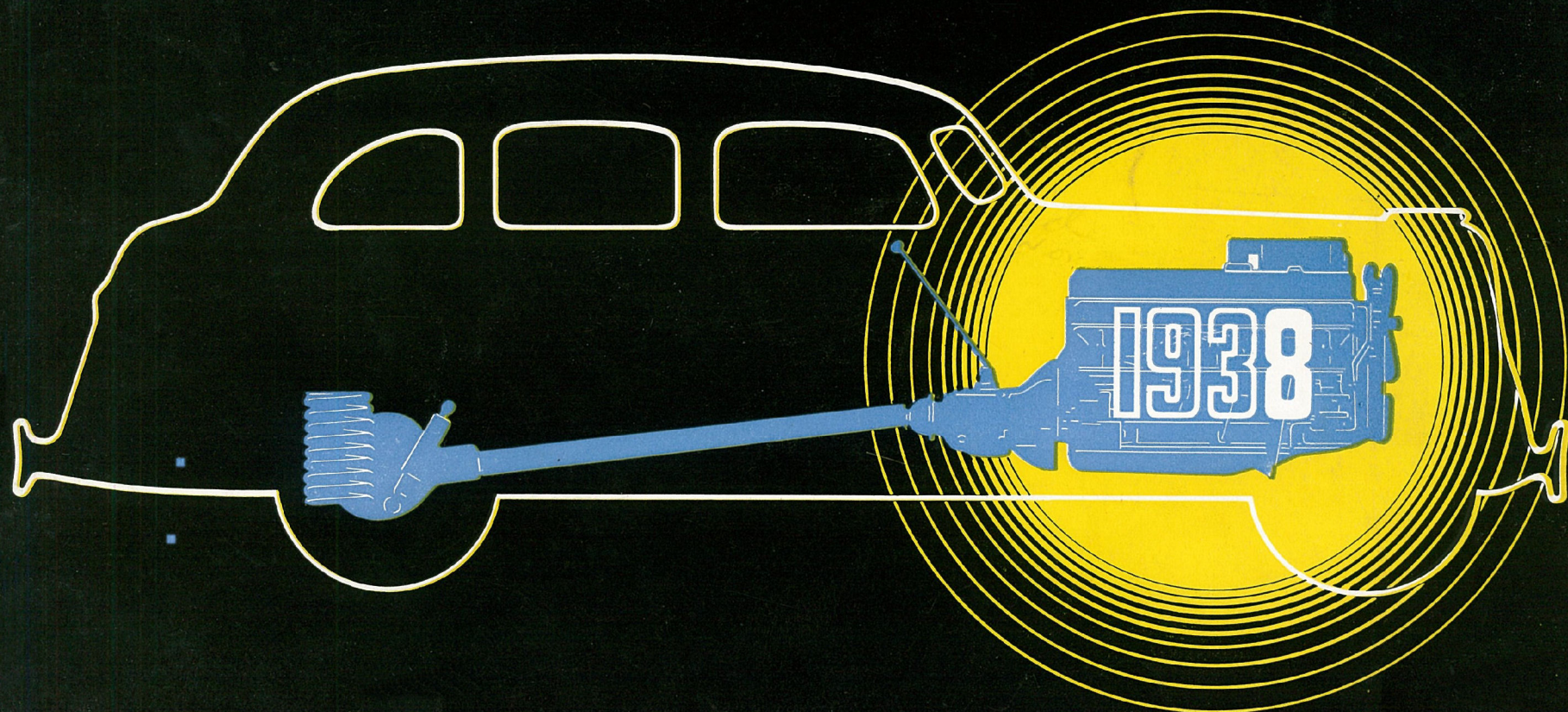
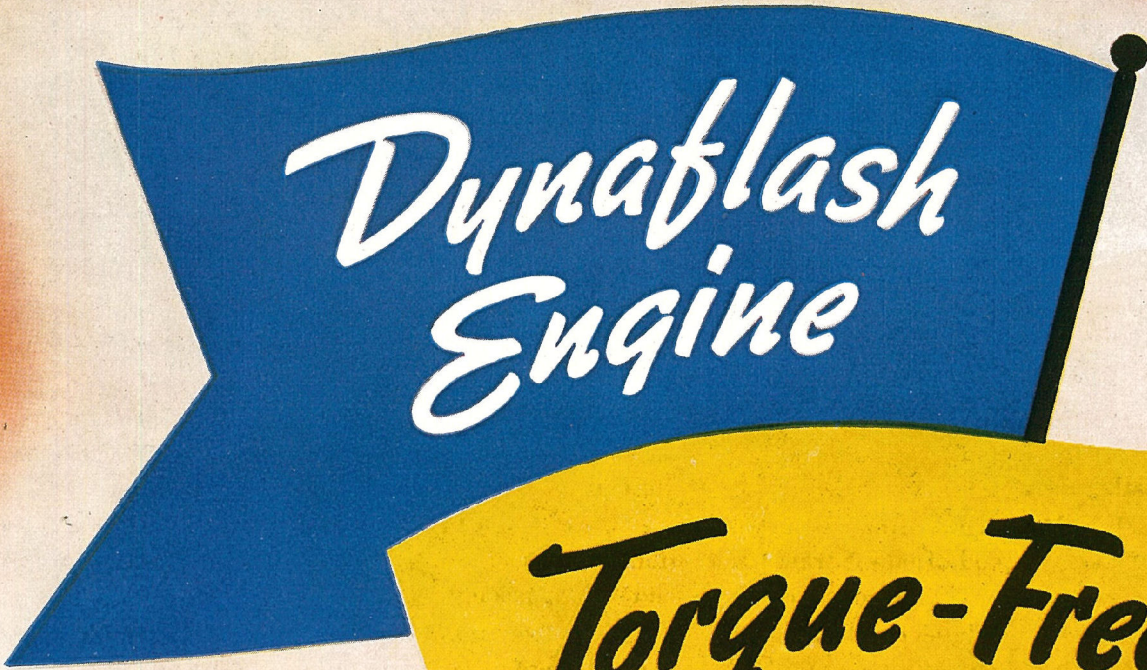


MCLAUGHLIN-BUICK





*Dynablast
Engine*



*Torque-Free
Springing*

McLaughlin-Buick

CARRIES THE BANNERS *Forward*

THE DESIGNERS of McLaughlin-Buick begin their work each year advantaged by two traditional construction features which no other car enjoys.

Since its earliest days, McLaughlin-Buick has adhered to the valve-in-head principle of engine design, despite the fact that such engines are more costly to build.

Stretching almost as far back in McLaughlin-Buick tradition is the use of the torque tube drive, a method of power transmission which likewise represents a more costly type of construction.

Our faith in the basic superiority of these two features is amply rewarded in what they have enabled us to accomplish in the 1938 models.

Stemming from one is an outstanding improvement in the engine that sets a new milestone on the long highway of engine design.

Arising from the other is an equally important advancement in the riding qualities, which adds vastly to driving ease and safety as well as to riding comfort.

What happens in the new McLaughlin-Buick Dynafash Valve-in-Head Straight Eight is so different that it sets this engine apart from and above all others.

A new principle of compression is employed. It is a principle which creates a literal cyclone in each cylinder before the flash of each spark.

It is a principle which succeeds in extracting *more usable power* from each charge of fuel your engine burns — with consequent economy!

You will find that you enjoy far more brilliant engine operation. You will accomplish long, hard trips with greater ease and lower gasoline consumption.

You have more power always at your perfect command, and yet there has been no increase in either engine size or weight.

The same size engine which developed 130 horsepower in the 1937 McLaughlin-Buick Century, Roadmaster, and Limited now develops 141 horsepower. The engine of the Spécial, last year rated at 100 horsepower, now develops 107 horsepower.

What you enjoy is *definite improvement* in the *basic efficiency* of the engine, plus a measurable increase in power and utility.

When you recall that this valve-in-head straight eight engine is ten per cent more efficient than other engines of equal size and compression, you realize how truly important the Dynafash principle is.

Even more quickly realized are the advantages provided by McLaughlin-Buick's new torque-free springing.

The car covers rough going with an almost fluid suppleness. Cobblestones and railroad crossings swim beneath you with barely perceptible body motion.

Wheels may be dancing to jig-time tempo, but rough going brings hardly a tremor to disturb the serene comfort of passengers and driver.

You ride more safely, too, as a result of torque-free spring-

ing. By eliminating shackles, and the looseness that comes from shackle wear, it virtually cancels out the danger of skidding.

It adds definitely to rear tire life by maintaining traction and eliminating rear wheel slip. It reduces service needs, both because eight points of lubrication have been eliminated and because no spring covers are needed.

It makes the whole car handle better, and it retains its soft-cushioned comfort for the life of the Car. Unlike the old-fashioned leaf type spring, the stout steel coils now used on all four wheels are unaffected by either wear or the weather.

Both these new features are exclusive to McLaughlin-Buick.

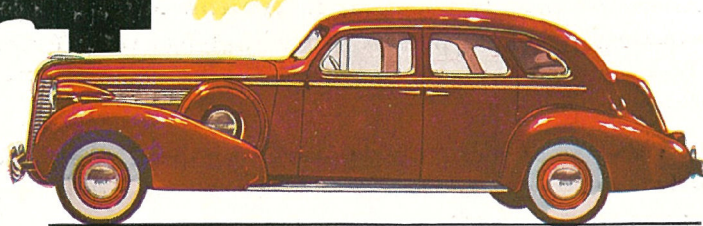
The Dynaflex principle can be applied efficiently only to engines employing the valve-in-head principle, while torque-free springing is practical only with the torque tube drive.

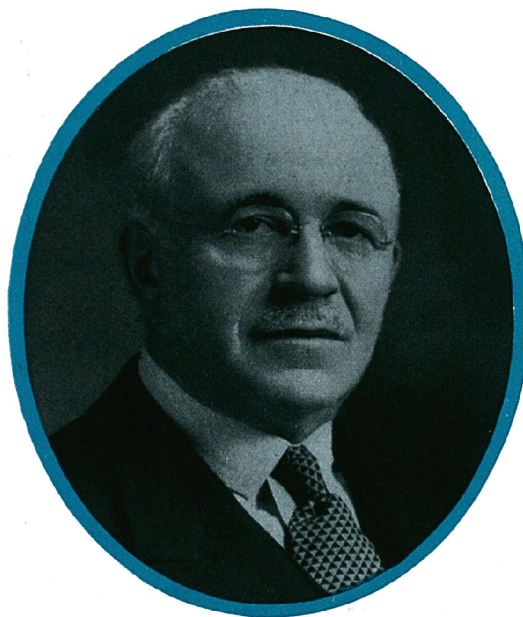
Either feature by itself would be enough to set McLaughlin-Buick above the field. Yet on every new model, from the thrifty and spirited Special to the lordly Limited models, you enjoy both, *plus* many other noteworthy improvements.

You will find that McLaughlin-Buick style has been still further refined; that there are numerous mechanical improvements throughout the car; that much has been done to increase comfort, ease of handling, and all-round motoring enjoyment.

This catalogue describes briefly a few of these many advances. Your dealer will gladly point out more and show how they make the new McLaughlin-Buick an even greater car than its predecessors.

The greatness of the 1938 McLaughlin-Buick, as with those which have preceded it, is not founded on its surpassing beauty and glorious comfort alone. The merit of this car springs from the painstaking precision with which each part and element is designed for its appointed function, and from the equally meticulous care with which such designs are executed by the great army of craftsmen manning the largest automobile plant in Canada.





A WORD FROM MR. R. S. McLAUGHLIN

It is not without feelings of satisfaction and pride that we offer this newest line of McLaughlin-Buicks.

Thirty years ago, when we launched our Company, we declared our aim to be the building of fine motor cars. Year by year, ever since, we have held to that. There has been no suggestion of second-rate craftsmanship, no compromise with freakish design. Instead, with each succeeding model year, the McLaughlin-Buick motor car has been first to offer basic engineering advances, has consistently upheld its prime tradition of high quality.

As for the family association with this motor car, I can only say it has been a gratifying partnership. From the start there was some-

thing of the artistry, something of the ideals of fair dealing and high business principles laid down by my father, Robert McLaughlin, incorporated in the manufacturing and merchandising of the McLaughlin-Buick car. There are still those good qualities in the product, still those principles associated with the Company.

And so, in presenting the McLaughlin-Buick line for 1938, improved and advanced as always in the past, we give you more than a good car; we give you a good name.

R. S. McLaughlin
PRESIDENT

General Motors of Canada Limited

YOU CHOOSE FROM McLAUGHLIN-BUICK'S

Four Great Eights

LIMITED

Series 49

Largest and most luxurious of the McLaughlin-Buicks — longer, lower and fleeter, in fact, than any previous model, with its new wheelbase of 140 inches. The Limited Series presents two models for your choice.

ROADMASTER

Series 48

Stepped up to 141 swift, silky horsepower, the Series 48 is truly master of open highway and traffic-crowded street alike. Two attractive Sedan models are available, on a comfortable wheelbase of 133 inches.



CENTURY

Series 46

In this Series we offer three beautiful models — each powered by the same great 141 horsepower Straight Eight engine as you find in the Limited — yet compacted, for the smaller family, on a wheelbase of 126 inches.

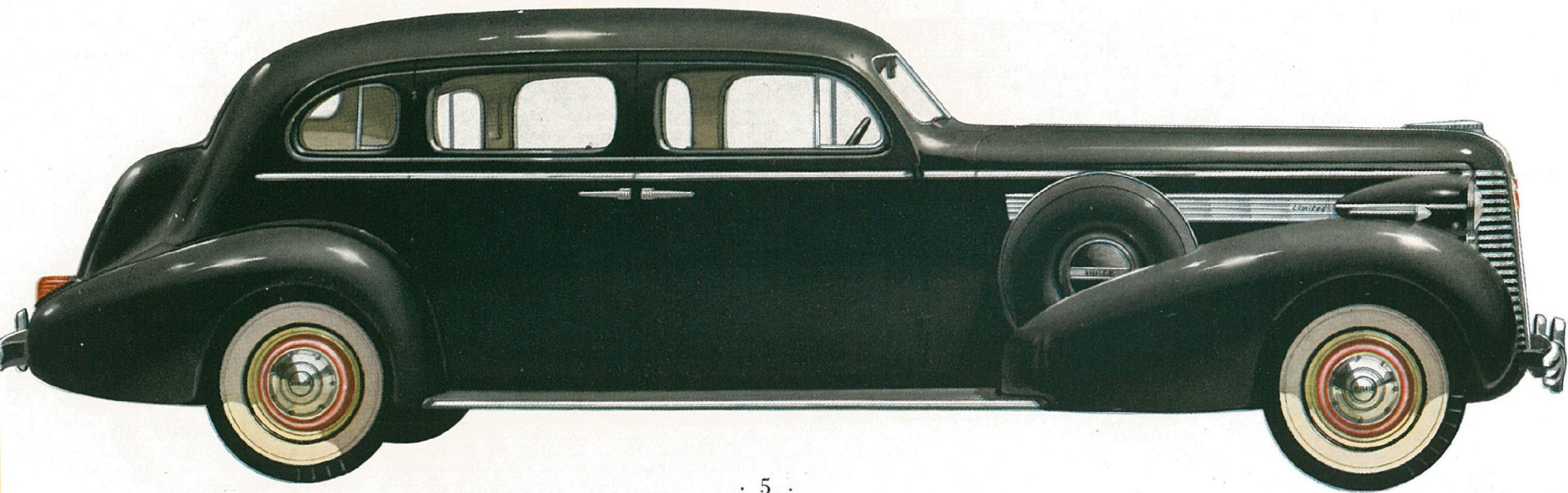
SPECIAL

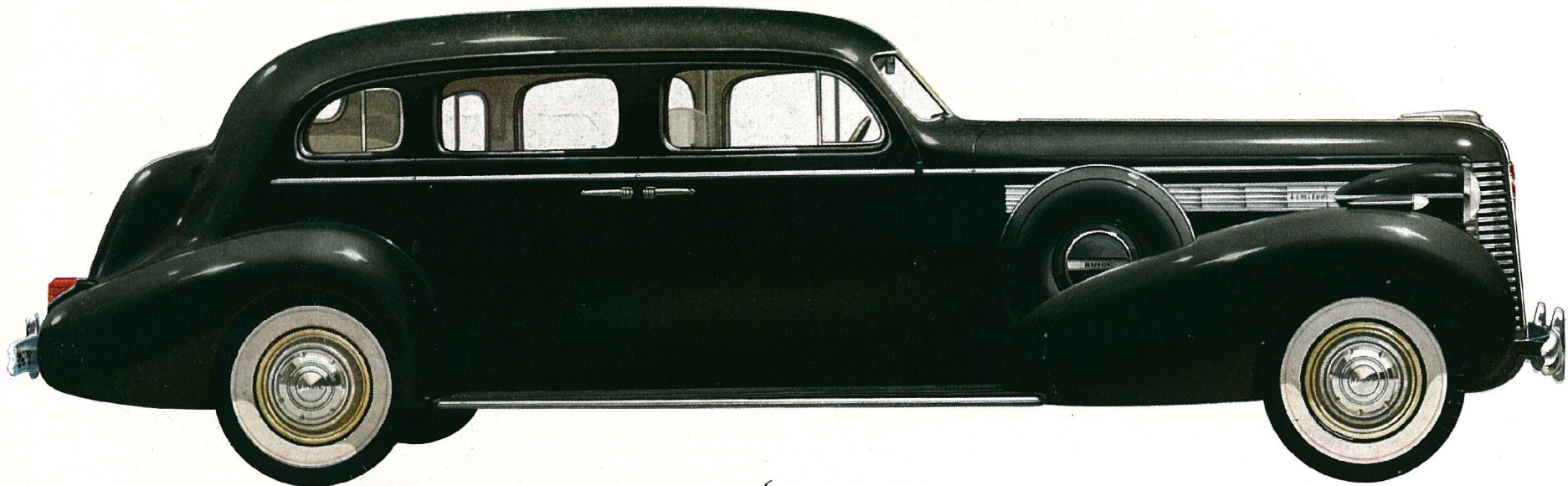
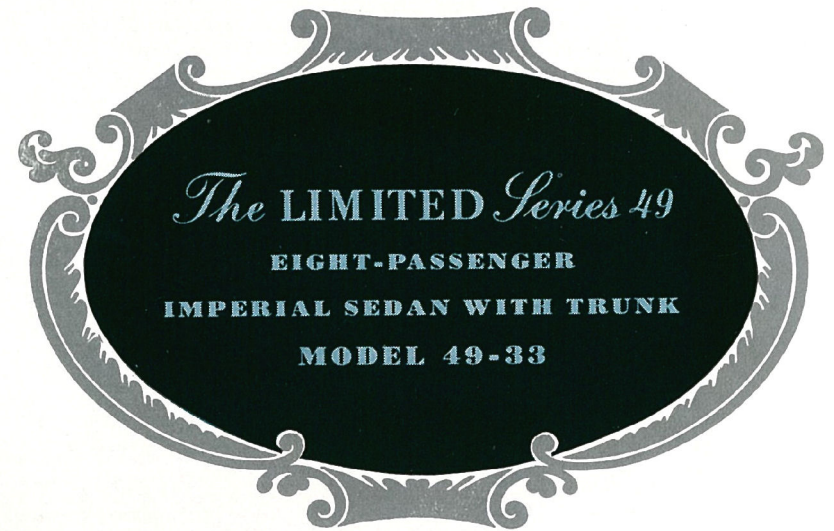
Series 44

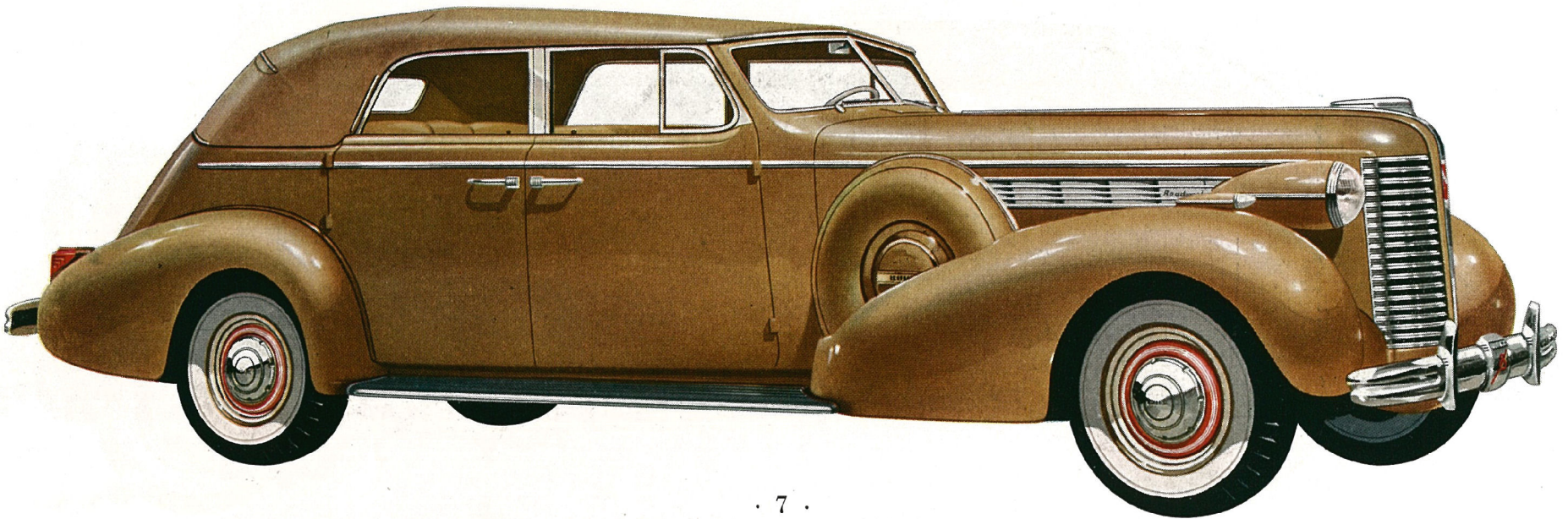
Four brilliantly smart new models — every one a McLaughlin-Buick from end to end — each increased in power to 107 thrilling Dynaflex horsepower — and all priced to make nearly everybody's fine-car dreams come true.

The **LIMITED** *Series 49*

**EIGHT-PASSENGER
SEDAN WITH TRUNK
MODEL 49-23**







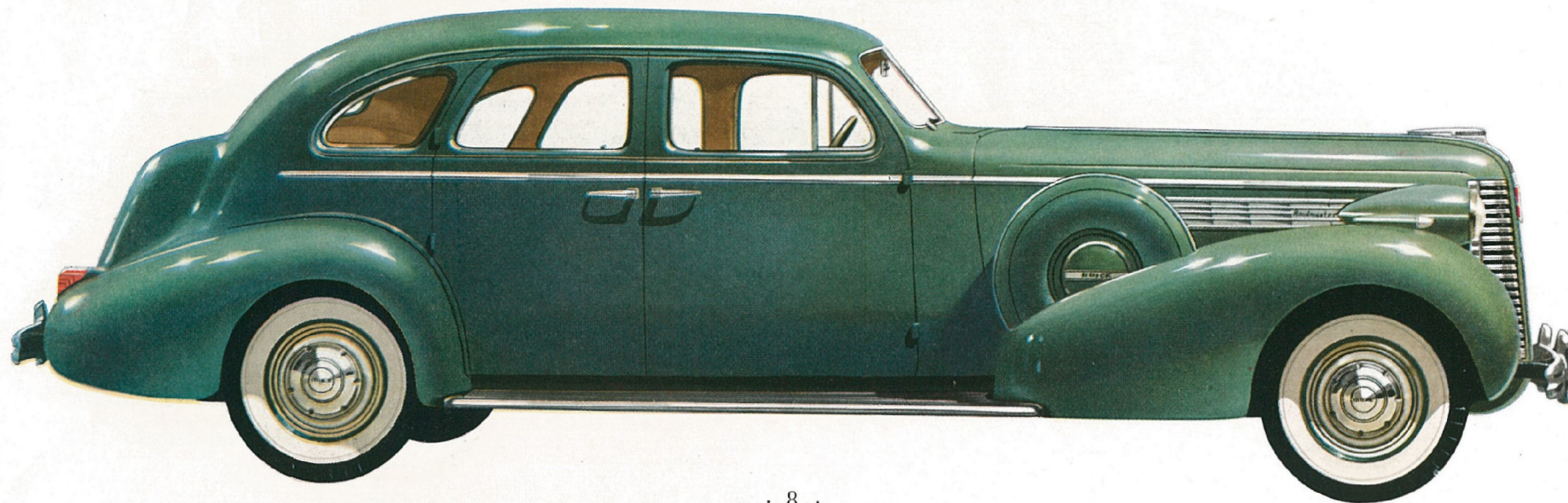


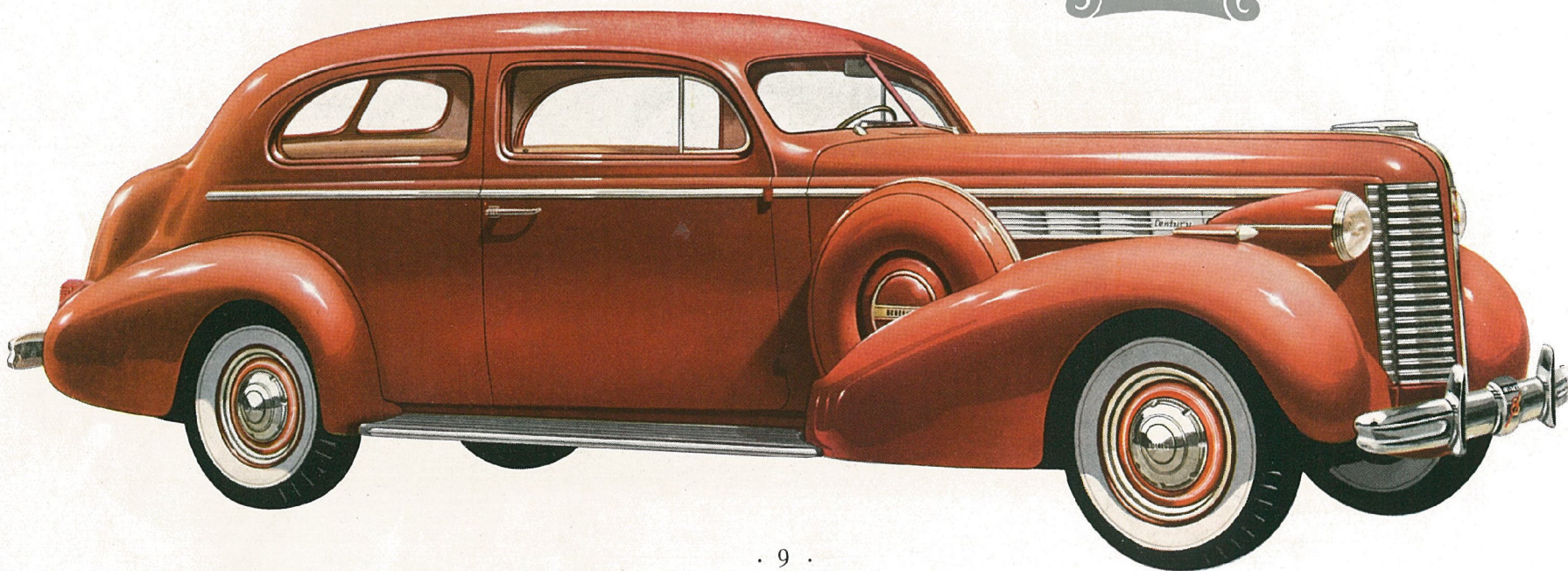
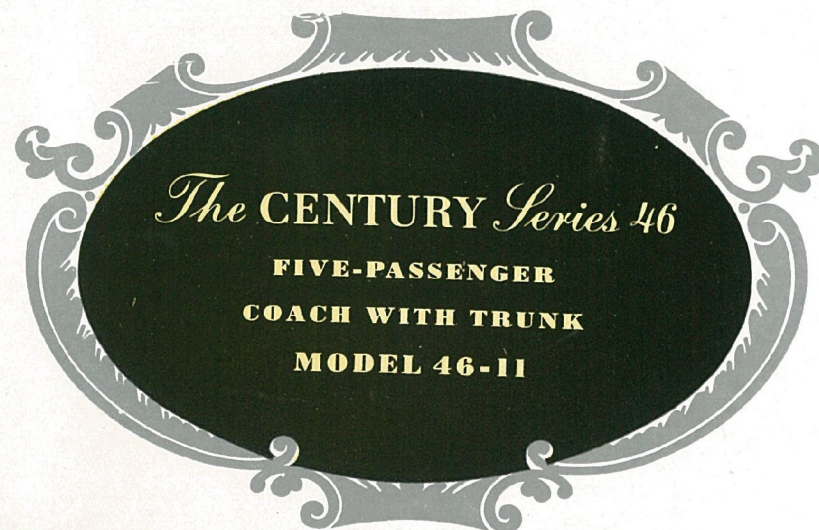
The ROADMASTER Series 48

SIX-PASSENGER

SEDAN WITH TRUNK

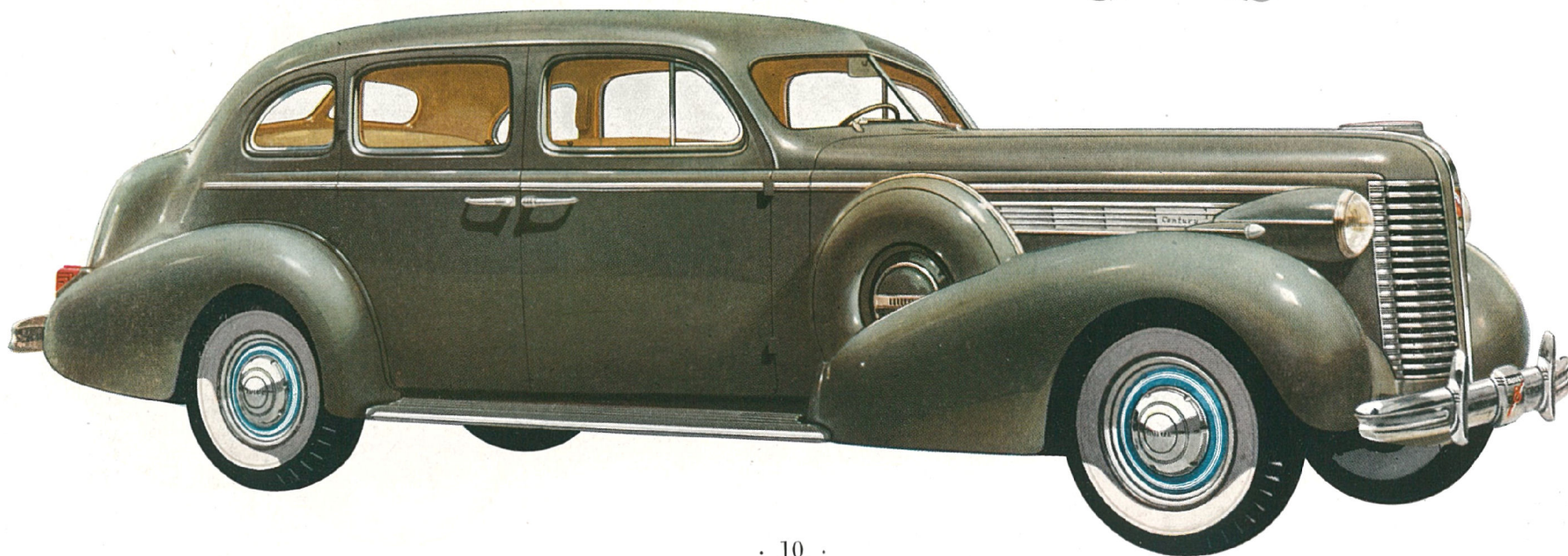
MODEL 48-19

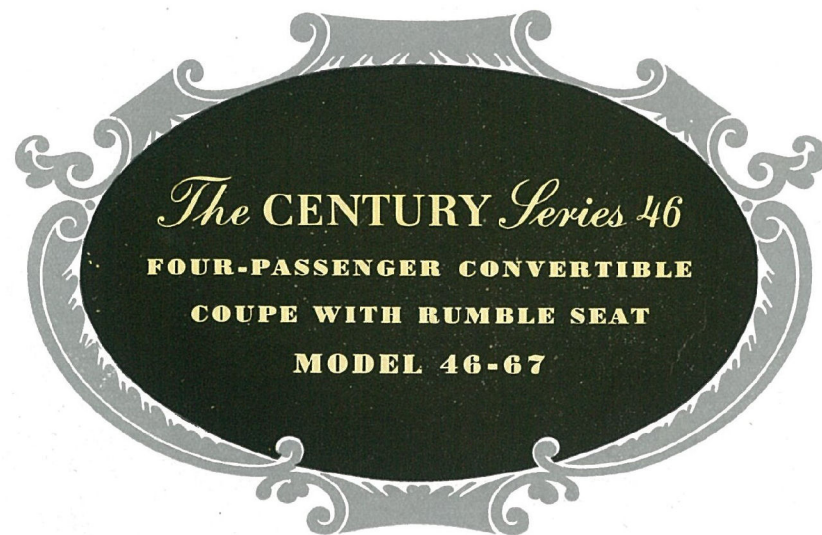




The **CENTURY** *Series 46*

**FIVE-PASSENGER
SEDAN WITH TRUNK
MODEL 46-19**



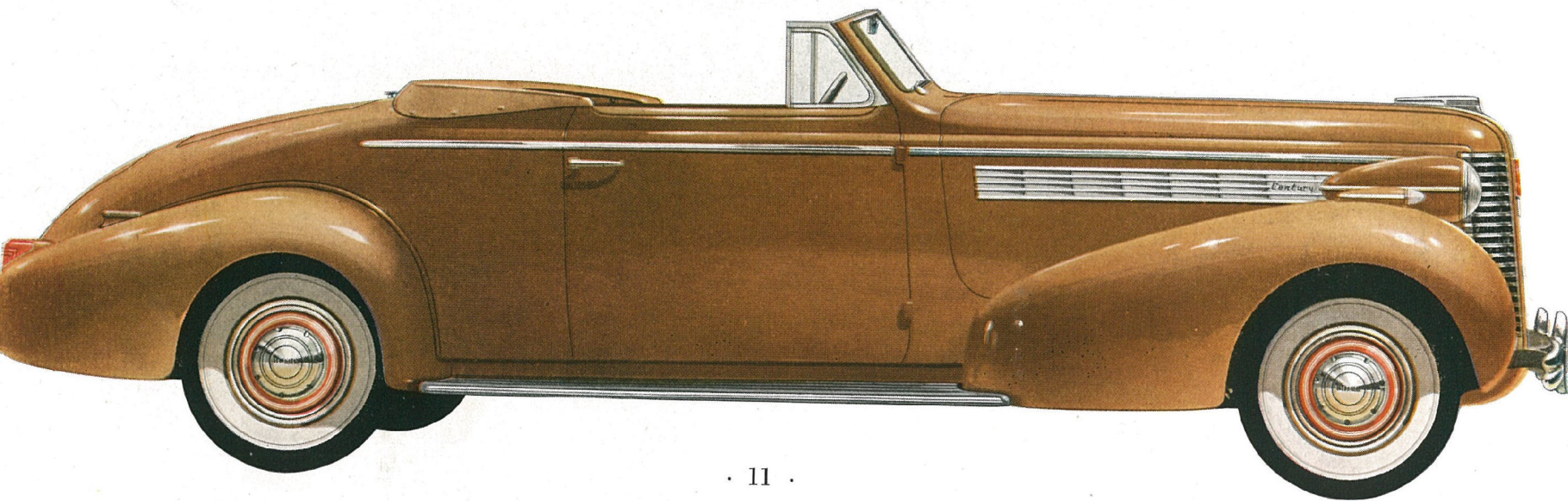


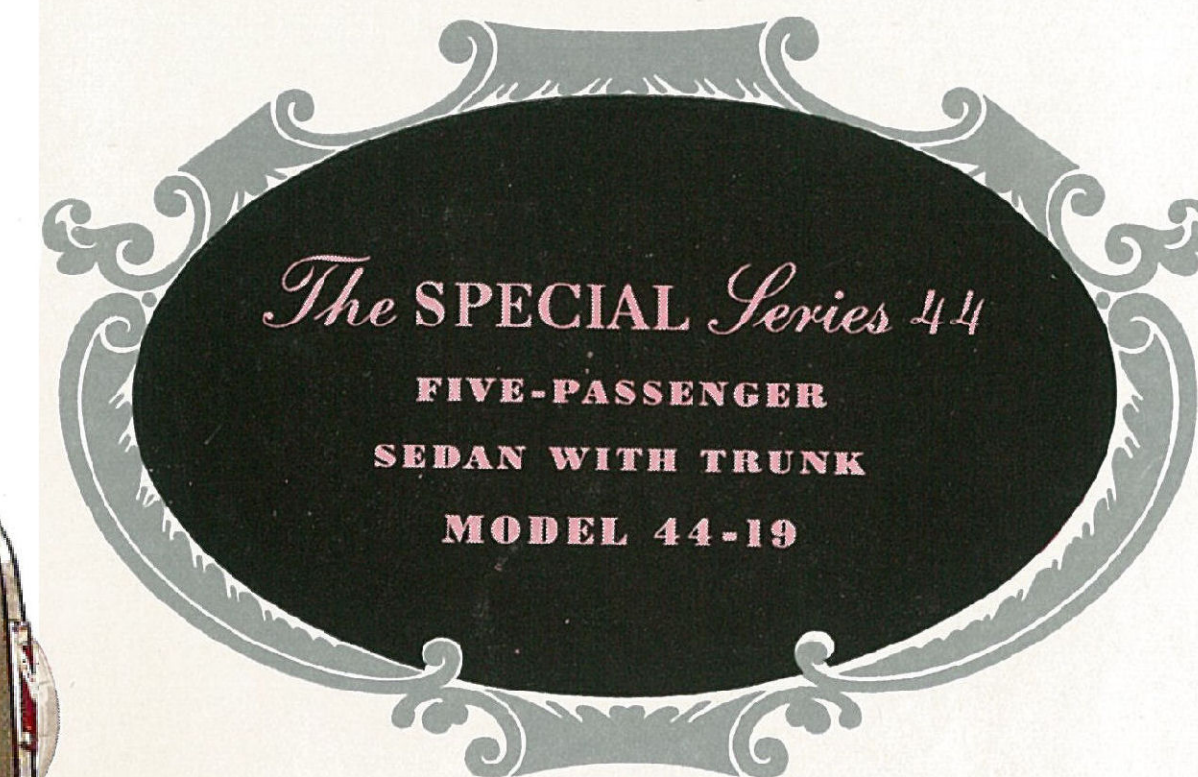
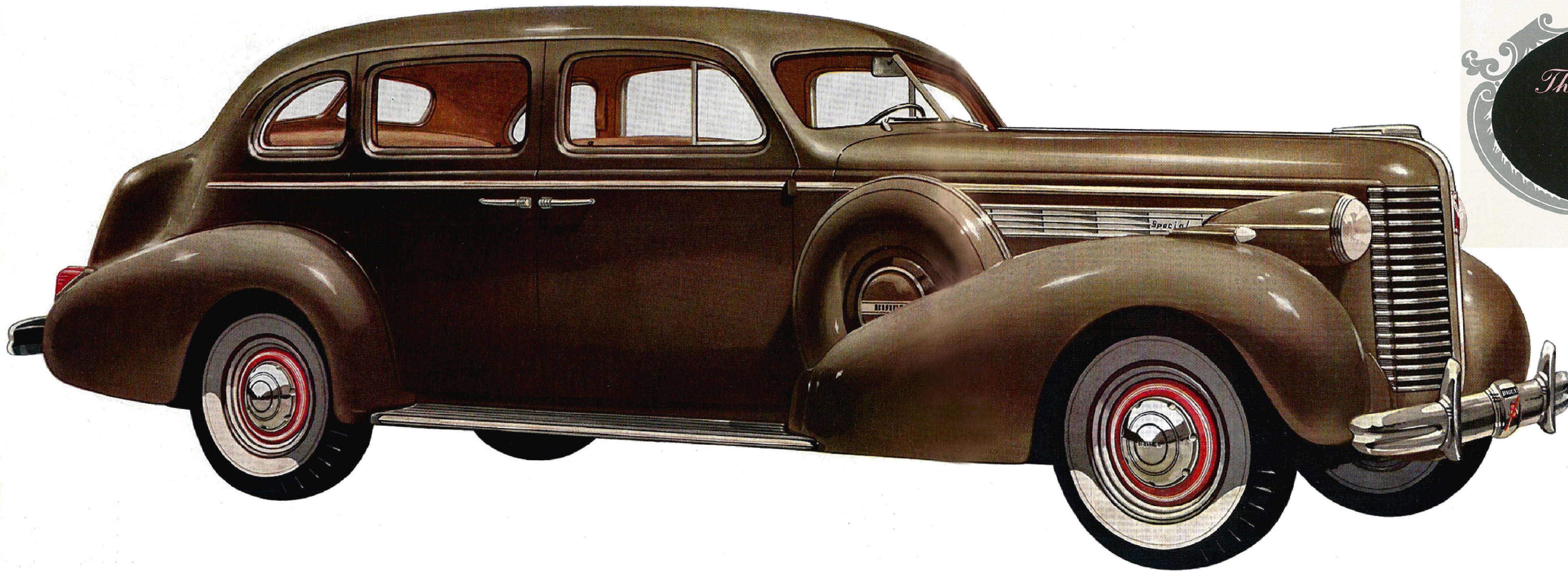
The **CENTURY** *Series 46*

FOUR-PASSENGER CONVERTIBLE

COUPE WITH RUMBLE SEAT

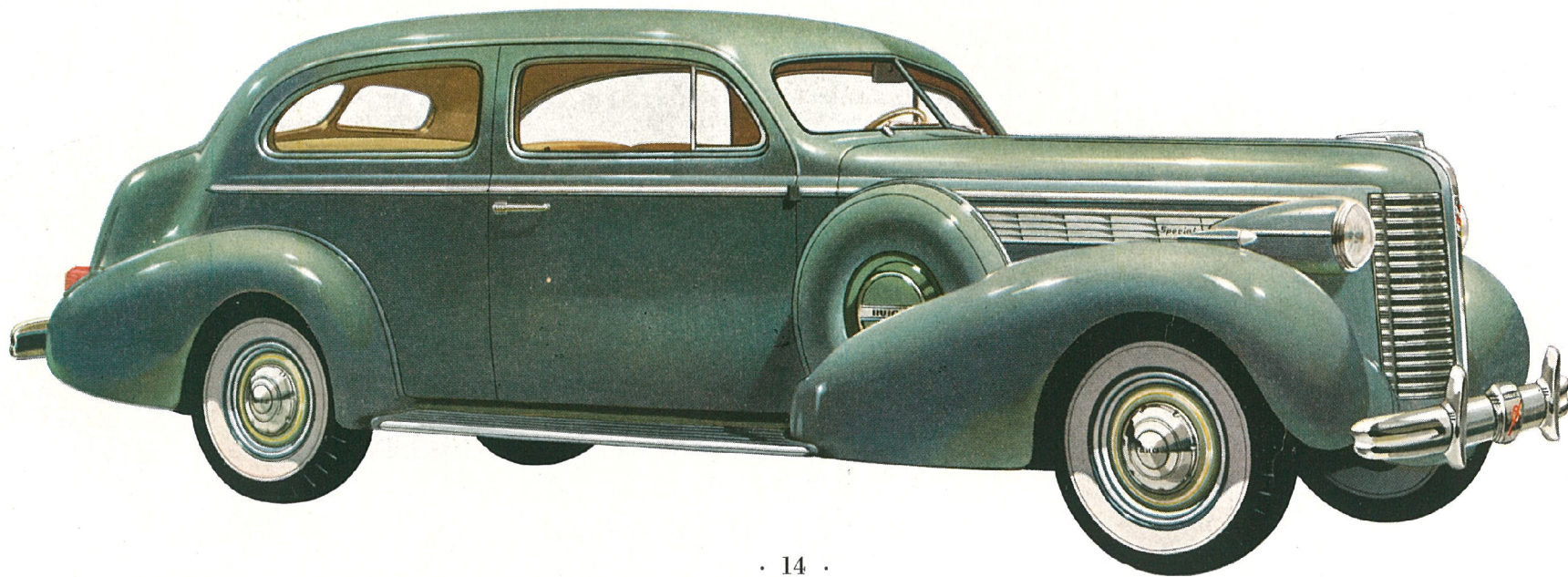
MODEL 46-67

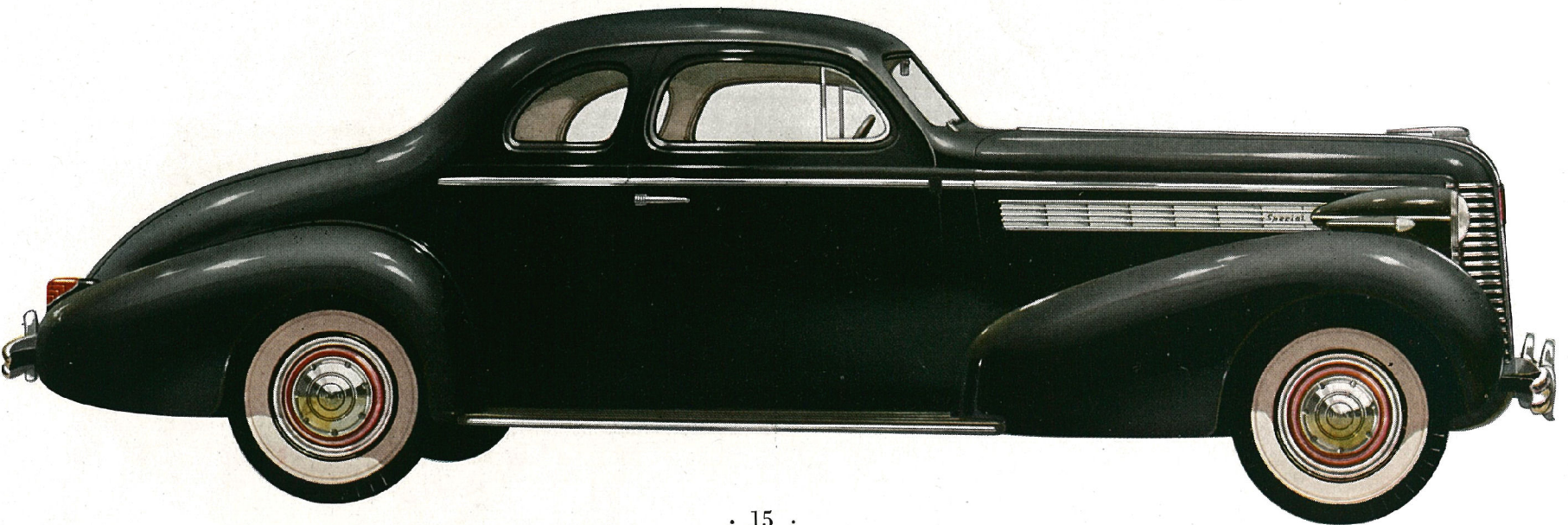


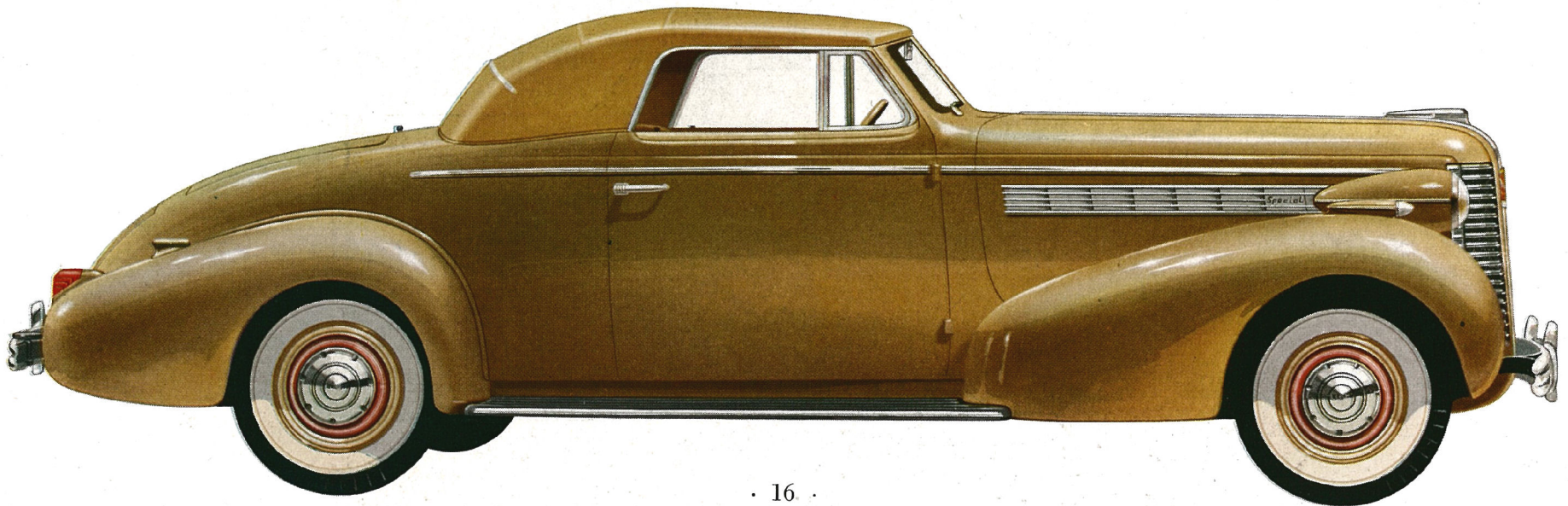
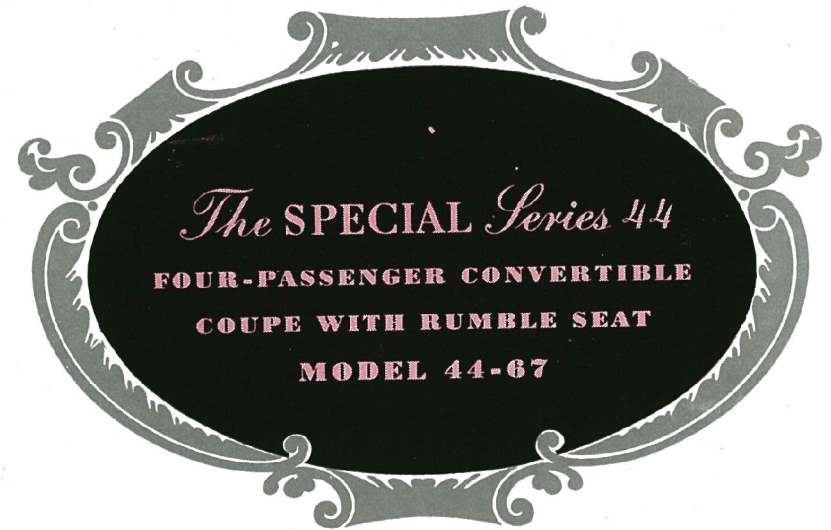


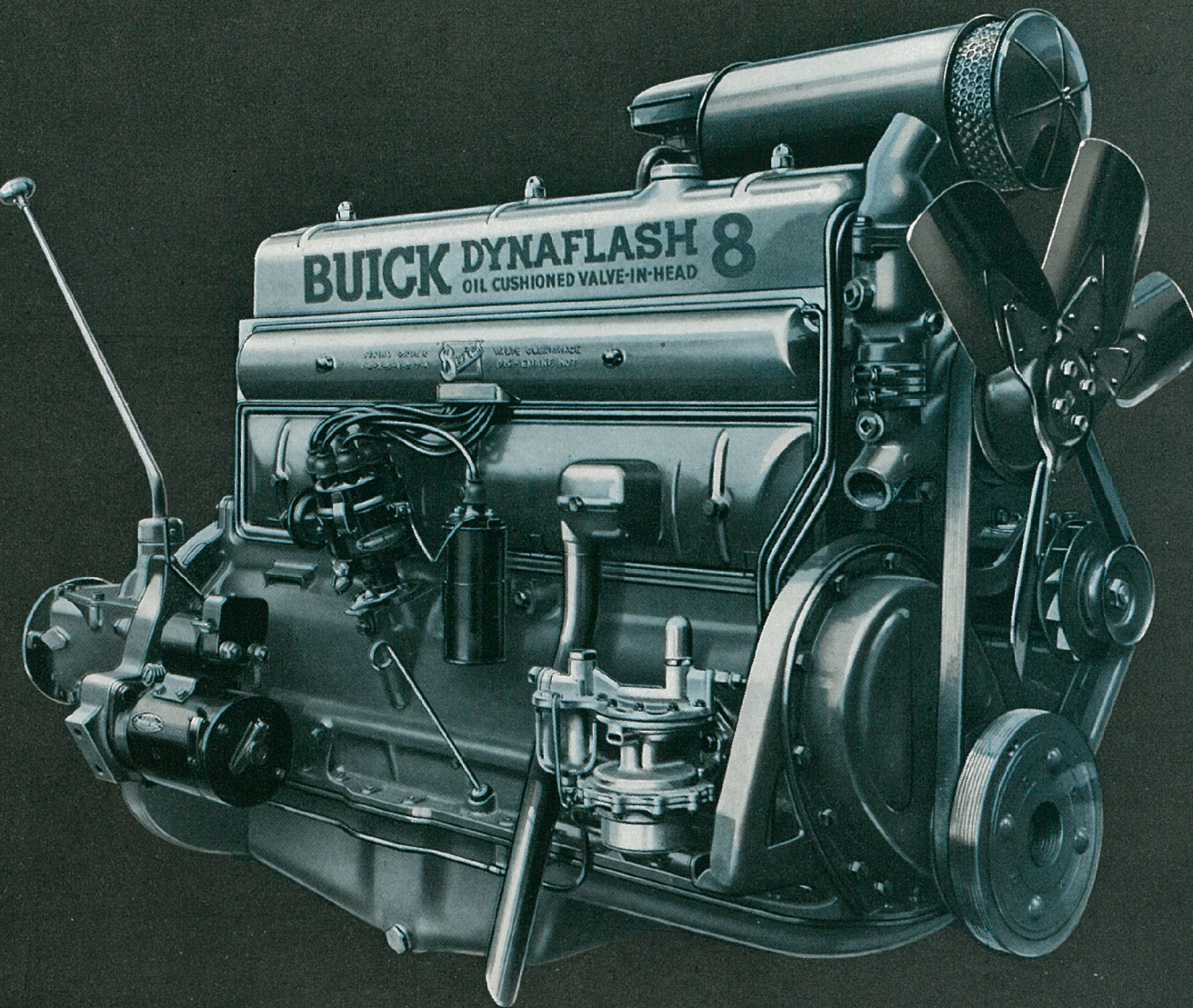
The SPECIAL Series 44

**FIVE-PASSENGER
COACH WITH TRUNK
MODEL 44-11**









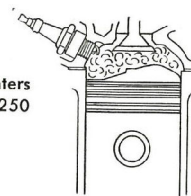
THE SENSATIONAL NEW VALVE-IN-HEAD MOTOR

EVERY SPARK SETS OFF

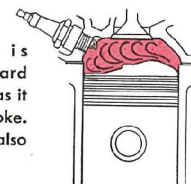
a Cyclone!

Here, in this giant-powered, silk-smooth valve-in-head straight eight—already ten per cent more efficient than any other engine of its size and compression—McLaughlin-Buick applies the Dynafash principle of compression to add still more to its standout power and efficiency! The reason for its new brilliance, responsiveness, and thrift is briefly explained below.

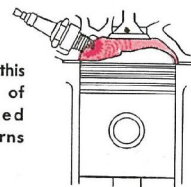
Fuel mixture enters the cylinder at 250 miles an hour.



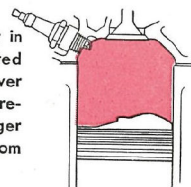
Turbulence is increased by upward motion of piston as it reaches top of stroke. Compression is also raised.

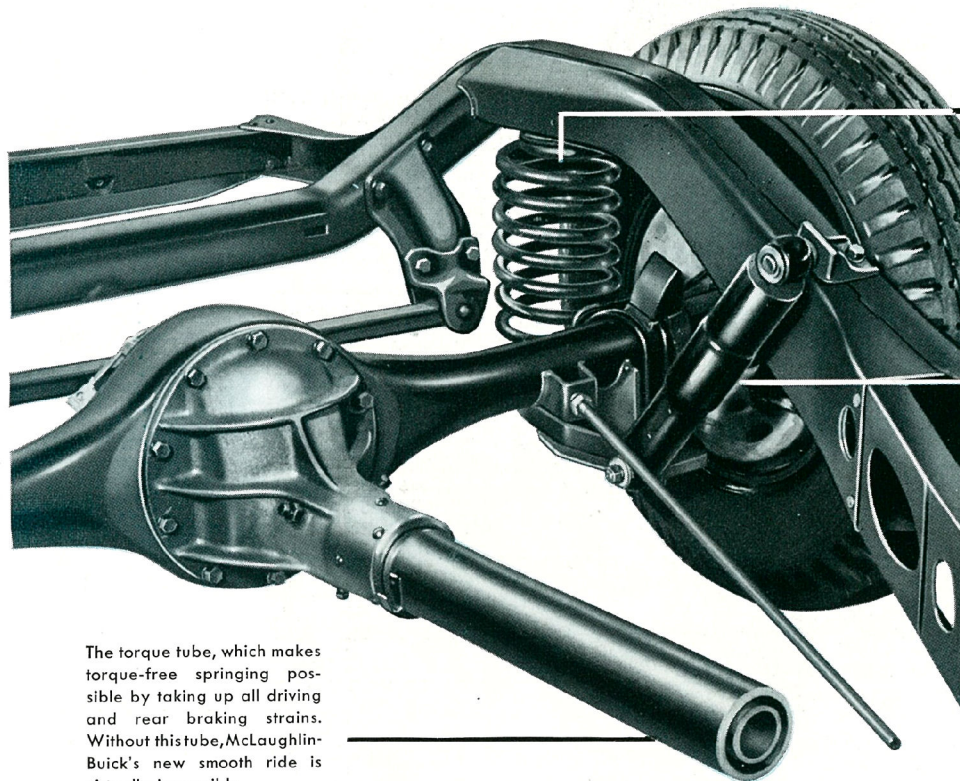


Spark sets off this swirling cyclone of thoroughly mixed fuel, which burns more efficiently.



More of the heat in the fuel is converted into usable power and the piston receives a stronger downward push from each firing.





The torque tube, which makes torque-free springing possible by taking up all driving and rear braking strains. Without this tube, McLaughlin-Buick's new smooth ride is virtually impossible.

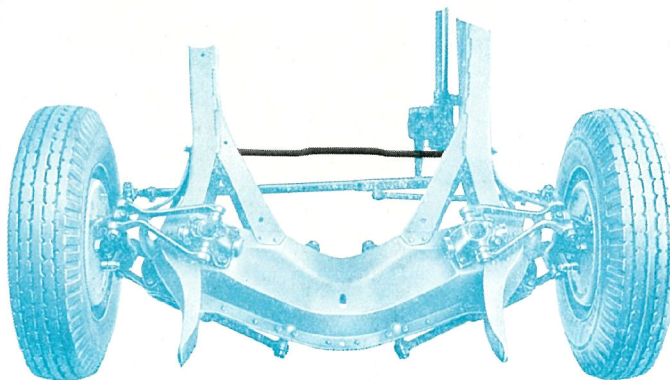
This stout coil of soft-flexing spring steel is firmly attached to frame above and axle below. It is self-cleaning and requires no lubrication whatever.

These giant transport type shock absorbers, new in design and more efficient in operation than any now known, work with the springs to accomplish McLaughlin-Buick's new flowing ride.

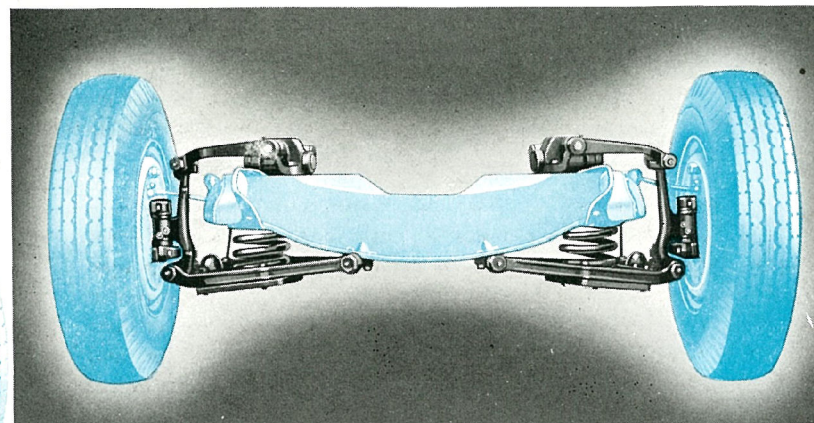
NEW TORQUE-FREE

Springing

Stout coils of ever-resilient spring steel replace the old-fashioned leaf type rear spring on the new McLaughlin-Buick. The whole stride of the car becomes lithier, more fluid, and safer. Rear tires last longer. Skidding is greatly reduced. Maintenance is simplified by elimination of shackles and eight points of lubrication. And because this spring does not depend upon interleaf friction for any part of its functioning, your car retains its soft cushioning through all kinds of weather and many years of service.



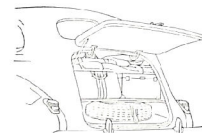
At right is the stabilizer bar, which, with the new springing, keeps the car level on curves, free from body sway and roll.



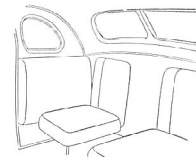
Combined with Knee-Action, torque-free springing now puts the softer, safer cushioning of coiled steel on all four wheels. Note that each front wheel is free to absorb its own shocks, as a result of Knee-Action, giving the world's smoothest floating ride.



Front seats automatically rise as they are moved forward, not only bringing short drivers closer to controls but giving them better view of the road from higher seated position.



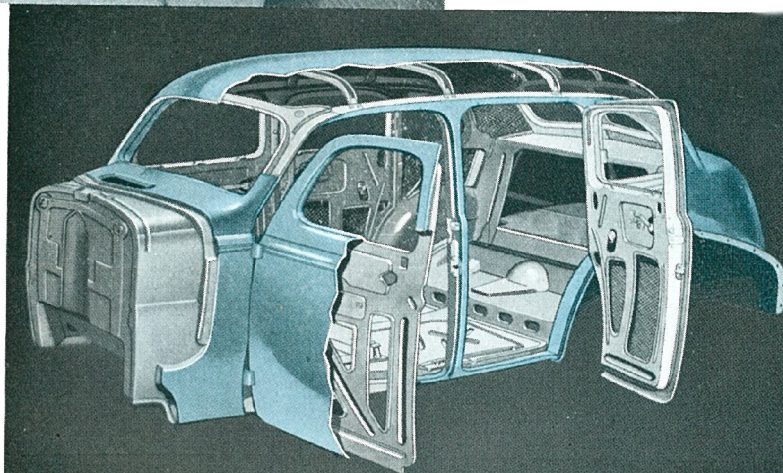
The jumbo luggage compartments built into all closed models are practically arranged to supply the most useful room. They serve as spare tire carriers unless fender wells are used.

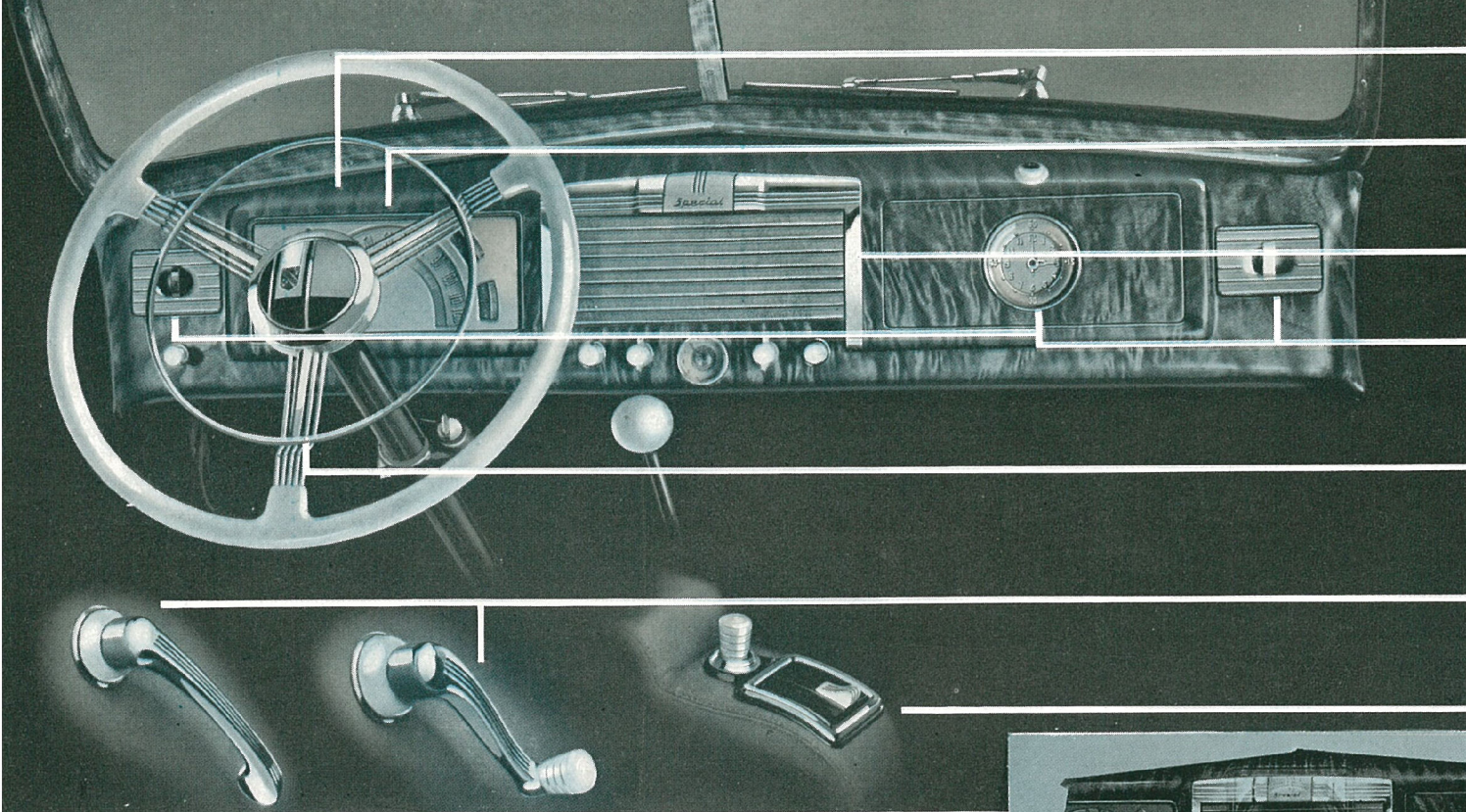


Comfortable opera seats that fold out of the way enlarge passenger-carrying capacity in certain coupe models. Additional luggage space is provided when seats are folded back.

The smart fabrics and jewel-like hardware of this spacious interior conceal the fortress-like security of the Unisteel Turret Top Body by Fisher, found now on all McLaughlin-Buicks. Ample in all dimensions, with Fisher No-draft Ventilation to keep you comfortable in all kinds of weather, these bodies have gained you quietness from "quiet zone" mounting. Sources of vibration and noise have been located with scientific exactness and adequately dampened out. Abundant headroom, legroom and elbowroom. The choice of fabrics and body colors is wide. In short, here is comfort, spaciousness, smart style, and quiet—built on a foundation of solid and protective steel.

As this skeleton view reveals, the Unisteel Turret Top Body by Fisher is a protective shield of steel, with single-piece top, side panels, door posts, front pillars, and cowl firmly fused into a single unit.





The instrument panel is stepped up alike in style and convenience

The new speedometer dial is designed for easier reading as well as beauty

Handsome new radio grille

Note ash receivers at each end of the panel, and the new clock face

Observe also the new steering wheel with bars recessed to take the horn ring, obviating accidental sounding of the horn

Note also, below, the stunning new interior hardware

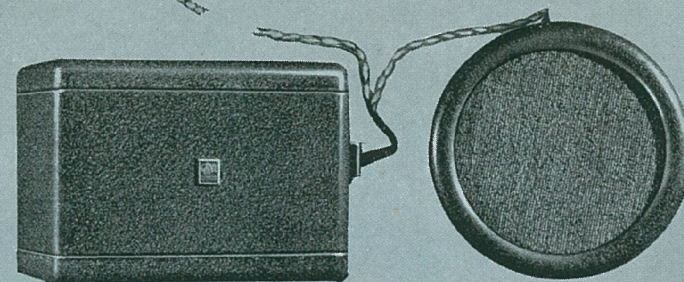
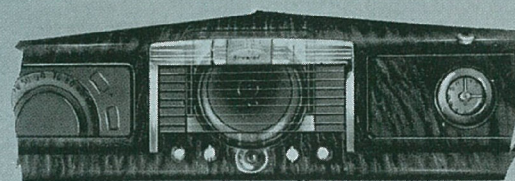
Ash receivers are conveniently placed for ready access. Lighters included on some models

• Beyond question, the best-known characteristic of McLaughlin-Buick cars is quality—seen and unseen. The quality in the famous Sealed Chassis, under the hood in the noted Valve-in-Head engine, and beneath the beautiful lacquers and upholsteries that “dress” the car, may be hidden from sight—but it is something that everyone senses, no matter how casual his acquaintance with McLaughlin-Buick may be.

But, apart from that, the quality advantages evident and plain for all to see in the new McLaughlin-Buick are a delight to the eye and to your good

taste. The solid and substantial, yet pleasingly attractive radiator grille, for example. The well-proportioned instrument panel illustrated above—so smart, and practical at the same time. The artistically designed and beautifully finished bright metal parts. The usable yet unobtrusive ash receptacles. The permanently clear, flawless and protecting Safety glass. The many interior conveniences and appointments—so obviously superior to anything found in other cars.

If quality is what you want, McLaughlin-Buick is the car for you.



Your McLaughlin-Buick dealer will gladly arrange installation of one of the three different-priced GM Autoradios in your new McLaughlin-Buick before delivery. Illustrated: The Master De Luxe 7-tube GM Autoradio with 8-inch dynamic speaker, plus an additional speaker that mounts behind the instrument panel grille.

Door handles are curved in for safety, modern in design, and arranged for convenience in operation

Typical of the stepped-up style are redesigned rear name plates, and the McLaughlin-Buick crest on the radiator center bar

A newly designed massive radiator grille and new radiator ornament, also further refinements in head lamp and fender light design, contribute to the new distinction of the 1938 line

License illuminator is combined in a single unit with luggage compartment door handle

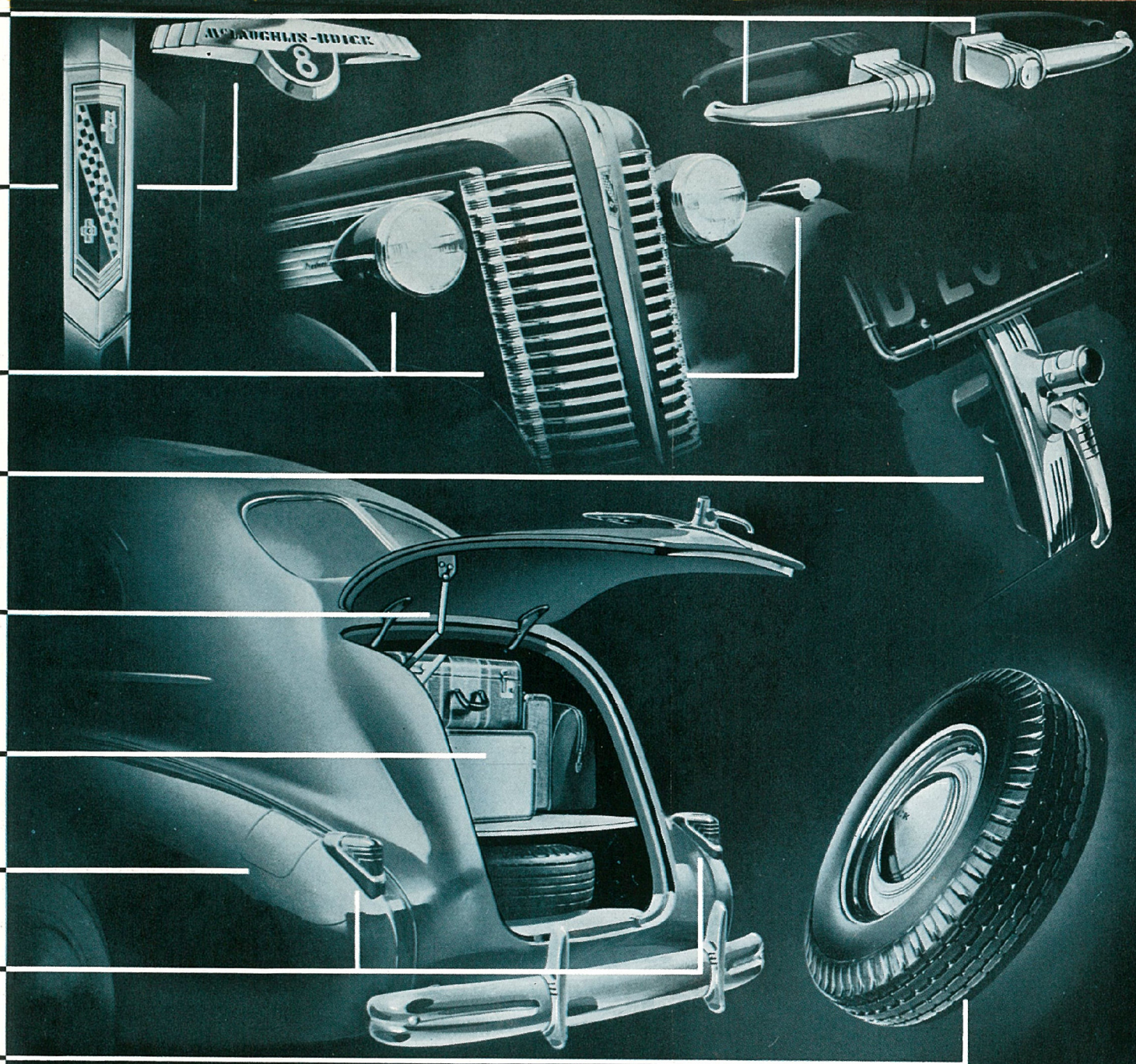
Doors on all luggage compartments automatically lock in elevated position when fully raised

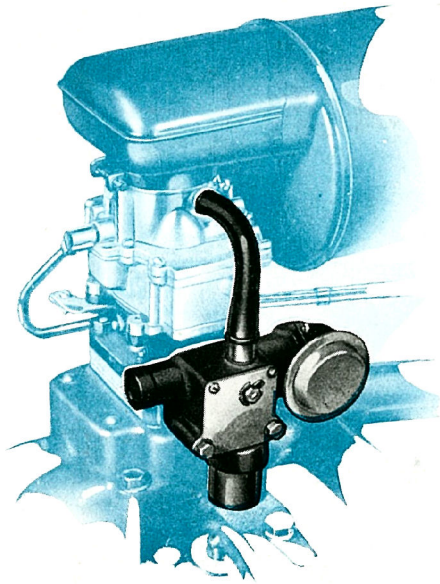
The ample space in the jumbo luggage compartments is arranged for easy access and efficient storage of luggage, making full use of available space

The gas tank is filled through a flush door in the fender by removal of a recessed cap

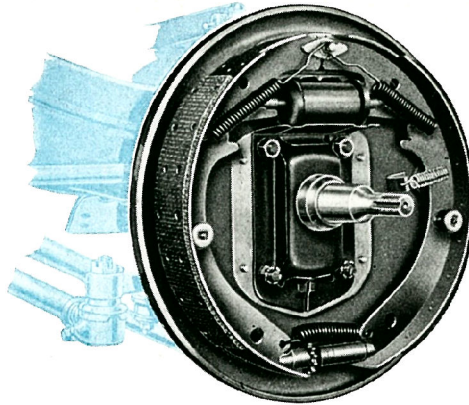
Newly designed tail lights easily visible at night from either side or rear

Even the wheels have been stepped up in style, to lend new distinction to McLaughlin-Buick for 1938

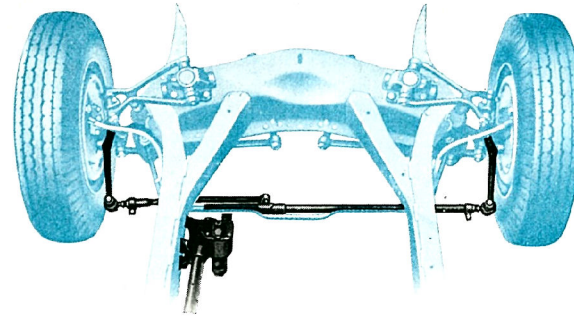




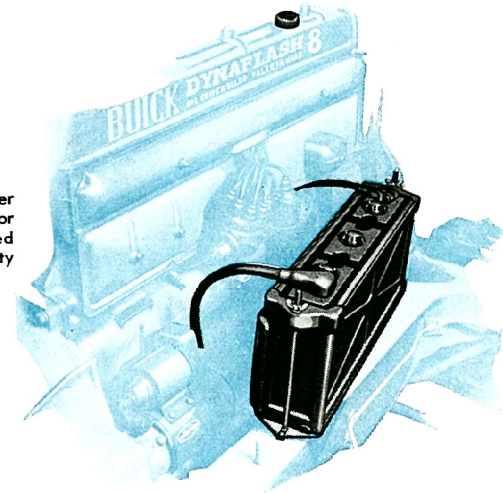
With the vacuum starting switch and automatic choke combined in this new unit, starting is made smooth and certain under even the most adverse weather conditions. Flooding of the engine is made practically impossible.



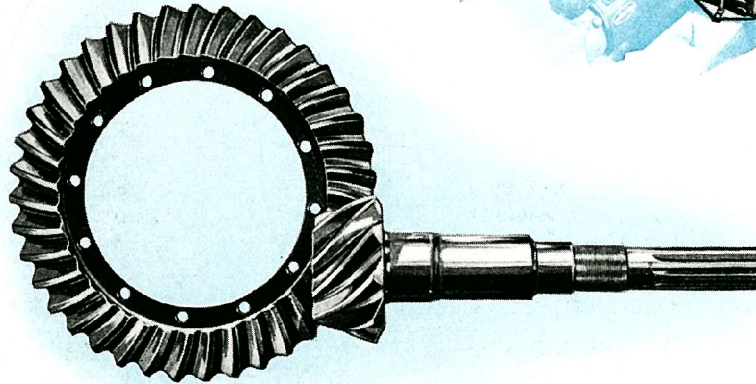
McLaughlin-Buick's tiptoe hydraulic brakes are of the internal-expanding type, utilizing the motion of the car to supply brake effect, which naturally reduces needed effort at the foot pedal. In addition, wear on brake bands is more uniform than in brakes of other types.



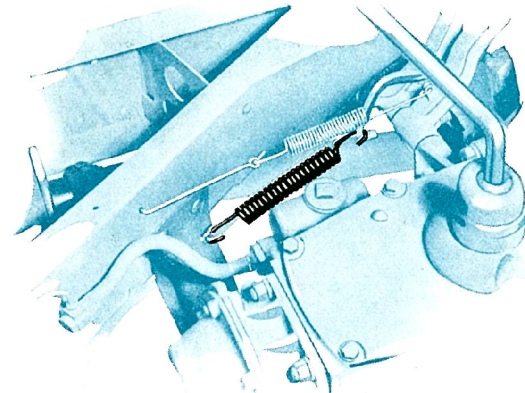
The steering assembly has been simplified for greater strength and easier maintenance. Steering is, if anything, lighter than in previous models, as a result of this new design.



Batteries in the new models are mounted under the hood, where they are instantly accessible for service and attention. The oil filler has been placed at the top of the engine for greater accessibility by servicemen.



All models in the McLaughlin-Buick line now have hypoid gears in the rear axle. This permits a lower car floor level without an excessive drive shaft tunnel through the rear floor.



Clutch action on the new cars is extremely smooth and light. The clutch capacity has been enlarged to handle the increased power of the engine and made lighter in action by a new clutch helper spring.

Torque tube drive

New torque-free springing

Rigid girder X type frame

Syncro-Mesh transmission

Automatic temperature control system

Anolite pistons

Aerobat carburetor

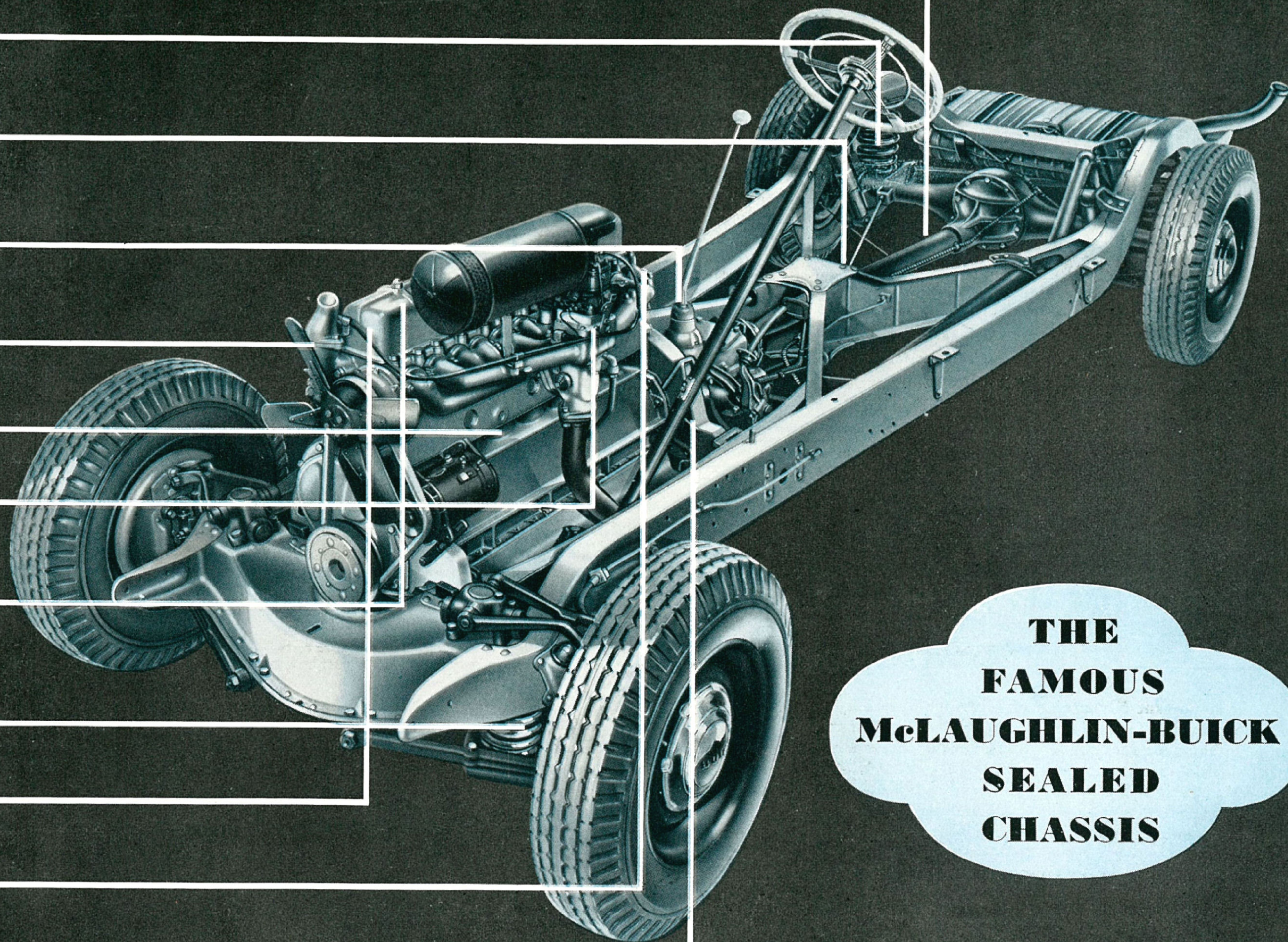
Dynaflash valve-in-head engine

Knee-Action front wheels

Pressure oiling system

Automatic starting

Velvet action clutch



**THE
FAMOUS
McLAUGHLIN-BUICK
SEALED
CHASSIS**

LIMITED Series 49

ROADMASTER Series 48

CENTURY Series 46

SPECIAL Series 44

McLAUGHLIN-BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{1}{8}'' \times 4\frac{1}{2}''$. Displacement, 320.18 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.35 to 1. Developed horsepower, 141 at 3,600. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counterweighted crankshaft with torsional balancer. Crankcase ventilator. Oil capacity, $6\frac{3}{4}$ Imperial quarts.

FUEL AND COOLING SYSTEM—Dual downdraft Aerobac carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel filter. By-pass water temperature control. Concealed gas tank filler. Fuel tank capacity, $16\frac{1}{2}$ gallons. Water capacity, 14 Imperial quarts.

CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area, 123.7 square inches. All-silent Synchro-Mesh transmission, helical gears.

REAR AXLE AND UNIVERSAL JOINT—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio, 4.555 to 1. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing with radius rod. All coil springs.

FRAME—Girder X type frame. Section, $9'' \times 2\frac{1}{4}'' \times \frac{1}{8}''$.

STEERING—Center-Point control steering. Worm and double roller gear.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, direct-acting transport type.

BRAKES—Four-wheel hydraulic. Cast-iron ribbed brake drums. Size, 14×2 inches. Mechanical parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Octane selector. Solenoid starter with dual control. Multibeam headlights with foot dimmer switch. Battery mounted under hood. "High output" generator with voltage regulator.

WHEELS AND TIRES—Demountable steel disc wheels. Tire size, $16'' \times 7.50''$ 6 ply.

WHEEL BASE—140 inches.

McLAUGHLIN-BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{1}{8}'' \times 4\frac{1}{2}''$. Displacement, 320.18 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.35 to 1. Developed horsepower, 141 at 3,600. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counterweighted crankshaft with torsional balancer. Crankcase ventilator. Oil capacity, $6\frac{3}{4}$ Imperial quarts.

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FRAME—Girder X type frame. Section $9'' \times 2\frac{1}{4}'' \times \frac{1}{8}''$.

STEERING—Center-Point control steering. Worm and double roller gear.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, direct-acting transport type.

BRAKES—Four-wheel hydraulic. Cast-iron ribbed brake drums. Size, 12×2 inches. Mechanical parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Octane selector. Solenoid starter with dual control. Multibeam headlights with foot dimmer switch. Battery mounted under hood. "High output" generator with voltage regulator.

WHEELS AND TIRES—Demountable steel disc wheels. Tire size, $16'' \times 7.00''$ 6 ply.

WHEEL BASE—133 inches.

McLAUGHLIN-BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{1}{8}'' \times 4\frac{1}{2}''$. Displacement, 320.18 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.35 to 1. Developed horsepower, 141 at 3,600. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counterweighted crankshaft with torsional balancer. Crankcase ventilator. Oil capacity, $6\frac{3}{4}$ Imperial quarts.

FUEL AND COOLING SYSTEM—Dual downdraft Aerobac carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel filter. By-pass water temperature control. Concealed gas tank filler. Fuel tank capacity, 15 gallons. Water capacity, 14 Imperial quarts.

CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area, 123.7 square inches. All-silent Synchro-Mesh transmission, helical gears.

REAR AXLE AND UNIVERSAL JOINT—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio, 3.9 to 1. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing with radius rod. All coil springs.

FRAME—Girder X type frame. Section, $7\frac{1}{2}'' \times 2\frac{1}{2}'' \times \frac{1}{8}''$.

STEERING—Direct cross steering. Worm and double roller gear.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, direct-acting transport type.

BRAKES—Four-wheel hydraulic. Cast-iron brake drums. Size, $12'' \times 2''$. Mechanical parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Octane selector. Solenoid starter with dual control. Multibeam headlights with foot dimmer switch. Battery mounted under hood. "High output" generator with voltage regulator.

WHEELS AND TIRES—Demountable steel disc wheels. Tire size, $15'' \times 7.00''$ 6 ply.

WHEEL BASE—126 inches.

McLAUGHLIN-BUICK VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE—Bore and stroke, $3\frac{1}{8}'' \times 4\frac{1}{2}''$. Displacement, 248 cubic inches. Buick Turbulator Pistons. Compression ratio, 6.15 to 1. Developed horsepower, 107 at 3,400. Full-pressure lubrication to main, connecting rod, camshaft, and rocker arm bearings. Counterweighted crankshaft with torsional balancer. Crankcase ventilator. Oil capacity, 5 Imperial quarts.

FUEL AND COOLING SYSTEM—Dual downdraft Aerobac carburetor. Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and air cleaner. Fuel filter. By-pass water temperature control. Concealed gas tank filler. Fuel tank capacity, 15 gallons. Water capacity, 11 Imperial quarts.

CLUTCH AND TRANSMISSION—Single dry plate clutch. Facing area, 100.5 square inches. All-silent Synchro-Mesh transmission, helical gears standard equipment.

REAR AXLE AND UNIVERSAL JOINT—Semi-floating rear axle with hypoid gears. Torque tube drive. Rear axle ratio, 4.40 to 1. One universal joint automatically lubricated from transmission.

SUSPENSION—Independent front wheel suspension with ride stabilizer. Torque-free rear springing with radius rod. All coil springs.

FRAME—Girder X type frame. Section, $7\frac{1}{2}'' \times 2\frac{1}{2}'' \times \frac{1}{8}''$.

STEERING—Direct cross steering. Worm and double roller gear.

SHOCK ABSORBERS—Front, double-acting integral with independent suspension unit. Rear, direct-acting transport type.

BRAKES—Four-wheel hydraulic. Composite brake drums. Size, $12'' \times 1\frac{1}{2}''$. Mechanical parking brake.

ELECTRICAL SYSTEM—Delco-Remy, two unit, 6-8 volt. Octane selector. Solenoid starter with dual control. Multibeam headlights with foot dimmer switch. Battery mounted under hood. "High output" generator with voltage regulator.

WHEELS AND TIRES—Demountable steel disc wheels. Tire size, $16'' \times 6.50''$ 4 ply.

WHEEL BASE—122 inches.

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