

McLaughlin-Buick 1908 ~ 1942



Motoring Memories: McLaughlin-Buick

Story and photo by Bill Vance

When Robert McLaughlin started a one-man construction operation in his shed near Oshawa, Ontario in 1867, he couldn't have dreamed that he was planting the seeds of General Motors Corporation of Canada.

The business expanded into wagons and carriages, built a reputation for quality, and eventually became the British Empire's largest carriage maker. Robert was joined in the enterprise by his teenage sons George and Samuel.

Although Robert wasn't enthusiastic about the automobile business when cars came on the scene, he didn't stand in the way of his son Samuel, who was. After trying to have their own car designed, which failed when their engineer became ill, Sam reviewed several makes of cars. He struck a deal with William Durant of Flint, Michigan, America's largest carriage maker, whom Sam knew through that business.

Durant held controlling interest in the Buick Motor Company of Flint, and McLaughlin signed a 15-year contract to purchase Buick running gear. With McLaughlin's expertise in building bodies, Sam knew he was in the car business. Shortly after signing the contract with McLaughlin, Durant formed the General Motors Co. in 1908 with Buick as its first building block.

McLaughlin and Durant maintained a long, friendly relationship, resulting in not only the McLaughlin-Buick, but also in McLaughlin building Chevrolets beginning in 1916. The McLaughlin Motor Car Co. became General Motors of Canada in 1918.

Production started late in 1907, with McLaughlin fitting the bodies to Buick running gear. Those first cars were called McLaughlins. They were styled by Sam himself, who had a natural artistic flair, and had styled the McLaughlin carriages and cutters. The Canadian cars tended to be more elaborate and stylish than their American counterparts, and were sometimes totally different.

McLaughlin went through a kind of identity crisis during the next decade and a half over what to call its cars. Hugh Durnford and Glenn Baechler wrote in their book *Cars of Canada*: "For the next 15 years, there was some confusion about the name of the McLaughlin car. Called simply McLaughlin, it was readily distinguishable from the U.S. Buicks and kept before Canadians the name associated with quality and value."

Motoring Memories: McLaughlin-Buick, cont.

"However, it was also called and advertised as McLaughlin-Buick. Some models read McLaughlin on the radiator and McLaughlin-Buick on the hub caps." Through all of this, McLaughlin's slogan was "Canada's Standard Car."

The ambivalence probably stemmed from a desire to tap into the young Dominion's growing sense of patriotism, which was strongly reinforced by its contribution to the First World War I. At the same time it wanted to capitalize on the excellent reputation of the Buick name.

The vacillation ended in 1923 when the company settled on McLaughlin-Buick. McLaughlin put a wry twist on the American Buick slogan, "When better cars are built, Buick will build them," by advertising that "Better cars are being built, and McLaughlin is building them."

Almost from the beginning, McLaughlin produced a wide variety of models in many body styles, including a four cylinder, a light six, and a standard six. When Buick adopted its famous overhead valve, straight-eight engine exclusively in 1931, it was also used in McLaughlin-Buicks.

With the steel car body gradually supplanting wood, the carriage making craft became less and less applicable, and the Canadian cars became less distinctive. As the McLaughlin-Buick design became more locked into the American Buick's metal stampings, Sam had to confine himself to styling special one-off models.

Among the more interesting were the royal tour cars. The first, of which two were built in 1927, was based on the 1928 McLaughlin-Buick and was used for the visit of the Prince of Wales to Canada. The large lavishly appointed tourings could accommodate up to seven passengers.

A second pair of royal cars was built for the visit of the King and Queen in 1939. McLaughlin-Buick sedans were stretched 457 mm, reinforced, and made into convertibles. A speaker system allowed the chauffeur and passengers to communicate.

Another royal limousine was the 1936 model built for young King Edward VIII, said to be the car he drove to the dock following his abdication. He also bought a Buick Roadmaster for his friend Wallace Warfield Simpson, which she reportedly used for her "escape" to Cannes during the abdication crisis.

Motoring Memories: McLaughlin-Buick, cont.

The use of Buicks by the royal family caused a boomlet in Buick sales in England during the 1930s.

The McLaughlin-Buick name came to an end when the Second World War stopped North American auto production in 1942. When it resumed in 1945, there were no more hyphenated Buicks.

Sam McLaughlin retired as chairman of the board of GM of Canada in 1967, but remained honorary chairman until his death in 1972 at the age of 100. Among his legacies was the best-known Canadian car nameplate: McLaughlin-Buick.

For more Bill Vance automotive history, see www.billvanceautohistory.ca



1909 McLaughlin Tourer

McLaughlin-Buick Model F Specifications (1908)

Source: <http://www.jalopyjournal.com/forum/showthread.php?t=397594&page=116>



Like today's cars, the 'Model F' had four wheels, and rubber tires - but that's where the resemblance ended. The wheels were wooden spokes with steel rims. The tires were grey -- the practice of adding carbon black to tire rubber to make them black was not yet common. And they were very tall and narrow -- 30 x 4 inches in size.

The car had no bumpers, but it did have a radiator and headlights. The lights were not electric, however; they were illuminated by acetylene gas, generated by the reaction of calcium carbide and water in a generator mounted on the left running board. Two cowl lamps and one tail-lamp were oil-fired, and all the lamps had to be lit by hand.

The lamp housings and gas generator, like the radiator housing and most other trim pieces on the vehicle were brass, not chrome-plated, giving rise to the characterization of that period of auto design as the 'brass era.'

As with current cars, the 'Model-F' was powered by a gasoline engine. But under the hood, rather than an engine, was a gas tank -- its brass cap protruding through the top of the hood. The engine, a 159 cu. in. (2.6 L), horizontally-opposed two-cylinder, rated at 22 hp, was mounted transversely

McLaughlin-Buick Model F Specifications, cont.



beneath the front seat. Like many of today's engines, it employed an overhead-valve mechanism -- one of the first automobile engines to do so. Unlike today's engines, however, the valvetrain was exposed, as were most other mechanical components.

Moving components were not lubricated internally, but through external oil lines from a 'Hill Precision Oiler' mounted on top of the engine, or by hand as part of a daily maintenance schedule. Neither the engine nor transmission had oil sumps; once the oil served its lubricating purpose it served a secondary function of keeping the dust down on the roads!

More complex than some transmissions of its day, the 'Model F' provided two forward speeds and reverse from a planetary gearset similar to those used in modern automatic transmissions. Forward low and reverse were engaged by holding down foot pedals, and forward high was engaged by pulling a lever mounted on the right side of the body and releasing the foot pedal. There was no accelerator pedal. Instead, the throttle in the simple, single-venturi Schebler updraft carburetor was controlled by a lever on the steering wheel.

A second lever on the steering wheel controlled spark advance, which had to be retarded to start the engine. It was also connected to a cover over a hole on the side of the vehicle below the driver's seat. Electric starters were still four years away, so the car had to be hand-cranked to start, and that was where the crank was inserted. If the spark was not retarded, the cover remained closed, preventing the hand-crank from being inserted -- a novel means of ensuring correct procedure.

Without an electric starter or lighting, the electric system in the 'Model F' was limited solely to the ignition function. Redundant batteries under the seats -- one wet battery as used now, and six dry-cells, provided power. With no on-board generator, the wet battery had to be charged externally, so the dry-cells provided a backup for times when its charge was low. A 'Splitdorf' coil system, mounted in a handsome wooden box on the dashboard, generated the high voltage needed by the spark plugs.

The 'Model F's' chassis was more similar to current trucks than cars, with a separate frame to which the engine, running gear, and body were mounted. Unlike the massive C- or box-sections of modern frames, however, its frame rails were made of angle iron. Solid axles were used, both front and

McLaughlin-Buick Model F Specifications, cont.



rear, with leaf-springs -- three-quarter elliptic in front, fully-elliptic at the rear. In concept, some of today's trucks are not all that different. What is different is the drive-shaft connecting the transmission to the drive axles. The 'Model-F' doesn't have one. Instead, it drives the rear axles with a chain.

It didn't have hydraulic brakes either, nor any brakes on the front wheels -- just mechanical expanding-shoe drum brakes on the rear wheels, similar to the parking brake on current cars. The braking shoes were lined with 'camel's hair felt' that could, according to the sales brochure, 'be renewed at very slight expense when necessary.'

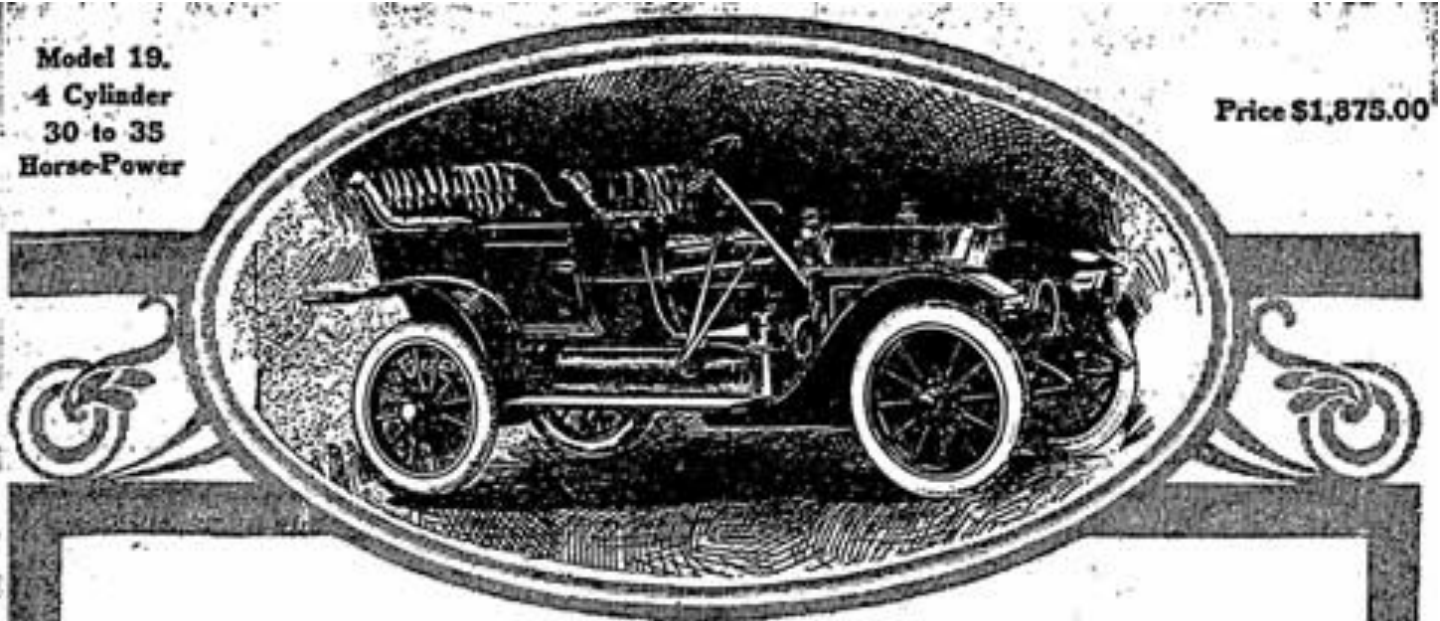
Perhaps the greatest difference from current vehicles was the 'Model F's' body. Not only did it not have roll-up windows, it didn't even have doors up front. Nor were a windshield or top standard equipment, although they could be purchased as options. The McLaughlin-Buick's top differed from that of U.S.-built Buicks by being fully lined -- a practice only recently returning to convertible design -- and its optional 'Ideal Glass Front,' with mahogany wood frame and fold-out upper half, was unique to McLaughlin. Like the buggies from which they evolved, the automobile bodies of that era were made of wood. Although they were produced in volume, they were necessarily the work of craftsmen, and with their vast experience as carriage makers, that is where the McLaughlins excelled. An example of the craftsmanship common at the time can be seen in the hand pin-stripping that adorns not only the body but the metal-formed fenders and even the springs.

The McLaughlin-Buick came in only one colour, but it wasn't black. It was a rich burgundy, called simply 'dark wine,' with black fenders and a bright red chassis, including the wheels. Its deeply-tufted leather upholstery matched the burgundy exterior, as did the top liner. On the outside, the top was black. Interior wood surfaces were highly polished, and the floors and running boards were covered with grey matting. Overall, it was anything but dull.

As the forebear of many great McLaughlin-Buick and General Motors vehicles to come, they combined the best of the carriage-builder's craft with the emerging technology of the automobile, at a price that was then quite moderate -- \$1,400 without extras, \$100 for a top, and \$50 for a windshield.

Model 19.
4 Cylinder
30 to 35
Horse-Power

Price \$1,875.00



“McLaughlin-Buick”⁹⁹

**The Car with the Best Reputation and the Best Reasons
for Having That Reputation**

Wisdom in motor car selection, consists principally of delay in purchasing—just enough delay to enable you to look carefully into every make of car on the market.

If all motorists possessed this kind of wisdom, an even larger percentage of the cars in use in Canada would be “McLaughlin-Buick’s.”

The cause of most motor car troubles is hasty purchase—buying on the “say-so” of a smooth salesman.

Don’t you make that mistake. Don’t even take our word for it that the “McLaughlin-Buick” is the only car for you.

We do honestly believe that—believe it so strongly, in fact, as to feel confident that complete investigation and calm deliberation will surely end in your owning a “McLaughlin-Buick.”

All we ask is a chance to give you a demonstration.

Write to-day for Catalogue.

McLaughlin Motor Car Co., Limited

HEAD OFFICE AND FACTORY—OSHAWA

Toronto Garage, Corner Church and Richmond Streets

Model 17
Limousine

Price
\$3400
F. o. b.
factory



The Four Great Essentials of a Town Car

are noticeable features of the

McLAUGHLIN-BUICK LIMOUSINE

"COMFORT"

TO have comfort in a car, you must have, not just one feature that makes for easy riding—there must be care taken toward this end, in EVERY feature of the car's construction. This is the case with this McLaughlin-Buick Limousine. From the selection of its springs and its shock absorbers to the perfecting of the engine, to ensure smoothest action—nothing has been neglected that might add to the comfort of the passengers—quietness, roominess, luxury, class.

"ELEGANCE"

THROUGHOUT, this car exemplifies the highest type of motor car construction.

It's the last word in elegance—both in exterior appearance and interior fittings, the McLaughlin-Buick Limousine is all that a high-class car should be.

Inside it has speaking-table, mirrors, richly beautiful upholstery, and many little appurtenances that add to the pleasure, comfort and convenience of city motoring.

"POWER"

TO say this beautiful big Limousine is of 40 horse power, is not to do it full justice.

That is its **RATING**, but we really build it to accomplish more than that would indicate.

Power to "pick up" quickly "on the high"—Power to climb the hills—Power to overtake anything that travels, should you want to—

That's the engine of this Model 17 Limousine of ours—A car you'll be proud to acknowledge as years.

"DEPENDABILITY"

THIS feature of McLaughlin-Buick cars is the one great underlying fact that accounts for their great success and popularity. The owner of a McLaughlin-Buick car gets the maximum of motor car satisfaction—because he has all the pleasure to be derived from a smooth-running car, without any of the annoyance occasioned by break-down and the necessity for continual repairs.

More important to the prospective buyer than the many race won and records made by McLaughlin-Buick cars, is the unflinching record of complete satisfaction that these cars have given.

Branch Houses carry full stock of cars and repairs at Toronto, Hamilton, London, Winnipeg, Calgary, Montreal, St. John.

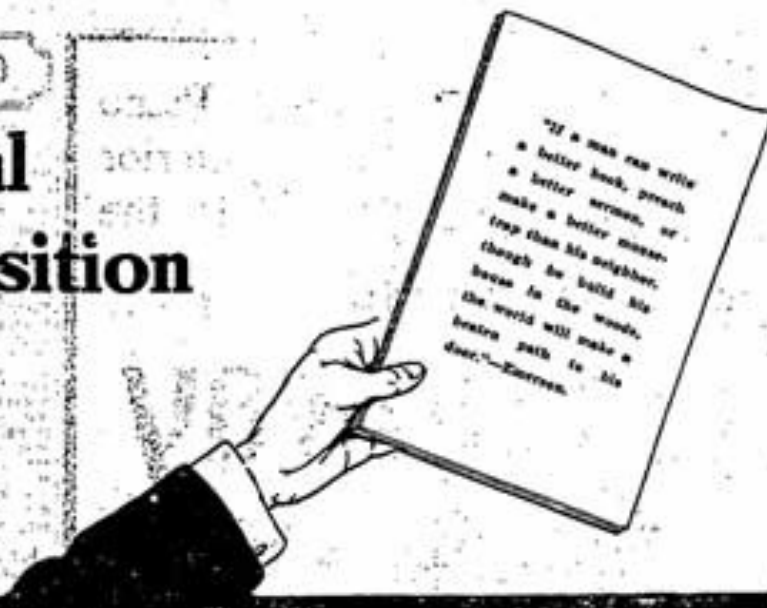
Repairs may be had promptly from any of our seventy agencies throughout the Dominion.

McLAUGHLIN MOTOR CAR CO., Ltd.

Head Office and Factory, OSHAWA

Toronto Showroom: Corner Church and Richmond Streets

A Logical Proposition



Conversely, "If the world has made a beaten path to the house in the woods, the owner of that house must have made "the best yet."

The Canadian "World" has made a beaten path to the home of the McLaughlin-Buick Motor Cars, as the following list of 1909 Ontario Automobile purchases shows.

CONCLUSION

The McLaughlin-Buick must be "the best yet."

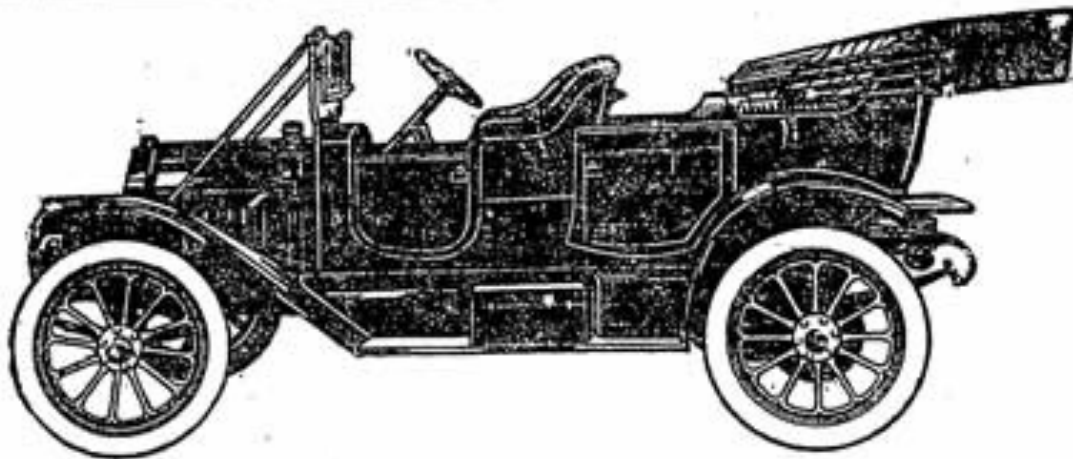
Motor Cars sold in Ontario in 1909:

| | | | |
|-------------------------|------------|----------------|-----|
| McLaughlin-Buick | 245 | Tudhope | 29 |
| Fords | 198 | Packard | 28 |
| Russells | 128 | Reo | 24 |
| Cadillac | 88 | White Steamer | 29 |
| Olds | 59 | 50 other makes | 236 |

Follow the beaten path and you cannot go astray.

McLaughlin Motor Car Co., Limited, Oshawa

TORONTO GARAGE—CORNER CHURCH AND RICHMOND STREETS



When Canada calls McLaughlin's respond

CANADA'S CALL

IT is just about three years since the Canadian public first showed a real inclination to use Motor Cars—just about three years since it began to be evident that there was a need for some responsible Canadian firm to produce a line of cars suitable for Canadian conditions. "The Car," said those most capable of judging the needs of Canadian Motorists, "must be simple, durable, economical, powerful—and, above all, reasonable as to price."

McLaughlin's Responded

It is well within the mark to say, that the McLaughlin-Buick has proved the car that fully answers the above requirements. We were possessors in estimating for Canada, the large overhead expenses entailed in experimenting—for we adopted a tested and proven product. We selected the "Buick" as our pattern, because it, more than any other car made, seemed to satisfy the needs of this country.

We Were Right in Selecting the Buick

Three years of success has proven the correctness of our choice. To-day the aggregate value of McLaughlin-Buick Cars in use in Canada exceeds any other. Everywhere you go you see McLaughlin-Buicks—and giving complete satisfaction to their owners.

Why This Big Success?

Here's the answer—under the four important heads that govern Motor Car values:

The Plant

We have the largest and most complete automobile factory in the Dominion—few even in the United States excel it in size or completeness. Only in a plant like ours can cars of real value and real merit be produced. A plant like this behind a car is a better guarantee of satisfaction to the motorist than any mere printed guarantee we have ever seen.

The Car

By adhering to the time-honored McLaughlin Motto—"One grade only and that the best," we have so maintained the Standard that every car we turn out—every re-

Specifications of the McLAUGHLIN BUICK

MODEL No. "21," 1911

Five Passenger Touring Car with
Four Doors

Body—Exceptionally beautiful outline. Roomy, exceedingly comfortable. Floor doors can be detached for summer driving.

Wheel Base—110 inches.

Brakes—On rear hub, internal expanding; also external contracting.

Springs—Semi-Elliptic front; long, easy three-quarter elliptic rear.

Horse Power—30.35.

Cylinders—Four, 41 x 4 1/2 inches, in pairs, valves in head blocks patent.

Cooling—Water, pump and fan.

Carburetor—"Schickler," automatic.

Lubrication—Splash system; gear pump forcing oil to all engine bearings automatically.

Motor Control—On top of steering wheel, with foot overdrive.

Transmission—Sliding gear, selective type.

Speeds—Three forward, one reverse.

Drive—Shaft.

Price: \$1,500, f.o.b. factory, including all

tail and side lamps, generator, two gas

head lamps, horns, wheel jack, pump

and tool equipment, rubber roll, foot rest,

in torsion half length footrest in front,

presentative of every one of our twenty and more models—in a credit to us, and the land that made our enterprise possible. Frugalness, Powerful, Reliable, Record-winning, Economical—the McLaughlin-Buick is recognized from coast to coast as the car that best exemplifies the ideals of Canadian motorists.

The Price

Elimination of all unnecessary ornamentation and costly frippery—careful buying of materials—large plant and production—these are the features that enable us to produce the cars we do at the prices we ask—prices that are enabling Canadian Motorists to own cars at a minimum expenditure, and, equally important, cars that are economical of operation.

The Firm

The name McLaughlin has become significant of "A square deal to all." It is known wherever carriages or motor cars are known, that we spare neither pains nor rational expense to attain our high ideals of a worthy Canadian product. By establishing branches in the most important centres we are in a position to readily, quickly supply all necessary parts.

In brief, it is no exaggeration to state that

This Firm Has Met The Call

We're filling the needs of Canadian Motorists as no other manufacturer is attempting to do—

and—

We want you, if you are an intending purchaser, to go to the nearest McLaughlin Garage—and make us prove it.

THE McLAUGHLIN MOTOR CAR CO., Limited, OSHAWA, CANADA

Branches and Depots: TORONTO—124 Church Street. HAMILTON—Georgy and Bay Streets. LONDON—Richmond and Balfour Streets. PETERBORO—Ont. BRILLVILLE—Ont. WINNIPEG—Man. REGINA—Sask. CALGARY—Alta. VANCOUVER, B.C. MONTREAL—Notre Dame Street and Grand Metier Co. SHELBROOKE, Que.—La Borne & Son. ST. JOHN, N.B.—Union Street. AMHERST, N.S.—Atlantic Auto Co. HALIFAX, N.S.



1916 McLaughlin Buick (blue); 1918 McLaughlin Buick E 35 (green)



**1916
McLaughlin
Buick interior**



1918 MCLAUGHLIN-Buick

It was advertised as "Canada's Standard Car" and often used for family road trips, but in Crowsnest Pass the McLaughlin was associated with rum-running and murder. Alberta's most famous bootlegger, Emilio Picariello, used a fleet of McLaughlin-Buicks (whiskey sixes) to transport illicit liquor from British Columbia into Alberta and Montana during Prohibition. After "Emperor Pic" and his female partner in crime were convicted of shooting a police officer, the McLaughlin became an icon in Albertan history.

The McLaughlin Car Company was acquired by General Motors Corp in 1918.



1918 Canadian bodied Buick by Mclaughlin

6 cylinder exposed push rod engine, wooden wheels



McLaughlin-Buick, 1918



1920 McLaughlin Touring

1920 McLaughlin Touring Photo By: Douglas Wilkinson Location: The Buick Gallery and Research Center in Flint, Michigan.

DIGNITY

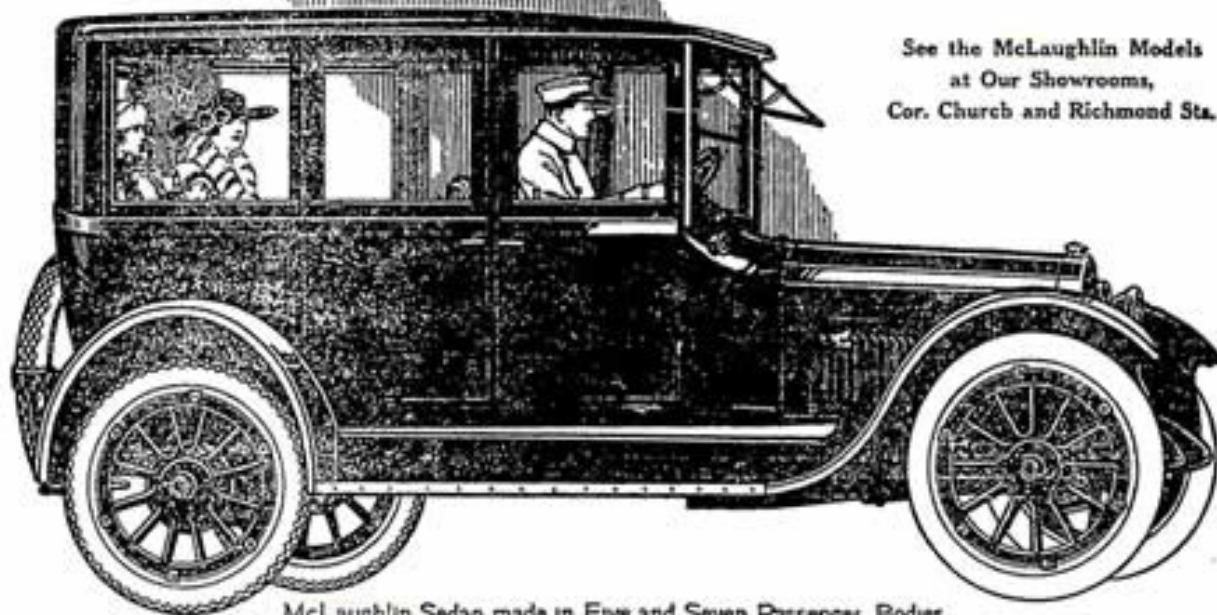


THE gorgeous coach of George I. is still the conveyance of Royalty on State occasions.

Canadians who wish to enjoy the pride that goes with possessing the ultimate in style and beauty, choose the McLaughlin Master-Six Sedan.



McLAUGHLIN MOTOR CAR CO.
LIMITED
OSHAWA ONTARIO



See the McLaughlin Models
at Our Showrooms,
Cor. Church and Richmond Sts.

McLaughlin Sedan made in Five and Seven Passenger Bodies

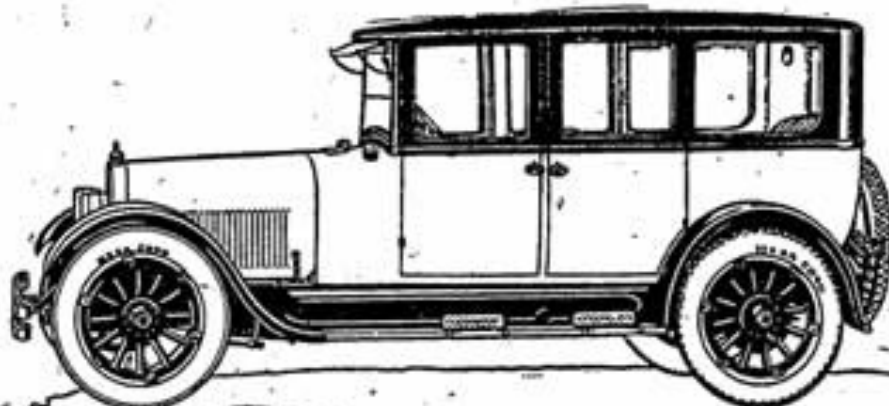
The McLAUGHLIN MASTER SIX

Advertisement, *Globe and Mail*, February 28, 1920



1922 McLaughlin—Buicks





The Standard
of Comparison

*A Car of Rare Beauty.
the New McLaughlin Buick Sedan
for 1923*



Exquisitely appointed and of rare beauty, the 1923 McLaughlin-Buick seven-passenger sedan possesses the many special qualities which fastidious motorists for years have looked for in a motor car.

The body, by Fisher, is low and easy to enter. The interior is luxurious with rich plush upholstery and trimming. Deep, yielding seat cushions and springs of a distinctive type afford a new degree of restful riding comfort on any road.

With these qualities, which make the 1923 McLaughlin-Buick sedan an ideal car, go the dependability and performance which are inseparably linked with the name McLaughlin-Buick.

**PRICES F.O.B. OSHAWA, GOVERNMENT TAX
EXTRA**

Master Four—22-41 Roadster, \$1250; 22-41 Special, \$1375; 22-41 Special, \$1395; 22-41 Coupe, \$1425; 22-41 Sedan, \$1550; 22-42 Touring Sedan, \$1550. Master Five—22-41 Touring Sedan, \$1725; 22-41 Special Roadster, \$1850; 22-41 Special, \$1725; 22-41 Sedan, \$1750; 22-41 Coupe, \$1875; 22-41 Special 7-Passenger, \$1900; 22-41 Sedan, \$2025; 22-41 Special, \$1950; 22-41 Special, \$2175.

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

BRANCH HOUSE—Cor. Church and Richmond Sts. BRITISH & AMERICAN MOTORS, LIMITED—77 Avenue Rd.
GILES, RICE & PETERS—Cor. Danforth and Chisbalm Area.....

See the New 1923 McLaughlin-Buick Models at the Toronto Exhibition

McLAUGHLIN - BUICK

Advertisement, *Globe and Mail*, September 2, 1922



1923 McLaughlin—Buicks





1923 McLaughlin—Buick Interior



1923 McLaughlin Buick Master Six 23-55 Special Interior



1923 McLaughlin Buick, Model 45



1924 McLaughlin—Buick



1924 McLaughlin Buick Radiator



McLaughlin Buick 1924 Hubcap

Nickel plated pressed brass threaded hub cap



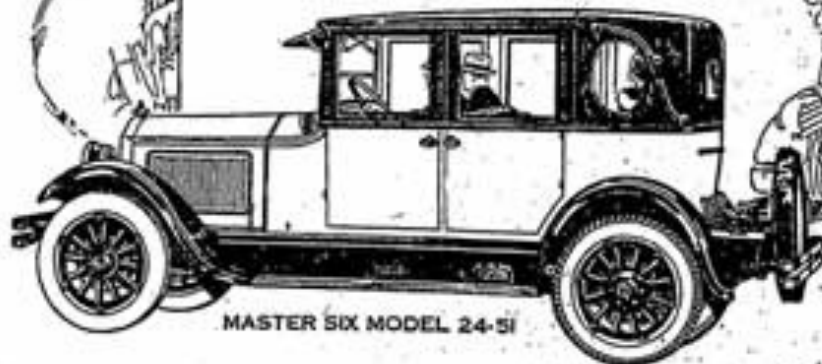
Closed Car Luxury that Reflects Leadership

THE new McLaughlin-Buick Brougham Sedan in its luxurious fittings and beauty of design reflects the leadership accorded "Canada's Standard Car".

The four doors afford easy access to the spacious interior, which accommodates five adults. The deep plush upholstery, the silk window shades, the brushed silver fittings, the walnut garnish strips, ash trays and heater are symbolic of the fastidious care exercised in the production of this finest Fisher-built body.

The long 128-inch wheel-base chassis with cantilever springs insures comfort on rough roads. The new Master-Six motor, rated at 70 H.P., possesses an abundance of power for every motoring need. The Four-Wheel Brakes insure safety. And in addition there is the dependability that is traditional with McLaughlin-Buick motor cars.

Attend the McLaughlin-Buick Closed Car Motor Show at Any of the Five Showrooms.



MASTER SIX MODEL 24-51

Giles, Rice & Peters, Limited
Cor. Danforth and Chalmers Avenues
British American Motors, Limited
27 Avenue Road

Gibson Electric, Limited
18 Elmer Street East
Runnymede Motors
2181/2182 Street West

McLAUGHLIN MOTOR CAR COMPANY, LIMITED
Cor. Church and Richmond Streets

McLAUGHLIN-BUICK

Advertisement, *Globe and Mail*, February 7, 1924



FROM the time when the Indians, keen of eye and sure of hand, piloted Champlain on his quest to explore the unknown, Canadians have ever been possessed with a desire to see their wonderful country. Never was that desire so fully possible of achievement until General Motors of Canada produced within the Dominion, a type of transportation to meet the varied needs and resources of the Canadian people.

GENERAL MOTORS OF CANADA LIMITED OSHAWA CANADA

CADILLAC
CHEVROLET
McLAUGHLIN
BUICK



OLKLAND
OLDSMOBILE
GMC TRUCKS

General Motors Cars and Trucks may be purchased on the GMAC Payment Plan and Insured by General Exchange Corporation.

Advertisement, *Globe and Mail*, May 19, 1925



**1926 McLaughlin—Buick Standard Six Model 26-24 Roadster
Sold for £17,600**

An integral part of General Motors' burgeoning empire during the 1920s, Buick was widely famed for the advanced engineering and durability of its products. Boosted by a series of high-profile exploits (including the first automotive expedition to Afghanistan - 1923), victory in the 1925 Leningrad-to-Moscow endurance trials, a tug of war with an elephant and patronage from the Sultan of Johore, the marque celebrated its 2,000,000 sale in 1926. Priced at between \$1,195 and \$2,425, that year's six-cylinder model range boasted leaf-sprung suspension, four-wheel drum brakes, detachable cylinder-heads and three-speed centre-change manual transmission. Available with a choice of 16 different bodystyles, the Buick 'Standard' (3.4-litre) and longer wheelbase 'Master' (4.5-litre) Sixes were a cut above their Ford, Chevrolet and Dodge rivals and achieved a select following in Britain.

The 1926 26-24 Roadster offered was supplied new to Ralph Paganel Luttrell and seemingly stayed in his possession until 1948. 'YB 6709' then passed through the hands of Harold Courtney Burnell-Jones and Leslie Gordon Chapman before being acquired by Frank H. Maisey of Burnham-on-Sea during 1959. Part of the Maisey family for nearly four decades, the Roadster was in need of restoration by the time they finally parted company in 1996. Stripped to its bare chassis, the Buick was worked on by Smithy Engineering (£718.75), Catcott Garage (£2,185) and T-T Workshops (£4,277.35) and returned to Thomas Hamlin & Co for some engine work (£1,488.99). However, much of the refurbishment was carried out by the owner and his son using parts ordered from Bob Cason of Holliston, Massachusetts. The vendor purchased the car at our Haynes Motor Museum sale of October 2008.

Plate Number: YB 6709
 Chassis Number: 1501866
 Engine Number: 3400
 Cc: 3400
 Body Colour: Green
 Engine: Over
 MOT Expiry Date: Aug 2011

1926 McLaughlin—Buick Standard Six Model 26-24 Roadster
 Sold for £17,600



Reg Number: YB 6709
 Chassis Number: 103789
 Engine Number: 1501806
 Cc: 3400
 Body Colour: Green
 Trim Colour: Fawn
 MOT ExpiryDate: Aug 2011

A rare survivor, this handsome McLaughlin-Buick is offered with continuation buff logbook, numerous restoration invoices, sundry old MOTs, assorted photographs and an MOT valid until September 2011.



**1926 McLaughlin-Buick Standard Six Model 26-24 Roadster
Sold For £22,550**



**1926 McLaughlin-Buick Standard Six Model 26-24 Roadster
Sold For £22,550**





1926 McLaughlin-Buick Standard Six Model 26-24 Roadster





"It's Better because it's Canadian"

No empty patriotic boast is this: "It's better because it's Canadian!"

Facts support it, detail by detail... cold, unalterable facts!

Canadian shops and factories and mills are the ones that cling to the proud traditions of an ultra-conscious industrial age.

Canadian workers in metals and woods and fabrics are known for superior individual craftsmanship.

From Canadian forests comes lumber supremely adaptable to lath, plane and chisel. From Canadian mines come ores of iron, copper and nickel, the like of which no other nation boasts. From Canadian farms come wool and curled hair for use in upholstery, admired the world over.

And out of these Canadian materials are built

General Motors of Canada cars... by Canadian craftsmen, to Canadian standards, for Canadian use.

They are built to hold the place they have won in public favor under "pine and palm"... to maintain the favorable trade balance they have helped to establish for the Dominion... to fulfill the demands of varying conditions in every corner of the Empire.

And because they are designed and constructed to scorn the rigors of stern winters, the hardships of corduroy roads in pioneer districts, the ruts of rolling prairies, the rock trail and the jungle path—

—Canadian Cadillac, McLaughlin-Buick, Oakland, Oldsmobile, Pontiac, Chevrolet... are better made of better stuff, are better inspected and better serviced... are better prepared "for better, or for worse"... because they are Canadian.

GENERAL MOTORS OF CANADA, LIMITED, OSHAWA, ONTARIO

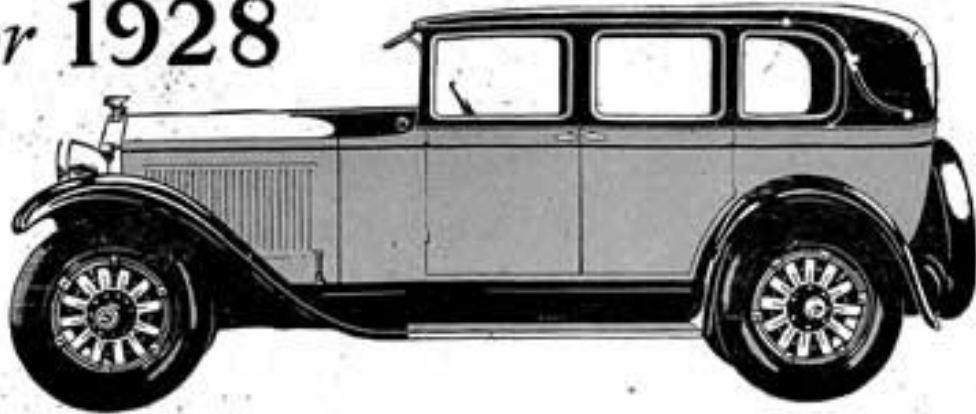
CADILLAC, CHEVROLET,  McLAUGHLIN-BUICK, OLDSMOBILE, OAKLAND, PONTIAC

GENERAL MOTORS of CANADA Limited

Advertisement, *Globe and Mail*, Nov. 2, 1926

McLAUGHLIN-BUICK

for 1928



Thrilling the world *again*
with McLaughlin-Buick value



Beauty

Dashing new fashions by Fisher . . . swing smartly low without any loss of head-room or road-clearance and without resort to smaller wheels . . . feet, slender radiator lines . . . style and beauty equalled only by the finest custom creations.



Luxury

Form-fitting tailored seat-cushions as restful as an easy chair . . . hydraulic shock absorbers front and rear, providing pillowed riding ease over any road . . . and interiors resembling exquisite drawing rooms in luxury of fittings and appointments.



Power

Power to pass on any hill . . . power to conquer the roughest going . . . power to maintain high speeds hour after hour . . . resulting from brilliant advancements in McLaughlin-Buick's famous valve-in-head, six-cylinder engine . . . vibrationless beyond belief.



Color

Colors unrivaled by the rainbow . . . exteriors finished in rich new Duo-color combinations . . . Harmonized interiors—the new vogue in closed car decorations . . . Walls, ceilings, seat-coverings and carpets all blending into one perfect ensemble.



GETAWAY

Getaway like an arrow from a bow . . . an exhilarating rush of power when the signal changes . . . un-matched flexibility in traffic . . . and the effortless speed of flying birds—when you're out on the open road.



Smartness

Head turns in admiring tribute whenever a McLaughlin-Buick for 1928 flashes by . . . for it is richly endowed with that rare quality . . . that elusive touch of personality . . . that indefinable characteristic called "smartness."

W-40864

McLaughlin Motor Car Company, Limited
Bay and Grenville Streets
Phone Klipsch 3141

British & American Motors, Limited
81 Avenue Road
Phone Klipsch 4131

Cross Power Motors, Limited
2311 Dundas Street West
Phone J. Collins 2100

Giles, Rice & Peters, Limited
2494 Danforth Avenue
Phone Glens 2124

Toronto Motor Car Company, Limited
Adelaide and Jarvis Streets
Phone Elgin 7381

WHEN BETTER AUTOMOBILES ARE BUILT = McLAUGHLIN-BUICK WILL BUILD THEM

Advertisement, *Globe and Mail*, Aug. 6, 1927



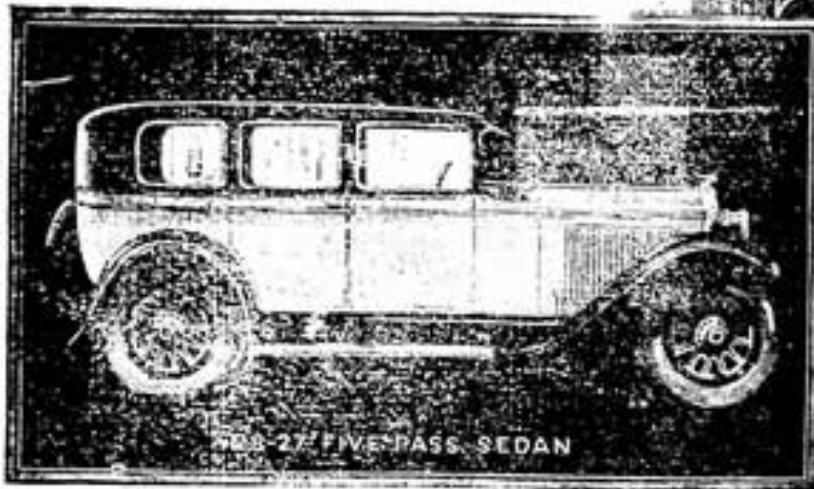
1928 McLaughlin Buick

This is a 1928 McLaughlin-Buick, specially built for the visit of the Prince of Wales to Canada. These were mainly exported to British commonwealth markets, thus with right-hand drive. Not so with this one, which stayed in Canada. Two specials were built and they exist to this day. The car on the picture resides in the storage room of the Canadian Science & Technology Museum, painted light beige with green accents. It's part of the museum's display called "In Search of the Canadian Car."

The 1928 model year McLaughlin-Buick is one of two Canadian custom-built cars for the 1927 Royal Tour of the Prince of Wales (later King Edward VIII) and his brother the Duke of York (later King George VI). The tour commemorated the 50th anniversary of the Confederation – also known as the Diamond Jubilee. The McLaughlin-Buick automobile manufactured in Oshawa, Ontario was staunchly different in appearance from a regular Buick, “[sticking] out like a Mississippi gambler at a prayer meeting” (Heather Roberston, *Driving Force*, 129). Built on a 1928 long wheelbase chassis, these two cars were the only vehicles built by McLaughlin or Buick during that year which comfortably seated seven people. The McLaughlin-Buick is a four-door convertible painted desert sand with a turquoise trim mounted on Buffalo wire wheels. Various engine components are nickel plated, such as the valve and pushrod covers, fan and water manifolds. The interior upholstery, clad in tan lizard leather was also originally used to cover the additional two side-mount tires. In all its detailing, the car embodies a class and elegance fit for royalty as well as reflecting the heritage of craftsmanship used in Canadian carriage making.

Silvia Sorbelli

You may **Pay** more but
not **Get** more



COMPARISON will convince you that no other car at any price in the fine six field equals McLaughlin-Buick in value.

The G. M. A. C. Deferred Payment Plan offers many advantages to buyers of McLaughlin-Buick cars.

McLAUGHLIN -BUICK 1928



Because of its leadership in sales in the fine six field . . . and because of its association with the vast General Motors organization, McLaughlin-Buick is able to build a better car at a lower cost. And, in accord with the McLaughlin-Buick and General Motors policy, McLaughlin-Buick turns these advantages into greater values for the motor-car buyer.

McLAUGHLIN MOTOR CAR COMPANY
LIMITED
Grenville and Bay Streets, Toronto, Ont.
CROSS POWER MOTORS LIMITED
2311 Dundas Street West, Toronto, Ont.
Phone: Junction 9100 and 9101

TORONTO MOTOR CAR COMPANY
LIMITED
120 Adelaide Street East, Toronto, Ont.
Phone: Elgin 7381
TORONTO MOTOR CAR COMPANY
LIMITED
Yonge-Eglinton Branch, Hudson 6100

BRITISH & AMERICAN MOTORS LIMITED
81 Avenue Road, Toronto, Ont.
Phone: Kingsdale 4101
GILES, RICE AND PETERS LIMITED
2490 Danforth Avenue, Toronto, Ont.
Phone: Grover 2124

WHEN BETTER AUTOMOBILES ARE BUILT McLAUGHLIN-BUICK WILL BUILD THEM

Advertisement, *Globe and Mail*, April 21, 1928



1929 McLaughlin—Buick



1929 McLaughlin Buick (121" series) - Sport Roadster

WHEN BETTER AUTOMOBILES ARE BUILT—McLAUGHLIN-BUICK WILL BUILD THEM.

Silent

SYNCHRO-MESH TRANSMISSION

in all McLaughlin-Buick's Straight Eights

EVERY one of the twenty distinguished models contained in McLaughlin-Buick's four series of Straight Eights—listing from \$1,290 to \$2,900—now has Silent Synchro-Mesh Transmission.

Hailed as the greatest transmission development in more than a decade, Synchro-Mesh—like other General Motors engineering achievements—is the proven result of years of study, patient building and rigorous testing.

Back of Silent Synchro-Mesh Transmission is the story of a schoolboy's experiment, which first suggested the possibility of a silent gear shift at all speeds . . . of this same lad's later career as a General Motors engineer . . . of twelve years of dogged perseverance before brilliant success.

Ask about the G.M.A.C. plan of deferred payments—and the General Motors Owner Service Policy.

crowded his striving to build the perfect transmission . . . of literally millions of miles of testing.

Until the announcement of the Synchro-Mesh-equipped McLaughlin-Buicks a few months ago, this silent, safe transmission was available only to those who could afford to pay many hundreds of dollars more than the cost of the highest-priced McLaughlin-Buick.

And now—you can purchase any model in the lowest-priced McLaughlin-Buick series listing from \$1,290 to \$1,380 and obtain Silent Synchro-Mesh Transmission . . . Torque Tube Drive . . . Valve-in-Head Straight Eight Engine . . . and Insulated Body by Fisher . . . exactly as in the costliest car McLaughlin-Buick builds!

The Straight Eight by

McLAUGHLIN-BUICK

A GENERAL MOTORS VALUE



GILES, RICE & PETERS, LIMITED

2159 Danforth Ave.

Dundas at Bloor.

TORONTO MOTOR CAR COMPANY, LIMITED

Downtown: 120 Adelaide St. East.

Uptown: 2340 Yonge Street.

BRITISH & AMERICAN MOTORS, LIMITED

51 Avenue Road

McLAUGHLIN MOTOR CAR COMPANY, LIMITED

28-28 Gerrard Street East

J. T. FARR & SONS, LIMITED, Weston.



SAFETY

Try the McLaughlin-Buick Synchro-Mesh Transmission on hills and icy pavements. You shift instantly to second, and get the additional braking effect which the engine provides.



SILENCE

The McLaughlin-Buick Synchro-Mesh Transmission brings silence to gear shifting. You shift quietly and without clash, from first to second . . . from second to high . . . and back to second.



GETAWAY

With the McLaughlin-Buick Synchro-Mesh Transmission, you can accelerate up to 45 miles per hour in second gear—and then shift quickly and quietly into high if emergencies demand.



EASE

The McLaughlin-Buick Synchro-Mesh Transmission makes every driver an expert in gear shifting. You can shift gears so easily and so quickly that shifting is a joy instead of a task.

Advertisement, *Globe and Mail*, March 8, 1931



1932 McLaughlin—Buicks





1932 McLaughlin—Buick Goddess



1932 McLaughlin—Buick



1933 McLaughlin—Buick Hood Ornament



1933 McLaughlin—Buick



This car is the only one I found that is currently for sale. I e-mailed the owner and he said it is currently in storage. He has not named a price. Here is the notice as posted online:

Stunning 1933 Matching numbers McLaughlin Buick 8-58 Victoria Coupe. he has a 8 cyl 230.4 cu in Inline Overhead Valve Engine. The restoration was completed in the mid 1990's and was shown at some car shows and now has approx 1,500 miles on her. The owner is selling her because he does not have time to drive & enjoy her.

This car was the feature attraction in an automobile museum in Winnipeg, Canada from 2001 to until the museum closed in Dec 2003.

She has Wire wheels, fog lamp, dual horns, heater, chrome exhaust extension, spare tire carrier, signal lights and wide whitewall tires.

Vehicle Condition

This car had the benefit of a body off restoration, body panels were stripped from old paint and professionally restored & refinished. Two tone paint scheme, body is dark red and the fenders a dark maroon with silver painted pinstripes on the belt lines. The wheels are also painted in maroon with silver painted pinstripes.



The body was separated from the frame & sandblasted, primed & refinished in chassis black. Undercarriage was also cleaned & refinished. Engine bay components are in excellent condition and have been primed & painted.

Front bumper, grille, ornaments, headlight housings, tail light housings, rear bumper, trim moldings, hub caps, handles and window surround frames have been re-plated or renewed and are in excellent condition.

Windows are clear, all glass is free of chips, cracks & scratches.

The complete interior has been professionally renewed. Light grey Bedford cord cloth was used to recover the seats, door panels & side panels, a new headliner was also manufactured from the same material. New carpets were installed along with new wind cords and sill plates.

The original engine was rebuilt at the time of restoration, all other original mechanical components were renewed, rebuilt or refurbished.

There are a couple of door edging chips. The running board rubbers have cracks. The new owner will likely want to detail the paint etc as this beauty has been in storage since Dec 2003.

This car is stunning and will look forward to the new owner driving her. She runs well & can be driven anywhere.

Please E-Mail Jim Higham at jimhigham@shaw.ca for more photo's or call 204-997-4636 for more information.



McLaughlin-Buick 1934 front grille





Dear Anne,-

Wid love to come. And we'll be travelling in style - in our new McLaughlin-Buick! You know we simply had to do something about the old car, and when we saw this one - well, that decided it. So, my dear, expect us to "knee-action" up your driveway just before lunch on Saturday.-

And now we will!

MCLAUGHLIN-BUICK IS NEW IN 4 GREAT WAYS

It gives you, in 1934 . . . THE FLOATING RIDE, with "Knee-Action" front wheels, balanced springs, shockless steering and Tway Stabilizer. Longer and roomier Sedan by Fisher, with advanced wind-tension styling and luxurious interiors. Completely Automatic Steering, with the added refinement of a dual-controlled Oxyne Selector. And improved, lock-in Nudraul Ventilation. There are three series of McLaughlin-Buicks, in three price ranges, to choose from. Visit your nearest dealer to see as you can and drive one of these great Straight Eights. Ask him for particulars of McLaughlin-Buick's overwhelming sales leadership . . . moderate prices . . . and convenient GMAC payment plan.



NEW MCLAUGHLIN-BUICK EIGHTS



McLaughlin-Buick 8 1934 (Side Front and Interior)





1935 McLaughlin—Buick



1936 McLaughlin—Buick



1936 McLaughlin—Buick, RC2 Buick for King Henry VIII



Canadian-built car fit for a king

It's perhaps the most famous car built in Canada -- a 1936 McLaughlin Buick limousine, custom-designed by the Oshawa company for King Edward VIII and used throughout the year the world was gripped by his controversial love affair with American divorcée Wallis Simpson and his subsequent abdication.

The sleek black vehicle in which the couple tried to escape photographers and the king was ferried to royal appointments -- including his historic trip to 10 Downing Street in December 1936 to renounce the throne -- has been sold this week at Bonhams auction house in London for over \$185,000 pounds (\$380,000 Cdn), according to the Associated Press.

The auctioned vehicle came with its original log book that reports "H.M. The King" as its original owner along with a leather bound photo album that includes photos of the car before it belonged to the monarch.

Billed by the auction house Bonhams as the "Abdication Car," the luxurious limo was ordered by Edward in 1935 when he was still the Prince of Wales.

Edward had visited Canada in 1927, and one of the cars used during that tour -- a lavishly outfitted McLaughlin Buick that is now a prized artifact at the Canada Science and Technology Museum in Ottawa -- appears to have sparked his affection for the company's products.

In the summer of 1935, according to Bonhams, then-Prince Edward "arrived unannounced" at the showrooms of London car dealer Lendrum & Hartman

Canadian-built car fit for a king, cont.

and ordered a customized McLaughlin Buick "giving two passengers luxury and privacy, specifications to include drinks cabinets, vanity mirrors, reading lights, correspondence facilities, radio, smoker's cabinet, jewelry cabinet, compartments for canteen and luncheon trays, and a drawer to accommodate London telephone directories."

The car was nearing completion in Canada when the death of King George V in January 1936 handed Edward the crown. A constitutional crisis, in which the new king's devotion to Simpson was seen as being in conflict with his royal duties, quickly ensued.

The car prompted some controversy of its own when it arrived in Britain in February 1936. Members of the House of Lords were concerned that a non-British vehicle was being used by the Royal Family, but were mollified by the fact that Canada was at least part of the king's realm.

The car soon was put to use by Edward VIII and often transported the king and Simpson as the scandal surrounding their romance reached its height. "The Buick was often seen spiriting the couple with blinds drawn to hide them from prying eyes," Bonhams notes in its catalogue for the Dec. 3 sale.

Finally, in December 1936, Edward was driven in the Canadian car to inform prime minister Stanley Baldwin that he was giving up the throne -- which would soon be occupied by his younger brother, King George VI, the father of the reigning Queen. "I have found it impossible to carry the heavy burden of responsibility and to discharge my duties as king as I would wish to do without the help and support of the woman I love," Edward announced to a shocked public in Britain and throughout the Commonwealth.

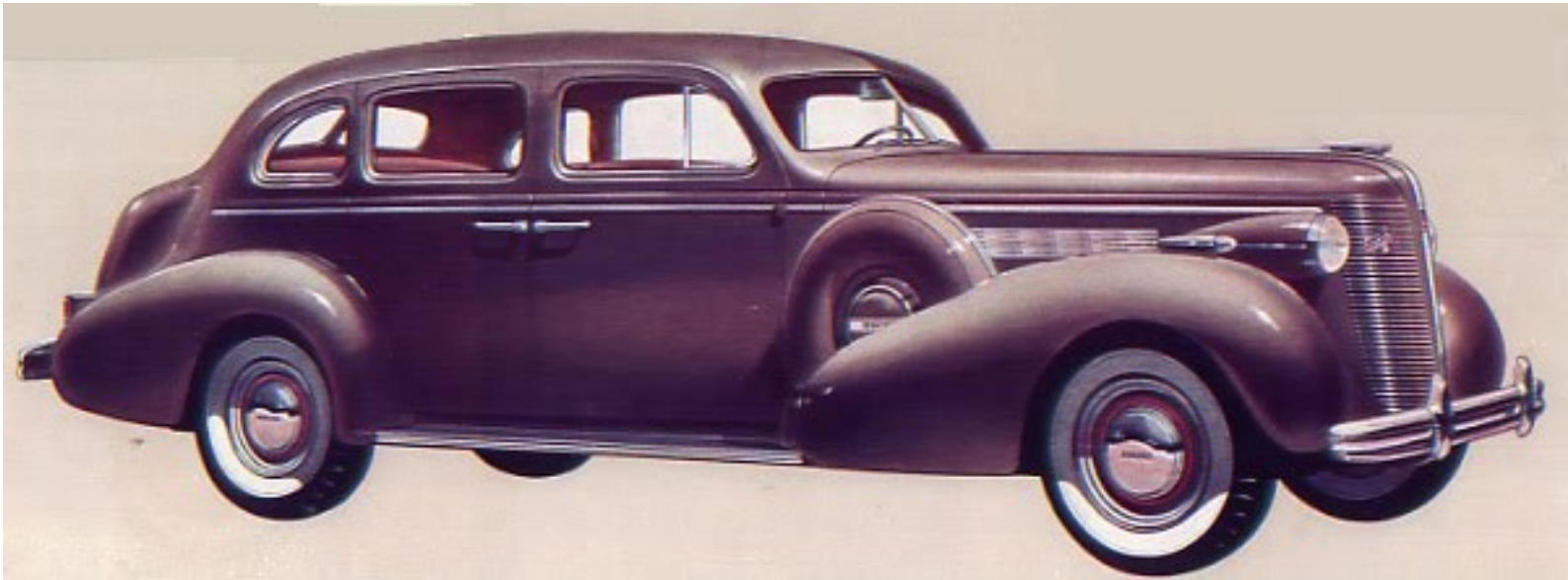
A photograph of the solemn-looking king, shot through the window of the limousine after his decision was revealed, became the defining image of the abdication crisis. The car was later shipped to France, where Edward had arranged to meet Simpson at Cannes. Sold a few years later, the car has been in the hands of several collectors over the decades.

Garth Wilson, curator of transportation at the Ottawa museum, said Edward's custom-built McLaughlin Buick -- along with the 1927 model and a 1939 limousine used for the historic Canadian visit of George VI and the late Queen Mother -- "represent the apex of automotive workmanship in the country at that time."

He added that Edward's 1927 trip across Canada in an Oshawa-built Buick "may have been his first exposure to the quality of McLaughlin manufacturing" and prompted his 1935 order for a Canadian-built car.



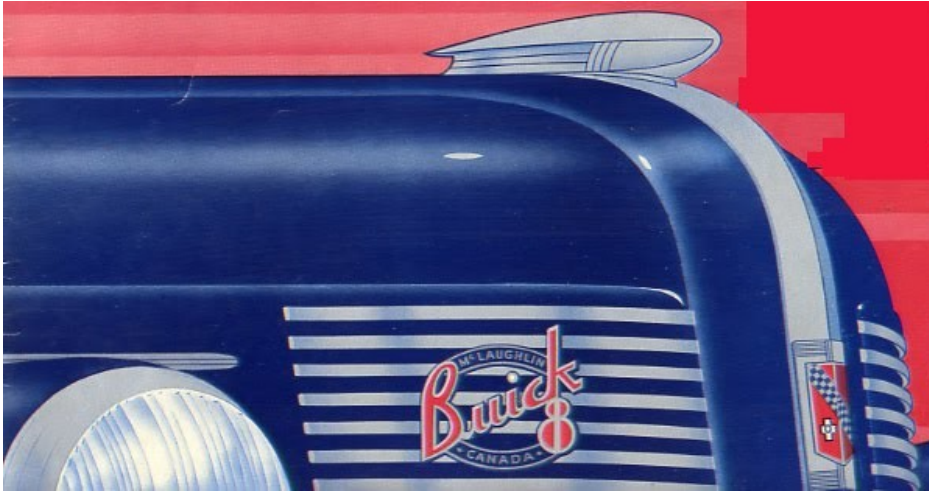
1936 McLaughlin-Buick 80C Phaeton



1937 McLaughlin—Buick



1937 McLaughlin—Buick Convertible Coupe with rumble seat.



1937 McLaughlin— Buick

If there ever were hard times for General Motors of Canada Limited, the 1930s certainly stretched the company's resources to the very limit. Production and sales were miserable for all of the GM brands

throughout the Dirty Thirties. From a high water mark of 104,198 vehicles produced in 1928, the Oshawa, Ontario-based automaker hit rock bottom in 1932 when only 19,565 cars and trucks were shipped from the factory. Among that pittance were 2,026 McLaughlin-Buick passenger cars.

McLaughlin-Buick production inched upward in 1933 to 2,382 units and up again to 4,091 units in 1934. The increases were small but they did give hope that the worst of the Great Depression might be over. That was not to be the case and the final production figure for 1935 skidded to a dismal 2,272 units. A sleek new Art Deco design helped spur sales in 1936 as 4,722 McLaughlin-Buicks were rolled out the factory doors. Among that number was one built for His Majesty, King Edward VIII.

Despite being all new last year, the cars were revamped in a big way for the 1937 model year. The grille was split, allowing the Buick coat of arms to be mounted front and centre on a slender river of chrome flanked with fine horizontal chrome ribs. New, more graceful, teardrop headlights were mounted on either side of the grille for a stately look. Wipers were no longer mounted from above the windshield, but from the cowl. The radio aerial disappeared, discretely embedded in the running board. Body height was lowered by 1.5 inches and a corresponding 2.5-inch drop in the floor meant the cavernous interior was maintained.

The public met the 1937 McLaughlin-Buicks in November of 1936. In a bid to impress potential buyers, sales personnel were trained to discuss the current crop of automobiles from the ground up. Starting with the famous sealed chassis, they moved on to point out the quieter valve-in-head straight-eight engine, the five-point soft rubber engine mountings, the centre-point controlled steering, the tip-toe hydraulic brakes, knee action wheels, torque-tube drive and ride stabilizers located fore and aft. The car was mighty and magnificent. It came with an impeccable pedigree that reached back to horse and buggy days. It was easy to sing the praises of such a fine motor-car.

Salesmen were instructed to draw attention to the all steel-welded-to-steel body construction that boasted the safety of a solid steel Turret Top on the Special models. "McLaughlin-Buick bodies have in 1937 the same master craftsmanship in their coachwork which they have had for years." For good measure, folks looking at the gleaming beauties in showrooms were reminded that safety glass was used all around.

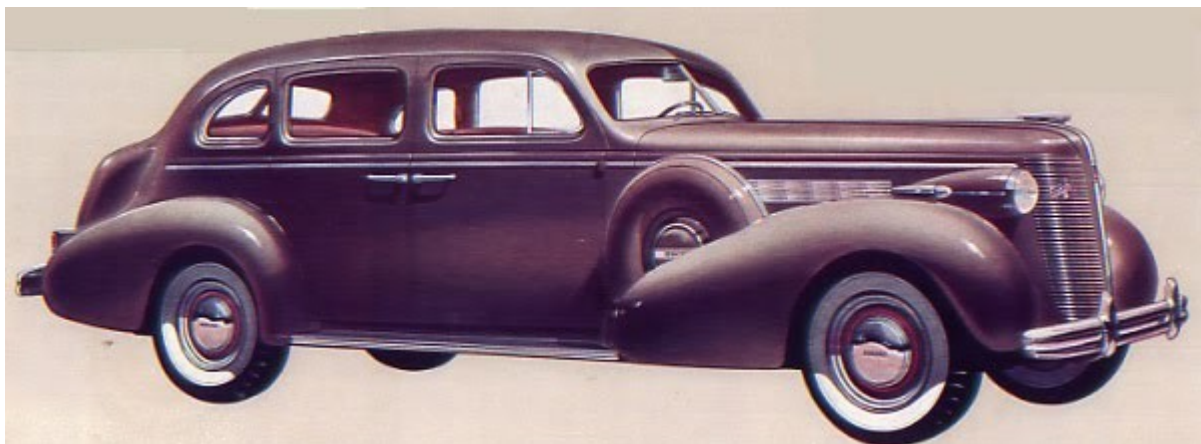
Source: <http://www.theoilspoteh.ca>

As important as any feature built into the vehicle was the possibility of buying a new McLaughlin-Buick through the General Motors Installment Plan. With "payments to suit your purse," the scheme claimed to have already advanced more than 11 million purchases in North America. In addition, GM had its own insurance company. General Exchange Insurance Corporation, a.k.a. GEIC, offered insurance protection and the capacity to "render claims and make adjustments throughout Canada."



The McLaughlin-Buick was an upscale offering in the world of automobiles, carefully positioned between the mid-range, mid-priced Oldsmobile and just below the luxurious LaSalle by Cadillac. With inspired whispers of elegance, distinction and class, McLaughlin-Buick came in four distinct series for 1937: Special, Century, Roadmaster and the Limited.

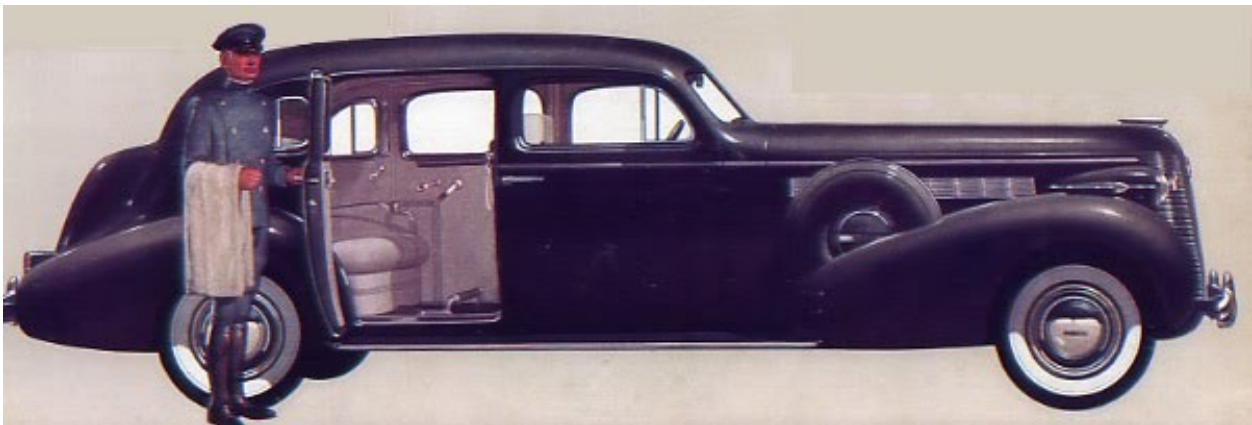
The 122-inch wheelbased Special was the entry level car, ideal for the family ready to move into the pampered world of McLaughlin-Buick. A Sport Coupe with "ingeniously positioned" folding opera seats was the lowest priced in the stable with a starting price of \$1,055. A five-passenger Coach with trunk, a five-passenger Sedan with trunk and a four-passenger convertible with rumble seat were all equally modestly priced. The Special got around town and country with a 248-cubic inch straight eight that generated 100 horsepower.



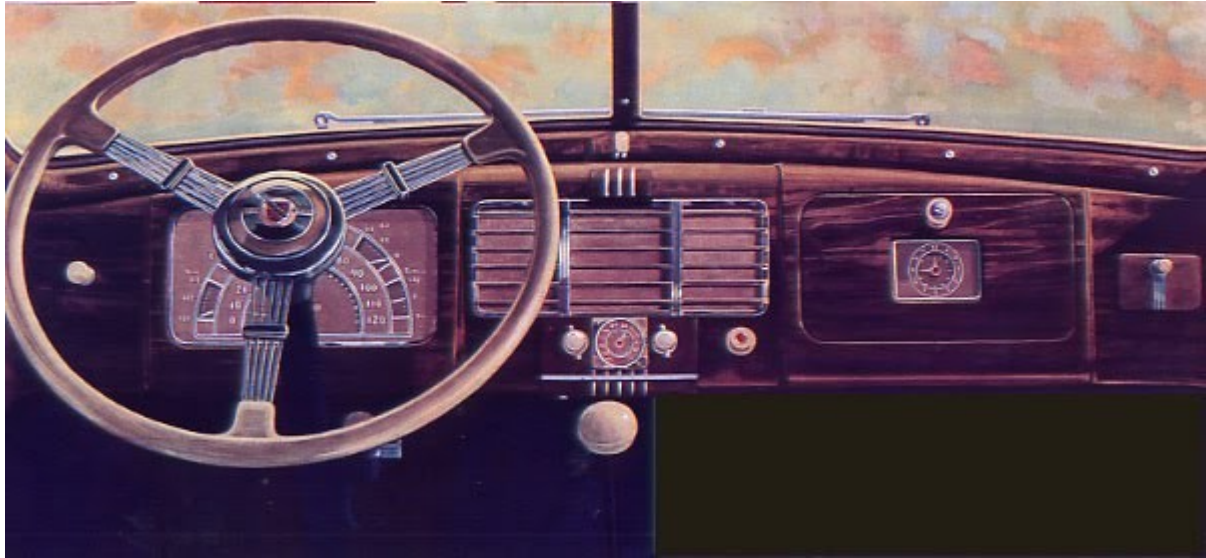
Century was bigger and better appointed than the Special. Its engine generated 130 horsepower and its displacement was 320 cubic inches. Four inches longer in the wheelbase than last year, Century now rode a 126-inch wheelbase and could be had as a five-passenger Coach or a five-passenger Sedan, both came with trunk. The four-passenger Convertible Coupe boasted a rumble seat. A great deal of attention was drawn to the generously proportioned trunks. "Why embarrass yourself with a trailer for your valises when the jumbo baggage compartment can serve you?"

The spare tire rode in a special space below the trunk floor, making tire changing less of a hassle. Having stated that, these dignified land yachts also could be ordered with optional cost, side-mounted tires, neatly tucked into gracefully elongated front fenders. The classic feature was standard equipment on the Roadmaster four-door convertible and the two Limited models.

Further up the scale was the impressive Roadmaster. This grand automobile stretched lazily over a 131-inch wheelbase and seated six in full comfort. It shared an engine with the Century. The Formal Sedan could be ordered with optional movable glass partition to set passengers apart from the chauffeur. A four-door convertible carried a price tag of \$2,050.



Gliding majestically on a 138-inch wheelbase, the Limited was the penultimate McLaughlin-Buick. Seating eight passengers, it was offered as a Sedan with trunk or as the Imperial Sedan with trunk. It loafed along the highways and byways of the Dominion with the same engine as Century and Roadmaster. These distinguished vehicles were rarely seen. Shunning Cadillac as ostentatious, Prime Minister William Lyon Mackenzie King made use of a McLaughlin-Buick as his official car.



Options were few and far between on a car as magnificent as a McLaughlin-Buick. There were a few and in keeping with the McLaughlin-Buick tradition they were the epitome of tastefulness. They included white sidewall tires, an in-dash radio with a speaker. A heater—with or without the new windshield defroster—fog lights and the dual sidemount fenders were on the short list.

Production continued to improve as workers at General Motors built 6,880 McLaughlin-Buicks for the 1937 calendar year. The gains would not be continued in 1938 as the economy faltered and sales plunged.



1938 McLaughlin—Buick Interior



1938 McLaughlin—Buick Police Car



1938 McLaughlin Buick Limousine Sails to Singapore

BCCA off shore, member David Thomson, has recently purchased and imported Basil Keir's former 1938 McLaughlin Buick 90 series seven passenger Limousine into Singapore. This beautiful McLaughlin, seven passenger limousine, with glass divider, is believed to have been specially built for the Dutch Government Fleet of 1938 and brought to Australia prior to WW2. Designed as a processional car the rear seat is raised higher than normal. Big, black and beautiful, it has been rebuilt from ground up.

David tells of what's happening in Singapore

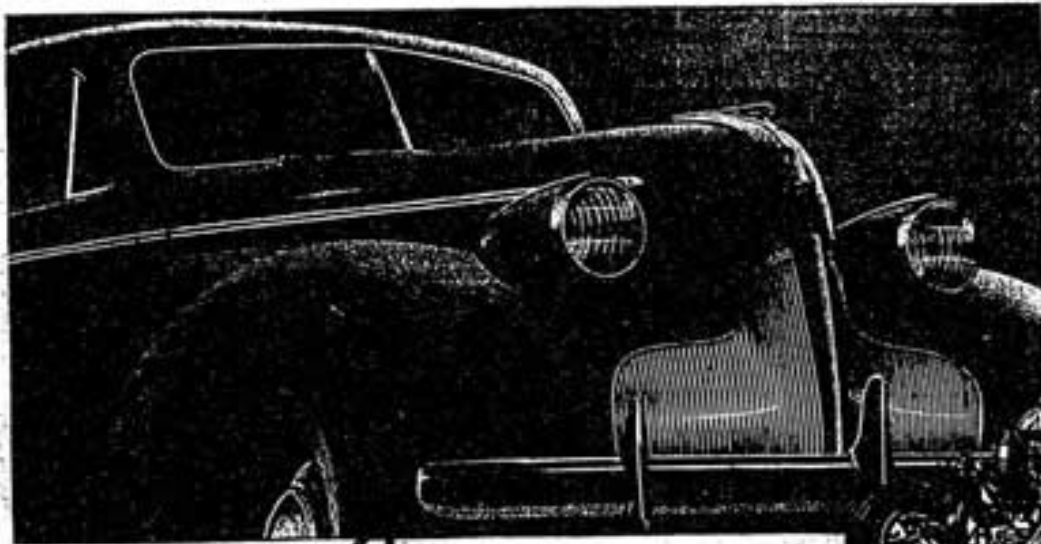
"The Buick arrived safely and cleared customs etc without too much hassle. Started up relatively easily straight out of the container once some petrol was poured down its throat and I'm happy to report that I was able to get the car registered successfully last Friday [a saga in itself!] - just in time for her first event on the weekend. "Willy" now sports the Singapore number SN 8161S.

Driving here in such a car has been an experience. The biggest hazard has been other drivers somewhat distracted by the Buicks size - a few emergency stops have been necessary but if driven defensively it all seems to work out. The heat hasn't posed too much of an issue. I suspect I will need to replace the core to get better efficiency as it doesn't like sitting in traffic too long. On the road and moving seems fine however. Night driving is testing as the 6 volts struggle with both lights and indicators! May have to switch to 12.



Fender and hood of 1938 McLaughlin-Buick Special Eight

Under its Styleblazing Beauty...



- Knee-Action Front Springing
- * Torque-Free Rear Coil Springing
- * Dynafash Valve-in-Head Straight Eight Engine
- * Torque-Tube Drive

... It's STILL THE MOST ADVANCED CAR IN THE WORLD !

YOUR EYES will tell you that the 1939 McLaughlin-Buick is *the Beauty*.

But look beyond its sweeping lines and graceful contours. You'll discover plenty of other reasons why this new McLaughlin-Buick is *the Buy*.

Beneath that sleek bonnet is a mighty power plant—a Dynafash Valve-in-Head Straight Eight engine that is unbelievably smooth and lively in action.

Look too at the massive chassis which provides a rugged foundation for the roomier Unisteel Body by Fisher. Inspect

the coil-cushioned wheels all round—the self-banking Knee-Action! Here's the riding comfort you want.

The more you look into the car the more evidence you will find of McLaughlin-Buick's traditional skilled engineering and sturdy quality. Here is the most advanced car in the world, built as you want it built—priced to suit your pocketbook!

We invite you to drive this great new McLaughlin-Buick. Feel its surging power. Notice the greater vision of its wider windows. And remember, it's easy to buy on the General Motors Installment Plan. See your dealer today.

- Roomier Unisteel Bodies by Fisher
- * Tipton Hydraulic Brakes
- * Handshift Transmission
- * No-Draft Ventilation
- * Crown Spring Clutch

McLAUGHLIN-BUICK *for 1939*

GILES, RICE & PETERS, LIMITED
2490 Danforth Avenue

ANDERSON McLAUGHLIN-BUICK PONTIAC LIMITED
28-38 Gerrard Street East

BAILEY MOTORS
Bloor at Royal York Road - Kingway

J. T. FARR & SONS LIMITED, Weston
D. C. THOMSON, Agincourt

MacKINNON MOTOR SALES LIMITED
1941 - 1951 Yonge Street at Millwood Road
TUGG & MASON LIMITED, New Toronto
ROLLING MOTOR SALES, Richmond Hill

IT'S NEW! IT'S THE BEAUTY! IT'S THE BUY!

Advertisement, *Globe and Mail*, January 30, 1939



MCLAUGHLIN-BUICK: "CANADA'S STANDARD CAR"

Posted April 14, 2010 @ 4:13 pm

http://www.museevirtuel-virtualmuseum.ca/sqc-cms/expositions-exhibitions/tresors-treasures/?page_id=1971&print=1

Student Essay

Silvia Sorbelli

This essay was written by an M.A. student in a Museum Practice seminar in the Department of Art History, Faculty of Fine Arts, Concordia University. The seminar was taught by Dr. Loren Lerner with the assistance of Dina Vescio, a M.A. graduate of the program.

"One Grade Only and That the Best"

McLaughlin-Buick advertisements from the Toronto Globe & Mail offer visual evidence of the history of the McLaughlin Motor Car Co., a Canadian carriage company turned motor car company in 1907. The advertising of McLaughlin-Buicks began in 1909, a year after 154 McLaughlin-Buick Model Fs were manufactured in the Oshawa factory in Ontario. From its inception the company had a reputation for quality because Colonel Robert Samuel McLaughlin was determined to design and manufacture the very best all-Canadian automobile. This emphasis on high standards and the Canadian design of the car was beneficial to the company in that it eventually led to the company's relation with the British royal family, who purchased or drove nine McLaughlin-Buicks between 1927 and 1939. In this paper, I will explore a selection of advertisements from the Globe & Mail from 1909 to 1939 to demonstrate how McLaughlin-Buick forged its own uniquely Canadian identity within a booming car market.¹

In the first advertisement in the Globe & Mail on November 30, 1909 the McLaughlin Motor Car Co., Ltd. declares that the McLaughlin-Buick is "the car with the best reputation and the best reasons for having that reputation," (fig. 1). The car advertised is a Model 19 which sold for \$1,875. The prior model manufactured by the company was the Model F which sold for \$1,400. This was \$200 more than a Buick in the United States, but cheaper than the cost of importing this American car.

MCLAUGHLIN-BUICK: "CANADA'S STANDARD CAR"

Despite the inflated price tag "the cars sold like hot cakes."² It may have been the success of the Model F which prompted the young company, officially founded in 1907, to stress its growing reputation. One of the first owners of the Model F was a Dr. Hoig. The doctor was quite enthusiastic about the horseless carriage in that it eliminated manure from the streets and didn't "kick or bite or tire out on long runs."³ An ad from June 30, 1911 emphasizes these advantages: "[d]on't you realize, you tired business man – you doctor – you lawyer – that you and your family would reap a health benefit from the ownership of a car that would more than recompense you for the expense involved?" This advertisement is a prototype of many others like it: an image of the car in a charming landscape occasionally with a happy owner, a somewhat lengthy text describing the features of the car, and the company's "inspiring motto 'One grade only and that the best,' (fig. 2)."

A more elaborate and philosophical motto emerges in a February 26, 1910 advertisement. This one includes a famous quotation by Ralph Waldo Emerson: "If a man can write a better book, preach a better sermon, or make a better mousetrap, than his neighbour, though he build his house in the woods, the world will make a beaten path to his door." The quote is used as a jumping off point to conclude that "the Canadian 'world' has made a beaten path to the home of the McLaughlin-Buick Motor Cars" which means they "must be the best yet." This argument is substantiated by statistics in the ad that rank McLaughlin-Buick as the bestselling car in Ontario in 1909 (fig. 3). On January 5, 1910 the limousine Model 17 was advertised as having the "four great essentials of a town car," namely comfort, elegance, power and dependability. These four features, along with the essentially Canadian design of the car, would remain the distinct trademarks of McLaughlin-Buick advertisements for years to come (fig. 4). By 1905 cars such as the Ford Model C were already being assembled in Canada, since shipping pieces separately and then putting them together saved money on taxes.⁴ Sam McLaughlin's initial objective was to manufacture entirely Canadian automobiles but a deal struck with William C. Durant of Buick Motor Company in Flint, Michigan and the eventual sickness which afflicted the McLaughlin Motor Car Co.'s engineer saw the creation of cars based on Canadian design but with American running gear.⁵ A January 13, 1911 advertisement alludes to this fact in an eye-catching headline: "[w]hen Canada calls McLaughlins respond." It goes on to mention that "[i]t is just about three years since it began to be evident that there was a need to some responsible Canadian firm to produce a line of cars suitable for Canadian

MCLAUGHLIN-BUICK: "CANADA'S STANDARD CAR"

conditions." The text underscores the requirements of Canadian motorists that the car "must be simple, durable, economical, powerful." This confirms the trademark characteristics of the car first mentioned in the 1910 advertisement (fig. 5).

"It's Better Because It's Canadian"

McLaughlin-Buick continued to emphasize its Canadian design into the 1920s. By September 3, 1921 the company promoted the design as 'Canada's standard car.' At this point the car's reputation had been established. Ford, which now also produced Chevrolet vehicles, had been sold to General Motors. The Canadian branch was now called GM Canada with Sam and his brother George overseeing the operation as president and vice-president respectively.⁶ The advertisements during this period suggest that now that the company was associated with a large American corporation, it was more important than ever to reinforce its Canadian lineage. As one ad for GM Canada from November 2, 1926 aptly put it "[i]t's better because it's Canadian." This was because the wood came from Canadian forests, the iron, copper and nickel from Canadian mines and lastly because the cars were designed in Canada to withstand the "rigors of stern winters, [and] the hardships of corduroy roads," (fig. 6).

One of the more striking and inventive advertisements stressing the Canadian origins of the car is found in the May 19, 1925 issue of the *Globe & Mail*. It depicts Samuel de Champlain being guided by natives in a canoe (fig.7). The text reads:

From the time when the Indians, keen of eye and sure of hand, piloted Champlain on his quest to explore the unknown, Canadians have ever been possessed with a desire to see their wonderful country. Never was that desire so fully possible of achievement until General Motors of Canada produced within the Dominion, a type of transportation to meet the varied needs and resources of the Canadian people.

Unquestionably, Sam McLaughlin felt the need to emphasize that although the company was now an American derivative, the cars which emerged from the assembly lines were essentially Canadian. This is a consistent strategy. An ad, thirteen years later, from May 5, 1938 actually traces McLaughlin-Buicks history back to the company's early carriage-building days, a statement intended to inspire trust and loyalty among Canadian citizens.

MCLAUGHLIN-BUICK: "CANADA'S STANDARD CAR"

Since the cars were advertised as "Canada's standard car" and emphasized as "built, not merely assembled, in Canada" it appears to have encouraged buyers to disregard the somewhat larger price tag. While other car companies, such as Ford and Briscoe, were stressing their low cost and economical value a McLaughlin-Buick ad from April 21, 1928 points out that "you pay more but you get more" (fig. 8). What this statement means is that McLaughlin-Buicks were aesthetically attractive cars. Their design had much appeal among Canadians, notwithstanding the price involved. The car was not the cheapest one available nor unattainably expensive either.⁷ Furthermore, from the 1920s the advertisements had excellent reasons for focusing on the cars comfort, rare beauty and luxury.

Cars Fit For Royalty

Although a good number of advertisements accentuate the Canadian nature of the McLaughlin-Buick and its inherent superiority compared to other motor cars of the time, from the 1920s onward the car's luxury, beauty and grace began to be promoted even more forcefully. With characteristics such as these, McLaughlin-Buick could easily be equated with the posh elegance of Rolls Royce or Daimler, cars customarily owned and driven by the British royal family. Though the exact reasons why the royal family chose McLaughlin-Buicks for several Canadian royal tours (1927, 1939 and 1986) and to drive back home in England are beyond the scope of this paper, it is fascinating to trace how the image of royalty was also conveyed in the company's advertisements.

The 1923 McLaughlin-Buick Sedan was promoted in a September 2, 1922 advertisement as "[a] car of rare beauty" with a luxurious interior and 'rich plush upholstery,' (fig. 9). In a February 7, 1924 advertisement a McLaughlin-Buick Master Six is driving up to an elegant wrought iron gate with a caption above reading "[c]losed car luxury that reflects leadership," (fig. 10). A rather enticing ad from February 28, 1920 has the headline "DIGNITY" and displays a McLaughlin Model 6 Sedan with the "gorgeous coach of George I," (fig. 11). Without a doubt, the company was proposing that to own and drive a McLaughlin-Buick was the equivalent of riding in a vehicle belonging to the royal family. The 1928 McLaughlin-Buick, modified and used by the Prince of Wales (later King Edward VIII) and his brother the Duke of York in a 1927 Royal Tour commemorating the 50th anniversary of the Confederation (Diamond Jubilee), had a full page advertisement on August 6, 1927 which read: "[t]hrilling the world again with McLaughlin-Buick value." This was followed by the subheadings "beauty, power, getaway, luxury, colour and smartness," (fig. 12).⁸

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Into the 1930s, although advertisements tended to emphasize the cars mechanical superiority and silence, luxury in terms of providing an easy and comfortable ride remained a central feature. A March 7, 1931 advertisement focuses on "safety, silence, getaway and ease" all of which was made possible thanks to the innovative syncro-mesh transmission (fig. 13). The Canadian connection however is not forgotten in that this ad like the one in May 19, 1927 depicting Champlain, includes Natives. The 1939 McLaughlin-Buick Styleblazer, similar to the two Phaetons custom built for the 1939 Royal Tour, was advertised in January 30, 1939 with the headline "[u]nder its Styleblazing Beauty...It's still the most advanced car in the world!" (fig. 14).

The connection between the advertisements and the royal family purchases of a McLaughlin-Buick or use of the car on several royal visits and tours cannot be a coincidence. But the qualities that were emphasized in the advertisements were consistent with the company's objectives, not simply because the car was a royal person's vehicle. The car company made it clear from the start what characteristics were of primary importance in establishing the company's reputation. This was the Canadian design of the car that combined quality and aesthetics. The design of the car's body together with the reliability of the Buick engine and mechanical parts assured the success of McLaughlin-Buicks.⁹ The patronage for McLaughlin-Buick was a "source of pride" for everyone from Sam McLaughlin "down to the humblest of craftsmen engaged in assembling the cars by painstaking hand labour" as a GM press release stated in 1939.¹⁰ In total nine McLaughlin-Buicks were delivered to the Royal Family, quite an impressive feat for a carriage company turned motor car company from the far away Canadian town of Oshawa.

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fig. 1 *Globe and Mail* (30 Nov. 1909): 1 (Photo: The Globe and Mail Canada's Heritage database {<http://heritage.theglobeandmail.com>})

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fig. 2 *The Globe and Mail* (30 Jun. 1911): 2 (Photo: The Globe and Mail Canada's Heritage database {<http://heritage.theglobeandmail.com>})

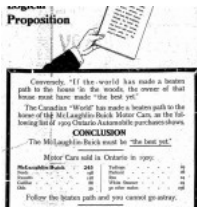


fig. 3 *The Globe and Mail* (26 Feb. 1910): 12 (Photo: The Globe and Mail Canada's Heritage database {<http://heritage.theglobeandmail.com>})



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fig. 5 *The Globe and Mail* (13 Jan. 1911): 7 (Photo: The Globe and Mail Canada's Heritage database {<http://heritage.theglobeandmail.com>})



fig. 6 *The Globe and Mail* (2 Nov. 1926): 1 (Photo: The Globe and Mail Canada's Heritage database {<http://heritage.theglobeandmail.com>})

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fig. 7 *The Globe and Mail* (19 May 1925): 12 (Photo: The Globe and Mail Canada's Heritage database {<http://heritage.theglobeandmail.com>})



fig. 8 *The Globe and Mail* (21 Apr. 1928): 6 (Photo: The Globe and Mail Canada's Heritage database {<http://heritage.theglobeandmail.com>})



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fig. 12 *The Globe and Mail* (6 Aug. 1927): 14 (Photo: The Globe and Mail Canada's Heritage database {<http://heritage.theglobeandmail.com>})



fig. 13 *The Globe and Mail* (7 Mar. 1931): 5 (Photo: The Globe and Mail Canada's Heritage database (1844) {<http://heritage.theglobeandmail.com>})



fig. 14 *The Globe and Mail* (30 Jan. 1939): 5 (Photo: The Globe and Mail Canada's Heritage database {<http://heritage.theglobeandmail.com>})

NOTES

1. I am looking at a selection of advertisements from this time period, ending with 1939. In the years between 1940 and 1943 the McLaughlin name is dropped and the car becomes a standard Buick.
2. Heather Robertson, *Driving Force* (Toronto: McClelland & Stewart, 1995) 115.
3. Robertson, 116.
4. Richard White, *Making Cars in Canada* (Ottawa: Canada Science and Technology Museum, 2007) 14.

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GM Canada, "History of GM Canada," {http://www.gm.ca/inm/gmcanada/english/about/OverviewHist/hist_gm_canada.html}.

1. GM Canada.
2. "Overstopped them all Another Triumph for Canadian industry," *The Globe & Mail* (Toronto: Feb. 1914).
3. Buick was known for its "Duco" colour combinations. The royal tour car was desert sand with a turquoise trim. It was different from a regular Buick or any other car on the market for that matter. It was said to "[stick] out like a Mississippi gambler at a prayer meeting." Robertson, 129.

Glen Woodcock, "100 years and counting," *Time Machines* {http://blog.autonet.ca/time_machines/2008/07/}.

1. GM Canada.

Article printed from Canada's Got Treasures|Le Canada a d'incroyables Trésors: <http://www.museevirtuel-virtualmuseum.ca/sgc-cms/expositions-exhibitions/tresors-treasures/?lang=en>

URL to article: http://www.museevirtuel-virtualmuseum.ca/sgc-cms/expositions-exhibitions/tresors-treasures/?page_id=1971&lang=en

McLaughlins return home for 100th birthday

About 95 vintage cars parade through Oshawa to honour original brand that became GM Canada

JIL MCINTOSH, SPECIAL TO THE STAR, Aug 09, 2008

It took 98 years to happen, but Richard Fraser's car finally came home.



His McLaughlin-Buick Model 8 Touring Car was built in Oshawa in 1910 and then, judging by an original registration tag still screwed to its wooden body, was sold in Quebec. From there it went south, possibly with a family who moved to find work in the U.S. Last fall, it was offered for sale at an automotive flea market in Hershey, Penn., where Fraser bought it and took it home to East Poland, Maine.

Last Monday, the car had a place of honour on the front lawn of Parkwood, the home of GM of Canada founder Samuel McLaughlin, for the McLaughlin-Buick Club of Canada's annual meet. This year's event was dubbed "The Homecoming," and was held in Oshawa to celebrate GM's 100th anniversary.

The McLaughlin Carriage Company, maker of horse-drawn vehicles, produced its first car in December 1907 as a 1908 model, assembling cars based on American Buicks. Renamed the McLaughlin Motor Car Company, it became General Motors of Canada in 1918.

Fraser's car was one of 847 vehicles the company built in 1910, spread over 13 models, including a delivery truck. "I found it at Hershey and fell in love," says the 63-year-old retired tannery worker. "I knew it was rare and unusual, and I like rare vehicles. It was a long trip to bring it here, but when I heard there was a birthday, how could I resist a celebration of the man who built it?"

The car is unrestored – "barn-fresh" in the hobby's vernacular – and while Fraser intends to make it roadworthy (it's limited to short parking-lot jaunts for now), he says he'll leave the body untouched.

McLaughlins return home for 100th birthday, cont.

The club knows of only two in existence, and the other one was parked nearby: a restored model belonging to Neil Butters of Cobourg, whose father bought it in 1956.

Sam McLaughlin rode in it on his 90th birthday in 1961, and Butters believes it was his personal car; he's currently amassing the proof.

The four-day gathering is primarily for the car owners, who welcome a chance to meet with fellow enthusiasts and to drive their cars on tours, but Monday's event started with a parade of Buicks through Oshawa's downtown, which finished at Parkwood Estate for a show open to the public.

About 95 vintage cars attended, including models from Alberta, Quebec and a 1937 that was driven from Indiana, as well as several club members from New Zealand.

McLaughlin-Buicks were never sold in the U.S. – which makes them an oddity among American collectors – but were built for export to several countries.

That was the case with Larry Norton's 1931 model. The huge red seven-passenger touring car was one of 30 made that year; 27 went abroad, including his, which worked as a taxi cab in Kingston, Jamaica. "It was a taxi for 29 years," says Norton, a retired GM employee who lives in Oshawa.

He bought the car 48 years ago when it was taken out of service. "Someone in the U.S. went and saw it, and advertised in a magazine that it was there and for sale. The owner wanted a new Chev, Ford or Plymouth in return, but I negotiated cash. I don't even remember what I paid.

"I had to prove the car was Canadian so as not to pay duty, but I didn't know how. The customs guy looked at the instrument panel and there was a plaque painted over, and it said 'Product of General Motors of Canada'. So it came in as 'Canadian Goods Returned'."

Norton painted the car, and then tried to find someone to replace the damaged canvas top.

"My father knew two retired guys who did tops at the Motors, and he asked me if I wanted them to do it. The top was similar to a Packard, and I asked them if they wanted a photo of that, and they said it wouldn't be necessary, that they'd put the top on this car the first time. They remembered it."

McLaughlins return home for 100th birthday, cont.

McLaughlin built numerous models, but while the mechanicals were identical to U.S. Buicks, the company's carriage roots showed in its more ornate bodies. Still, quick identification isn't always easy: the cars often carried the McLaughlin or McLaughlin-Buick names interchangeably, and some wore the Buick badge alone.

That's the case with Wes and Lois Ebbs's 1942 Buick Special, which has the McLaughlin name on all of its literature and manuals, but nowhere on its body. It was the last year cars were produced before all auto makers shut down for war production, and the final time the McLaughlin name would appear anywhere.

The Ebbses' car is also an extremely rare "blackout" model, one of 211 built in Canada, with most of its trim painted instead of chromed. The idea was that it wouldn't reflect light during a war-time air raid.

"I'm the third owner of the car; I bought it in 1974," says Wes Ebbs, who helped to found the club in 1971. "It's from Yorkton, Saskatchewan. Few people could buy new cars because of the war, but the owner ran a cartage company, so he might have had government contracts and got it that way.

"There are a lot of differences on it when compared to the American Buicks. It has different hubcaps, it has a six-bolt axle to their five-bolt axle, and the dash is all woodgrain where the U.S. was half engine-turned. You take the McLaughlins to the U.S. shows and, yes, you get the funny looks. They were different."

CanadianDriver

October 12, 2008

Article by Jill McInosh

Oshawa, Ontario – At the turn of the 20th century, big things were happening in the small town of Oshawa, Ontario, east of Toronto. Founded by Robert McLaughlin of nearby Enniskillen, the McLaughlin Carriage Company was already known as the country's premier manufacturer of horse-drawn vehicles. But Robert's son Samuel had taken a shine to the newfangled horseless variety, and despite his father's aversion to them, he simply wasn't giving up.

Samuel set out to produce his own, but finally threw in his lot with William Durant, who was busy amalgamating the independent companies of Buick and Oldsmobile into the corporation he called General Motors. In November 1907, the McLaughlin Motor Car Company was formed, and the following month, turned out its first car, based on the American Buick Model F.



A row of McLaughlin-Buicks

As in the U.S., the early Canadian auto industry was bursting with small up-start companies trying to get in on the new craze. Most failed, especially those who based their vehicles on American models that went under and left them with nothing to build. But Buick's success ensured that of McLaughlin, and the company prospered. In 1918, McLaughlin sold it entirely to the American firm, and it became General Motors of Canada.

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On August 4 – a civic holiday known as McLaughlin Day in Oshawa – the McLaughlin-Buick Club of Canada celebrated the 100th anniversary of the company with its “Homecoming”, which drew vehicles from across Canada and the United States, and members from as far away as New Zealand, to the place where it all began.

The four-day event was mostly for the benefit of club members, who met with fellow enthusiasts and took advantage of various tours to drive their cars, but on the holiday Monday, 95 vehicles attended a public show at Parkwood, McLaughlin’s estate, which is now a historic site and museum.

“It’s an annual event that’s usually held in a different location each year, but because of the anniversary, we had to host it here,” said Keith Corby, president of the McLaughlin-Buick Club of Canada. “Our club usually recognizes Buicks twenty years and older, but this year we opened it to everyone. Our oldest is a pair of 1910 Model 8s, and our newest is a 2008. It was a lot of hard work, but it was worth it.”

The day’s events began with a parade of vintage Buicks through Oshawa to Parkwood, led by a pipe and drum band. Vehicles were spotted from North Carolina, Virginia, Alberta, Quebec, plus a 1937 model from Indiana that was driven to the show.

McLaughlin-Buicks weren’t sold in the U.S., which makes them a rare find at American events and sales. It was enough to pique Richard Fraser’s attention when he spotted an unrestored 1910 Model 8 Touring Car at the huge annual automotive flea market in Hershey, Pennsylvania last fall. “I found it at Hershey and fell in love,” said Fraser, who lives in East Poland, Maine. The McLaughlin-Buick Club of Canada knows of only two still in existence, and the other one, a restored version belonging to Neil Butters of Cobourg, Ontario was parked nearby. “When I was 17, my friend had a McLaughlin. I knew it was rare and unusual, and I like rare vehicles.” The car is in “barn-fresh” condition, a hobbyist term for a vehicle that is essentially in its original state but very well worn. Fraser’s car was missing its lamps, which he has replaced with similar ones until he finds the correct units. He plans to restore it to roadworthy condition – it’s currently restricted to parking-lot jaunts – but intends to keep the body as it is. It’s a plan that’s rapidly gaining favour with many enthusiasts, who now value these vehicles for their authenticity.

October 12, 2008, *Canadian Driver* article by Jill McInosh

The 1910's journey back home was certainly a wide circle. Fraser lifted the seat to reveal a small metal license tag, marked from Quebec, under the passenger side. License plate expert Guy Thibault, who has written a book on historic Quebec plates, was on hand and verified the plate as being from



1910, indicating that the Oshawa-built car was initially shipped to and sold new in Quebec. He thinks the owner took it to the U.S. when many Quebecers travelled south to find work in American mills. One of 847 vehicles spread over 13 models that McLaughlin built in 1910, the Model 8 looked right at home on the front lawn of the Parkwood estate. "It was a long trip to bring it here," Fraser said, "but when I heard there was a birthday, how could I resist a celebration of the man who built it?"



Richard Fraser's 1910 Model 8 from East Poland, Maine, one of two such models known to exist and both were at the show (top); An original plate on Fraser's 1910 Model 8 suggests it was originally sold in Quebec.

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Neil Butters' version sat nearby, looking very much as it did when it left the McLaughlin factory. His father bought it in 1956 from the man who restored it, and in 1961, McLaughlin rode in it on the occasion of his 90th birthday. It's also believed that McLaughlin used it as his personal vehicle. "I know it was Sam's, I just now have to find

the proof," Butters said. "And it's a McLaughlin, even though it says Buick."

That matter of badging can make it difficult to quickly identify a Canadian-



Harold McKendrys 1908 Model 10 is an American Buick, which is evident by its more plain body

October 12, 2008, *Canadian Driver* article by Jill McInosh

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That matter of badging can make it difficult to quickly identify a Canadian-built McLaughlin-Buick from its American siblings. While the cars were officially just McLaughlins until 1922, the company often used the McLaughlin, McLaughlin-Buick or just plain Buick names interchangeably over the years, or mixed and matched, putting one name on the radiator and another on the hubcaps. Sometimes, though, the workmanship does the talking, as evidenced by an American 1908 Buick Model 10 shown by Harold McKendry of Kingston, Ontario. Its austere body contrasted sharply with McLaughlin's work: thanks to its carriage-maker roots, the Canadian company's bodies were usually more elaborate.



Export models received the same attention, as shown by Larry Norton's bright red 1931 8-95 7-passenger touring car, which sat outside Parkwood's front door. It was one of 30 such models made that year, 27 of which went abroad. Norton's was one of those; the car went to Kingston, Jamaica, where it was used as a taxicab for 29 years. Norton, a re-

tired GM employee who lives in Oshawa, bought it 48 years ago. "Someone in the U.S. went and saw it, and advertised in a magazine that it was there and for sale. The owner wanted a new Chev, Ford or Plymouth in return, but I negotiated cash. I don't even remember what I paid."

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Canadian-built vehicles were exempt from duty, but Norton didn't know how to provide proof of the car's origins. "The customs guy looked at the instrument panel and there was a plaque painted over, and it said 'Product of General Motors of Canada'. So it came in as 'Canadian Goods Returned'." The plaque is still in place, as is a new canvas top that Norton had fitted to replace the original damaged one. "My father knew two retired guys who did tops at the Motors, and he asked me if I wanted them to do that. The top was similar to a Packard, and I asked them if they wanted a photo of that, and they said it wouldn't be necessary, that they'd put the top on this car the first time. They remembered it. They did roadsters in the morning, and when it was time to do a 7-passenger, they went to a different place in the plant to do it."



Not all bodies were built in-house, though, and two examples were on the grounds, to include John Kellam's 1933 ambulance. In those days the same body was used for both hearses and ambulances.

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The second one was Lee Smith's 1927 funeral coach. While both were outfitted for those specific duties, early professional cars generally received just one type of coach body, and the interiors were easily switched to turn the car from ambulance into hearse. Some changed back and forth between duties during their lifetimes. That helps

explain the sliding partition window in Smith's car, which in this case would open to a rather non-conversational passenger. Smith, an auto mechanic, bought the car four years ago in Waterford, Ontario. "When I first saw it, I had to have it, since it's one of a kind," he said of the car, which is rough but complete, and very restorable. "In 1969 it was pulled out of a gravel pit to be scrapped, and the people I got it from traded a load of scrap metal for it. It was supposed to be the fellow's retirement project, but he kept working, and then he passed away."

The car still wears a 1949 license plate, and contains an odd double floor, which opens in the middle with hinges on the side. Smith suspects that it was a later addition to update the car, since it contains casket rollers, and pins to hold the box in place once it's loaded. The car also has an original wooden flower rack that sits on metal braces halfway up the inside, and Smith found the car's tool kit and taillight under the seat.

While curious crowds examined Smith's hearse throughout the afternoon, most missed the enormous significance of a more understated model parked on the grounds. Lois and Wes Ebbs' 1942 Buick Special marked not only the last model built before the war production shutdown that affected all automakers, but was also the last time the McLaughlin name would be used. It's on the car's literature and owner's manuals, but nowhere on the body.

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Nor is there much in the way of flashy design. The Ebbs' car is an extremely rare "blackout Buick", one of 211 made in Canada, with all brightwork but its bumpers painted grey instead of chromed, as chrome was now reserved for the war effort. Wes Ebbs, who helped found the McLaughlin-Buick Club of Canada in

Wes and Lois Ebbs with their 1942 McLaughlin-Buick, called a blackout because the painted trim wouldn't reflect lights during a war air raid.

1971 and is currently its treasurer, bought the car in 1974, and a year later drove it from his home in Toronto to Calgary and back, where he snapped a picture of it in

front of the dealership that originally sold it. "I'm the third owner of the car," he said. "It's from Yorkton, Saskatchewan. Few people could buy new cars because of the war, but the owner ran a cartage company, so he might have had government contracts and got it that way."

Ebbs said that the car has some puzzling details, such as taillights that were exclusive to the "blackouts", which is unusual for such a low-volume model. It also differs in several areas from similar American Buicks, with unique hubcaps, six-bolt wheels to the U.S. five-bolt pattern, and a dash that's entirely woodgrain and missing the U.S. engine-turned accent.

The company ceased civilian automobile production after the "blackouts" were done, and when it resumed for model-year 1946, the Oshawa plant concentrated on Chevrolet and Pontiac. Due to post-war government controls that limited the number of American-built cars imported, very few Buicks were sold in Canada until 1951, when GM of Canada began building them again. By then, Sam McLaughlin was enjoying his retirement, having left his position as GM of Canada president in 1945; he died in his 101st year in 1972.

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Although Parkwood tour guides state that a painting of him as an auto magnate in his prime was his favourite portrait, most people are more familiar with the grandfatherly photos taken of him in his older years. That kind demeanor was verified by Jocelyn Shaw, McLaughlin's granddaughter, who attended the event from her home in Toronto. Now 81, Shaw's mother was McLaughlin's daughter Hilda.



"I never lived in the house, I grew up in Montreal," Shaw said. "But I came to visit frequently, and one summer I stayed here for three months, so I know every inch of this place. We'd come up by train and arrive at night, and the maid would be waiting at the door to put us to bed.

"Grandpa was short and very strong, and we'd squirm when he gave us bear hugs. He might have been tough with his GM people, but he was always kind with his house staff. He loved his American business friends and he acquired an American business accent that my mother always laughed at. He loved entertaining his business friends, and I'm sure a lot of business deals were made over the cigar smoke in the billiard room."

No doubt there were. And as the cars started up their engines and drove back out again through the massive front gate, it was tempting to suspect that he might be in an upstairs window, watching, and approving of the century celebration of the company he founded.

For more information, visit [The McLaughlin-Buick Club of Canada](#) and [Parkwood.com](#).

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