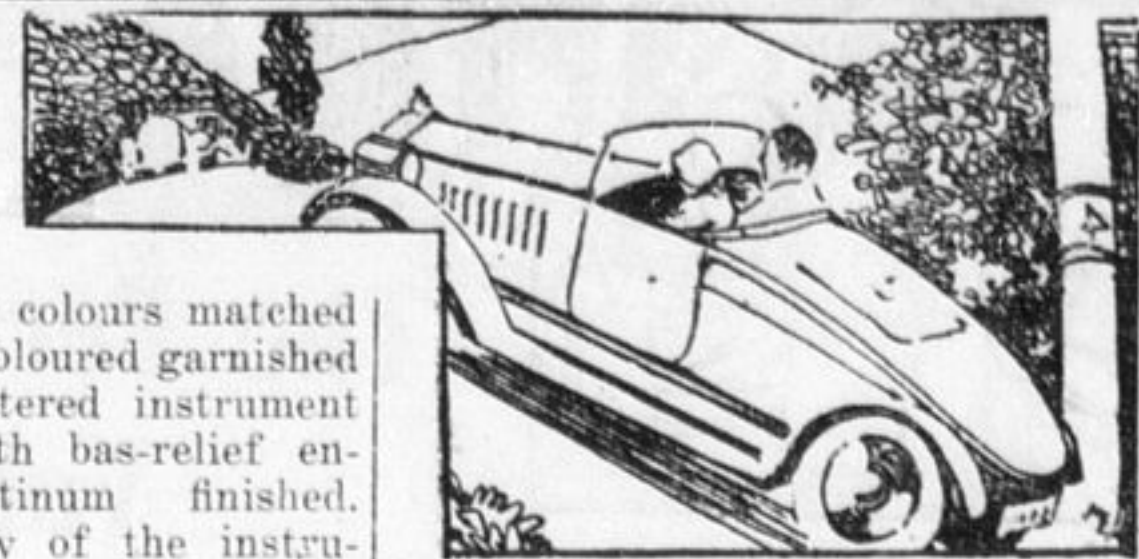
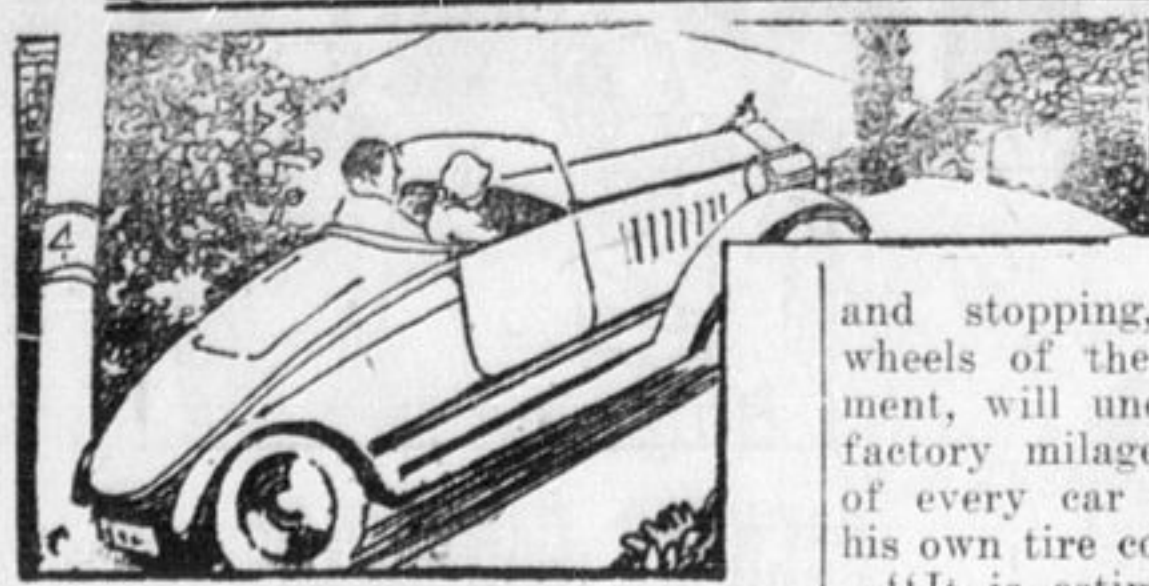


- Special Automobile Number -



McLaughlin-Buick Exhibit
A Remarkable One for 1928

HIGHER SPEED WILL
REDUCE TIRE MILEAGE

There was a time when motorists bragged loud and long if they got a mileage with tires beyond the three figure mark. Then a little later it was something to boast about if a tire did not cast its tread or rim cut irreparably within 2,000-mile guarantee. Then tire mileages mounted rapidly, reaching, in some cases, thirty thousand miles and more, with ten to fifteen fairly commonplace.

Then—but here's the report of the national motoring organization of the United States:

"Although the automobile tire has undergone constant improvement, both as to fabric and structure in recent years, tremendous changes in driving conditions have greatly decreased the average mileage obtained, according to the American Automobile Association.

"The facts cited by the A.A.A. are based on the record of the emergency road service departments of 958 motor clubs throughout the United States and Canada. These records show that motorists who formerly obtained from 15,000 to 20,000 miles from tires now secure only from 8,000 to 10,000 miles:

"The salient features of the changed driving conditions that have lowered tire mileage, in many cases as much as one-half, are summarized as follows:

"1. High-powered engines that permit greater speed.

"2. Increased traffic, necessitating more stops and starts.

"3. Improved acceleration, tending toward tire abuse.

"4. More powerful brakes that grind off treads.

"5. Smaller diameter wheels, necessitating more frequent road contact for tires.

"6. Improved roads, permitting higher average speeds.

"Greater mileage can be secured from the present-day tire. Those who maintain recommended inflation pressures who use judgment in starting

and stopping, and who keep the wheels of the car in proper alignment, will undoubtedly obtain satisfactory mileage. In 1928 the driver of every car will largely determine his own tire costs.

"It is estimated that the average speed on the open road is from ten to fifteen miles per hour higher than two years ago. At continued high speed, tire slippage is much greater due to swerving and axle bounce, resulting from road inequalities. Therefore, it is important for tire users to realize that tire mileage is decreased as the speed is increased.

"Steady increase in the number of cars registered has also had a telling effect and has resulted in greatly congested streets, with a resultant gain in the number of starts and stops as signal and traffic lights are obeyed.

"Acceleration quickly from a halted or slow-moving position is another evil that greatly affects tire mileage, as it results in the sliding of wheels.

"High powered brakes, such as the four-wheel brake and the vastly improved two-wheel brake, bring a car to a stop in such a manner that if the brakes are improperly applied a thin coating of rubber is left on the street. Add to this the fact that 90 per cent. of all brakes are estimated to be in some degree faulty.

"Demand for higher speed with greater safety has brought about lower centres of gravity. This has been accomplished in part by the use of smaller diameter wheels. It is simple logic that smaller wheels revolve more frequently and the tire tread is brought into contact with the pavement more than larger wheels. The small diameter wheels have more 'action' as they make and break contact with the road.

"The advent of the ballion tire has made proper inflation an item of paramount importance. In the days of the high-pressure tire, the sole was stiffer and ample leeway was allowed by the manufacturer for those failing to keep them at the proper pressure. Under inflation or over-inflation of the modern tire has a telling effect in decreasing the mileage.

"Temperature also affect mileage. In Canada and the northern part of the United States tires give about sixty per cent. more mileage than in the southern states."

Tit—Why does cream cost more than milk?

Tat: It's harder on the cows to sit on the smaller bottles.

Eighteen models, distributed among three series which are designated by their wheelbase lengths, make up the McLaughlin-Buick line for 1928.

Special interest attaches to the McLaughlin-Buick exhibit this year, by virtue of the fact that Buick, alone among all manufacturers in its field, has completed its 2,000,000 car, thus gaining undisputed leadership among cars of more than four cylinders.

There are seven models, designed to meet a wide and varied range of requirements, in Series 115. Series 120 includes three models, and Series 128 the remaining eight.

A new car in the line this year is Model 47-S, the five-passenger town brougham of Series 120. Its mechanical specifications are identical with those of Model 47, but nickelled headlamps, and several modifications of body treatment, including landau hinges and a special handling of the interior, make luxury the dominant note in this model.

A point about its line on which McLaughlin-Buick lays heavy stress is the uniformity of engineering and mechanical detail, as well as of comfort and operating ease, throughout the entire line of 18 cars. Difference in wheelbase length, and consequently in weight, are the principal distinctions between the cars of Series 115 and those of Series 128.

Thus the 1928 advances which have resulted in McLaughlin-Buick's record shattering sales are, without exception, found throughout Series 115 as well as in Series 128. Among them are hydraulic shock absorbers front and rear, in conjunction with redesigned cantilever springs on each model; adjustable steering column with light controls centralized at its top; re-designed steering wheel to fit small as well as large hands; new double lock on steering column, and wider deeper windshield for greater safety in driving. All closed models, in every series, have rear seat arm rests.

Other McLaughlin-Buick features which of course extend throughout the line include the vibrationless six-cylinder valve-in-head engine, with counter-balanced crankshaft, torsion balancer, air cleaner, oil filter, gaso-

line strainer, and vacuum ventilated crankcase; the sealed chassis whereby every moving part, from the fan to the rear wheels, is protected against intrusion of dust, water, and grit; mechanical four-wheel brakes, cantilever springs; torque drive, and balanced wheels.

GRACE AND POWER
SHOWN IN OAKLAND

Grace and power are reflected in the lines of the New Canadian Oakland Six now on display in the dealers' showrooms. The Oakland models are worthy examples of the art created by automobile engineers and designers that has linked wonderful mechanism with rare beauty of form, colour and appointment.

The distinctive lines of the low slung Fisher bodies are accentuated by small wheels equipped with large balloon tires, a high narrow radiator, sweeping full crown fenders. The oblong windows, graceful curves and double bands of molding with an artistic use of contrasting colours in duco finish all contribute to the beauty of the models.

This year's Oakland is a longer, roomier car than was exhibited at the shows a year ago. With the introduction of the New Canadian Six, the wheelbase was increased to 117 inches. The over-all measurement between bumpers is 175 inches. The road hugging design has been developed without sacrifice of clearance or headroom, although the roof of the closed models is but 70 inches from the ground. The road clearance is 8 5/8 inches.

Seven models are included in the line of the New Canadian Oakland Six. They are the landau sedan, four-door sedan, two-door sedan, sport cabriolet, landau coupe, sport phaeton and sport roadster. All closed bodies are designed and built by Fisher craftsmen.

All the models have narrower body pillars, thus adding to the range of vision; ornamental radiator cap; head

light and cowl light colours matched with body colours; coloured garnished rails and a tri-clustered instrument panel decorated with bas-relief engraving, silver-platinum finished. The center assembly of the instrument panel consists of speedometer, gasoline gauge, oil pressure gauge and ammeter. On the left is the co-incident transmission and ignition lock and the combination lighting, ignition and backing-up light control; on the right are the choke and throttle units.

The landau sedan has a spacious interior designed to give perfect comfort with deep cushions and ample leg room in both front and rear compartments. Genuine mohair is used for the upholstery which is of a shade to harmonize with the fittings and exterior colour scheme. The appointments include inlaid walnut finished panels set into the doors, and above the instrument board, satin finished dome light, shirred pockets in the rear doors, foot rest, robe rail, a limousine rug and a smoking set finished in embossed leather.

The interior of the landau sedan is of equal beauty. Landau bars lend graceful curves to the rear quarter. The contrasting colours of the duco finish are carried out even on fenders, body, upper structure, lights and bumpers.

In the four-door sedan is found the same beautiful interior fittings as are included in the landau sedan. Here, also are emphasized spacious comfort and luxuriousness. The exterior finish is in two colours of duco.

Mohair upholstery, satin finished dome light, pockets in doors and embossed leather smoking set are to be found in the Oakland Six landau coupe. This model is truly an all-purpose car. The rear deck raises to give wide entrance to a large luggage compartment, which also can be reached through a side door.

A door 6 inches wide, permitting roominess also is featured in both entrance and exit to and from the rear seat without the necessity of even tilting the front seat, features the design of the two-door sedan. And front and rear compartment. Fittings include satin finished dome light and foot rest. The exterior lines and finish are characteristic of all the Oakland Six models.

Smartness is the most dominant feature of the sport cabriolet, from the top of the ornamental radiator cap back to the tip of the "fish tail" of the rear deck. A large romy seat

in front with a spacious deck seat makes this model an ideal car for a happy "foursome." The top is of heavy textile in a shade to harmonize with the Duco finish. The rear curtain of the top can be raised and fastened to give true chumminess to the front and rear seat passengers.

The open models consist of sport roadster and phaeton both equipped with colour panels in doors and rigid side curtains. The sport roadster has a wide and deep deck seat for two additional passengers, a forward tilting windshield and genuine Spanish leather upholstery. Both models are equipped with trunk racks, the spare tire being carried in a well in the right fender.

The standard equipment on all cars includes the ornamental radiator cap, a 17-inch walnut finished steering wheel, rubber floor covering in the driver's compartment, limousine rug in the rear compartment of closed models, rear view mirror, new type carrier on closed models, rim for spare tire and automatic windshield wiper.

ADOPT STANDARDIZED BUS
FOR MONTREAL TRAMWAYS

In view of the remarkable development of the use of the motor bus in Toronto, it is interesting to learn that the Montreal Tramways Company has standardized on a new type of bus 29.5 feet long and 8 feet in width. Seating accommodation is provided for 29 people. This bus weighs 15,000 pounds, and is built of aluminum and duraluminum, there being no wood whatever in the construction and very little steel. Another feature is that the radiator is under the rear seat, and from it hot air is provided which heats the "one-man" bus. The system of exit is similar to that of the one-man street cars in that passengers step down on a treadle to open rear doors when the bus stops.

First Roman (at a Christian massacre): "We've got a capacity crowd, but still we're losing money. The upkeep on the lions must be pretty heavy."

Second Roman: "Yes, sir; these lions sure do eat up the prophets." —Exchange.

Let Facts not Fads dictate your choice



28-27 FIVE PASS SEDAN



STYLE, beauty, luxury, power, smoothness and agility . . . these are facts which McLaughlin-Buick owners have weighed to their satisfaction.

Every item contributing to McLaughlin-Buick long life and performance has been proved on the General Motors Proving Ground. The improved McLaughlin-Buick valve-in-head engine has been proved better. It has been proved that the Sealed Chassis with Triple Sealed Engine increases McLaughlin-Buick efficiency and longevity . . . that the counterbalanced Crankshaft, Torsion Balancer and Rubber Engine Mountings prevent vibration . . . that the Lovejoy Shock Absorbers neutralize road shocks. McLaughlin-Buick has won its reputation upon FACTS.

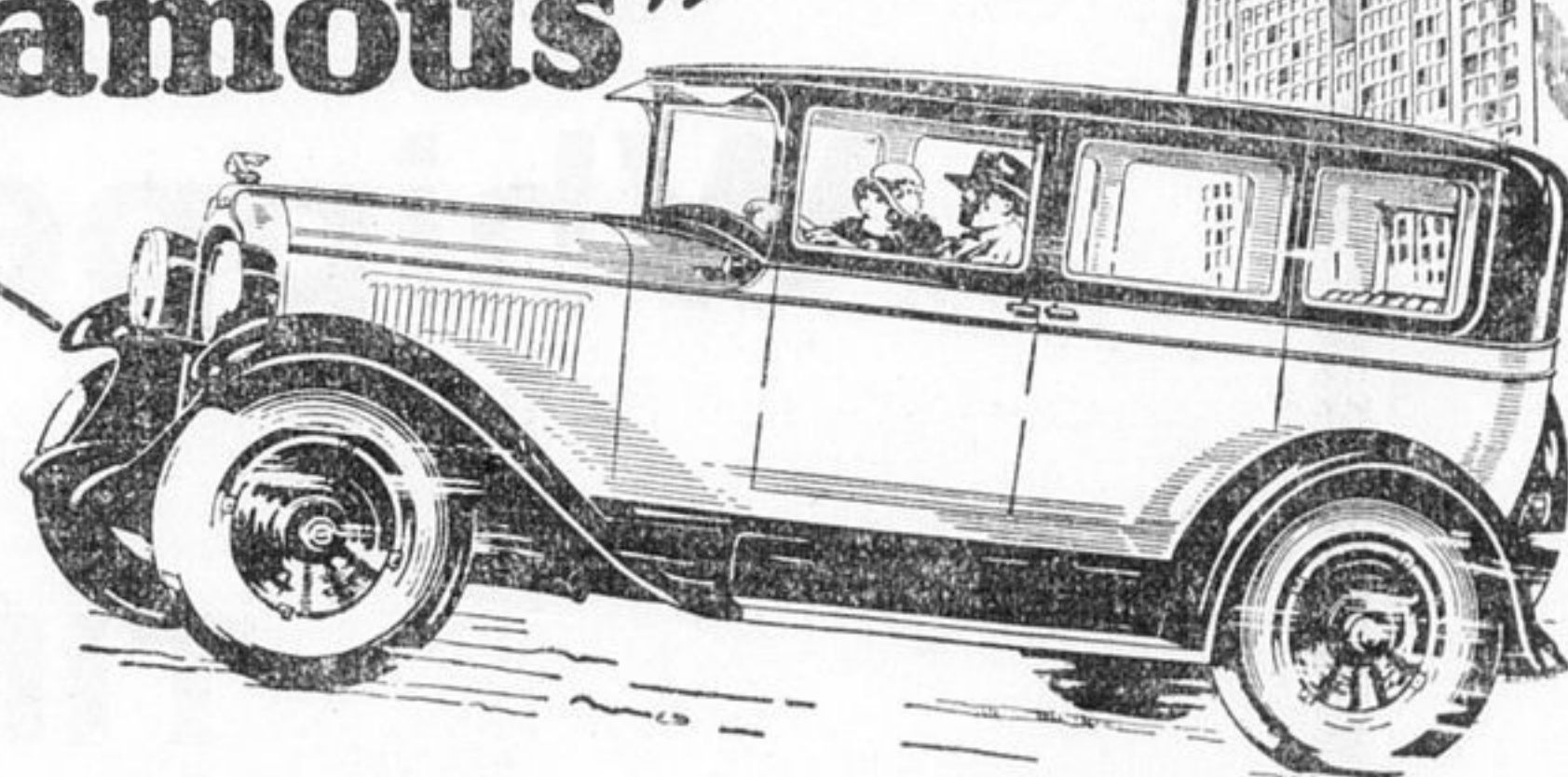
The G.M.A.C. Deferred Payment Plan offers many advantages to buyers of McLaughlin-Buick cars.

1928
MCLAUGHLIN-BUICK

Motor Show, - March 8th, 9th, 10th
Marshall-Ecclestone, Limited
Timmins Schumacher South Porcupine

WHEN BETTER AUTOMOBILES ARE BUILT — MCLAUGHLIN-BUICK WILL BUILD THEM

"Everything new -- and still the stamina that made it famous"



THAT'S the amazing thing about the New Series Pontiac Six! It is completely new in style. Its power has been greatly increased. Its luxury, safety, handling ease and convenience have been immeasurably enhanced. Yet it offers the same wonderful dependability and six-cylinder smoothness so largely responsible for Pontiac's success in the past.

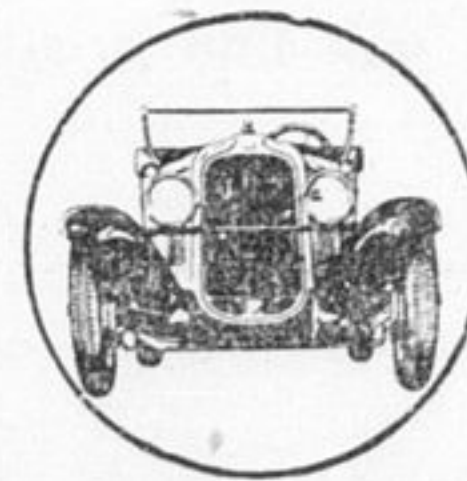
Pontiac Six you haven't seen the low-priced Six that actually challenges the world's finest cars as a style leader! If you haven't studied all the new features it offers at no increase in price—you have no idea how vastly the buying power of your dollar has been increased!

Look at the list of features. That tells you only part of the story! Come in —and your eyes will tell you the rest!

Pontiac Six can be bought on the GMAC plan

LOVEJOY SHOCK ABSORBERS

NEW FISHER BODIES
NEW GMR CYLINDER HEAD
NEW FUEL PUMP
NEW CRANKCASE VENTILATION
NEW CARBURETOR
NEW AND GREATER POWER



FOUR-WHEEL BRAKES

NEW DASH GASOLINE GAUGE
NEW THERMOSTAT
NEW INSTRUMENT PANEL
NEW COINCIDENTAL LOCK
NEW CROSS-FLOW RADIATOR
NEW STOPLIGHT

The New Series

PONTIAC SIX

Marshall - Ecclestone, Limited
Timmins, Ont.

MOTOR SHOW—MARCH 8th, 9th and 10th

PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED