



**M^cLAUGHLIN
-BUICK-
MOTOR CARS**



McLAUGHLIN

McLAUGHLIN BUICK

Valve-in-Head MOTOR CARS

*Five considerations to guide the purchaser
of a Motor Car:*

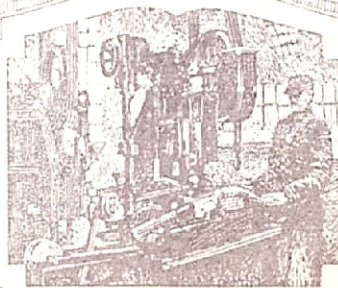
Manufacturer's facilities
Manufacturer's plan
Correctness of the chassis
Availability of a suitable body type
Service back of the car

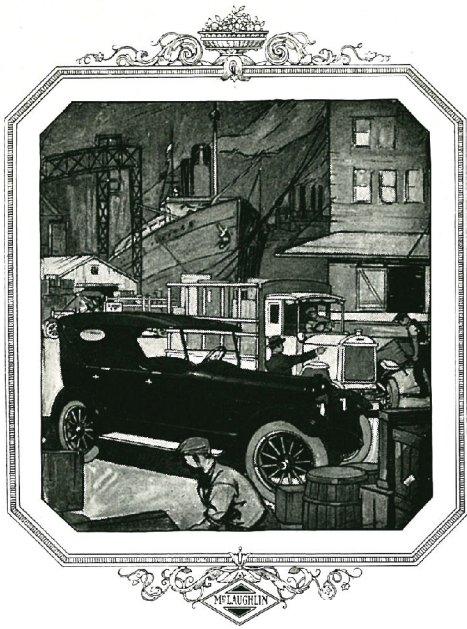
These five factors are discussed in this book

SIX AND FOUR CYLINDER
OPEN AND CLOSED MODELS
FOR NINETEEN TWENTY TWO

McLAUGHLIN MOTOR CAR COMPANY

Division of General Motors of Canada, Limited
MAIN OFFICE AND FACTORY, OSHAWA, ONTARIO
Branches in Principal Cities—Dealers Everywhere





*M*ODERN business demands modern equipment — and what time-saving machinery has done for industry in general, the motor car has done for the individual.

McLaughlin-Buicks for Nineteen Twenty Two Sixes and Fours

There are five factors that should influence the buyer in the selection of his motor car.

First of all, what are the manufacturer's facilities and policies, as evidenced by the manufacturer's standing in the industry?

Second, what are the production plans and the system of manufacture? These are important, for they bear on value received for money expended.

Third, is the chassis mechanically correct in preserving the proper relation between power and load, comfort and safety, performance and durability?

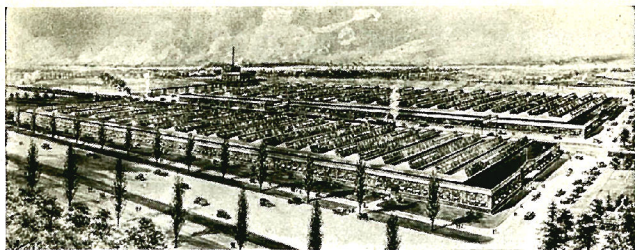
Fourth, does the manufacturer furnish a body type exactly suited to the buyer's motoring requirements?

Fifth, what is the extent of the manufacturer's desire, once the car is bought, to guarantee the owner uninterrupted transportation?

One would hardly be justified in purchasing a motor car solely on the strength of one or even several of these factors. Only when the five are properly co-ordinated is true motor car efficiency found.

Thorough consistency in all of these factors is seen reflected in McLaughlin-Buick for Nineteen Twenty-Two. Manufactured in the efficiently organized McLaughlin factory according to policies and principles that have been distinctly McLaughlin-Buick for many years, the new McLaughlin-Buick reaches the highest pinnacle in its development.

Critical and experienced motorists, who have in their own way considered these factors, have found that the purchase of a McLaughlin-Buick is an investment in a perfectly developed, well-engineered motor car, precisely manufactured and backed by efficient service.



Plants in Walkerville for manufacture of motors, axles and heavy parts for McLaughlin-Buick Cars.

And each of the eleven models for Ninety Twenty-Two have a particular range of usefulness, permitting any purchaser to select a McLaughlin-Buick car exactly suited and equipped to serve him to the utmost limit of his demands for utility.

The complete line for the season consists of seven six-cylinder models and four four-cylinder models, built to one standard of mechanical excellence. The McLaughlin-Buick principle of motor design and chassis construction is embodied in three open and four closed body types on the six-cylinder chassis and in two open and two closed body types on the four-cylinder chassis.

Vital features are common to all eleven models. Chassis units, properly related and balanced, have been developed, and proven by time and use. And the different body types have been similarly developed to give each a certain scope to suit the needs of individual motorists. So consistent have engineers been in adhering to accepted ideals of design and construction that the purchaser of any one of the McLaughlin-Buick cars, Six or Four, is assured the character of serviceability for which McLaughlin-Buick has always been known. As in other years, each McLaughlin-Buick must and will "bear its proportion of the responsibility of maintaining that

high prestige which McLaughlin-Buick cars have attained."

The unusual value built into McLaughlin-Buicks for Nineteen Twenty-Two cannot be attributed to engineering efficiency alone. While mechanical excellence has been arrived at through many years' unwavering fidelity to definite engineering principles, McLaughlin-Buick manufacturing facilities have made possible the economical and satisfactory fulfilment of engineers' specifications.

The plants utilized in the production of McLaughlin-Buick automobiles are located in Walkerville and Oshawa, Ontario. The extensive plants in Walkerville are equipped with the most modern machinery for the production of motors, axles, and many other parts of motor cars. This great area hums with industry; yet, its operations are so scientifically directed that its smoothness and order astonish the casual observer.

The Oshawa plants are used for the manufacture of small parts; for body building, top building, upholstery, painting and the assembling of all the units into the finished product.

During the past five or six years, McLaughlin-Buick production has increased so immensely that it has been possible to make greater strides each season in the handling of each operation. Considerable special machinery has been designed and bought that increases the quality of the various parts that go to make the McLaughlin-Buick and at the same time reduces their manufacturing cost.

In the production system, with its countless shortcuts and improved methods, each workman becomes expert in performing his individual operations.

The whole manufacturing organization might be compared to a river with endless tributaries and emptying into a gulf. The "gulf" in this instance is

the huge acceptance station where the cars are received before being loaded for shipment. The "tributaries" are the various factory departments in which the parts are made and finished and sent on their way to join the main procession as it passes. As the parts merge toward a central stream they are assembled into the motor car, and the car, as it moves along the line, gathers more and more of the mechanisms, which complete the finished Valve-in-Head product.

To the buyer of a fine motor car, McLaughlin-Buick manufacturing facilities and production plans are of great importance, for they are a guarantee that the mechanical units, designed and properly related to one another, are manufactured just as the McLaughlin Motor Car Co., Limited, would have them. And the buyer profits by the unusual quality thereby built into McLaughlin-Buick cars and also by the low manufacturing costs that consequently result.

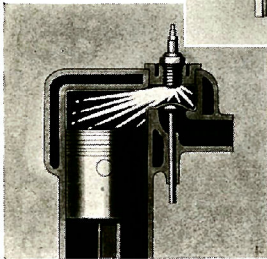
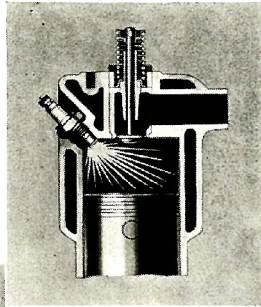
The development of the McLaughlin-Buick manufacturing organization has been very similar to the development of the McLaughlin-Buick Valve-in-Head motor and chassis. In both, constructive advancement has been made by the processes of improvement and elimination.

Satisfied at the start with the correctness of the McLaughlin-Buick Valve-in-Head design because its simplicity formed a logical basis for development, McLaughlin-Buick engineers have concentrated their efforts on this one type of motor design for many years, and have thereby improved it season after season.

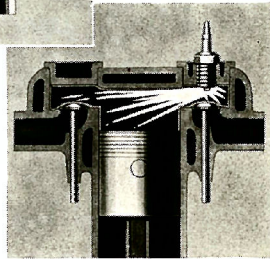
In discussing types of motor design, it is well to bear in mind that all internal combustion motors are heat engines; that is, they are operated by the expansion of heated gases generated as a result of the explosions, rather than by the explosions themselves. And, in addition, the more perfectly the cylinders are cleaned out of expanded gases, the purer the incoming charges of gasoline will be and the more perfectly they will burn, creating a greater amount of heat from a given amount of gasoline and air.

And as it is impracticable to use all of the heat generated, because it soon becomes so great as to be destructive, the problem becomes one of permitting only a certain amount of heat to escape and of cleaning out the expanded gases quickly and efficiently.

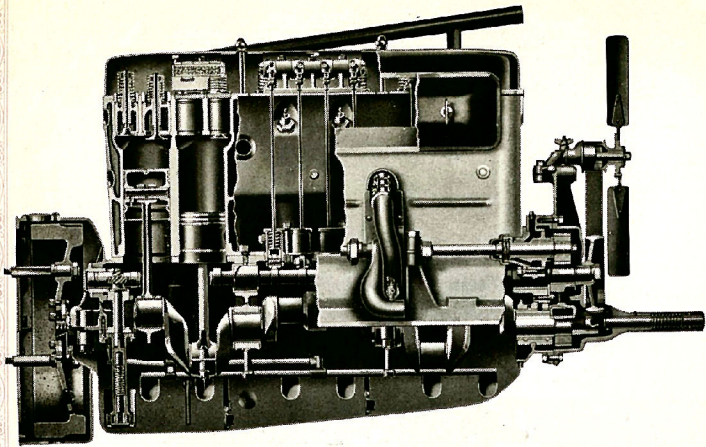
The
Valve-in-Head
type, with its
simple, compact
combustion
chamber



The L-Head Type



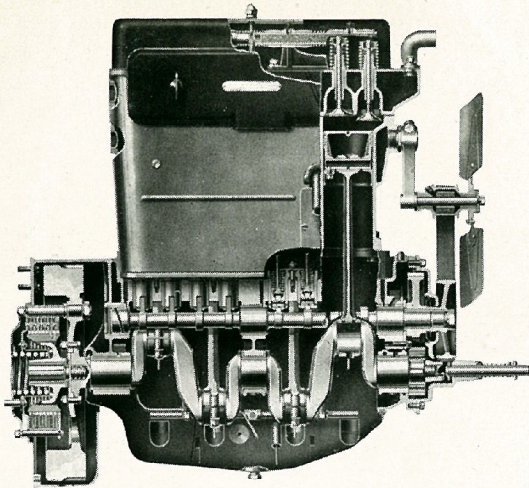
The T-Head Type



The McLaughlin-Buick Six Cylinder Valve-in-Head motor

These two things give the biggest reasons for the Valve-in-Head design, by which the valves are located in the tops of the cylinders, right above the pistons, with the spark plugs opening right into the cylinders also. This means a small, simple, compact combustion chamber with the smallest possible water jacketed or cooling space. In the L-head and T-head motors the valves are located in pockets at the side, necessitating a complicated explosion chamber with a materially increased water jacketed space to absorb heat and power.

The McLaughlin-Buick Valve-in-Head motor, because of its greatly reduced water-jacketed space, does not waste heat, but saves it for power against the pistons which operate the crankshaft. And the dead gases are quickly and easily expelled through the large valves, instead of being forced around corners, as in the L-head and T-head types. The incoming gases are pure and the electric spark has the minimum distance to travel in doing its work in the Valve-in-Head motor.

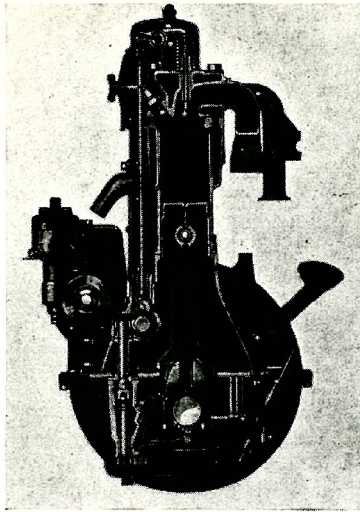


The McLaughlin-Buick Four Cylinder Valve-in-Head motor

The net result of these characteristics of design is to give the McLaughlin-Buick motor more perfect combustion, a quicker ignition of the charge and a smaller loss of heat through the water jackets. The sum of these advantages is more power and less gasoline consumption.

And with the new automatic heat control, ideal vaporizing conditions are obtained, as all the heat required for the proper handling of the car at low speed and at the various ranges of speed is applied.

This is accomplished by placing a valve in the exhaust line with pipes connecting to a large heat jacket on the carburetor. The valve in the exhaust line is connected to the throttle in such a manner as to force all of the exhaust gas around the carburetor at closed throttle and a decreasing amount of exhaust gas around the carburetor as the throttle is opened. The heat control is adjustable for various climatic conditions.

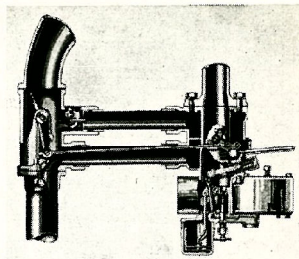
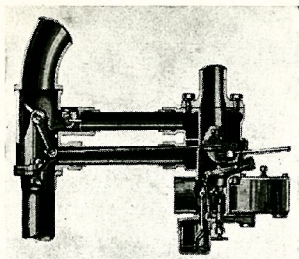


This sectional end view of the McLaughlin - Buick motor shows the sturdy construction, and details of the valve, rocker arm and push rod assembly, which is distinctly McLaughlin-Buick.

During these years the improvements in McLaughlin-Buick design and construction have been so many that the cars of today have little in common with the first McLaughlin-Buick car except the Valve-in-Head principle.

Virtually every part, big or little, that goes into the makeup of the finished car is as distinctly McLaughlin-Buick as if the name was stamped into it. The motor, for example, in either Six or Four does not look like any other motor, nor does any other motor perform just like it, because the relation of the parts is so perfectly adjusted and co-ordinated—an achievement that has come from years of patient study.

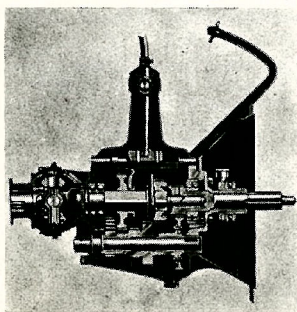
While great emphasis has been laid upon the correct design and manufacture of every part, it should also be added that only in conjunction with the rest of the parts as presented in the McLaughlin-Buick car do they reach their highest state of efficiency.



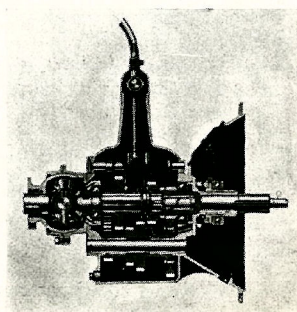
The new automatic heat control, which provides ideal conditions for the vaporization of fuel at all speeds. The view at the left shows the control adjusted for normal temperature; the view at the right, for extremely hot weather.

A typical illustration of this engineering accomplishment is the distinctive McLaughlin-Buick transmission, the type of which, like all other vital parts, is used in connection with both the Six and the Four Valve-in-Head motors. The simple construction of the patented gear shift control makes it possible to change from one speed to another with but a slight movement of the hand.

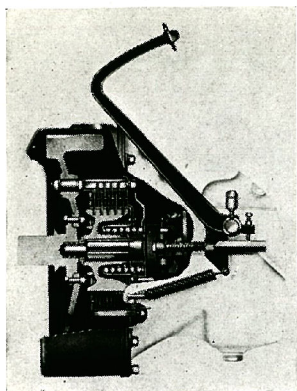
Being virtually an integral part of the transmission, the McLaughlin-Buick universal joint is constructed to stand unusual torsional and transverse strains and is also automatically lubricated by a constant flow of oil between the transmission case and the joint.



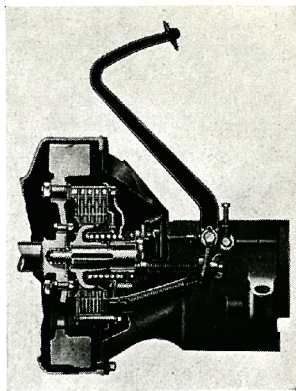
The Six transmission



The Four transmission



The Six clutch



The Four clutch

Just as the transmission and universal joint are at their best when working in conjunction with the Valve-in-Head motor, so is the special McLaughlin-Buick clutch adapted to the same motor.

The heavy rotating parts of the clutch are carried by the flywheel and only the very light parts are carried by the transmission, which prevents the clashing of gears in changing from one speed to another. The special design of the clutch surfaces makes it extremely positive, yet gentle in engagement. And being a dry plate clutch it is never necessary to oil it.

Another example of McLaughlin-Buick thoroughness is the rear axle used on either the six or four-cylinder chassis. In either case the full weight of the car is carried by the axle housing and tubes rather than on the axle driving shafts. This relieves the propelling mechanism from all save driving strains, preventing undue wear on the working parts.

And both rear axles are reinforced by a third member, which is superior type of construction that

eliminates all twisting or weaving in the rear axle, adding to the life and efficiency of the axle.

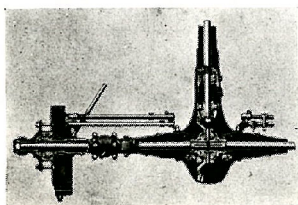
The consistency of McLaughlin-Buick in this harmonious collection of mechanical units, properly balanced and co-ordinated, has resulted in a well-engineered chassis.

After all, the correctness of the chassis is the basic consideration by which a purchaser should judge a car. As chassis design and strength determine the economy, dependability, comfort and durability of the car's performance, so should chassis design influence the buyer in selecting his car.

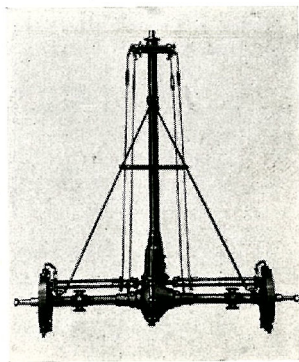
The correctness of McLaughlin-Buick design is reflected in McLaughlin-Buick performance and is brought home with ever-increasing emphasis the longer the car is run.

After selecting a McLaughlin-Buick chassis, a purchaser has the still further advantage of being able to choose a body type exactly suited to his individual motoring requirements.

With either axle, the weight of the car is carried by the axle housing.



The Six rear axle



The Four rear axle

The third member construction is used to reinforce both axles.

The Three Passenger Roadster

Master Six 22-44 Special

Experienced motorists form the vast majority of McLaughlin-Buick purchasers, and investigation shows that their selection is almost invariably made because the McLaughlin-Buick chassis meets their ideas as to mechanical design and serviceability and one of the body types fulfills their motoring needs.

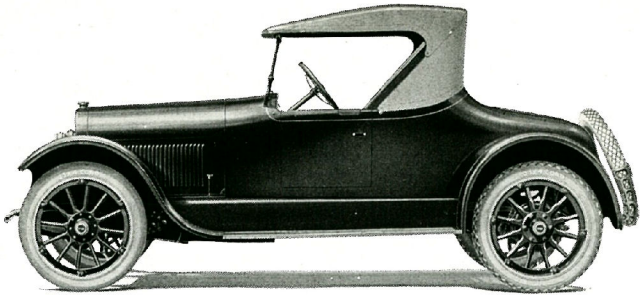
Among the open models, the McLaughlin-Buick three-passenger car makes a wide appeal because it fulfills so completely the requirements of those motorists who, for business or professional reasons, prefer a car of limited passenger capacity and still a car unlimited in endurance and capacity for service.

Combines Fleetness and Good Looks

The new roadster measures up in every detail to the standard set by McLaughlin-Buick for a car of this type. Its rugged Valve-in-Head motor gives it fleetness and an abundance of power for rough, hard work. And its generous driving compartment, in connection with its carefully balanced chassis, makes the going comfortable.

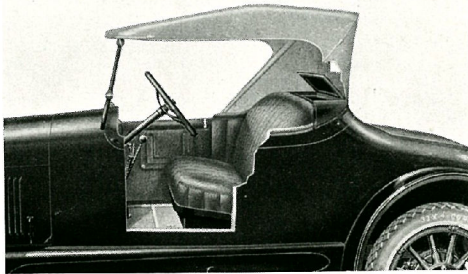
These things have resulted along with good looks. Its modish appearance is distinctly McLaughlin-Buick—an expression of a character inwardly sound and trustworthy and blended with a free feeling to trimness and staunchness. And owners find that this distinctive McLaughlin-Buick design, common to all models, wears well and continues to please one's appreciation of the beautiful. Natural wood bows with nickel-plated slat irons and a walnut instrument board add character to this popular model.

This business-like car is splendidly equipped. Directly back of the seat is a large interior compart-



The Three Passenger Roadster

ment affording ample storage space for the traveler's bags, the tourist's suitcases, or the sportsman's gun cases or golf bags. Another compartment is provided beneath the rear deck for larger personal or business effects. The roadster is fitted with every convenience for both passengers and driver and may be operated with perfect satisfaction by both men and women drivers in all climates.



Notice the wide, comfortable seat and the convenient storage compartment back of the seat of this attractive roadster.

The Five Passenger Open Car

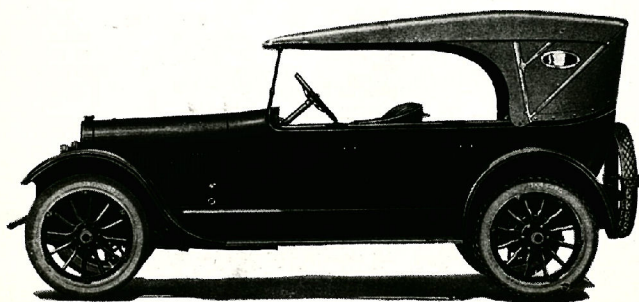
Master Six 22-45 Special

Matching the roadster in mechanical excellence and beauty is the McLaughlin-Buick five-passenger open car—a car of achievement. Its history is written in performance. Like one who lived to serve, it is known and valued for the things it has done and the things it has made possible.

Springing from the great Valve-in-Head principle, it has developed the possibilities of that principle so completely and so consistently as to acquire a remarkable range of serviceability.

To speak of power is to mention but one attribute of McLaughlin-Buick. And the same is true of economy, reliability, strength, balance, convenience—all the things that make up the well-engineered motor car. They combine to make it the car of achievement.

Just as this model is liberal in a reserve of easy-flowing power, so is it generous in all its proportions.



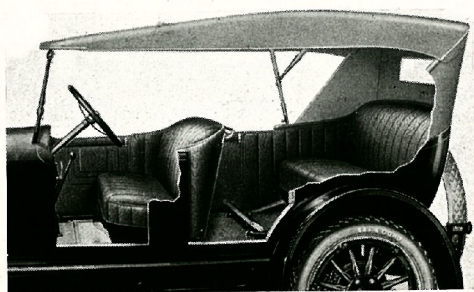
The Five Passenger Open Car

In the driving compartment, the seat is of great depth and the floor space is uncluttered. The seat in the tonneau, of full three-passenger capacity, is set at a comfortable angle.

With its special top fitted with natural wood bows with nickel-plated slat irons, and snug-fitting curtains, this McLaughlin-Buick open car adapts itself readily to the severest sort of climatic conditions. Curtains may be quickly adjusted to swing with the doors.

Performance Bears Out Appearance

The five-passenger open car, like the McLaughlin-Buick Roadster, is exceptionally good looking. In appointments this model is everything to be desired. The instruments are placed in a well-finished recessed walnut instrument board. Its graceful lines give it an appearance of competency—of dependability one can count on in emergencies and one can have complete confidence in every day of the year. And owners find that its performance bears out the promises made by its good looks.



In the driving compartment, the seat is of great depth and the rear seat is of full three passenger capacity.

The Three Passenger Coupe

Master Six Model 22-46

In every detail of the three-passenger coupe, McLaughlin-Buick quality is evident. The car's effectiveness as a whole is what recommends it to any business, to any home, to any individual who has need of dependable personal transportation. In its appointments, it is sensibly tasteful; in its seating arrangements, exceptionally comfortable, and in its mechanical excellence, it is distinctly McLaughlin-Buick.

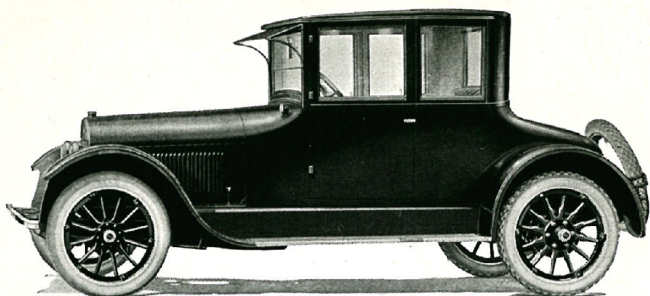
The McLaughlin-Buick Valve-in-Head coupe leaves nothing to be desired as a business or professional car. The unflinching dependability of its mechanical equipment is supplemented by a roomy body that guarantees genuine comfort in all weathers.

Power, Speed and Comfort

Besides the Pullman type chair for the driver, there is a wide seat for two with a swinging seat for a fourth passenger. The interior is draft and weather-proof and is trimmed in beautiful automobile cloth. The seats are heavily upholstered, both beautiful and durable.

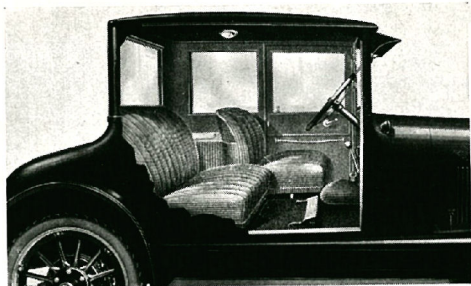
For the storage of small parcels or personal effects, there is a convenient compartment at the rear of the driver's seat. Additional space for suitcases and larger traveling needs is provided beneath the rear deck.

Combining its liberal measure of comfort with the good qualities of the McLaughlin-Buick chassis the coupe serves the owner in whatever capacity he may wish and under any conditions a motor car would be expected to meet.



The Three Passenger Coupe

A cross-country trip may be faced with the same confidence as the morning run to the office. It has the protection of a closed body, power and speed, convenience and comfort, and that greatest of all assets to satisfactory transportation—a capacity for continuous and dependable service.



Genuine comfort and beauty mark this roomy, comfortable interior, upholstered in fine automobile cloth.

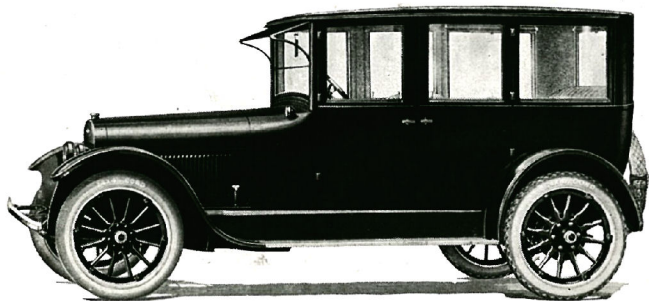
The Five Passenger Sedan

Master Six Model 22-47

The corresponding closed car to the five-passenger open model is the striking 22-47, a complete closed car for five. While its seating arrangement permits the same ease of entrance and exit as the open model, its weather-tight body and unusual ventilation facilities make it equally serviceable in hot or cold weather.

It would be difficult to design a car that would be capable of covering a wider range of motoring use, and for this reason it has proven to be extremely favored in cases where one car must serve a variety of purposes.

The interior is finished in an excellent grade of durable automobile cloth, with carpet, shades and trimmings to match, and proper ventilation is secured by adjusting the windshield and turning the patented handles by which the door windows are raised and lowered.

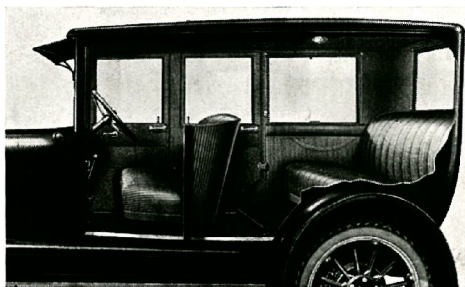


The Five Passenger Sedan

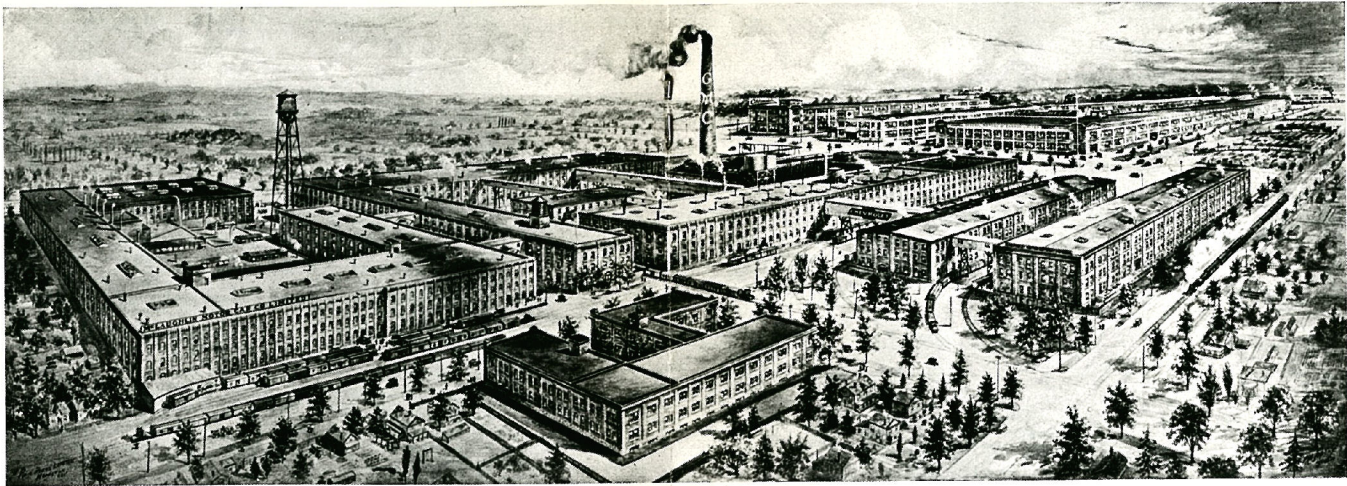
This model follows the lines and design of the seven-passenger sedan very closely and the quality of workmanship is the same throughout both body and chassis.

The oversized front seat extends across the body, being placed in an easy riding position and giving the driving compartment a remarkably free and roomy space. The rear seat accommodates three with perfect comfort. The interior is handsomely done and the car is complete in all the finer appointments essential to comfortable all-year-'round service.

The beauty of this sedan is impressive because of its good taste and simplicity. It appeals because it is harmonious in line and color. It endures because there is nothing freakish about it to grow tiresome. And it logically conforms to the excellence of McLaughlin-Buick mechanical equipment.



The interior of this good looking sedan is handsomely done, finished in an excellent grade of durable automobile cloth, with carpet, shades and trimmings to match.



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WHERE QUALITY
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-BUICK-
CARS



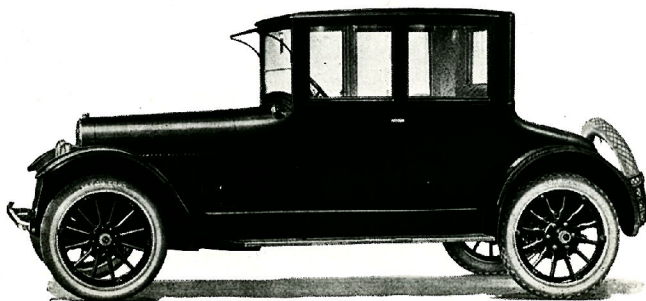
The Four Passenger Coupe

Master Six Model 22-48

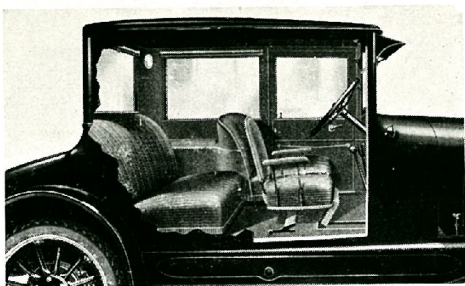
Appearance has been a factor in the sale of a vast number of McLaughlin-Buick cars of the type of Model 22-48, the large four-passenger coupe, not because appearance affects the serviceability of the cars, but rather because it supplements that serviceability with a refinement that adds materially to the satisfaction of ownership.

This model is a big, roomy closed car in which utility, comfort and convenience vie with each other for recognition. The good taste of the lines, finish and interior fittings are perfectly matched by the smooth and faithful performance of the powerful Valve-in-Head motor.

Longer wheelbase and larger body constitute the principal differences between this car and Model 22-46. At the right and rear of the driver's seat there is a wide, deeply upholstered seat for two, in front of which is properly located a heavily-cushioned folding seat equipped with arm and back rests for the fourth passenger. When this fourth seat is not in use, it may be folded completely out of the way beneath the cowl.



The Four Passenger Coupe



In this full four passenger coupe, the fourth and folding seat is deeply cushioned, with comfortable back and arm rests.

Beside a compartment back of the driver's seat, there is also an unusually large storage space for business and personal effects under the rear deck, which is covered by a watertight hatch.

Both Beautiful and Useful

In every detail this handsome, personal car reflects the ingenuity and skill of McLaughlin-Buick designers in developing a body treatment that is both beautiful and useful.

Combined with the excellence of the McLaughlin-Buick Valve-in-Head motor and the sturdiness of the chassis as a whole, the conveniences of this all-year car establish an investment in motor car transportation without equal.

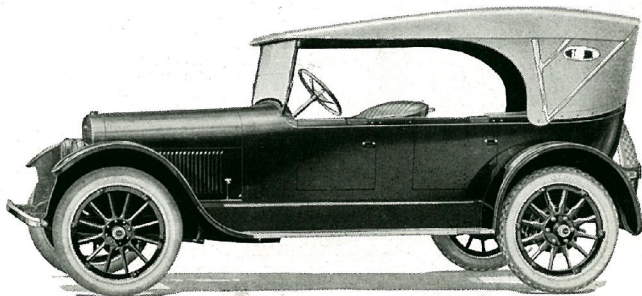
The Seven Passenger Open Car

Master Six Model 22-49 Special

The seven-passenger open car is a big value in personal transportation. It is big in comfort, in roominess, in power, in good looks, in serviceability and big in the economies of its operation. The extra-length chassis is the same as that on which the luxurious seven-passenger closed car is built, an exact duplicate in size and quality.

And it is this big chassis that makes possible the generous proportions of the driving compartment and the tonneau and the exceptional riding comfort of the heavily upholstered cushions. Two extra folding seats—and comfortable seats, too—may be folded away when not required.

The upholstery throughout is done in hand-buffed leather of fine quality, padded with curled hair and supported by patented cushion springs made of tempered steel.



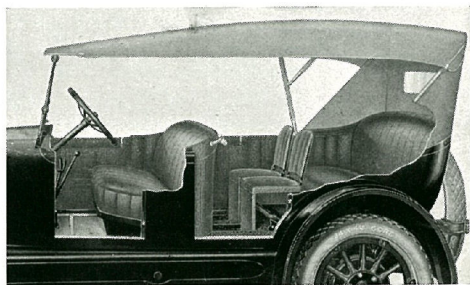
The Seven Passenger Open Car

The windshield, as on all open models, is sufficiently wide to protect passengers riding in the front seat. The top is substantially tailored of heavy top material over natural wood bows with nickel-plated slat irons, and, in connection with the closely fitting side curtains, it affords driver and passengers all-weather protection. The instrument board is solid walnut with a recess for instruments and a locked compartment for small personal effects.

Standard of Open Car Values

The car's entire manufacture, like all other McLaughlin-Buick models, is scrupulous in the extreme to fulfill in serviceability the promises made by its good looks.

Easily controlled, beautifully finished, and solidly built, it is a source of delight for the woman driver. Whether you sit behind the wheel, or ride in the tonneau, or inspect it from any angle as it stands at the curb, you will find that it measures up in every detail to the standard you have set for your family car.



Two extra seats in the spacious tonneau fold completely into the rear of the front seat when not in use.

The Seven Passenger Sedan

Master Six Model 22-50

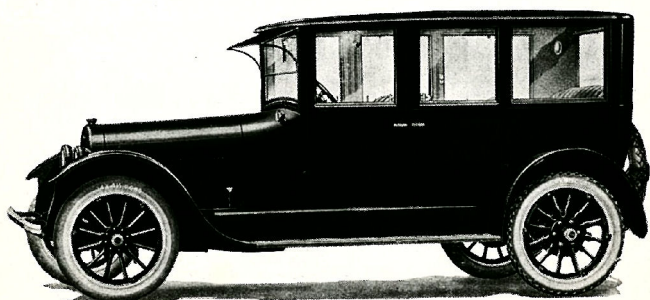
Matching the seven-passenger open car in roominess and bigness is the seven-passenger closed car, Model 22-50, the finest creation of master craftsmen who are skilled in putting the most into a motor car.

While it is designed to meet the needs of the family in its daily requirements, conveniences that add comfort to a long and continuous trip have been developed side by side with the efficiency, strength and wearing qualities of the McLaughlin-Buick chassis.

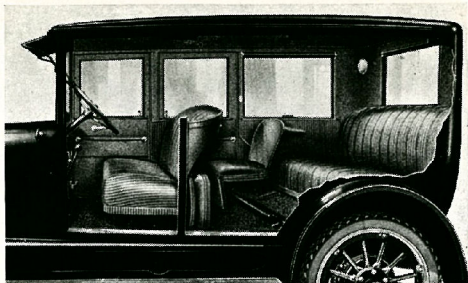
Unusual in its Completeness

The elegance of the exterior is in harmony with the interior appointments, which are carried out in perfect good taste and with a high degree of comfort.

The spacious rear compartment is equipped with two folding seats. The interior is tastefully upholstered and has harmonious silk shades, trimmings and carpet. Improved arm rests for the rear seat and heavily



The Seven Passenger Sedan



Rich in appointments, tasteful in its trimmings, this comfortable interior is a crowning example of McLaughlin-Buick excellence.

upholstered cushions, combined with the long wheel-base, assure solid comfort.

Ventilation is controlled by adjustable windshield and windows and an anti-glare sun shade makes for the comfort of the driver. Two corner lights furnish the illumination of the compartment.

Body and Mechanical Excellence

The doors are of ample size and open completely, affording convenient entrance to or exit from either compartment. The doors of this model, and also Model Forty Eight, are equipped with concealed stop hinges and double-safety latches and may be securely locked when leaving the car.

The excellence of the McLaughlin-Buick chassis, the ease of control, both gear shift and steering, along with the delightful refinements and conveniences, account for the high favor with which this dependable model is held by critical motorists, who seek more luxury and added room in a year-'round vehicle.

The Two Passenger Roadster

Master Four Model 22-34 Special

Perhaps the biggest advantage in buying a McLaughlin-Buick car is that you get a McLaughlin-Buick Valve-in-Head motor and properly related chassis. Next to that is the range of selection which enables you to choose the type of car that exactly fills your needs as to passenger capacity and other service requirements.

New Fours Mechanically Sound

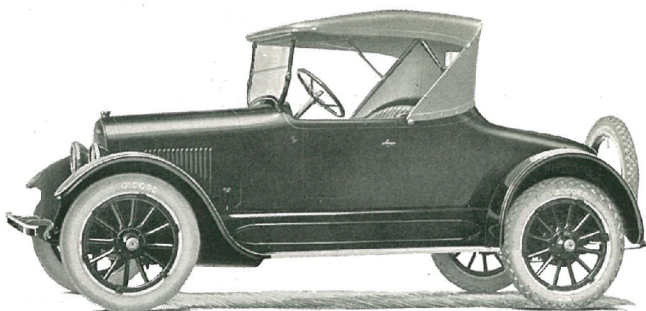
McLaughlin-Buick engineers have kept one point constantly in mind in designing both the Sixes and Fours; namely, that no matter for what purpose a car is to be used, to give perfect satisfaction it must be thoroughly sound mechanically.

And that accounts for the correctness of the new four-cylinder cars. In mechanical excellence, the Fours are the equal of the Sixes; in appearance, they possess the same beauty, the same graceful lines and refinements.

Roadster Both Spacious and Powerful

While Model 22-34 Special is intended for a two-passenger roadster, it can accommodate three comfortably, so roomy and spacious is the driving compartment. Ample storage space directly behind the seat, as well as beneath the rear deck, makes room for personal and business effects.

The inclined windshield affords clear vision and prevents the elements beating in between the sections or along the cowl. This feature, with the tailored side curtains that open and close with the doors, af-

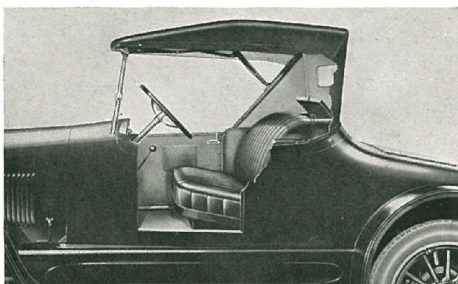


The Two Passenger Roadster

fords comfort and protection nearly equal to that of a closed car in inclement weather.

From leather upholstery to the smallest details, it has everything that can be asked for in a car of its type. As in the case of all McLaughlin-Buick four-cylinder cars, the roadster is equipped with 31 x 4 straight side cord tires.

The new roadster is so well built that it will stand the hardest service and its powerful Valve-in-Head motor fears neither hills, mud nor sand.



The wide, comfortable seat, with spacious interior, is unusual in its generous proportions in a car of this type.

The Five Passenger Touring Car

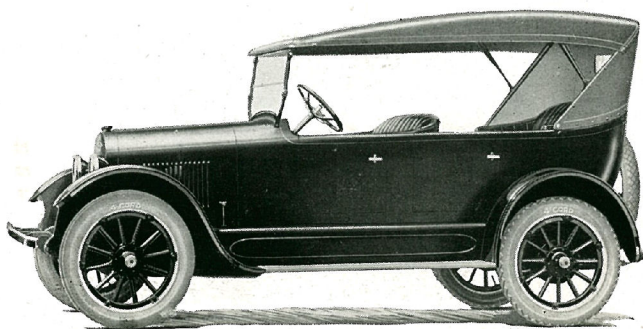
Master Four Model 22-35 Special

The five-passenger car on the four-cylinder chassis with its automatically lubricated Valve-in-Head motor and perfectly co-ordinated parts, gives a remarkable measure of serviceability combined with simplicity and ease of operation.

Its mechanical excellence, which has grown out of many years spent in developing McLaughlin-Buick cars, is supplemented by innumerable refinements, each of which contributes its share to convenience and performance.

Expert engineering and the best of material have produced in this model a full-powered, economical and well-balanced light touring car. While it is moderate in price, it is a big car and very similar in appearance to the other McLaughlin-Buick open models.

There is far more comfort in the driving compartment than is usually found in cars of this type. The



The Five Passenger Open Car

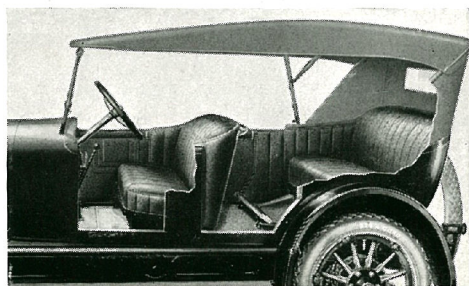
floor space is uncluttered and the seat, heavily cushioned and upholstered in leather, is of splendid depth.

The tonneau is even more liberally proportioned. The wide seat accommodates three comfortably and there is ample floor space for luggage. Each of the four doors is equipped with side pockets for storing small parcels.

Serviceable in all Climates

As with the roadster, this car is provided with a top of special McLaughlin-Buick design and built of an excellent grade of top material. Snug-fitting curtains may be placed to open and close with the doors, affording complete protection to driver and passenger in winter weather.

With surplus power, simple and easy control, roominess and distinctive appearance, it may be operated with perfect satisfaction by both men and women drivers in all climates.



Notice the roominess in the tonneau, the extra wide seats with comfortably arranged cushions and backs trimmed in leather.

Three Passenger Coupe

Master Four Model 22-36

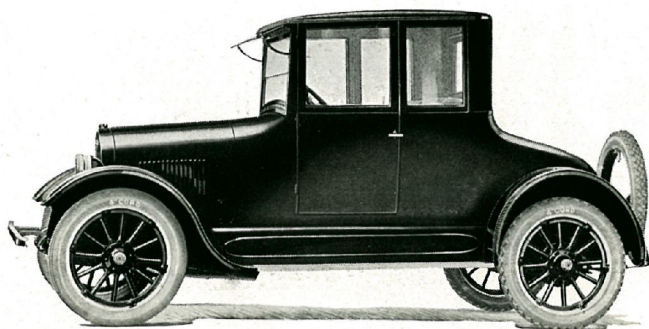
The McLaughlin-Buick Model 22-36 is a true coupe. Its disregard for road or weather conditions at any season makes it as useful as it is comfortable.

The seating arrangement consisting of a wide seat gives a wealth of room for three people, and the extra deep cushions add materially to the car's comfort and easy-riding qualities.

Beautiful Lines and Finish

And along with its roominess, it possesses the modish appearance that belongs to the type. Its body lines have a handsome contour, with which its beautiful interior harmonizes most tastefully.

The back window is permanent, while the side windows may be readily adjusted to any position, the door windows being equipped with special regulators conveniently situated.



The Three Passenger Coupe

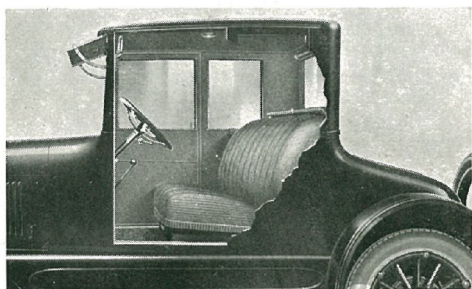
Surplus Power Insures Satisfaction

This model, as well as the Four sedan, is equipped with adjustable windshield visor, windshield cleaner, dome light, two-piece ventilating windshield and silk shade for the rear window. The doors on both closed models have pull handles and all doors can be locked from the inside with the exception of the right front door, which may be securely locked from the outside.

Back of the driver's seat is a carrying space for large parcels and beneath the rear deck there is also a compartment for storage of baggage.

The standard McLaughlin-Buick instrument board, always in plain view, furnishes the usual driving conveniences.

This new coupe is distinguished in appearance, pleasing in ease of operation, remarkable in point of durability. And back of its attractiveness is the McLaughlin-Buick Valve-in-Head motor with its surplus power that means satisfactory performance.



Comfort and roominess are pleasingly evident features of this simple interior, with cushions extra deep and beautifully trimmed

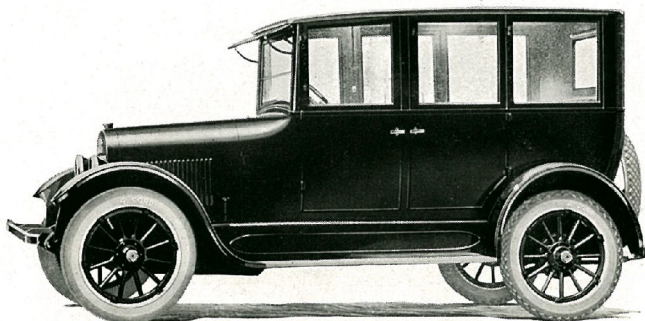
The Five Passenger Sedan

Master Four Model 22-37

The five-passenger sedan on the four-cylinder chassis follows very closely the beautiful lines of the sedan types on the six-cylinder chassis. And it accomplishes this admirably without sacrificing roominess. It accommodates the small family comfortably, yet is light enough to adapt itself to the individual needs of the busy man or woman. It is a highly practical car for year-'round service.

Details That Mean Comfort

The body has four doors, properly hinged, thereby giving access to the front or rear compartment from either side. The oversized front seat extends across the body, being placed in an easy riding position and giving the driving compartment a remarkably free and roomy space. The gear controls are well forward, yet within convenient reach of the driver.



The Five Passenger Sedan

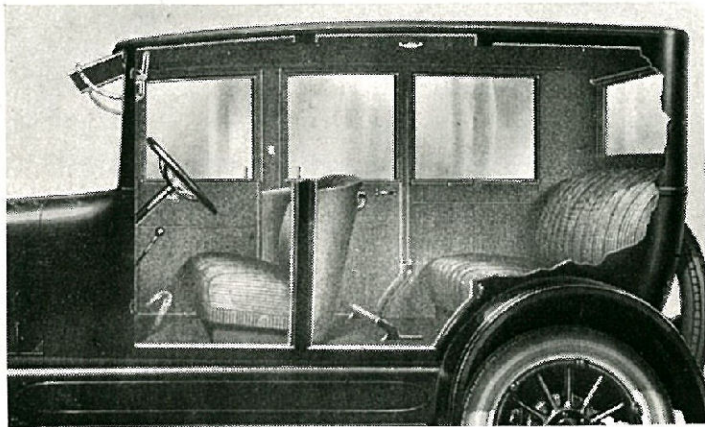
With the storm-proof windshield, the anti-glare sun shade, and the water-tight doors, this model affords complete protection in all kinds of weather.

Both the coupe and this sedan have extra deep upholstery of fine worsted material on the cushions and seat backs, and the floors in both models are covered with carpets that match the upholstery. A dome light in the ceiling illuminates the interior when required.

Remarkable Capacity for Service

The doors are generously large and are furnished with handles to facilitate closing from within.

The completeness of all details of design gives this new model a capacity for service that is amply borne out by its consistent performance—performance in keeping with its powerful Valve-in-Head motor, in combination with which all its good qualities are best appreciated. The model 22-37 is a remarkable value in personal transportation.



Not only is the interior of this Sedan beautiful, it is also comfortable and convenient, affording generous room and restful relaxation.

Service Behind the Car

Everyone knows of the goodness built into McLaughlin-Buick; everyone knows of its universal success. Everyone knows these things because the inherent quality of McLaughlin-Buick has made them possible.

But the McLaughlin Motor Car Co is not satisfied with the production of a car mechanically correct. The McLaughlin organization realizes that a motor car is purchased because its owner wishes to gain the advantages of personal transportation.

Safeguarding Inbuilt Quality

The value of an owner's investment depends on the character of transportation he receives. While the quality built into McLaughlin-Buick cars insures owner satisfaction, McLaughlin-Buick has developed a service organization that safeguards this quality to such a degree that the purchase of a McLaughlin-Buick car is an investment in uninterrupted transportation.

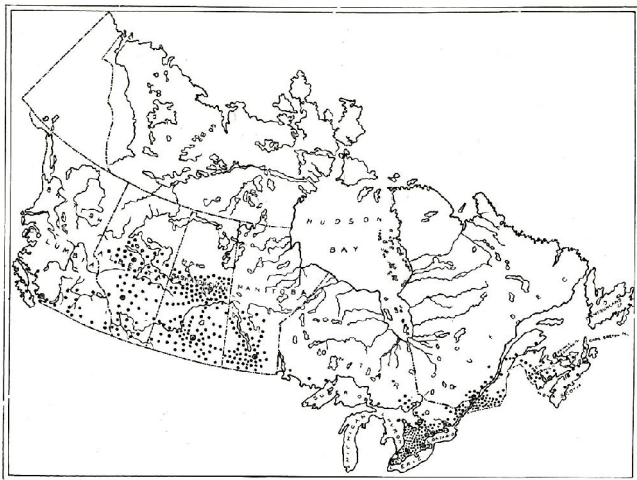
What Characterizes McLaughlin-Buick Service

McLaughlin-Buick Service is characterized by three things: promptness, efficiency and courtesy.

Promptness in serving McLaughlin-Buick owners rests on the preparedness of the dealer and his close connection with the branch for his territory.

Efficiency in serving McLaughlin-Buick owners comes from excellent equipment and generous facilities to serve.

Courtesy is characteristic of McLaughlin-Buick service mainly because of the unusually high calibre of men in the sales and service organization.



The small dots represent McLaughlin dealer service stations from coast to coast.

Importance of Dealer Co-operation

Thus, "service" is a word with a meaning significant to McLaughlin-Buick owners. It is anything a McLaughlin-Buick dealer can do for an owner, at home or on tour, that will continue to make him glad he is a McLaughlin-Buick owner.

And the result of this dealer co-operation is that an owner, regardless of where he may be, seldom has to fall back on strangers for service.

For McLaughlin-Buick service is more than a local affair. It is as national as the distribution of McLaughlin-Buick cars. As the map indicates, McLaughlin-Buick service stations are found wherever roads lead and the McLaughlin-Buick traveler feels his sense of security strengthened as he passes the service signs in towns and cities along his route.

How Dealers Protect Owners

The authorized dealer carries a comprehensive stock of spare parts, which he maintains and replenishes from the stock carried by the Branch. The larger dealer in turn is supplied by the service organization at the McLaughlin factory, where large stocks of parts are kept.

Thus it is that, should an occasion arise when a replacement part is needed, the owner need not endure a long delay in meeting an emergency. The local dealer is always in close touch with his branch, with whom he works in harmony for the good of the owner.

The Guarantee Back of the Car

In addition to carrying a supply of parts, the dealer is organized to do the work that might be required with the least possible delay. The service station is equipped with special machinery and tools and the workmen are well informed on the latest McLaughlin-Buick methods.

With every sale of a new McLaughlin-Buick car, Four or Six, there is a guarantee which promises the replacement of any part that proves to be defective from the manufacturing standpoint. This warranty found on a following page is evidence of the confidence the McLaughlin Motor Car Company has in the mechanical perfection of its product.

Selling Uninterrupted Transportation

The McLaughlin-Buick policy in regard to guarantees is honest and frank and is interpreted in good faith by McLaughlin-Buick dealers.

While the qualities that combine to establish McLaughlin-Buick in-built serviceability make the need for McLaughlin-Buick service the exception rather than the rule, service is maintained as a part of the McLaughlin-Buick plan to sell uninterrupted transportation.

McLaughlin Branches

Besides the hundreds of McLaughlin dealers in all parts of the country, there are twelve direct factory branches located at strategical points for the distribution of McLaughlin-Buick cars and parts.

When touring in United States McLaughlin-Buick owners are assured of efficient service at the hands of Buick dealers.

McLaughlin Branches under whom local dealers operate are as follows:

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

The McLaughlin-Buick Creed

A MCLAUGHLIN-BUICK automobile must be so built that it will, at all times and under all circumstances, give the owner uninterrupted use of his investment.

Every McLaughlin-Buick owner is entitled to, and will receive, prompt and efficient service—the kind that will insure him the motoring pleasure he expects.

McLaughlin-Buick reputation, so pre-eminently firm and fair, was not won by chance, but is due to the policy established with the production of the first McLaughlin-Buick car and so consistently adhered to ever since—that of giving the owner the maximum of service for the minimum of cost.

No matter what its price, a McLaughlin-Buick car must and will give the maximum of that service for which it was intended, and must bear its proportion of the responsibility of maintaining that high prestige which McLaughlin-Buick cars have attained.

Specifications—Four-Cylinder Models

- BODIES**—22-34 Special—2 passenger Open Roadster.
22-35 Special—5 passenger Open Touring.
22-36—3 passenger Coupe.
22-37—5 passenger Sedan.
- UPHOLSTERY**—Open models, best high grade grained black leather, hair filled cushions and backs, nested spring construction. Closed models, fine automobile cloth.
- COLOR**—Open jobs, green and black combination, suitably striped. Closed jobs, black.
- CONTROL**—Friction retained spark and throttle levers on top of steering wheel, foot accelerator with rest, pedals for clutch, brake and starter, levers for gear shifting and emergency brake conveniently located in center of driving compartment.
- WHEELBASE**—109 inches.
- MOTOR**—Four cylinder, McLaughlin-Buick, enclosed Valve-in-Head type, unit power plant suspended at three points from main frame, large valves in removable head, operated by self lubricating adjustable push rods. Two inch extra heavy three bearing crankshaft and extra long connecting rods which reduces vibration to minimum. Cylinders, 3 $\frac{3}{8}$ inch bore by 4 $\frac{3}{4}$ inch stroke, semi-steel bloc casting. 35 brake horse power.
- COOLING**—Water cooled with centrifugal circulating pump. Cellular type radiator, pressed steel radiator fan, driven by adjustable flat belt from camshaft. New type convenient drain cock.
- LUBRICATION**—Self contained, constant level circulating system, operated by self thawing gear pump driven by spiral gears from camshaft and completely enclosed in lower part of crankcase. New style oil level gauge on crankcase. Drain cock on bottom of crankcase with extension handle. Pressure gauge on instrument board.
- CHASSIS LUBRICATION**—The steering gear parts, spring shackles and brake shafts are equipped with the Alemite High Pressure Lubricating system, which forces the grease into the bearings under very high pressure, insuring positive lubrication.
- CARBURETOR**—Entirely new design automatic Marvel Carburetor, float feed type, supplied by vacuum system from gasoline tank, mounted on rear end of frame. Air regulator mounted on instrument board. New special McLaughlin-Buick design of exhaust manifold and carburetor heater automatically controlled for all driving conditions to overcome lower grades of gasoline. Dash pot attached to air valve improves acceleration.
- IGNITION**—Delco high tension jump spark system, current supplied by Delco generator and Exide storage battery. Semi-automatic spark advance, with manual control by lever on top of steering wheel.
- STARTER**—Complete Delco, single unit system for electric starting, lighting and ignition, built as an integral part of the motor and operating in conjunction with storage battery. Ammeter on dash.
- CLUTCH**—Multiple disc, eight dry plate type, smooth in engagement and positive in action. Ball bearing release collar, fully adjustable for wear.
- TRANSMISSION**—Selective sliding gear type, three speeds forward and reverse. Special heat-treated, positive interlocking hand control, integral with gearset.
- DRIVE**—Through single large, automatically lubricated universal joint and fully enclosed propeller shaft, through spiral bevel gears in rear axle. Propeller shaft housing connected directly to rear end of transmission by large ball joint enclosing universal. Both torque and drive taken through ball joint.
- REAR AXLE**—Three-quarter type floating axle, with entire weight of car carried on the housing. Differential and rear wheels mounted on high duty Hyatt roller bearings. Propeller shaft mounted on extra large New Departure ball bearings. Spiral bevel type driving gears, adjustable. Strut rods on rear axle and propeller shaft.
- BRAKES**—Service brake, external contracting type; emergency brakes, internal expanding type, both operating on rear wheel drums. Fully adjustable for wear.
- FRONT AXLE**—Drop forged I-beam section, double heat treated, drop forged steering knuckles and tie rod yokes. Large New Departure ball bearings.
- WHEELS**—Wood, artillery type, with large hub flanges, 12 spokes, steel felloes, straight side demountable rims.
- TIRES**—Goodyear or Dunlop—31 inch by 4 inch Cord tires, non skid on rear.
- STEERING GEAR**—Semi-irreversible, split nut and worm type, with large adjustable bell thrust bearing to take up wear. Steering wheel with horn button in center. Spark and throttle levers on top of wheel.
- FRAME**—Reinforced, pressed steel, deep channel section, exceptionally strong. Four cross members. Rear cross member serves as support for tire carrier and guard for gasoline tank.
- SPRINGS**—Front, semi-elliptic, length 36 inches, width two inches; rear, semi-elliptic, length 55 $\frac{1}{2}$ inches, width two inches.
- TOP**—Open jobs, black automobile top material, four bows, japanned bow sockets. Gypsy type rear curtain, double storm flaps on side curtains, large aluminum frame rear curtain light, side curtains open with doors, top rests. Closed models, stationary type top, with adjustable windows.
- WINDSHIELD**—Open models, rain vision, ventilating type, slanting design, giving exceptional range of vision in all directions. Adjustable friction stops to hold glass in any position. Closed models, rain vision, ventilating type, adjustable windshield anti-glare sun shade, windshield wiper. All models fitted with rubber weatherstrip.
- STANDARD EQUIPMENT**—Nickel bumper, new design electric head lights, non-glare lenses, electric tail lamp, combination electric instrument board and trouble lamp, speedometer, electric motor horn, tire carrier, extra demountable rim, jack, pump, Alemite grease gun, tire repair kit, set of tools.
Open models have walnut instrument boards and transmission lever locks.
Touring models have curtain pockets in tonneau and door pads.

Prices and specifications subject to change without notice.

Specifications—Six-Cylinder Models

- BODIES**—22-44 Special—3 Passenger Open Roadster.
22-45 Special—5 Passenger Open Touring.
22-46—3 Passenger Coupe.
22-47—5 Passenger Sedan.
22-48—4 Passenger Coupe, with folding and disappearing extra seats.
22-49 Special—7 Passenger Open Touring, with folding and disappearing extra seats.
22-50—7 Passenger Sedan, with folding and disappearing extra seat.
- UPHOLSTERY**—Open Models, beautiful scroll pattern dark leather over curled hair and soft springs. Closed models are upholstered in fine automobile material.
- CONTROL**—Friction retained spark and throttle levers on top of steering wheel. Button type foot accelerator rest. Pedals for clutch, service brake and starter. Levers for gear shifting and emergency brake conveniently placed in center of driving compartment.
- WHEELBASE**—Models 22-44 Special, 22-45 Special, 22-46, 22-47, 118 inches. Models 22-48, 22-49 Special, 22-50, 124 inches.
- MOTOR**—Six cylinder, four cycle. Valve-in-Head type, automatically lubricated. Unit power plant, suspended at three points from main frame. Cylinders $3\frac{3}{4}$ inch bore by $4\frac{1}{2}$ inch stroke, semi-steel bloc casting. Extra heavy crankshaft with double stud support front and rear, four large bearings. Properly weighted pistons and connecting rods. Large valves mounted in cages and readily accessible, operated by noiseless adjustable push rods. Fifty actual brake horsepower.
- COOLING**—Water cooled with centrifugal circulating pump, driven by spiral gears. New cellular type radiator with new style drain cock, pressed steel radiator fan, driven by adjustable flat belt from camshaft.
- LUBRICATION**—Self-contained, constant level circulating splash system, operated by self-thawing gear pump driven by spiral gears from camshaft and completely enclosed in lower part of crankcase. Oil measuring gauge on crankcase, drain cock on bottom of crankcase, with extension handle just under the hood, oil pressure gauge on instrument board.
- CHASSIS LUBRICATION**—The steering gear parts, spring shackles and brake shafts are equipped with the Alemite High Pressure Lubricating system, which forces the grease into the bearings under very high pressure, insuring positive lubrication.
- CARBURETOR**—Entirely new design automatic Marvel Carburetor float feed type, supplied by vacuum system from gasoline tank, mounted on rear end of frame. Air regulator mounted on instrument board. New Special McLaughlin-Buick design of exhaust manifold and carburetor heater automatically controlled for all driving conditions to overcome lower grades of gasoline. Dash pot attached to air valve improves acceleration.
- IGNITION**—Delco high tension, jump spark system, current supplied by Delco electric generator and Exide storage battery. Semi-automatic spark advance with manual control by lever on top of steering wheel.
- STARTER**—Complete Delco, single unit system for electric starting, lighting and ignition, built as an integral part of the motor and operating in conjunction with large storage battery. Combination switch with ammeter and automatic circuit breaker on instrument board.
- CLUTCH**—Multiple disc, dry plate type, smooth in engagement and positive in action. Ball bearing release collar, adjustment very accessible. Lubricated by two grease cups located outside the case.
- TRANSMISSION**—Selective sliding gear type, three speeds forward and reverse. Special heat-treated, positive interlocking hand control, integral with gearset.
- DRIVE**—Through single large, automatically lubricated universal joint and fully enclosed propeller shaft, through spiral bevel gears in rear axle. Propeller shaft housing connected directly to rear end of transmission by large ball joint enclosing universal. Both torque and drive taken through ball joint.
- REAR AXLE**—Full floating type with entire weight of car carried on the housing. Wheels driven by detachable shafts mounted on large annular ball bearings. Differential mounted on suitable bearings. Propeller shaft on double and single row annular ball bearings. Spiral bevel type diving gears, fully adjustable.
- BRAKES**—Service brake, external contracting type, emergency brake, internal expanding type; both operating on rear wheel drums. Fully adjustable for wear.
- FRONT AXLE**—Drop forged I-beam section, double heat-treated, with integral yokes, drop forged steering knuckles and tie rod yokes. Suitable bearings for front wheels.
- WHEELS**—Artillery type, with large hub flanges, 12 spokes each, straight side de-mountable rims, bossed spokes on rear wheels.
- TIRES**—Goodyear and Dunlop. Models 22-44 Special, 22-45 Special, 22-46, 33 x 4 inch. Models 22-47, 22-48, 22-49 Special, 22-50, 34 x $4\frac{1}{2}$ inch. Cord Tires are standard equipment on all models.
- STEERING GEAR**—Semi-irreversible split bronze nut and worm type, with large adjustable ball thrust bearing, to take up wear. Horn button in center of steering wheel. Spark and throttle levers on top of wheel.
- FRAME**—Reinforced pressed steel channel section, with exceptionally stiff and deep side members. Four heavy cross members. Integral gasoline tank supports.
- SPRINGS**—Front, semi-elliptic type; rear, full floating cantilever type of sufficient length to insure easy riding.
- COLOR**—Models 22-44 Special, 22-45 Special, 22-49 Special, blue body and bonnet, black fenders and chassis, black wheels with blue stripe standard; or optional maroon body and bonnet with black fenders and chassis and natural wood wheels, or dust-proof gray body, bonnet and wheels with black fenders and chassis. Models 22-46 and 22-47—Black. Models 22-48 and 22-50—Blue.
- TOP**—Open Models—special type; natural wood bows, nickel plated brass slat iron, strap type top holders; genuine English Burbank top material, or black automobile top material, Gypsy Curtains, Victoria side curtains, bevel glass side curtain lights, large rear curtain light, curtains open with the doors and are equipped with storm flaps.
Closed Models—Stationary type, with door windows adjustable to any position.
- WINDSHIELD**—Open Models, rain vision, ventilating type, slanting design with weather strip, giving exceptional range of vision in all directions. Adjustable friction stops to hold glass in any position. Closed models, two piece ventilating windshield equipped with anti-glare sunshade, weather strip and window cleaner.

Specifications—Six-Cylinder Models—Continued

STANDARD EQUIPMENT—Combination dim and full electric headlights with non-glare lenses, electric instrument board lamp, new type trouble lamp, electric tail lamp (model 45 and 49 have tonneau lamp), speedometer, electric motor horn, nickel bumper. National radi-meter and Stemco gasoline gauge on instrument board, combination double tire carrier with extra demountable rim, jack, pump, Alomite grease gun, tire repair kit and set of tools. Closed models have also electric

side-pilot lamps and clock on instrument boards.

Open models have Walnut Instrument Board with recessed instrument panel and locked compartment for small parcels and are equipped with Johnson transmission lever locks. Model 22-45 Special has an extra large tonneau compartment for side curtain equipment. Models 22-46, 22-47, 22-48, 22-49 Special, 22-50 have power tire pump and Gabriel Snubbers in front.

Prices and specifications subject to change without notice.

Warranty

The automobiles furnished by the McLaughlin Motor Car Co., Limited, are warranted to be free from defects in material and workmanship under normal use and service, our obligation under this warranty being limited to making good at our factory any part or parts thereof, which shall within ninety days after delivery to the original purchaser, be returned to us with transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective: this warranty being expressly in lieu of all other warranties expressed or implied, and of all other obligations or liabilities on the part of the McLaughlin Motor Car Co., Limited, and we neither assume, nor authorize any person to assume for us any liability in connection with the sale of McLaughlin-Buick automobiles.

This warranty shall not apply to any McLaughlin-Buick automobiles, which shall have been repaired or altered outside of our factory in any way so as, in our judgment, to affect their stability or reliability, nor which have been subject to misuse, negligence or accident.

The McLaughlin Motor Car Co., Limited, makes no warranty whatever in respect to tires, rims, ignition apparatus, horns, or other signalling devices, starting devices, batteries, speedometers or other trade accessories, inasmuch as they are usually guaranteed separately by their respective manufacturers.

The McLaughlin Motor Car Co., Limited, reserves the right to make changes in design or add any improvements on McLaughlin-Buick cars at any time without incurring any obligations to install same on cars previously purchased.

McLAUGHLIN MOTOR CAR CO., LIMITED,
Oshawa, Ontario.

