

M<sup>c</sup>LAUGHLIN

*Buick*

FOR 1937



# You can buy your McLAUGHLIN-BUICK on the GENERAL MOTORS INSTALMENT PLAN

When you buy a McLaughlin-Buick car from a General Motors dealer, you are offered the added advantages and exclusive features of the General Motors Instalment Plan. This plan is operated by General Motors Acceptance Corporation, a unit of General Motors, which has financed over eleven million automobile retail sales.

When you use the General Motors Instalment Plan, you receive all the benefits of low financing costs, "Payments to Suit Your Purse", friendly, helpful treatment and, in addition, insurance protection provided by General Exchange Insurance Corporation, another unit of General Motors.

The insurance protection and the service to customers in case of loss are specially designed for instalment purchasers because GEIC limits its business to supplying insurance protection for the General Motors Instalment Plan.

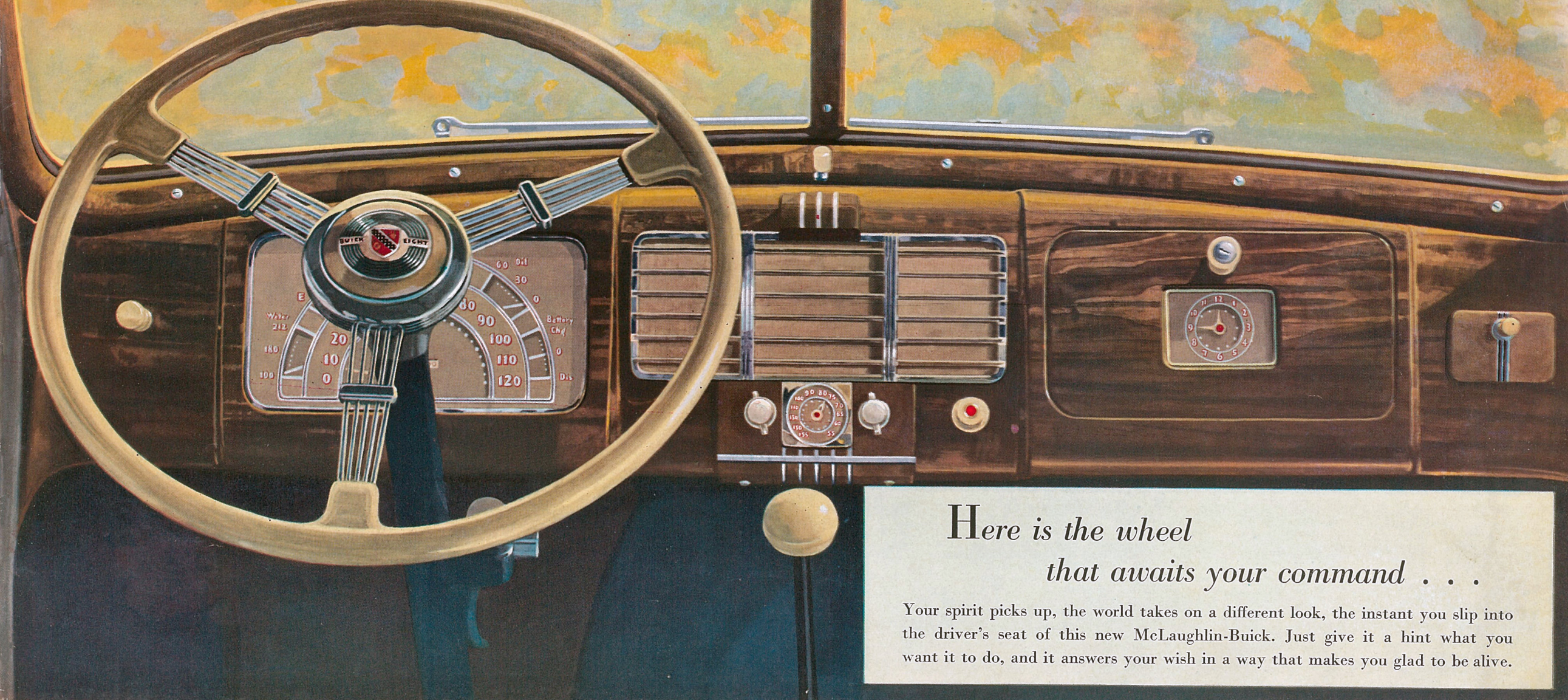
GEIC renders claim and adjustment service through Branch offices located throughout Canada.



McLaughlin-Buick service is available throughout Canada and the United States. Wherever you live or wherever you travel, there is sure to be an authorized service station near you to offer you the skill and experience of expert mechanics thoroughly familiar with everything that has to do with your car's operation and construction . . . a complete stock of genuine parts . . . prompt and courteous attention to your requirements. You will find this authorized service very economical, too.

Also, every 1937 McLaughlin-Buick buyer receives an Owner Service Policy when the car is purchased. Be sure to read the Owner Service Policy and become familiar with all its advantages, including 500 and 1500 mile complete inspections.

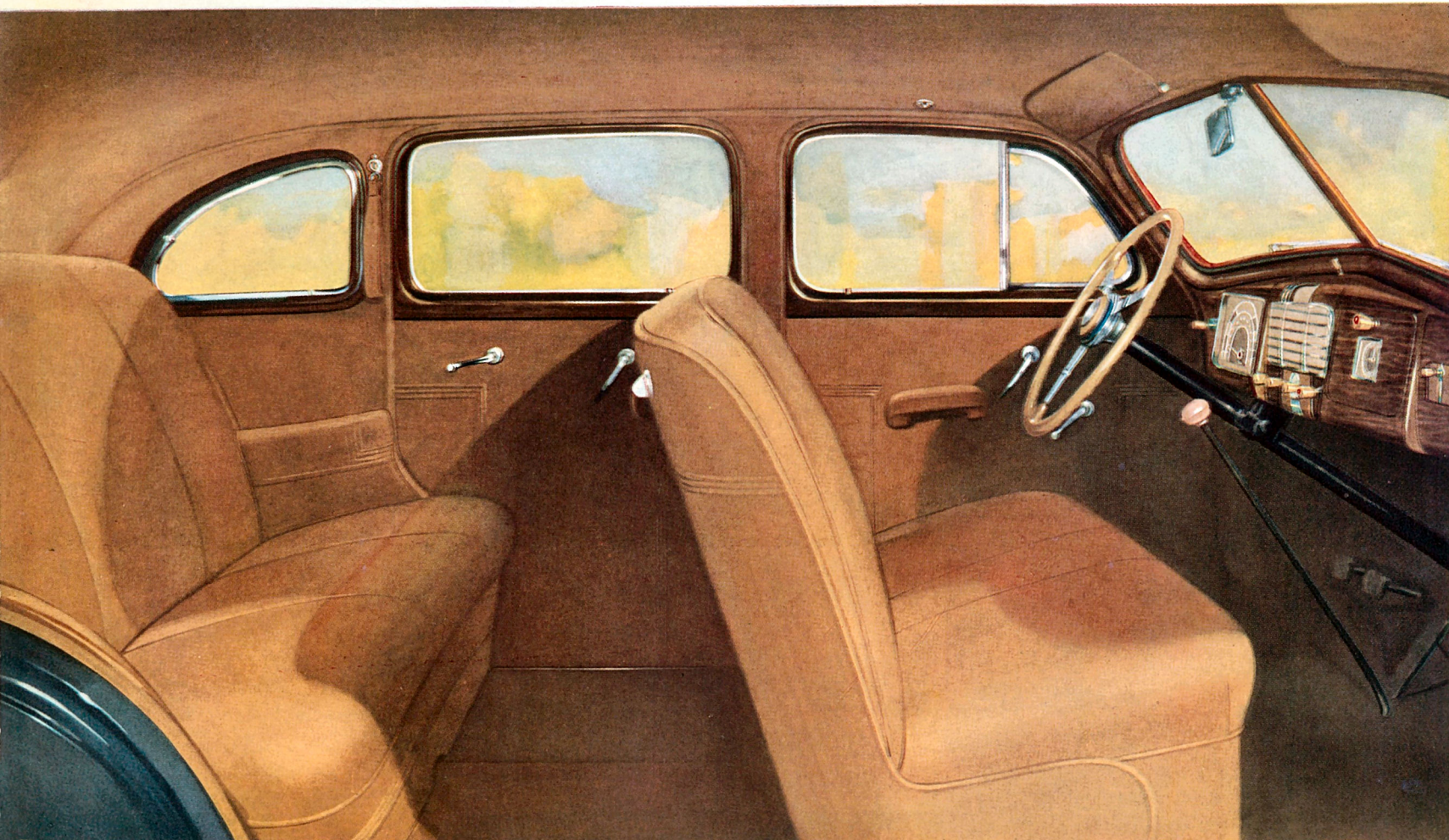
GENERAL MOTORS PRODUCTS OF CANADA, LIMITED ★ OSHAWA, ONTARIO



*Here is the wheel  
that awaits your command . . .*

Your spirit picks up, the world takes on a different look, the instant you slip into the driver's seat of this new McLaughlin-Buick. Just give it a hint what you want it to do, and it answers your wish in a way that makes you glad to be alive.

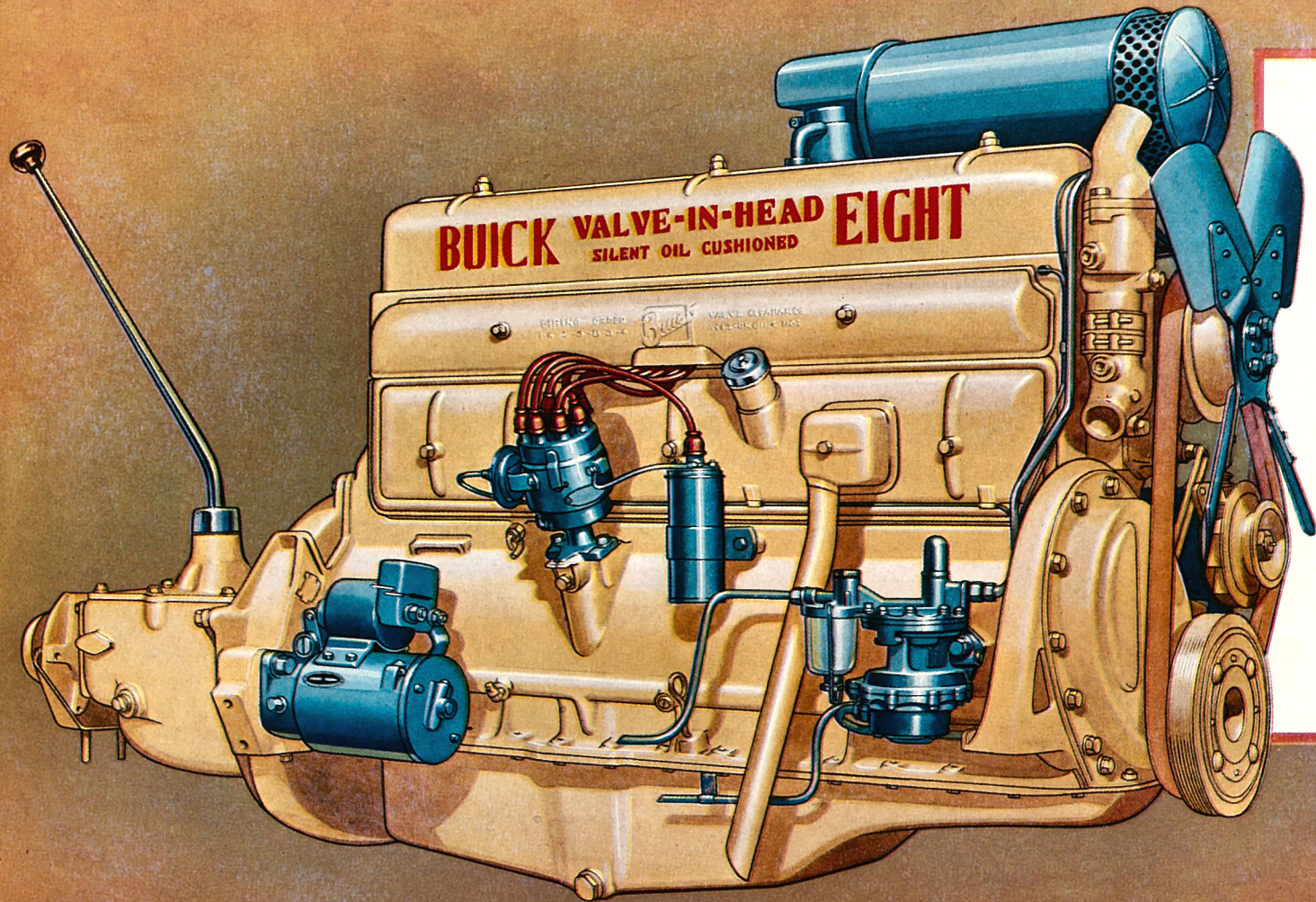
# STUDY IN COMFORT... AND SAFETY



WHEN we came to show an interior, we selected the *smallest* four-door sedan, the McLaughlin-Buick Special, and here it is. There's head-room, leg room, elbow room for three people in both front and rear seats. You can see for yourself the tailored smartness of those deep-cushioned, luxuriously yielding seats. You may have your choice of whipcord or mohair. There's a glimpse, too, of the level, no-tunnel floor front and rear, and a hint of the stunning new hardware. What you cannot see is the wider, higher doors which make entrance to the rear seats invitingly easy, and you cannot know, till you've tried it, how restful this whole interior can make a sun-up to sun-down drive.



This seat rises and tilts when it moves forward, giving better vision, and easy access to control pedals.



*Here is the engine  
that surges with power. . .*

You are looking here at the sturdy heart of your 1937 McLaughlin-Buick—that silent, silky, rugged source of high-powered energy which makes you master of time and distance. It's a *straight-eight* for smoothness, with *valve-in-head* thrift—meaning that it gives you ten per cent more power from every gallon of fuel than any other type of engine size for size. And every McLaughlin-Buick is stepped up in horsepower this year.

# —AND HERE IS A CHOICE THAT MEETS HEART'S DESIRE

Whatever the price you wish to pay, whatever the horsepower or wheelbase you choose, every one of the four brilliant series offered in the following pages is a McLaughlin-Buick through

## LIMITED

SERIES 49

Lordliest of the McLaughlin-Buicks, dimensioned to new standards of spaciousness and appointed with a luxury far beyond the demands of mere transportation—the magnificent Limited for 1937 nevertheless has a fleetness and mobility which comes as a refreshing surprise. Your choice of three body styles.

## CENTURY

SERIES 46

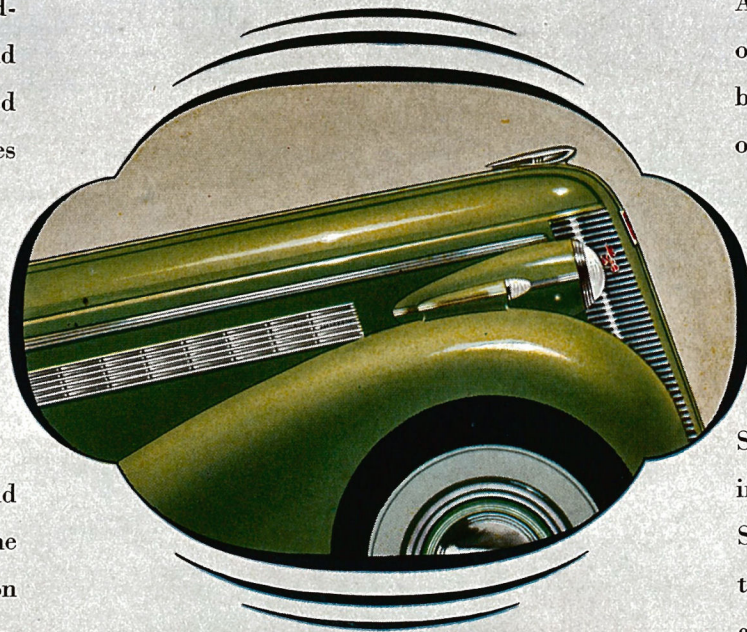
Powered by the same 130 horsepower engine as the Limited and Roadmaster, but compacted on a wheelbase of 126 inches—the 1937 McLaughlin-Buick Century brings to motoring an exaltation such as you've always hoped to find. There are three body styles.

and through, right from the same assembly line. For 1937, the series names are emblazoned in gleaming metal on the louvres, and you can be proud to call any one of the four your own.

## ROADMASTER

SERIES 48

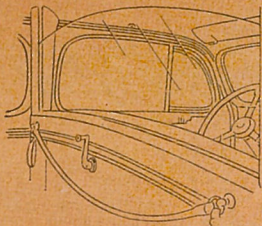
All that its name suggests—an automobile with a vast reserve of power to command every traffic situation—capacious, swift, beautifully responsive, and equally at home on the open road or the boulevard. Three body styles are offered.



## SPECIAL

SERIES 44

Stepped up this year in everything—longer and larger, increased in power—thriftier even than its famous predecessor—the Special for 1937 brings McLaughlin-Buick ownership within the realm of reality for anyone who yearns to possess a truly great car. There are four body styles this year.



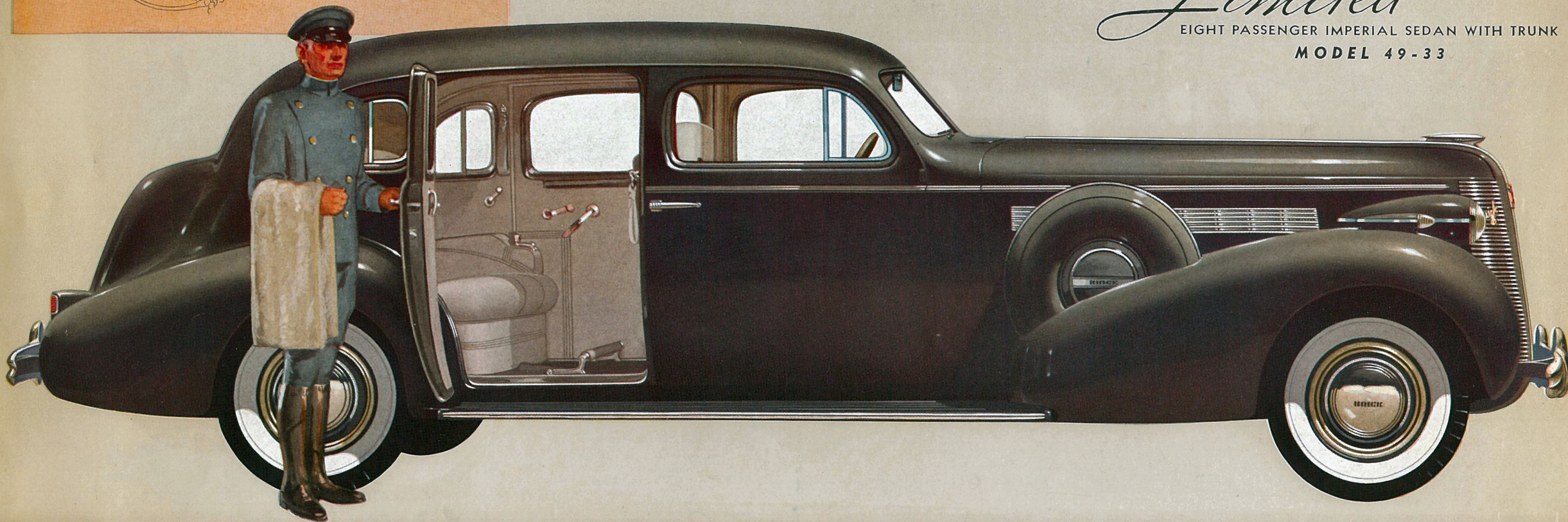
The chauffeur's compartment is separated from the rear by this movable glass partition.



# Limited

EIGHT PASSENGER IMPERIAL SEDAN WITH TRUNK

MODEL 49-33



The Imperial Sedan with Trunk is regularly equipped with two spare tires in fender wells. White side-wall tires optional at extra cost.



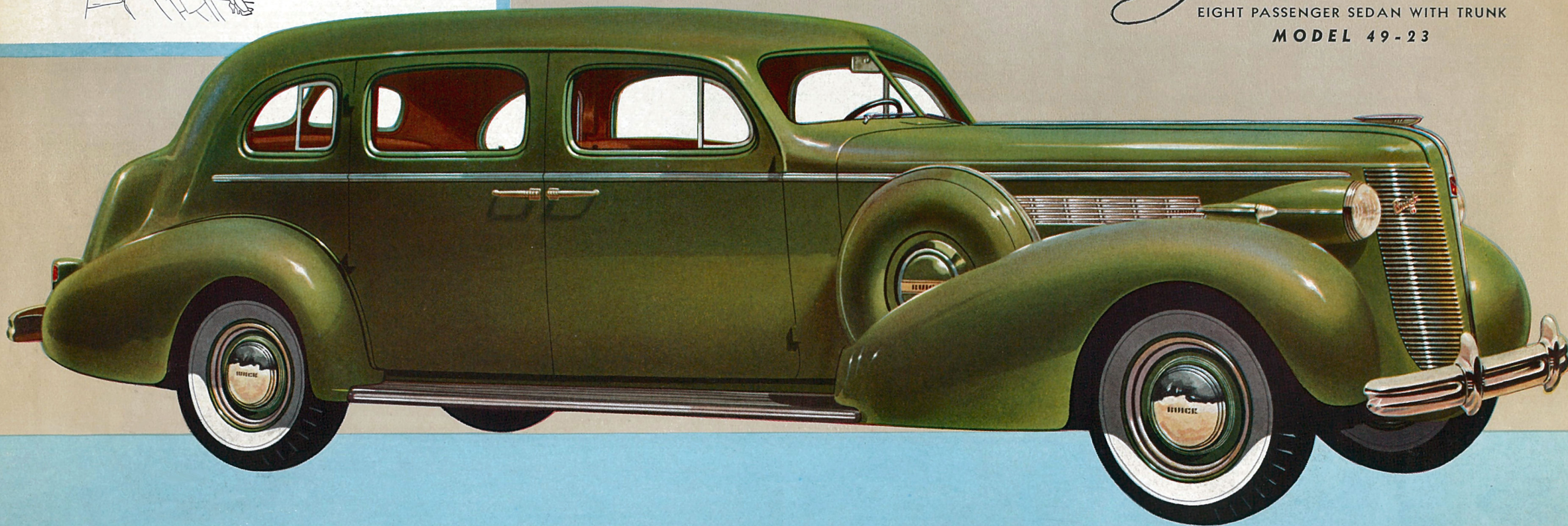
*Spaciously wide, the great Limited puts an end to hunching over, with plenty of space overhead.*



# *Limited*

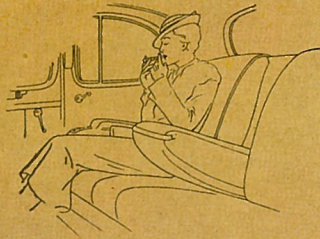
EIGHT PASSENGER SEDAN WITH TRUNK

MODEL 49-23



In this, and other McLaughlin-Buick models, you'll notice luggage trunks far more spacious than ever before. Wheelbase, 138 inches.





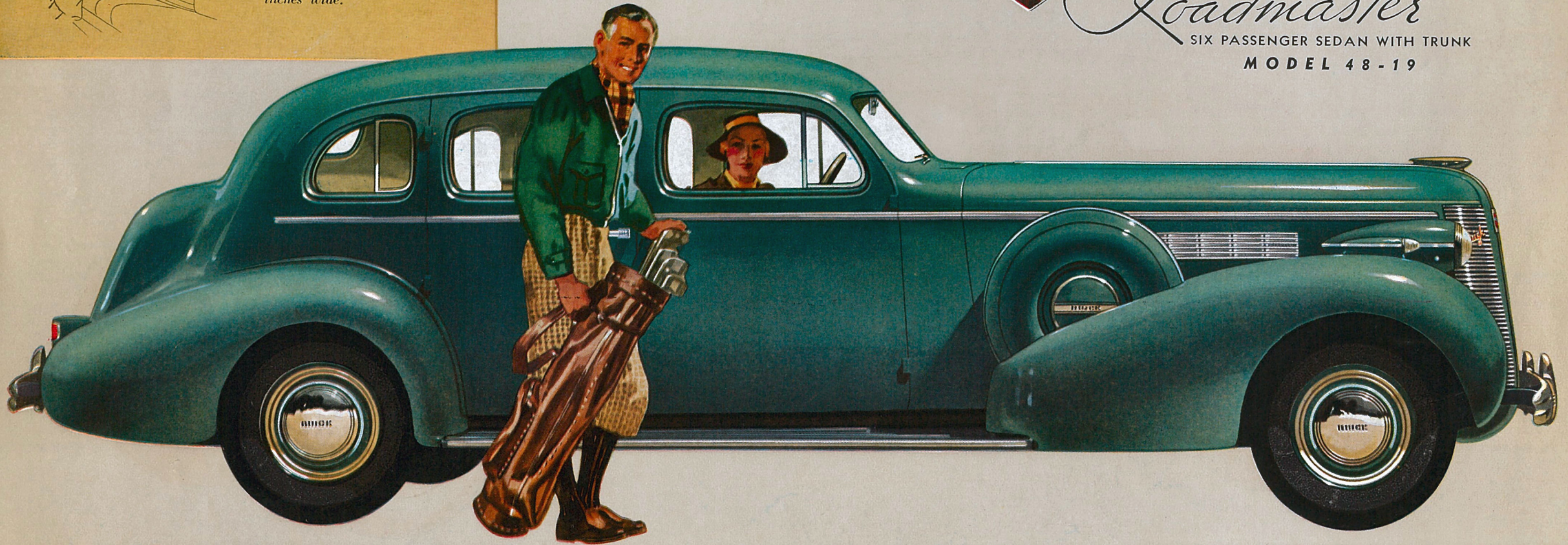
Center arm-rests are broad enough for two elbows to rest without conflict—a full  $8\frac{3}{8}$  inches wide.



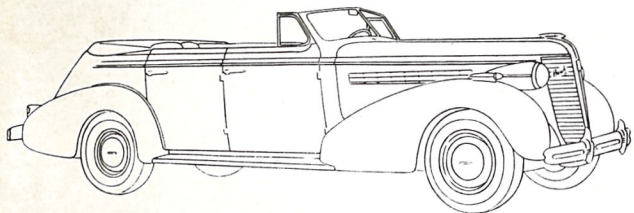
*Loadmaster*

SIX PASSENGER SEDAN WITH TRUNK

MODEL 48-19



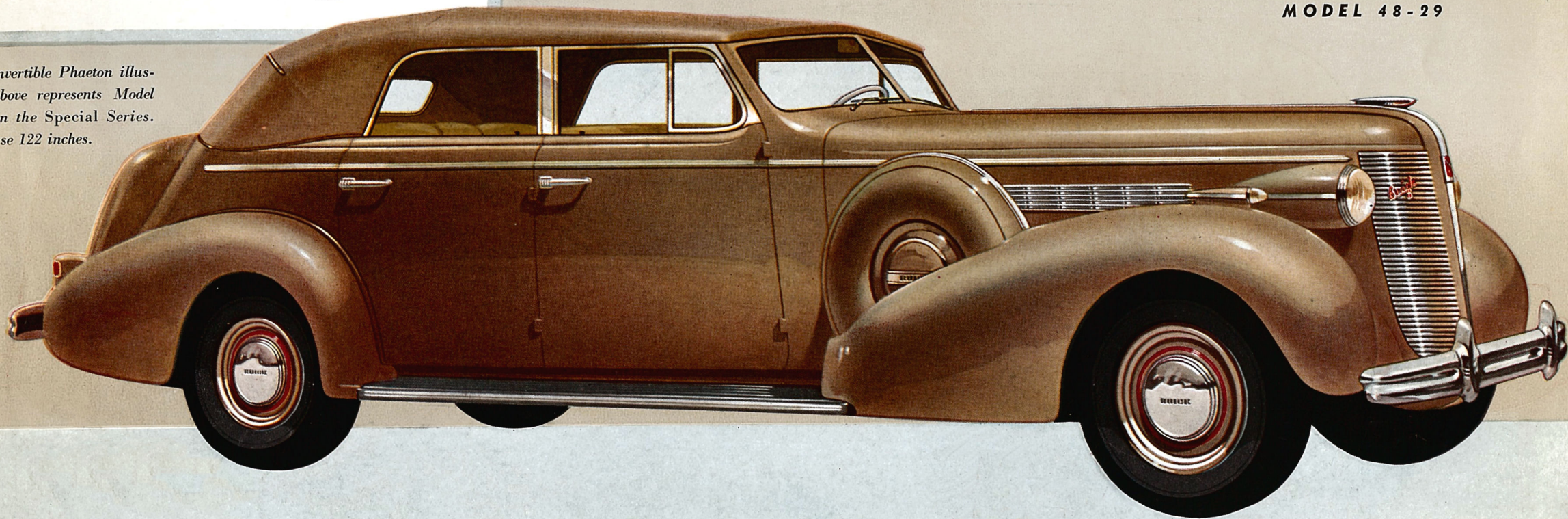
Here is shown to perfection the beautiful, consistent styling of the new Turret Top Bodies by Fisher. 131-inch wheelbase.



# Loadmaster

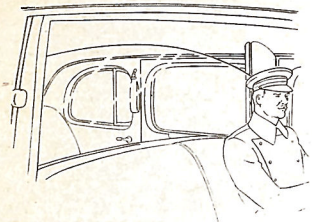
SIX PASSENGER CONVERTIBLE PHAETON

MODEL 48-29



The Convertible Phaeton illustrated above represents Model 44-49 in the Special Series. Wheelbase 122 inches.

This luxurious, all-weather model breathes an atmosphere of distinction and style unsurpassed in its fine-car field.



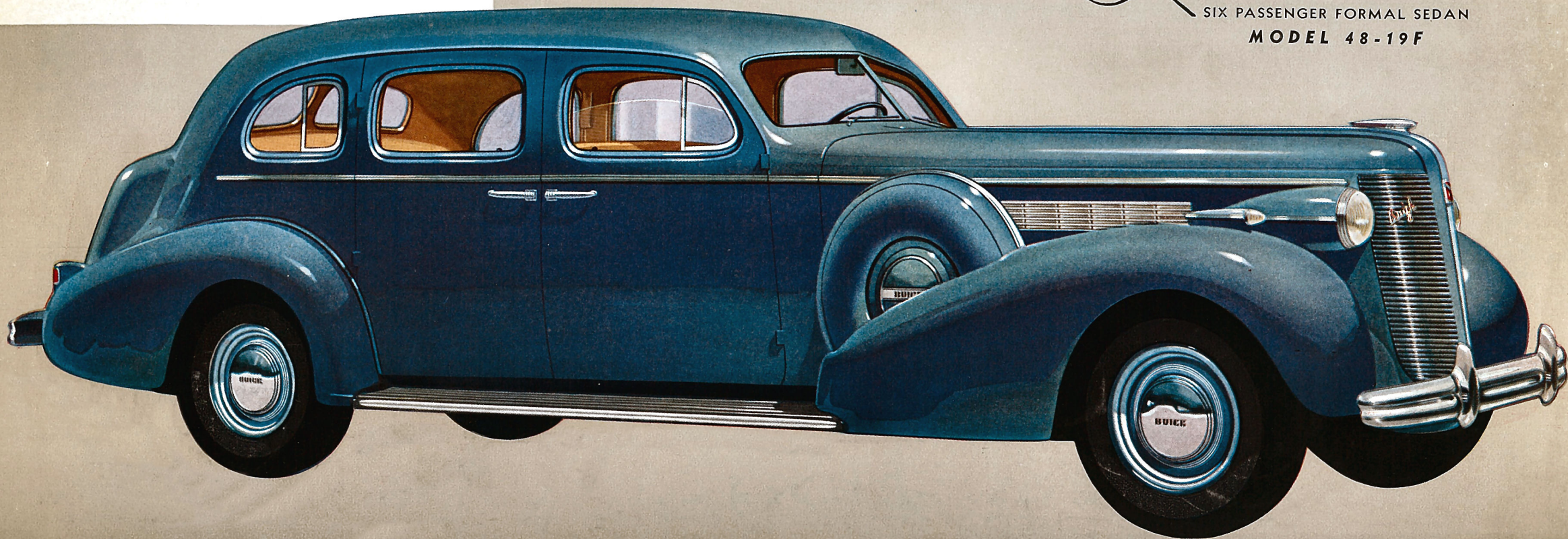
*This family sedan also can be converted into a chauffeur-driven limousine by raising this safety glass partition.*



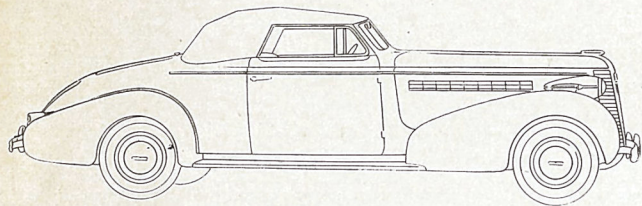
*Roadmaster*

SIX PASSENGER FORMAL SEDAN

MODEL 48-19F



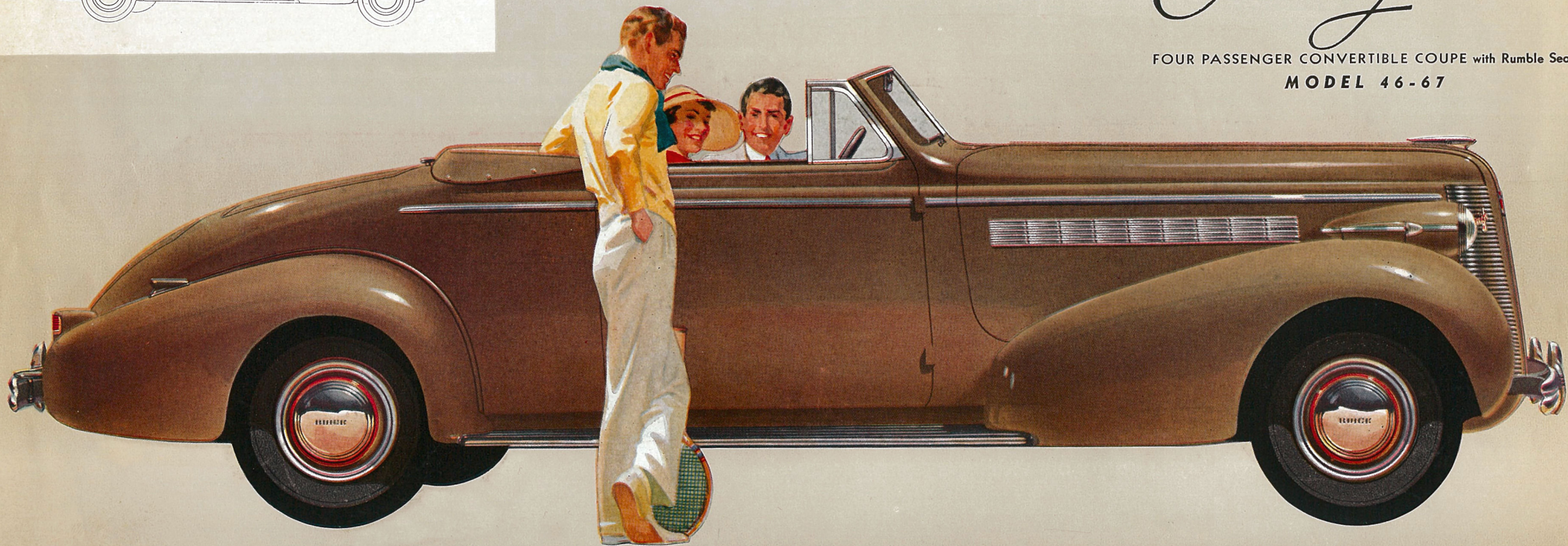
A fine and roomy car for the family, at the same time a brilliant focus for all eyes alert to streamlined beauty. Full 6-passenger comfort.



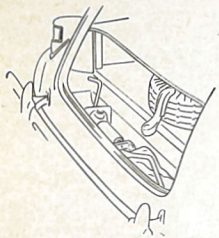
*Century*

FOUR PASSENGER CONVERTIBLE COUPE with Rumble Seat

MODEL 46-67



Here is a car for youth, a real adventurer in its racy lines and surging power; and with quality that oldsters respect. 126-inch wheelbase.



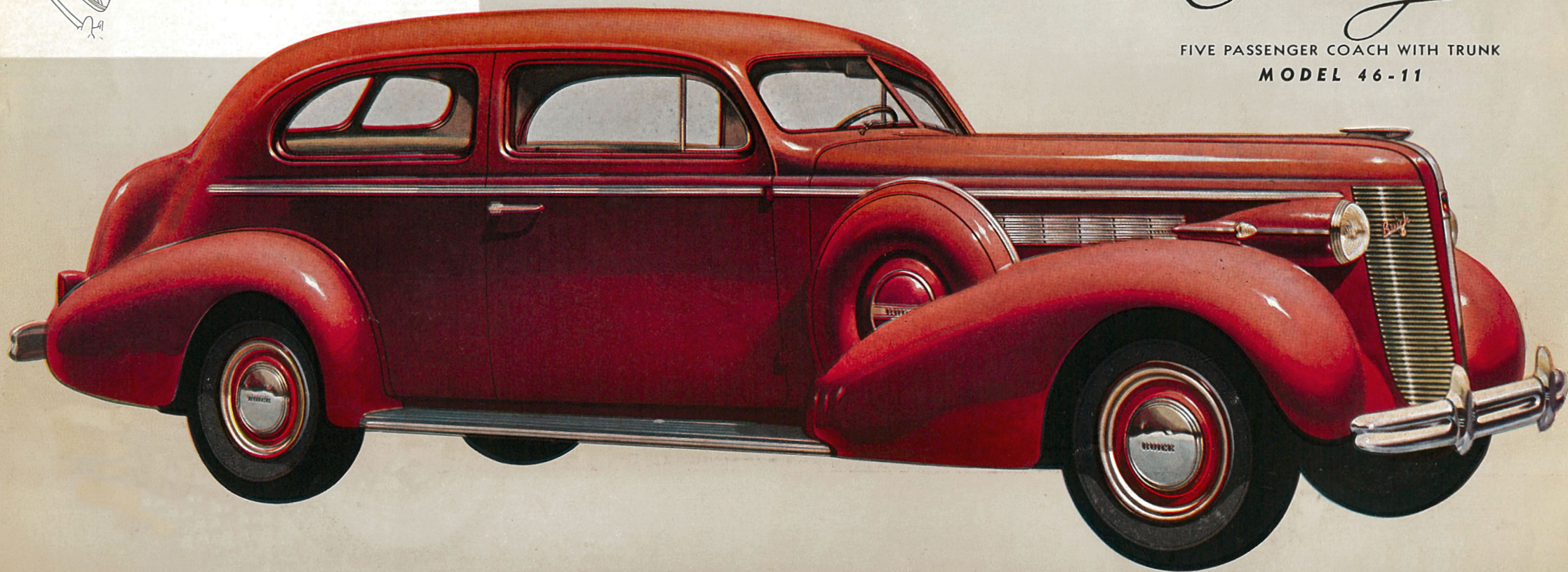
*Notice this handy tool well just inside the rear compartment and out of the way when you take out a tire.*



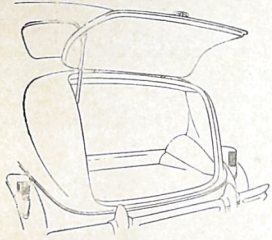
*Century*

FIVE PASSENGER COACH WITH TRUNK


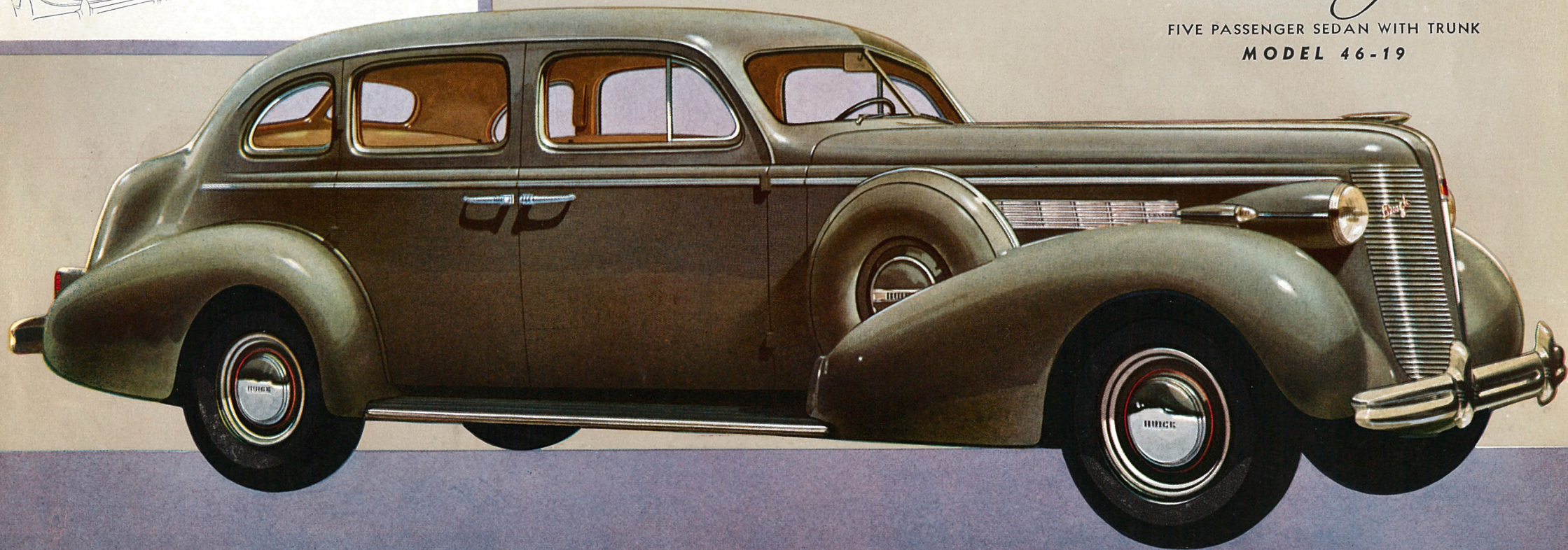
MODEL 46-11



A car without a peer for holiday touring. Rich comfort is provided in the roomier body. There's room in the trunk for a long holiday's luggage.



*Why pull a trailer when you  
can get such luggage space  
as this right in your car?*

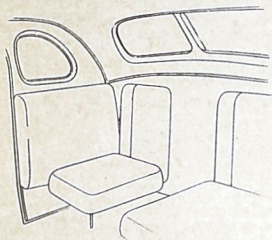


*Century*

FIVE PASSENGER SEDAN WITH TRUNK

MODEL 46-19

A big, four-door aristocrat in beauty. A fleet and matchless performer. Looks even longer than its 126-inch wheelbase would indicate.



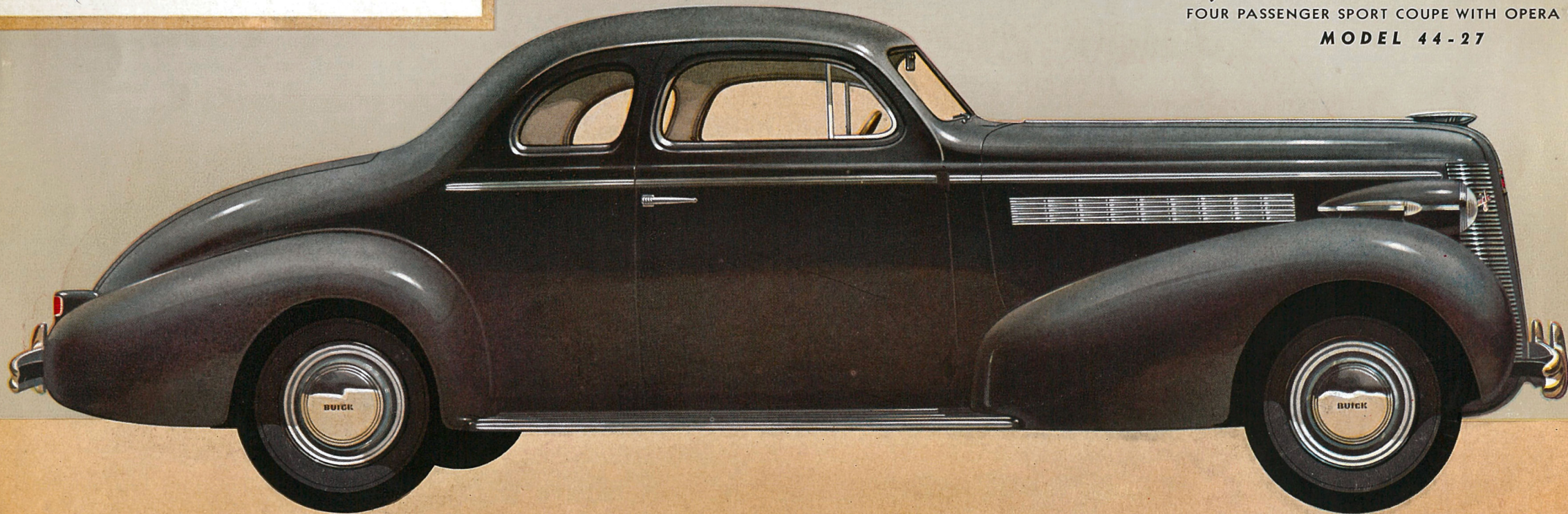
*A coupe is made to handle four  
in comfort by this ingenious pro-  
vision of two opera seats.*



*Special*

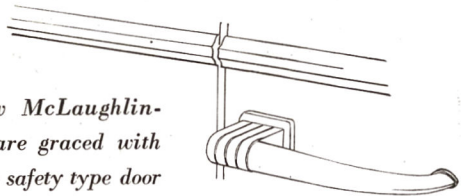
FOUR PASSENGER SPORT COUPE WITH OPERA SEATS

**MODEL 44-27**



Increased wheelbase of 122 inches gives this coupe an exceptionally roomy body. Thus, two extra passengers can sit comfortably in the folding opera seats.

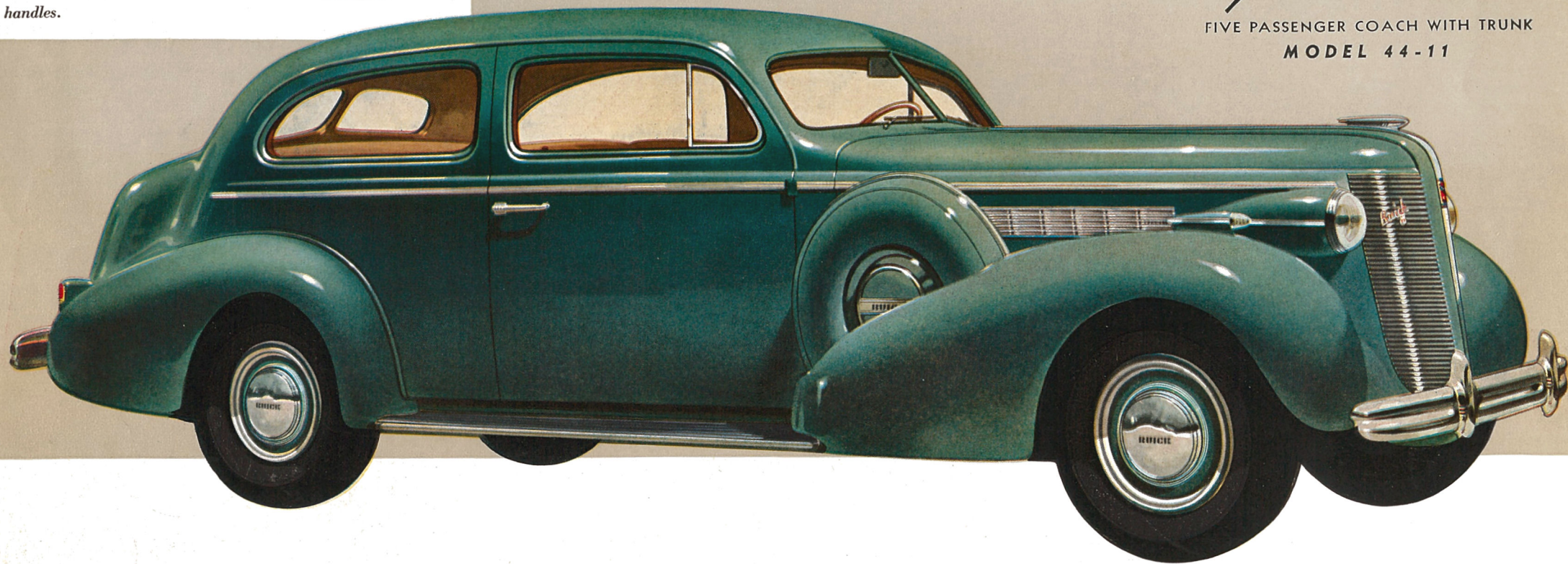
The new McLaughlin-Buicks are graced with attractive safety type door handles.



# Special

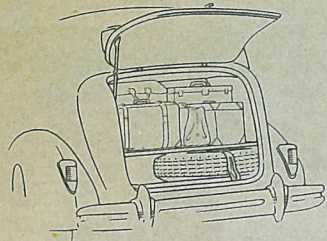
FIVE PASSENGER COACH WITH TRUNK

MODEL 44-11




The ideal choice for the family just "stepping up" to a McLaughlin-Buick. Larger luggage trunk. New safety door handles, as illustrated.



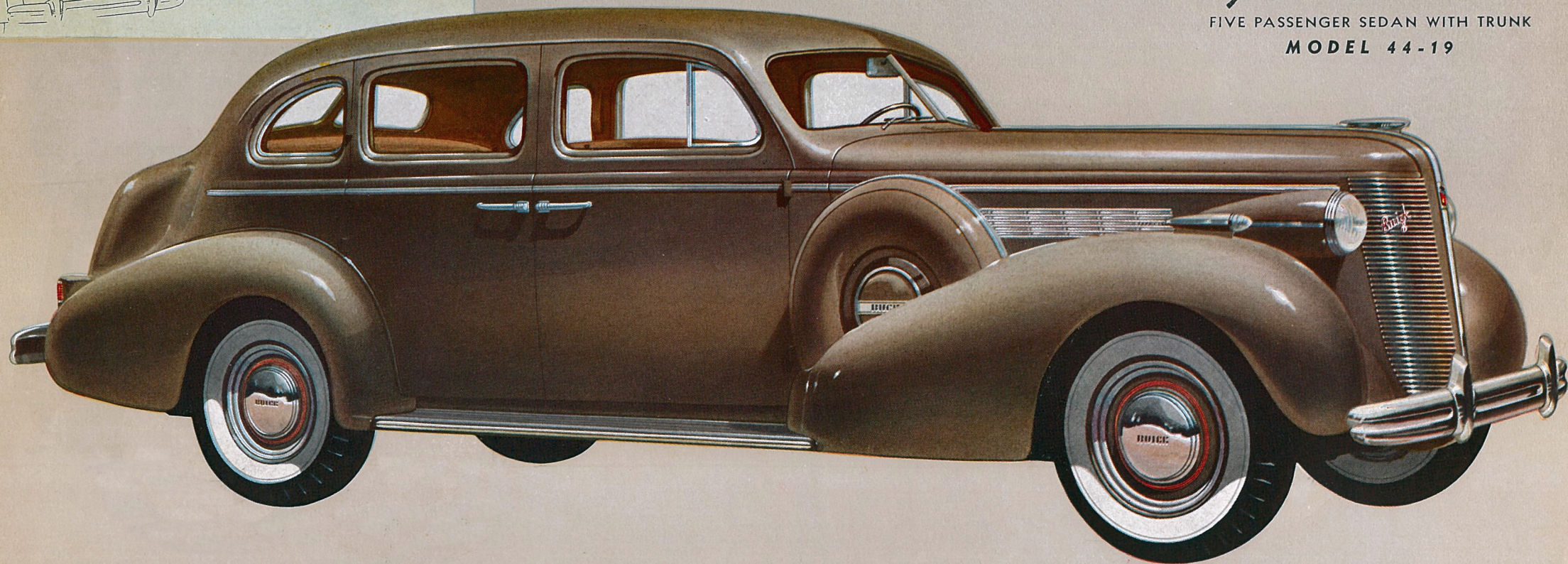


*It's called a "jumbo  
luggage compartment"  
and when you pile in  
luggage you'll know why.*

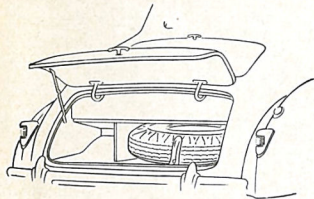


# *Special*

FIVE PASSENGER SEDAN WITH TRUNK  
**MODEL 44-19**



It's one of the lowest-priced fine-car sedans — yet an eye catcher in the smartest company. White side-wall tires are special equipment at extra cost.



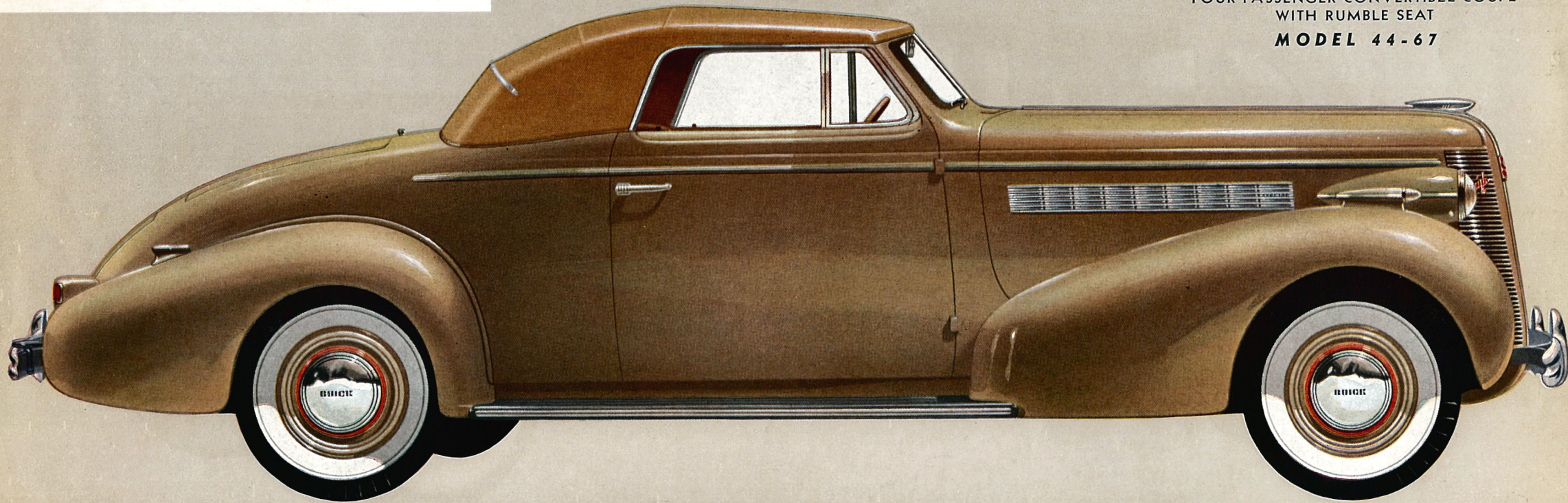
*The spare tire stows neatly  
away under this rumble seat,  
leaving rear lines clean and  
uncluttered.*



*Special*

FOUR PASSENGER CONVERTIBLE COUPE  
WITH RUMBLE SEAT

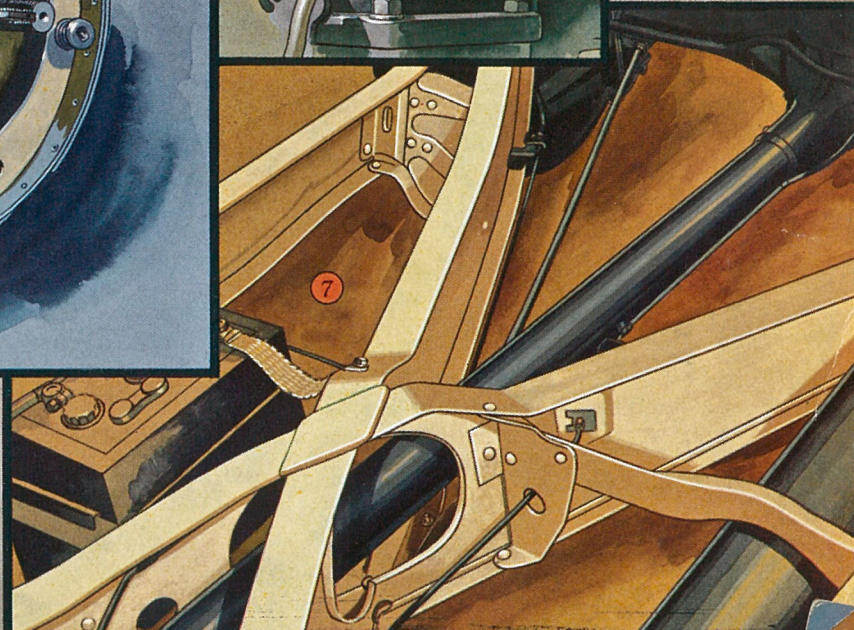
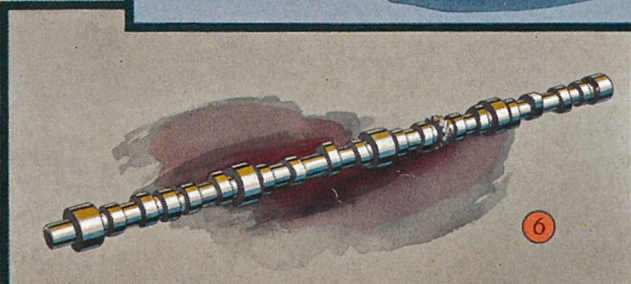
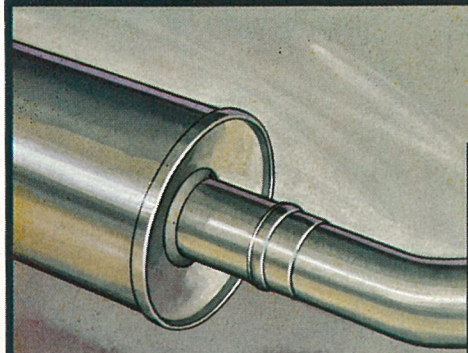
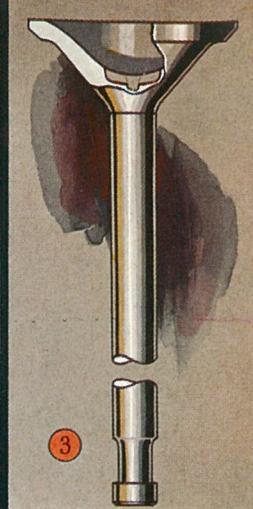
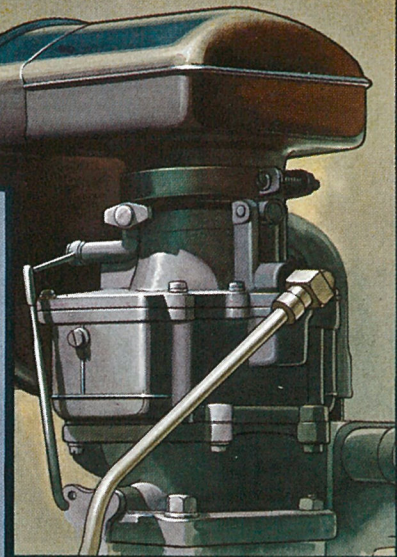
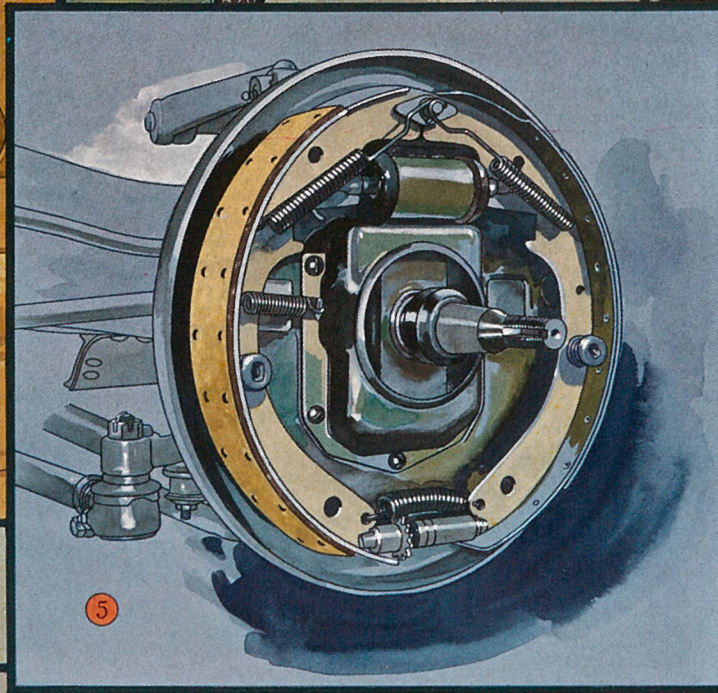
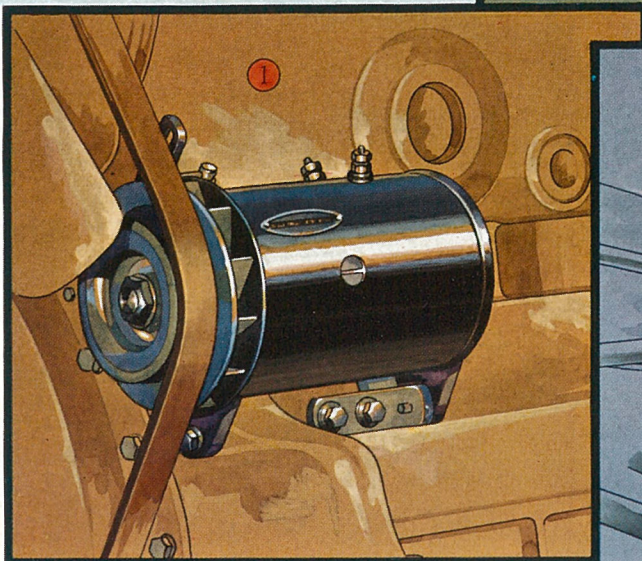
**MODEL 44-67**

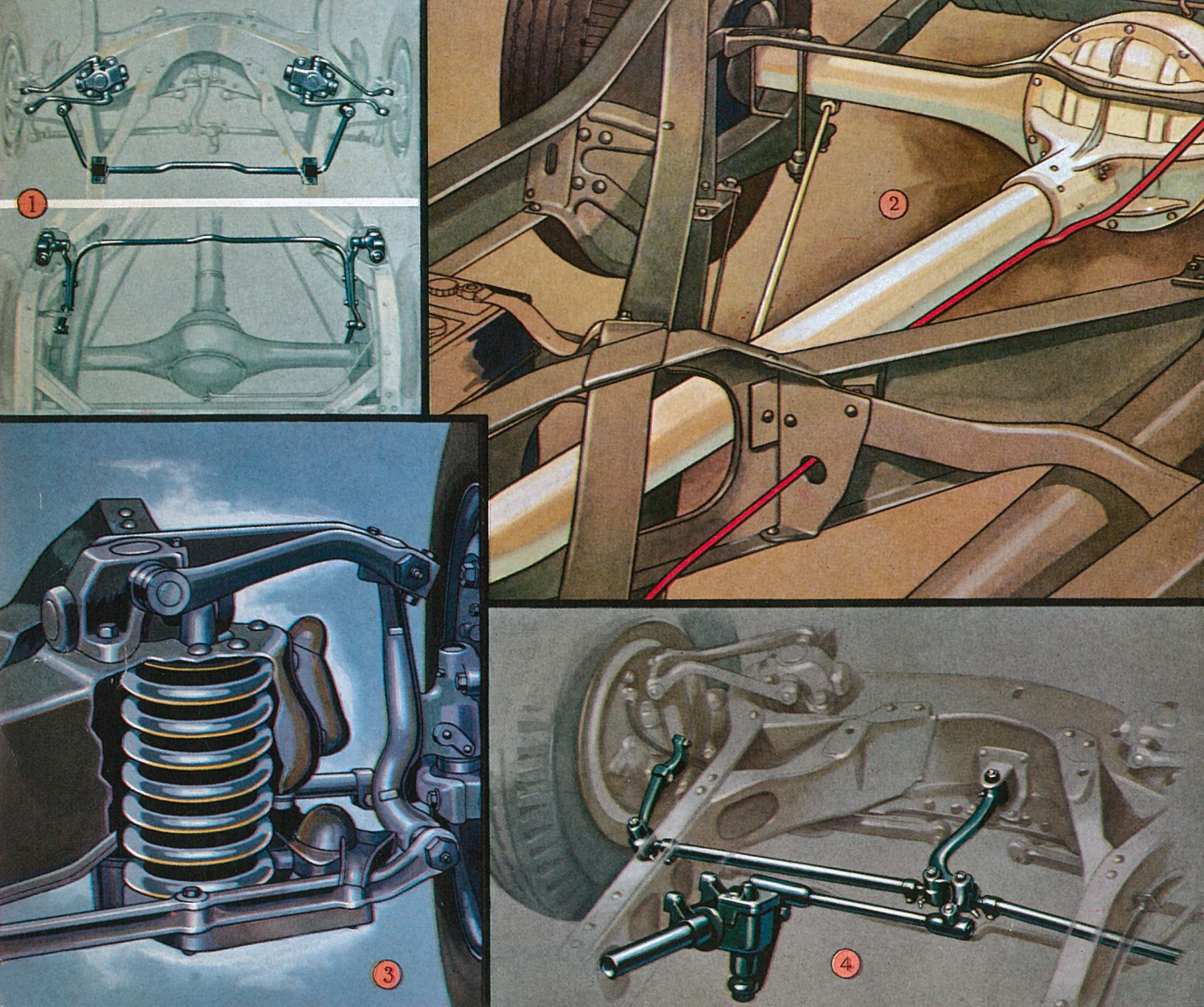


A streamlined beauty, if ever there was one . . . and so low-priced! The weather-tight top folds out of sight. White side-wall tires are special equipment at extra cost.

# No other car in the world has all these features...

- ① *Heavy duty generator*—supplies ample power for radios, heaters, defrosters, etc.
- ② *Aerobat carburetor*—built on the same principle as carburetors used in aerial acrobatics. No stop, start or swing is swift enough to affect its even flow of fuel.
- ③ *Streamline valves* eliminate eddy currents, reduce fluid friction—feed fuel faster to the engine.
- ④ *Wide-throat exhaust* reduces back pressure—makes a cleaner-running, quieter and more powerful engine.
- ⑤ *Tiptoe hydraulic brakes* assure safe, straight-line stops under lightest pressures.
- ⑥ *Power-booster camshaft* another reason for the increased power at high speed operation.
- ⑦ *I-beam cross member frames* on the Special and Century give them the strength and rigidity of skyscraper construction.



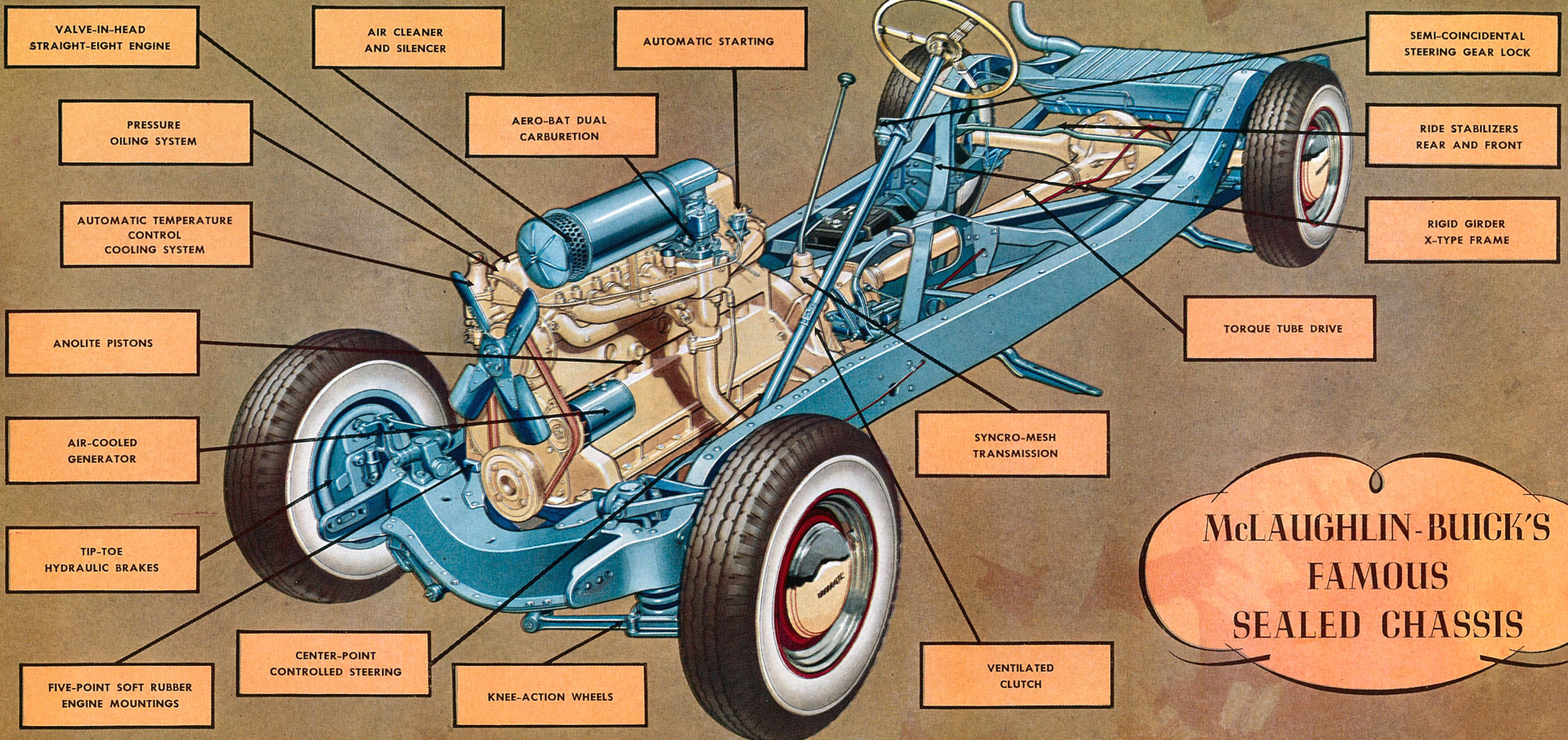


# NOT EVEN McLAUGHLIN-BUICK

*has had such a ride and such ease of control  
as you get this year*

Springs in a McLaughlin-Buick have just one purpose, and that is to keep the jars of the road from reaching you in the car. *Knee-Action* (Picture 3) in front makes it unnecessary to “steer” through the springs. The *Torque Tube* (Picture 2) takes all the driving strain off the rear springs, gives linkage from the power plant to the rear wheels as firm and solid as a rod of steel. Then, to control sidesway and roll on curves, and to silence “tire squeal,” the new McLaughlin-Buicks have Stabilizers at both front and rear. And to make control complete, there are Shock Absorbers (Picture 1).

Steering also (Picture 4) is simplified. You not only have Center-Point Controlled Steering, but a new design which takes the tug and strain out of turning the wheel when the car is at the curb.



VALVE-IN-HEAD  
STRAIGHT-EIGHT ENGINE

AIR CLEANER  
AND SILENCER

AUTOMATIC STARTING

SEMI-COINCIDENTAL  
STEERING GEAR LOCK

PRESSURE  
OILING SYSTEM

AERO-BAT DUAL  
CARBURETION

RIDE STABILIZERS  
REAR AND FRONT

AUTOMATIC TEMPERATURE  
CONTROL  
COOLING SYSTEM

RIGID GIRDER  
X-TYPE FRAME

ANOLITE PISTONS

TORQUE TUBE DRIVE

AIR-COOLED  
GENERATOR

SYNCHRO-MESH  
TRANSMISSION

TIP-TOE  
HYDRAULIC BRAKES

CENTER-POINT  
CONTROLLED STEERING

VENTILATED  
CLUTCH

FIVE-POINT SOFT RUBBER  
ENGINE MOUNTINGS

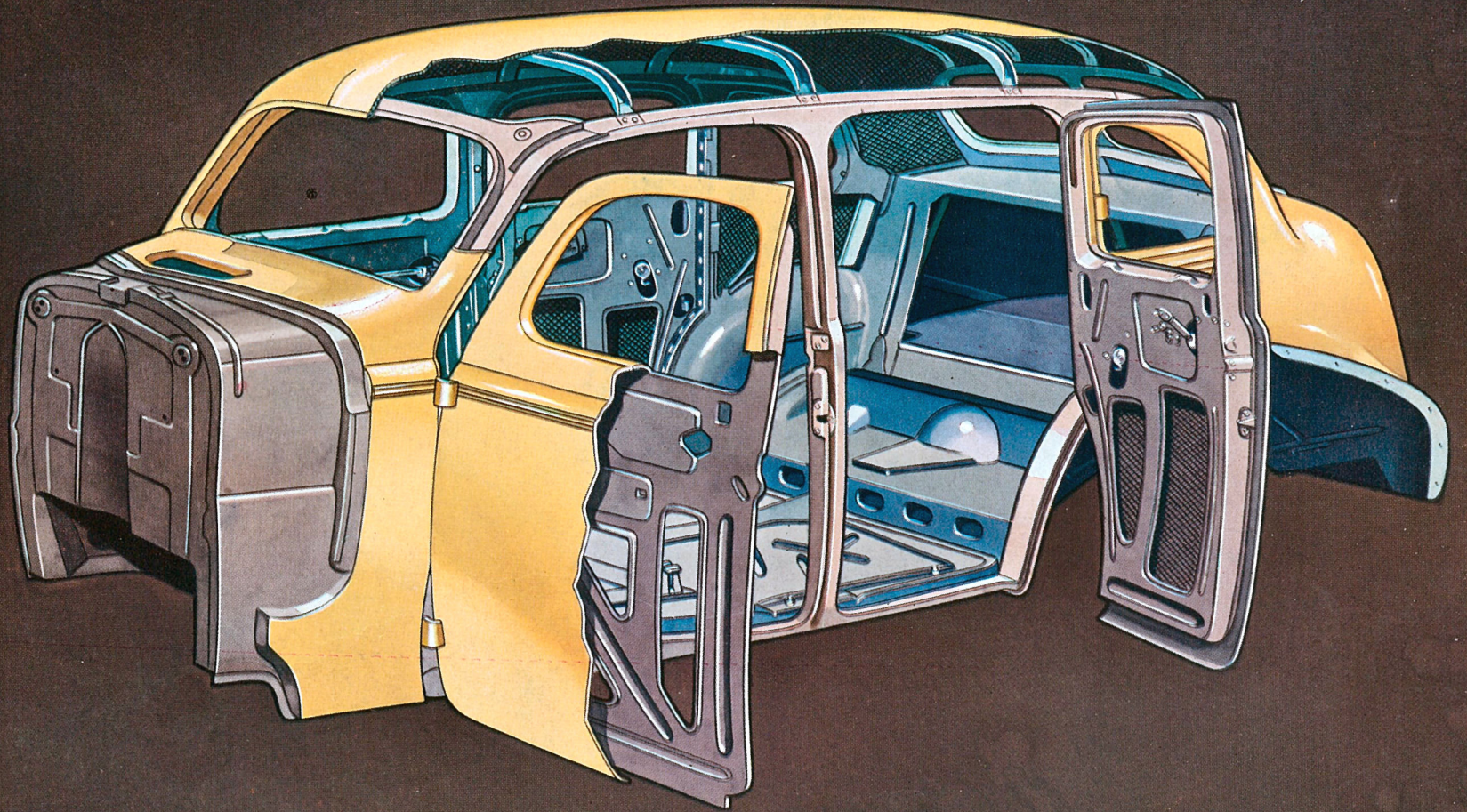
KNEE-ACTION WHEELS

McLAUGHLIN-BUICK'S  
FAMOUS  
SEALED CHASSIS

## *A study in safety*

**H**ERE YOU see the rugged and unadorned steel-welded-to-steel construction which underlies the safety of Body by Fisher. Every McLaughlin-Buick closed car has, of course, the protection of the solid steel Turret Top—joined in one continuous protective unit to the steel side panels, rear panels, and steel windshield posts. McLaughlin-Buick bodies have in 1937 the same master craftsmanship in their coachwork which they have had for years.

Safety glass all around is provided on all models at no extra cost.



# SPECIFICATIONS IN BRIEF...

## Limited

SERIES 49

**VALVE-IN-HEAD STRAIGHT EIGHT ENGINE**—Bore and Stroke  $3\frac{1}{8}'' \times 4\frac{1}{2}''$ —Displacement 320 cubic inches—Developed Horsepower 130 at 3400 r.p.m.—Anodized Alloy Pistons—Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings—Counterweighted crankshaft with torsional balancer—Crankcase ventilator—Oil capacity, 6 quarts.

**FUEL, EXHAUST AND COOLING SYSTEM**—Dual Downdraft "Aerobal" Carburetion with downdraft manifold—Thermostatic Heat Control—Automatic Choke—Automatic Idle Control—Fuel Pump—Intake Silencer—Air cleaner—Fuel filter—Thermostatically controlled by-pass water temperature control—Centrifugal water pump—Four blade 18" fan—Water capacity, 14 quarts—Fuel tank capacity, 17 gallons.

**CLUTCH AND TRANSMISSION**—Single Plate 11-inch Dry clutch—All silent helical gear Synchro-Mesh transmission—All gears nickel chromium.

**REAR AXLE AND UNIVERSAL JOINT**—Semi-Floating Rear Axle—Torque tube drive—Inclosed tubular balanced propeller shaft—Axle ratio 4.62 to 1—One universal joint automatically lubricated from transmission.

**SUSPENSION**—Knee-Action Front Suspension—Front, coil springs, silicon manganese—Rear, leaf springs, silicon manganese, semi-elliptic, underslung—Steel rear spring covers (Factory equipped at extra cost)—Threaded spring shackles.

**STABILIZER**—Dual stabilization—front and rear.

**FRAME**—Rigid Girder Type, Double Drop X type Frame—Section  $9 \times 2\frac{1}{4} \times \frac{1}{8}''$ .

**STEERING**—Center-Point Steering—Worm and Double Roller Steering Gear.

**SHOCK ABSORBERS**—Front, Delco Double Acting with Inertia Control—Rear, Delco Double Acting.

**BRAKES**—Four Wheel Hydraulic Brakes—One-piece cast iron brake drums—Size 14 x 2 inches—Mechanical emergency and parking brake.

**ELECTRICAL SYSTEM**—Delco, 2 unit 6-8 volt—Octane Selector—Solenoid Starter, Hand Throttle or Accelerator Control—Multibeam headlights with foot dimmer switch and selector switch on Dash—General Motors 17 Plate Battery—"High Output" generator with Voltage Regulator.

**WHEELS AND TIRES**—Demountable Steel Disc Wheels—Tire size, 16 x 7.50, 6 ply—Drop center rims.

**WHEELBASE**—138 inches.

## Roadmaster

SERIES 48

**VALVE-IN-HEAD STRAIGHT EIGHT ENGINE**—Bore and Stroke  $3\frac{1}{8}'' \times 4\frac{1}{2}''$ —Displacement 320 cubic inches—Developed Horsepower 130 at 3400 r.p.m.—Anodized Alloy Pistons—Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings—Counterweighted crankshaft with torsional balancer—Crankcase ventilator—Oil capacity, 6 quarts.

**FUEL, EXHAUST AND COOLING SYSTEM**—Dual Downdraft "Aerobal" Carburetion with downdraft manifold—Thermostatic Heat Control—Automatic choke—Automatic Idle Control—Fuel Pump—Intake Silencer—Air cleaner—Fuel filter—Thermostatically controlled by-pass water temperature control—Centrifugal water pump—Four blade 18" fan—Water capacity, 14 quarts—Fuel Tank capacity, 17 gallons.

**CLUTCH AND TRANSMISSION**—Single Plate 11-inch Dry clutch—All silent helical gear Synchro-Mesh transmission—All gears nickel chromium.

**REAR AXLE AND UNIVERSAL JOINT**—Semi-floating Rear Axle—Torque tube drive—Inclosed tubular balanced propeller shaft—Axle ratio 4.22 to 1—One universal joint automatically lubricated from transmission.

**SUSPENSION**—Knee-Action Front Suspension—Front, coil springs, silicon manganese—Rear, leaf springs, silicon manganese, semi-elliptic, underslung—Steel rear spring covers (Factory equipped at extra cost)—Threaded spring shackles.

**STABILIZER**—Dual stabilization—front and rear.

**FRAME**—Rigid Girder Type, Double Drop X type Frame—Section  $7\frac{1}{2} \times 2\frac{1}{4} \times \frac{1}{8}''$ .

**STEERING**—Center-Point Steering—Worm and Double Roller Steering Gear.

**SHOCK ABSORBERS**—Front, Delco Double Acting with Inertia Control—Rear, Delco Double Acting.

**BRAKES**—Four Wheel Hydraulic Brakes—One-piece cast iron brake drums—Size 12 x 2 inches—Mechanical emergency and parking brake.

**ELECTRICAL SYSTEM**—Delco-Remy, 2 unit 6-8 volt—Octane Selector—Solenoid Starter, Hand Throttle or Accelerator Control—Multibeam headlights with foot dimmer switch and selector switch on Dash—General Motors 17 Plate Battery—"High Output" generator with voltage Regulator.

**WHEELS AND TIRES**—Demountable Steel Disc Wheels—Tire size, 16 x 7.00—Drop center rims.

**WHEELBASE**—131 inches.

## Century

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**VALVE-IN-HEAD STRAIGHT EIGHT ENGINE**—Bore and Stroke  $3\frac{1}{8}'' \times 4\frac{1}{2}''$ —Displacement 320 cubic inches—Developed Horsepower 130 at 3400 r.p.m.—Anodized Alloy Pistons—Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings—Counterweighted crankshaft with torsional balancer—Crankcase ventilator—Oil capacity, 6 quarts.

**FUEL, EXHAUST AND COOLING SYSTEM**—Dual Downdraft "Aerobal" Carburetion with downdraft manifold—Thermostatic Heat Control—Automatic choke—Automatic Idle Control—Fuel Pump—Intake silencer—Air cleaner—Fuel filter—Thermostatically controlled by-pass water temperature control—Centrifugal water pump—Four blade 18" fan—Water capacity, 14 quarts—Fuel Tank capacity, 15 gallons.

**CLUTCH AND TRANSMISSION**—Single Plate 11-inch Dry clutch—All silent helical gear Synchro-Mesh transmission—All gears nickel chromium.

**REAR AXLE AND UNIVERSAL JOINT**—Semi-floating Rear Axle with Hypoid Gears—Torque tube drive—Inclosed tubular balanced propeller shaft—Axle ratio 3.9 to 1—One universal joint automatically lubricated from transmission.

**SUSPENSION**—Knee-Action Front Suspension—Front, coil springs, silicon manganese—Rear, leaf springs, silicon manganese, semi-elliptic, underslung—Steel rear spring covers (Factory equipped at extra cost)—Threaded spring shackles.

**STABILIZER**—Dual Stabilization—front and rear.

**FRAME**—Rigid Girder Type; Double Drop X type Frame—Section  $6\frac{3}{8} \times 2\frac{1}{4} \times \frac{1}{8}''$ . (I Beam X Member.)

**STEERING**—Center-Point Steering—Worm and Double Roller Steering Gear.

**SHOCK ABSORBERS**—Front and Rear, Delco Double Acting.

**BRAKES**—Four Wheel Hydraulic Brakes—Composite cast iron and steel brake drums—Size 12 x 2 inches—Mechanical emergency and parking brake.

**ELECTRICAL SYSTEM**—Delco-Remy, 2 unit 6-8 volt—Octane Selector—Solenoid Starter, Hand Throttle or Accelerator Control—Multibeam headlights with foot dimmer switch and selector switch on Dash—General Motors 17 Plate Battery—"High Output" Generator with Voltage Regulator.

**WHEELS AND TIRES**—Demountable Steel Disc Wheels—Tire size, 15 x 7.00—Drop center rims.

**WHEELBASE**—126 inches.

## Special

SERIES 44

**VALVE-IN-HEAD STRAIGHT EIGHT ENGINE**—Bore and Stroke  $3\frac{1}{8}'' \times 4\frac{1}{2}''$ —Displacement 248 cubic inches—Developed Horsepower 100 at 3200 r.p.m.—Anodized Alloy Pistons—Full Pressure Lubrication to main, connecting rod, camshaft and rocker arm bearings—Counterweighted crankshaft with torsional balancer—Crankcase ventilator—Oil capacity 5 quarts.

**FUEL, EXHAUST AND COOLING SYSTEM**—Dual Downdraft "Aerobal" Carburetion with downdraft manifold—Thermostatic Heat Control—Automatic choke—Automatic Idle Control—Fuel Pump—Intake Silencer—Air cleaner—Fuel filter—Thermostatically controlled by-pass water temperature control—Centrifugal water pump—Four blade 16" fan—Water capacity, 10 quarts—Fuel Tank capacity, 15 gallons.

**CLUTCH AND TRANSMISSION**—Single Plate 10-inch Dry clutch—All silent helical gear Synchro-Mesh transmission—All gears nickel chromium.

**REAR AXLE AND UNIVERSAL JOINT**—Semi-floating Rear Axle with Hypoid Gears—Torque tube drive—Inclosed tubular balanced propeller shaft—Axle ratio 4.40 to 1—One universal joint automatically lubricated from transmission.

**SUSPENSION**—Knee-Action Front Suspension—Front, coil springs, silicon manganese—Rear, semi-elliptic silicon manganese leaf springs, underslung—Steel rear spring covers (Factory equipped at extra cost)—Threaded spring shackles.

**STABILIZER**—Dual Stabilization—front and rear.

**FRAME**—Rigid Girder Type, Double Drop X type Frame—Section  $6\frac{3}{8} \times 2\frac{1}{4} \times \frac{1}{8}''$ . (I Beam X Member.)

**STEERING**—Center-Point Steering—Worm and Double Roller Steering Gear.

**SHOCK ABSORBERS**—Front and rear, Delco Double Acting.

**BRAKES**—Four Wheel Hydraulic Brakes—Composite cast iron and steel brake drums—Size 12 x 1 3/4 inches—Mechanical emergency and parking brake.

**ELECTRICAL SYSTEM**—Delco-Remy 2 unit 6-8 volt—Octane Selector—Solenoid Starter, Hand Throttle or Accelerator Control—Multibeam headlights with foot dimmer switch and selector switch on Dash—General Motors 15 Plate Battery—"High Output" Generator with Voltage Regulator.

**WHEELS AND TIRES**—Demountable Steel Disc Wheels—Tire size, 16 x 6.50—Drop center rims.

**WHEELBASE**—122 inches.

*White sidewall tires may be obtained on any McLaughlin-Buick model as special equipment at extra cost.*

*Spare tires in fender wells are standard equipment on models 48-29, 49-23 and 49-33; on all other models fender wells are optional at extra cost.*

*Prices, Specifications and Colors are subject to change without notice*

GENERAL MOTORS PRODUCTS OF CANADA LIMITED \* OSHAWA \* ONTARIO

● LIMITED  
*Series 49*



● ROADMASTER  
*Series 48*

● CENTURY  
*Series 46*

● SPECIAL  
*Series 44*

