

## Striking Additions to the New 1940 McLaughlin-Buick

### Seventy New Features in the New Car.

Two striking and ultra-modern additions bring the 1940 McLaughlin-Buick family up to six Series of fine automobiles, in which are introduced no less than seventy new features.

Streamlined to achieve the ultimate in beauty and reduced wind resistance, the two new Series—the 50 Super and 70 Roadmaster—reflect the modern engineering mode, and bring additional distinction to the McLaughlin-Buick line.

Advanced in styling but by no means freakish, the new Super and Roadmaster embody the smooth curving contours of practical "torpedo" streamlining, with floors closer to the ground, lower overall height, elimination of runningboards, and greatly increased strength and rigidity of frame.

In addition to the two new Series, there are again offered the 40 Special, the 60 Century, and the 80 and 90 Limited Series. In all six Series are incorporated the long list of mechanical and comfort features developed in the past year by McLaughlin-Buick engineers.

These cars are now in full production at the Oshawa and Regina plants of General Motors of Canada, and will shortly be on display at all dealers' showrooms across the Dominion.

Among the many automotive advances built into the new cars are: New grille and front end styling, revolutionary Sealed Beam headlamps inset in fenders, new and smoother "ride", larger generator, improved cooling, better aero-type carburetor, "fore-aft" direction turn signal, safety steering wheel with horn ring, new front seat adjuster, safety inside door handles, under seat heaters, improved clutch and many other items.

The 1940 grille is larger and wider, with heavier and more generously spaced horizontal chromium bars. The headlamps blend into the new front fenders, but by their location are not exposed to damage from incidental fender mishaps. Of the new Sealed Beam type adopted by the industry for 1940, the lamps themselves are said to illuminate the road 45% more brightly and farther ahead than conventional headlamps. Produced after years of experimentation, the new lamps consist of reflector, lens and illuminating filament all hermetically sealed in one single "optical package," which, impervious to the atmosphere gives much longer trouble-free service, without loss of brilliance.

A greatly improved "ride" is accomplished by changes in the coil spring suspension. The angle of suspension of the knee-action front wheels has been rotated four degrees backwards to provide better cushioning effect against road bumps, while a new rear sway stabilizer has been added, similar to that used in the front. Other factors in the achieving of smoother road performance are a longer torque and propeller shaft, larger rear coil springs, and relocated rear shock absorbers.

By means of a special radiator cap, and a valve in the overflow pipe, a constant pressure of approximately seven pounds is maintained in the cooling system, with the result that the boiling point of the cooling solution is raised, and tendency toward vaporization is reduced. A new aero-type carburetor affords constant supply of fuel to the intake manifold under the most extreme operating conditions, while quick starting—particularly in cold weather—is facilitated by a new choke which automatically reacts to engine temperature.

#### Larger Generator

A larger and more powerful shunt-wound generator has been added to take care of the increased electrical load, while the starter switch has been improved and the clutch fitted with heavier and more durable facings. Improvements have been effected in the gear control on the steering column; steering action has been made smoother, and oil filters provided on all models.

In the field of safety, in addition to the new headlamps, McLaughlin-Buick for 1940 provides illuminated direction signals at the rear of the car and above the front lights, warning those approaching from both directions of the driver's intention of turning to the left or right. These signals are automatically extinguished when the wheels are again straightened out. For the protection of children riding alone in the rear compartment, the Series 40, 50, 60 and 70, are fitted with the new safety "Free Reeling" inside door handles. Brake capacity has been increased on Series 60 and 80.

Motorists who have had to endure the direct blast of hot water heaters will welcome the new McLaughlin-Buick under-seat heaters, which supply an adequate but gentle current of warmth from the floor level upward. The ordeal of tire changing also is greatly simplified by a new type of jack which raises the car by means of the outside wheel rim, after which a separate supporting member is placed under the axle.

Interior refinements include new and more comfortable upholstery and trim combinations, new and luxurious inside hardware, and redesigned instrument panel featuring an ignition lock with three positions—"on", "unlocked off," and "locked off"—in any of which the key may be removed.

The wheelbases and body styles in which the 1940 McLaughlin-Buicks are available follow: 40 Special, 121 inch wheelbase—two-door touring sedan, sport coupe, four-door touring sedan, convertible coupe, and four-door convertible phaeton; 50 Super, 121 inch wheelbase—(torpedo bodies) four-

door touring sedan, and sport coupe; 60 Century, 126 inch wheelbase—four-door touring sedan, four-door convertible phaeton, and convertible coupe; 70 Roadmaster, 126 inch wheelbase—same body styles as the 50 Super; 80 Limited, 133 inch wheelbase—four-door touring sedan, four-door convertible phaeton, and four-door formal sedan, all with rear trunk, and also the same three body models without trunk; 90 Limited, 140 inch wheelbase—eight-passenger four-door touring sedan, eight-passenger limousine, and six-passenger four-door touring sedan.

## Sub-committees for Cochrane District Music Festival

### Meeting of Porcupine Branch of the Ontario Music Teachers' Association.

A regular meeting of the Porcupine branch of the Ontario Music Teachers' Association was held at the home of Mr. E. S. Nathanson, 32½ First Ave. Timmins, Ontario, on Thursday, November 9, at 9:00 p.m. with the president, Mrs. T. Wilkins, in the chair.

Mrs. Wilkins reported that two special meetings of the Association had

been held during the month at which a rough draft of the syllabus to be used in the inauguration of the District of Cochrane Music Festival was mapped out. She stated further that three sub-committees had been appointed to choose the selections which will be rendered during the festival. These groups were designated as follows: Piano, convener Mrs. T. Wilkins; Violin and other instruments, convener Mr. Michael Rose; Vocal, convener Mr. E. W. Young. A partial report from the various sub-committees was forthcoming and it is anticipated that the syllabus will be completed in the very near future.

Mr. E. W. Young presented the amended constitution of the Provincial chapter of the association which was unanimously approved by all present.

The December meeting of the Porcupine branch will be held at the home of Mrs. T. Wilkins, 9 floral Park, on Thursday, December 14th, at 9:00 p.m.

#### Oh, the Devices of Woman!

(Exchange)

Jeweller's Assistant to Manager: "Young lady in front wants to see some rings exactly like one she has on. She says she thinks of having two alike, just for the fun of the thing."

Manager: "Don't waste time on her. That ring she has is an engagement ring, and she wants to find out what it cost!"

## Surprise Party at Home of Mr. and Mrs. Merikallio

Mr. and Mrs. Chas. Merikallio, who recently moved to their new home in the second storey of the Timmins Bottling Works Building on the corner of Elm street and Fourth avenue, were honoured on Saturday evening at a surprise reception at their new home. Mr. and Mrs. Merikallio have been popular and esteemed residents of Timmins for a great many years, and their many friends in the camp will wish them every happiness in the fine new residence.

A very happy social evening was enjoyed, and the friendly gathering was especially pleased with the singing of Mr. N. Hursti. Mr. Hursti also made the presentation of a beautiful set of crystal to Mr. and Mrs. Merikallio on behalf of their friends, while Mr. Merikallio made suitable reply.

A dainty and tasty lunch was served by Mrs. Wilenius, Mrs. Korri, Mrs. Honkala, Mrs. Luopa, Mrs. Kojonen and Mrs. Kautto.

Amor) those present were: Mrs. Walenius, Mr. and Mrs. G. Leino, Mrs. Viltasaari, Mr. and Mrs. J. Korri, Mr. and Mrs. J. Lind, Mr. and Mrs. M. Ranta, Mr. and Mrs. M. Tuomi, Mr. and Mrs. N. Wilenius, Mr. and Mrs. M. Kautto, Mr. and Mrs. N. Hursti, Mr. and Mrs. Y. Lucca, Mr. and Mrs. Oscar Kojonen, Mr. and Mrs. Alex. Koskela, Mr. and Mrs. M. Honkala, Mr. and Mrs.

W. Korkola, Mr. and Mrs. W. Rauha, and friends who contributed to the gifts but were unable to attend included: Mr. and Mrs. W. Goranson, Mr. and Mrs. E. Walden, Mr. and Mrs. J. Petterson, Mr. and Mrs. M. Kivi, Mr. and Mrs. John Selenski (Kirkland Lake), Mrs. Lempi Johnson (Toronto and Sudbury), Mr. and Mrs. John Koskela, Mr. and Mrs. Erkkila, Mr. and Mrs. Oscar Rintala (Sudbury), Mr. and Mrs. Walter Rintala, Mr. and Mrs. Don Collander, Mr. and Mrs. Chas. Haapanen, Mr. and Mrs. Savijarvi, and Miss V. Ranta.

## Citizens Bring Paralysed Drunk to Police Station

A man who was lying in the middle of the road was picked up and brought to the police station late on Monday. Police examined him and at first feared he had been the victim of an assault. A doctor was called. He pronounced the man blind drunk. The man was so drunk, police said, that he could not even move his arm. He will appear before Magistrate Atkinson in police court next Tuesday.

Garnett Hawkins was charged with careless driving following a brush with the police car on Thursday night. Police alleged that he drove on the wrong side of the road on Cedar St., that he made a left hand turn without signalling and that he was driving when his windshield was covered with sleet and frozen rain.

## Pharmacists Offer Services to Government

In a communication addressed to Rt. Hon. W. L. Mackenzie King, the Canadian Pharmaceutical Association offered the government the wholehearted support of professional pharmacists throughout the Dominion.

Pointing out the necessity at this critical period for men with special technical training, the pharmacists offered all the resources of their organization and its membership.

"The pharmacists of Canada are in a unique position to render service in times of emergency. All are trained professional men, and many hold First Aid Certificates. Every community has a drug store, and these drug stores, with their supplies of essential drugs,

constitute a series of first aid stations which would be of exceptional value in the event of emergencies."

In addition to the first aid possibilities, the communication also offered the information that the professional pharmacist is probably the only man trained to recognize crude drugs and able to test their therapeutic action.

Hoping that the Government would avail itself of these latent possibilities, the pharmacists expressed the feeling that the profession would feel privileged to serve in any capacity for which their qualifications would fit them.

Montreal Gazette—Twelve swastikas have been discovered in the tile design on the floor of the post office at Simcoe, Ont., and the citizens are wondering how they got there. At least they are where they can be walked on.

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# WHAT'S THE GOOD WORD FOR '40?

# "Best bet's Buick!"



The Model Illustrated is the Buick SPECIAL 4-Door Sedan.

**General Motors Proudly Present  
the Greatest Car ever to Grace  
the name—McLAUGHLIN-BUICK**



### Only car in the world with all these features

- "MICROPOISED" DYNAFASH VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—gets more good out of gasoline—now electrically balanced after assembly for super smoothness.
- OIL-SAVING PISTON RINGS IN ANOLITE PISTONS—for longer life, smoother operation, lower oil consumption.
- "CATWALK-COOLING" PLUS ULTRA-RAPID CIRCULATION UNDER PRESSURE—complete circulation of coolant every two seconds with 20° higher boiling point.
- EASY ACTION HANDSHIFTS TRANSMISSION—new firm-linked gear shifting from the steering column.
- SAFETY-UNIT SEALED BEAM HEADLIGHTS—brighter, longer-lasting filament in one weather-proof unit with lens and reflector—better lighting over a longer period.
- FORE-AND-AFT FLASH-WAY DIRECTION SIGNAL—flashes turn warning both forward and rear, automatically shuts off after turn is made.
- STRONGER NEW "DOUBLE WALL" TURBET TOP BODY BY FISHER—designed and developed in collaboration with Buick—with Safety Glass all around.
- TIPTOE HYDRAULIC BRAKES—one pound of pressure on the brake pedal equals five pounds on each brake drum.
- AUTOMATIC CHOKE—for fast, sure starting under any condition of weather or temperature.
- SELF-BANKING KNEE-ACTION, RECOIL WHEEL MOUNTING—wheels "bank" on turns and "give" on bumps to absorb road shock.
- FULL-LENGTH TORQUE-TUBE DRIVE—in sealed chassis—T-square alignment of rear axle frees rear springs of all jobs but cushioning.
- BUICOL SPRINGING FOR THE "FULL FLOAT" RIDE—soft, smooth springs of coiled steel, life time cushioning without lubrication or care.

**YOU SEE** pictured here the magnificent automobile that value-wise is next year's No. 1 car.

We who dreamed it, built it, tested it, tell you it is McLaughlin-Buick at its unbeatable best.

Every one of its 12,000 parts is, in finish and function, a better part than we've been able to make before.

Every one of its 44 different types of steel is the finest for its job that money can buy—five of its special alloys were not even in existence 10 years ago.

When this uncatchable smoothie went through its paces on the General Motors proving ground, a ripple of wonder ran like quicksilver through the men who watched its going.

A similar wonder rode with the hardboiled inspectors who hounded it over all the thousands of merciless road-test miles we gave it before we told the production lines: *okeh*, let 'er roll.

You'll feel it—you'll marvel, too—when you feel this incredibly active, staunch, exciting mechanism come alive under your

hands—this car that brings to flower the best that McLaughlin-Buick knows.

From the velvet velocity of its straight-eight Dynafash engine to the superb way it handles and answers controls, it's full of new-day features.

Go see this beauty. Drive this dream-come-true! All fire and sparkling spirit it's a glory of gallantry-and-obedience on wheels.

Easy to own, too, for this stunning new McLaughlin-Buick is priced lower than you'd think possible. It's a honey for the money!

"We Invite You to Come in and See the New McLaughlin-Buicks."

## Marshall-Ecclestone Limited

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