

McLaughlin- BUICK...

THE

ROYAL CAR



BUILT FOR USE BY THEIR MAJESTIES

The King and Queen



Shown below is one of the two superb, custom-built McLaughlin-Buicks used by Their Majesties during the royal tour of Canada.

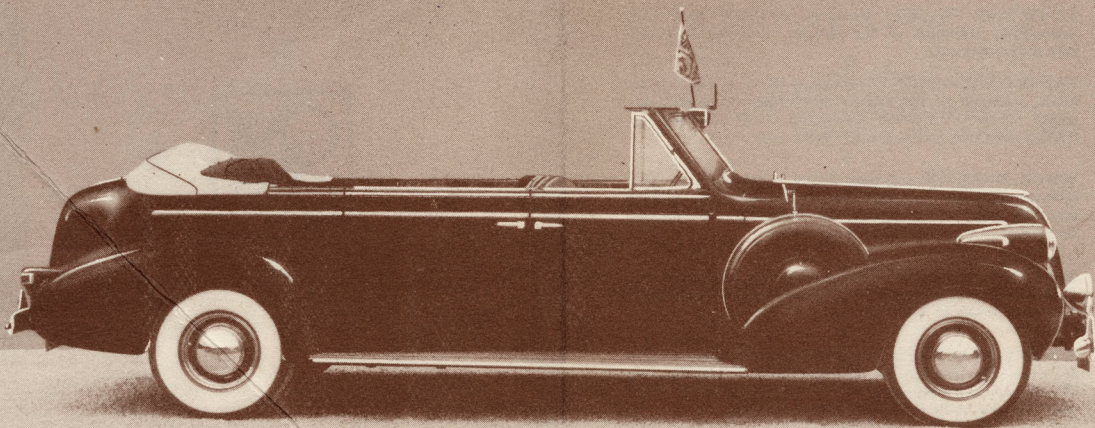
In size, beauty and magnificence,

these automobiles surpass any other passenger cars produced by the Canadian automotive industry.

General Motors of Canada is justly proud of the skilled engineering and craftsmanship incorporated in manufacture of these cars at its Oshawa plant.

For detailed information on the two McLaughlin-Buicks, turn to the last page of this folder.

* F E A T U R E D A T T H E C A N A D I A N N A T I O N A L E X H I B I T I O N



THESE two McLaughlin-Buick convertible sedans, specially built at Oshawa, Ontario, by General Motors of Canada, Ltd., are the seventh and eighth McLaughlin-Buicks constructed there for members of the British Royal Family.



CONSTRUCTION—Made in Oshawa by Canadian craftsmen. Hand-built throughout, they took three months to construct.



COLOUR—Both cars are finished externally in a special shade of Royal Maroon exactly duplicating the hue of the Royal cars regularly used in Britain. One of the cars is upholstered in maroon, the other in beige.



CONVERTIBLE TOPS—The collapsible tops of beige superfine duck can be rapidly raised. They are seven inches higher than customary, to accommodate the plumed headdresses of the Royal party. The occupants are always surrounded by a circle of shatterproof glass windows and panels which can instantly be raised or lowered. Push-button, electrically-operated glass panels separate the front and rear compartments.



AUXILIARY SEATS—Reversed auxiliary seats for supporting members of the Royal entourage face the rear seat occupants.



VANITY EQUIPMENT—Sterling silver vanity equipment, selected on the advice of Norman Hartnell, designer of Her Majesty's wardrobe, is installed in the folding arm rest in the centre of the rear seat.



WHEELBASE—The tremendous wheelbase of 155 inches, and a total over-all length of more than 20 feet from bumper to bumper, make these cars the largest ever built in Canada for passenger use.



MOTIVE POWER—The cars are powered by McLaughlin-Buick Series 49 Limited engines, developing 141 horsepower at 3,600 r.p.m.



SAFETY FEATURES—In addition to the many safety features standard on all McLaughlin-Buicks, the two Royal cars are equipped with "safety tubes" in their tires, and specially designed driving lamps.

GENERAL MOTORS OF CANADA LIMITED
Oshawa, Ontario