



# Bulletin

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## TRIBUTE TO CANADIAN CAR PIONEER

On January 8, the City of Oshawa, Ontario, officially mourned the death of Colonel R.S. McLaughlin, 100, the man responsible perhaps more than any other for the creation and growth of the Canadian automobile industry.

Robert Samuel McLaughlin, chairman of the board of General Motors of Canada and a former vice-president and director of General Motors Corporation, died on January 6, after devoting the whole of his working life to the making of horse-drawn carriages and motor-cars. Under his guidance, his father's McLaughlin Carriage Company in Oshawa grew from a thriving carriage business into the giant General Motors of Canada Limited, which now produces over 350,000 vehicles a year and, with other GM Canadian subsidiaries, employs over 30,000 people.

Colonel McLaughlin contributed much to Canadian industry other than the making of automobiles: he had been a vice-president of the Toronto-Dominion Bank, a director of the Canadian Pacific Railway, the Consolidated Mining and Smelting Company of Canada, Ltd., McIntyre Porcupine Mines, Ltd., and

Moore Corporation, and he was for over 30 years a member of the executive committee and a director of International Nickel Company of Canada. He also served for 15 years as a director of the Canadian Electric Company and spent 12 years in a similar capacity with the Royal Trust Company.

### EARLY CAREER

He was born on September 8, 1871, at Enniskillen, a village a few miles north of Oshawa, and began work at 16 as an apprentice in his father's firm, the McLaughlin Carriage Works. He started in the upholstery shop at \$3 a week, his salary for three years, \$2.50 of which he paid his father for board.

By 1899, seven years after he became a partner in the firm, McLaughlin had become the chief designer and had created 143 different designs for carriages and sleighs, all of which were in production. And new designs were being added each year.

### START OF THE CAR BUSINESS

Several things influenced Mr. McLaughlin in making his decision to go into the car business. The coming of the automobile to North America appealed to his enterprising mind. As a business man, he was among the first to realize that the motor-car would eventually replace the horse and buggy and revolutionize transportation. After meeting with several United States automobile manufacturers he decided that William C. Durant's Buick was the only vehicle that fitted his conviction that the success of the motor-car industry depended not on the high-priced machine beyond most people but on a moderately-priced car that would meet his specifications of "one grade only, and that the best". Two years later the McLaughlin Motor Car Company was formed with R.S. McLaughlin as president.

On October 3, 1907, Durant and McLaughlin

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