

signed a 15-year contract which provided that Buick supply the engines and the McLaughlin company would design and make the car, 193 of which were produced the first year.

As he had done in the carriage company, McLaughlin himself designed the new automobiles and continued to do so until all-metal bodies were introduced many years later.

His business genius was soon recognized by his colleagues in the United States, and in 1910 he was invited to become a director of the General Motors Corporation.

Meanwhile, Durant's *Chevrolet*, named after racing driver Louis Chevrolet, who became a close friend of McLaughlin, was selling well in the United States. McLaughlin recognized the possibilities of the lighter, less expensive vehicles and Durant proposed that the McLaughlin company make them as a second line of cars.

The *Chevrolet* was as successful as the *McLaughlin-Buick* and the fledgling auto company prospered. But by 1918, the Buick contract was due to expire and Mr. Durant's Chevrolet company had become a part of General Motors, formed in 1908. So, in 1918, Mr. McLaughlin went to New York and joined his McLaughlin Motor Car Company with General Motors.

FIRST LOVE OSHAWA

"There were many reasons for selling - personal, business and social," he wrote later. One of them

was the fact that McLaughlin's had become by far the largest employer in Oshawa and the McLaughlin family believed that the business was as much Oshawa's as it was theirs. "If Oshawa's motor industry became a General Motors operation, expansion and employment opportunities were assured. If we had to venture into making a car of our own in Canada, failure and unemployment might well result," he wrote.

The GM directors attached one condition: that Mr. McLaughlin and his brother George stay on and run the business. Mr. McLaughlin became president of General Motors of Canada, his brother vice-president, a position he held until his retirement in 1924. In that year, Mr. McLaughlin, then 53, himself decided to "ease off" and brought in K.T. Kellar as general manager. In later years, Mr. Kellar became president of Chrysler Corporation in the United States.

WAR EFFORT

McLaughlin continued as president until the end of the Second World War, in which he played an important part in converting the plant into a huge producer of war materials. At the outbreak of the war he wired the Government offering the entire GM facilities in Canada to the Government and, in June 1943, General Motors celebrated the production of the 500,000th war vehicle produced by Canadian manufacturers. In addition to vehicles, guns of various types and calibres, gun-mounts, shells and bomber fuse-



Colonel R.S. McLaughlin in a 1908 McLaughlin Model F, one of the first automobiles made in Canada.