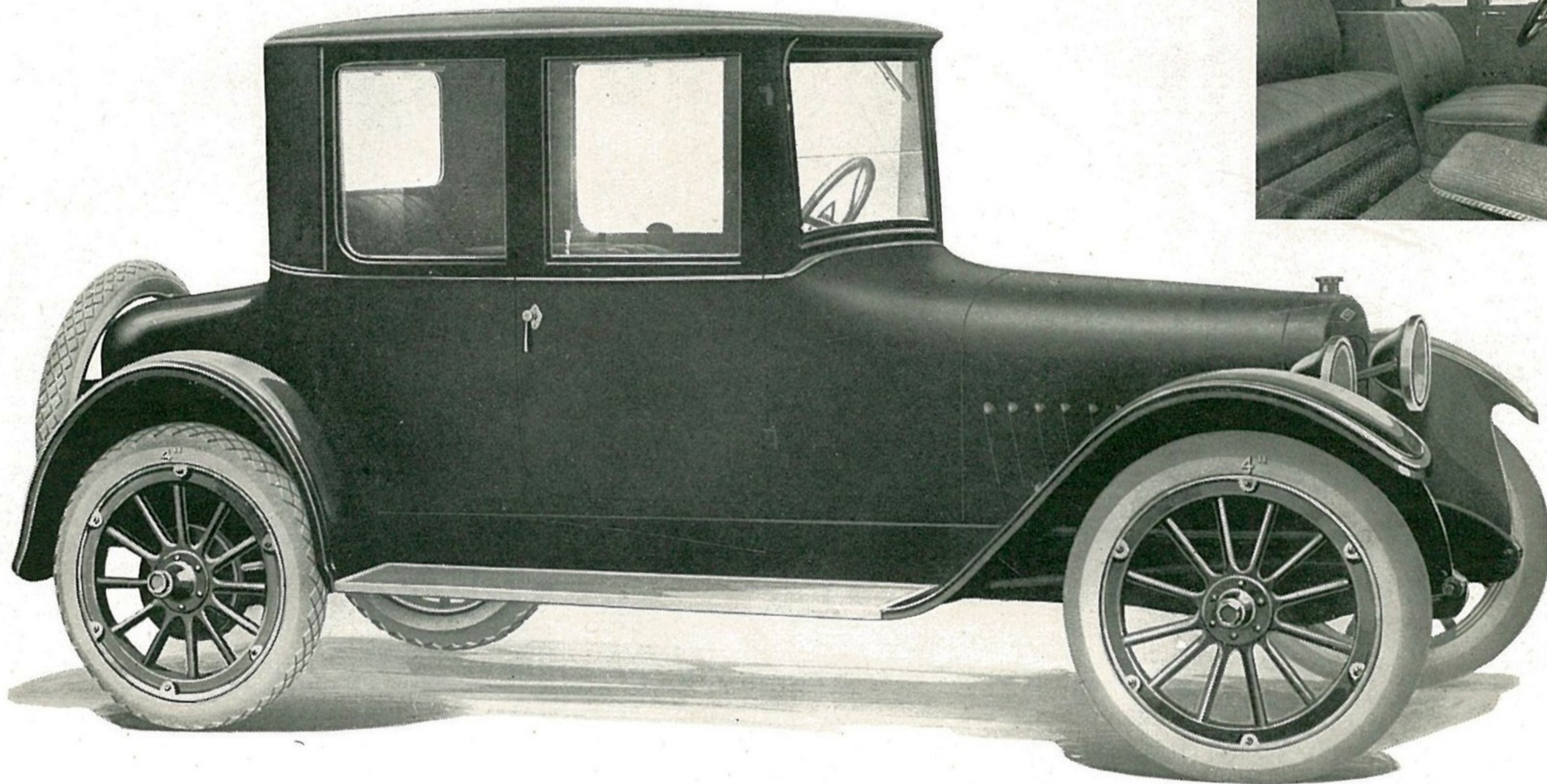
Because of the marked efficiency of its reliable chassis, and the unusual strength and lightness of construction, its exceptional performing, handling and riding qualities are delivered at extremely reasonable cost.

This model is powered with the famous 44 horsepower overhead-valve McLaughlin Light Six engine. Owners report from 20 to 30 miles per gallon and from eight to twelve thousand miles on tires.



McLaughlin Light Six Coupe.

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McLaughlin Light Six Coupe.

The McLaughlin Light Six "K" Series

Represents an extremely high type of motor car efficiency.

Expert engineers have steadily improved in mechanical principles of construction, so that the new McLaughlin Light Six "X" series is the outstanding example of powerful and efficient car, combined with lightness in weight and economy.

Some of the improvements of the new Light Six include:

1. Wheel Base increased to 115".
2. 6½" Depth of Frame replacing 4½" Frame.
3. Box Type Centre Cross Member.
A very much wider Rear Cross member is used—gives additional stiffness to the frame and almost entirely conceals the gasoline tank.
4. General Motors Standardized Front Axle with larger bearings. New Standard Rear Axle much heavier designed.
5. Motors supported at rear by Cross Member which is bolted to Bell Housing and secured to Frame Brackets. This gives a better method of support at rear of motor.
6. Fore and aft type of steering is used instead of Cross Steer, which gives better support for Steering Gear.
7. Foot Brake Rocker Shaft has been shortened, which will transmit more equal pull to Service Brakes.

8. Front spring length increased to 36", and width of plates from 1¾" to 2". Rear spring length increased to 53", and width of plates from 1¾" to 2¼". Equipped with phosphor bronze bushings eliminating squeaks.
9. New Tire Carriers giving more rigid support to the Spare Tire and improved appearance.
10. New Radiator Splash Pan; new engine hood 3" longer to give improved appearance.
11. The Fender Crown and Contour have been changed to give longer and lower Fenders an improved appearance.
12. Larger Spring Bolts are used throughout, and they are given a grind and Polish Finish. This will add life to Spring Bolts, and reduce rattles.
13. The width of the Wheel Spokes has been increased from 1¼" to 1⅜".
14. Muffler has been moved further to the rear of the car. This will reduce the noise of the exhaust, and eliminate back pressure.
15. Extra re-inforced and special Bracket extending from front of sill to hold front of body more rigid to frame.
16. Instrument board deeper and made of the best quality walnut.
17. A Cabinet has been provided in back of front seat to hold the side curtains.
18. New special expensive design cushion and back construction, making the upholstering of the most comfortable and luxurious type.
19. Improved design Top.

SPECIFICATIONS

ENGINE.—Six-cylinder, overhead valve, cast en-bloc. Develops 44 horse power at 2,600 revolutions per minute. Bore and stroke 2 13-16 x 4³/₄", giving piston displacement of 177 cubic inches.

LUBRICATION.—Positive force-feed system; gear driven oil pump; drilled crank shaft. Special equipment added to permit full control of the quantity of oil supplied to the cylinders completely overcoming any trouble from over-oiling of cylinders.

CARBURETOR.—Marvel, attached direct to heated intake manifold.

COOLING.—Positive circulating, centrifugal pump and fan; fan is three-blade biplane type with powerful suction.

ELECTRICAL SYSTEM.—Dependable Remy two-unit type, with thermostat control on generator, controlling battery charging rate for cold and warm weather.

CLUTCH.—Cone type, leather faced, 12¹/₂" in diameter.

TRANSMISSION.—Selective type, gear box in unit with engine. Designed for installation of power tire pump.

FRAME.—Channel section, pressed steel; 6¹/₂" deep by 2" wide.

AXLES.—Rear, one-bearing, full floating type. Front 1-beam, drop forged reverse Elliot type.

SPRINGS.—Rear, Hotchkiss drive, semi-elliptic underslung, 53" long. Front, semi-elliptic, 36" long.

GASOLINE SYSTEM.—Stewart vacuum; 12¹/₂ gallon tank in rear.

TIRES.—32" x 4", extra large for car weight; non-skid rear. Spare tire carrier at rear. Extra rim furnished.

WHEELS.—Twelve-spoke artillery type, made of the best second growth hickory.

WHEEL BASE.—115".

UPHOLSTERY.—Genuine leather, pleated. Closed cars finished in gray automobile cloth. K-6-63 special finished in genuine Spanish Brown Leather.

STANDARD EQUIPMENT

MODEL K-6-62-63 REGULAR

Top one man type; material genuine black silk mohair. Upholstering material genuine hand buffed black leather. Speedometer Stewart latest design. Ammeter; gasoline gauge; Robe Rail; Foot Rail; Extra Demountable Rim. Windshield clear vision divided overlapping type, Instrument Board solid walnut; Trouble Light; Instrument Board Light; License Plate Brackets; Tire Carrier on rear; Electric Horn; Tools, etc. Electric Head Lights two bulb type.

MODEL K-6-62-63 SPECIAL

Top one man type; material special Burbank material; Upholstering dark brown Spanish grain leather to suit color of body. Instrument Board solid walnut; Speedometer Stewart latest design; Ammeter, gasoline gauge; Robe Rail; Foot Rail; Extra Demountable Rim; Windshield clear vision divided overlapping type; License Plate Brackets; Tire Carrier on rear; Electric Horn; Tools, etc. Electric Head lights two bulb type; Trouble Light and Instrument Board Light,

MODEL K-6-62 COUPE AND K-6-63 SEDAN

Upholstering high quality mohair velvet; Three piece ventilating windshield; Reading Lamp. Speedometer Stewart last design. Ammeter, gasoline gauge. Robe Rail; Foot Rail. Extra Demountable Rim. Windshield clear vision divided overlapping type. License plate brackets; Tire Carrier on rear. Electric Horn, Tools and etc. Electric Head Lights two bulb type; Trouble Light and Instrument Board Light.

No allowance will be made for any part of standard equipment omitted on customers order.

STANDARD WARRANTY

WE warrant the motor vehicles manufactured by us for ninety days after the date of shipment, this warranty being limited to the furnishing at our factory of such parts of the motor vehicle as shall under normal use and service, appear to us to have been defective in material and workmanship. This warranty is limited to the shipment to the purchaser, without charge, except for transportation, of the part or parts intended to replace the part or parts claimed to have been defective, and which, upon their return to us at our factory for inspection, we shall have determined were defective, and provided the transportation charges for the parts so returned have been prepaid.

We do not assume any contingent liability nor do we accept any responsibility in connection with tires, ignition or other electrical apparatus, and trade accessories, such as lamps, generators, speedometers, etc., which are guaranteed by the manufacturers of same.

This guarantee does not apply to repairs or replacements made necessary by accident, carelessness, negligence or abuse. It does not include adjustments, tuning up, general overhauling or replacements of parts worn out in service.

Customers' cars are driven by our employees at customers' own risk.

The condition of this warranty is such that if the motor vehicle to which it applies is altered or repaired outside our factory, our liability under this warranty shall cease.

The purchaser understands and agrees that no warranty of the motor vehicle is made, or authorized to be made, by the Company other than that hereinabove set forth.

We reserve the right to make any changes or add additional equipment without incurring any obligation to make these changes on models previously shipped out. All prices subject to change without notice.

McLAUGHLIN MOTOR CAR CO., Limited

Factory Service for McLaughlin Owners

Twelve McLaughlin branches from St. John to Vancouver, and over 300 dealers in Canada, insure the owner of a McLaughlin car the prompt service necessary to the enjoyment of the uninterrupted use of his car. A large stock of repair parts is kept at each branch. Consult your nearest dealer for your needs.

St. John, N.B. Branch.....140-144 Union Street.
Montreal Branch.....Crescent and St. Catherine Street.
Belleville Branch.....2 Bridge Street.
Toronto Branch.....Cor. Church and Richmond Streets.
Hamilton Branch.....36-40 Bay Street S.
London Branch.....Bathurst and Richmond Streets.
Winnipeg Branch.....204-212 Princess Street.
Regina Branch.....Cor. 14th Avenue and Broad Streets.
Saskatoon Branch.....First Avenue.
Calgary Branch.....331-341 7th Avenue W.
Edmonton Branch.....10048 104th Street.
Vancouver Branch.....1219 Georgia Street.

