

# GENERAL MOTORS WILL SHOW FOUR MAKES

## BEAUTY EASE AND GRACE IN 1936 McLAUGHLIN-BUICK

Quick to discern the quality of materials used in "furnishing" a car and shrewd enough to appreciate the many engineering features which make for exceptional performance and economy, women play an important role when new cars are presented.

Discriminating women who have been responsible in a large measure for the widespread popularity of McLaughlin-Buick cars in past years will note with more than usual interest the many delicate refinements and graceful lines of the new 1936 Fall models.

Combining beauty and dignity of design with mechanical features which make for safety and reliability, these cars, engineers and officials believe, offer an irresistible appeal to women. They are an eloquent tribute to the skill of expert designers.

Within the gleaming, streamlined, All-Steel "Turret Top" bodies by Fisher which sweep gracefully from cowl to rear end, are inviting, wide, deep cushions with improved padding designed to maintain their shape and softness throughout the life of the cars. By use of fabrics of exceptional quality, a new style of upholstery has been introduced which is in keeping with the other luxurious interior appointments.

Soft, indirect lighting illuminates all instruments which are symmetrically arranged on an attractive board. A switch on the lower flange of the panel enables the driver to turn off the instrument lights if desired or turn on a map light, while a red light indicator on the board shows the driver when the headlights are bright. Provision is also made on the panel for radio controls and on the door of the lock-equipped glove compartment is a handsome automobile clock. Other conveniences such as assist

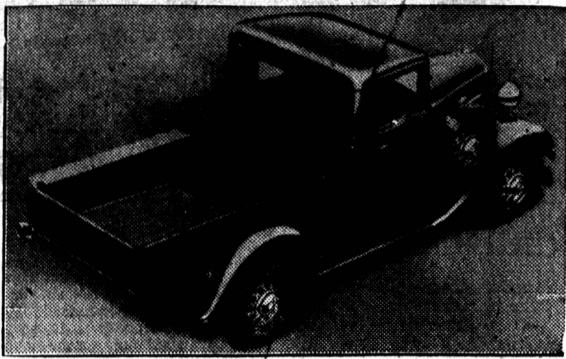
door lock, ash trays and dome lights all contribute to a pleasing and artistic interior.

The new cars also have an electrical system which is capable of meeting the requirements of the increased energy necessary to operate the radio, heater, and provide illumination, while the large rugged batteries also carry sufficient power to start the car in coldest weather.

The widened V-shaped sloping windshield makes for better vision under all circumstances. Dual wipers are mounted on the bottom. To start the new models it is only necessary to turn a switch and step on the accelerator, the engine doing the rest automatically. If the driver's feet are engaged, as on a steep hill, the engine may be started by pulling out the hand throttle button. Stopping the car is an equally simple operation by reason of the "troubleproof" hydraulic brake system which assures positive control with only soft pedal action.

Acclaimed as a definite safety factor, the Multibeam headlights which have been adopted and improved for the 1936 cars, consist of wide cross beams for night country or open-road driving with provision for dropping the right beam below the eyes of oncoming drivers for passing. Meanwhile the left beam is focussed on the right side of the road and ditch. The dimming or passing beam switch is a toe button to the left of the driver's foot controls.

Each car is equipped with Fisher no-draft ventilation, while roof, side panels, back and doors are insulated with deadening material which makes the bodies unusually quiet and, at the same time, protects passengers from outdoor heat and cold. Floor and toe boards are also heavily insulated.



CHEVROLET 1/2-TON PICKUP

## CHEVROLET CARS AND TRUCKS EXTENSIVELY IMPROVED

Many important changes and refinements have been made in the Chevrolet truck line for 1936, announced today by General Motors Products of Canada, Limited. The range is from one-half ton to 2 1/2-ton capacity. The complete line comprises: Sedan delivery on 109" wheelbase; the half-ton truck on 112" wheelbase; the 3/4-ton truck on 131" wheelbase, which is an entirely new addition to the line; the 1 1/2-ton truck with a choice of wheelbases, 131" or 137"; the 2-ton Maple Leaf, on these same two wheelbases, this also being an addition to the range; and the 2 1/2-ton Maple Leaf truck, with a choice of wheelbases, 141" or 165."

All are entirely new in appearance and considerably improved in performance, durability and operating economy. The front end treatment has been made more massive and rugged, and these trucks are also made more attractive by new sheet metal styling and new cab and body interior treatment. All trucks for 1936 are treated in "Matched Color." The choice of body types is more extensive than ever, and the recently-added Suburban Carryall body has been continued in the half-ton line.

The engine, which powers all Chevrolet Trucks, is of Special Truck design and incorporates all the improvements of the 1936 Chevrolet passenger engine. It is more powerful and yet more economical. Power is stepped up to 72 horsepower, and maximum torque sustained from 900 to 1600 r. p. m., is now 155 foot-pounds. This insures better pulling and the easier straining of heavy loads. Operating economy has been achieved by higher compression ratio, balanced carburetion, and other refinements of engine features. Full-length

water jackets around the cylinders provide improved cooling of cylinders, more even warm up, and breaking-in conditions. Oil economy has been still further improved by changes to oil pump mechanism which lower oil temperatures.

The clutch has been given longer life and improved performance by "shot-blasted" disc cushion springs, which process increases their life twenty times; and more accurate release lever alignment.

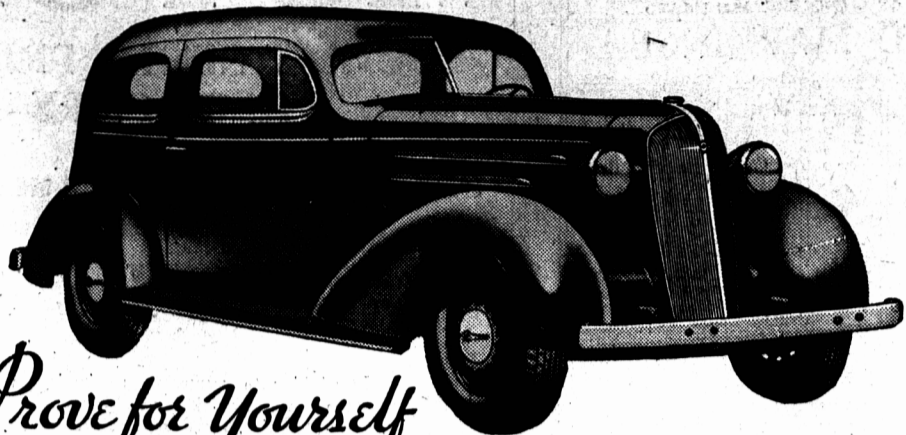
In the heavier Chevrolet trucks, and also in the Maple Leaf 2-ton and 1 1/2-ton range, the full-floating rear axle is structurally stronger and more dependable. Loads formerly carried on the ends of the axle shafts are now carried on the rear axle housing, which has been entirely redesigned and made 35 per cent stiffer than that of the 1935 trucks.

Brakes on all lines are hydraulic with ample service braking area on the drums.

The new Turret Top Coupe-type cabs and enclosed bodies of all trucks in the Chevrolet line appear in new, attractive dress. The windshield is improved by the redesigned rounded corner; cab doors are to be constructed entirely of steel, doing away with tendency to rattle; the entire interior of the cab is trimmed in high quality imitation leather. Driving comfort is increased by addition of a seat and back adjustment. Instrument panels are of the attractive 1936 type, greatly improved in appearance, with package compartment at the right.

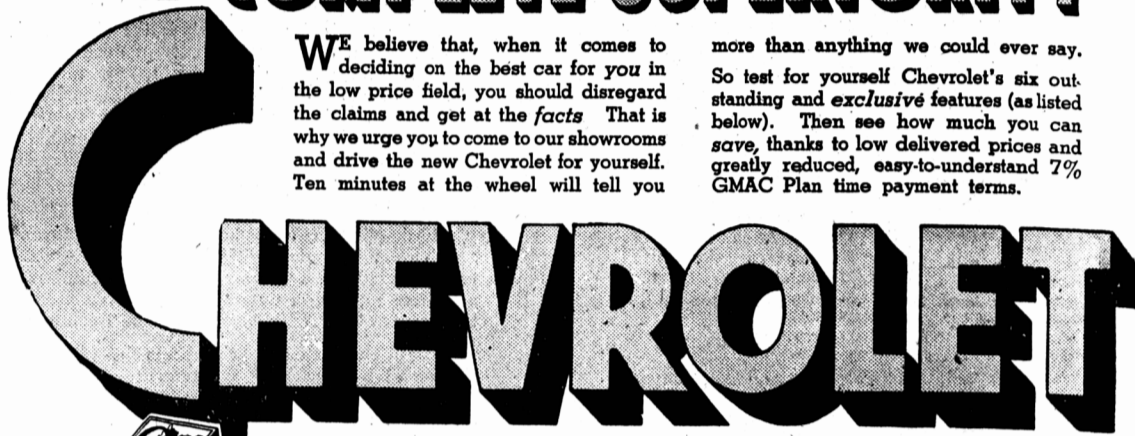
Models available include pickup, panel, canopy, screen-side, de luxe panel, carryall, stake-rack body, dump bodies and many variations, as well as special bodies for all purposes.

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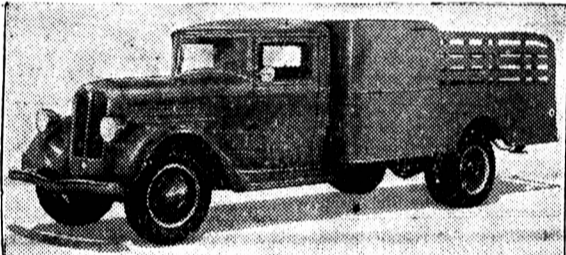
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## FOR SPEED, COMFORT AND STYLE PONTIAC EXCELLS

With graceful lines and rugged strength, Pontiac marches into 1936 with two new lines of cars—the Straight Eight and Six—in eighteen different body styles.

Last year, Pontiac's popularity was reflected in the marked increase in sales. Retaining such 1935 improvements as the Fisher "Turret Top," All-Steel bodies, and hydraulic triple-sealed breaks, the 1936 models reveal many new and important features in modern design and construction which all contribute to Pontiac's improved performance, quicker accelerations, easier starting and greater economy and durability.

While the "Silver Streak" radiator and hood grille are still the central design motif, there has been a change in the treatment of the front-end where the chromium grille has been crowned as it sweeps over the radiator in a graceful, unbroken line. As a result, one receives the impression of a longer, sleeker, faster and lower car. The wheelbases, however, are unchanged, being 117" on the Eight and 112" on the Six. A more-deeply-crowned front fender which sweeps down to the bumper level and all-rubber, steel-reinforced running boards further enhance the exterior beauty of the new models. In harmony with the front, the rear fenders are more deeply crowned, while the rear itself tapers gracefully to a point below the wheel centre. Mounted on the fender except in the case of trunk models where they are to be found on the trunk, rear lamps combined with longer, bumpers and refined bumper ornaments, lend a glittering finishing touch to the sleek, shining body. Metered flow lubrication, cross-

flow cooling electro-plated pistons, rifle-drilled connecting rods, square bore and stroke, and ample eight-mass for dependability and durability are among the highly satisfactory Pontiac features which have been retained. It will be noted, however, that the cylinder bore of the Eight has been stepped up to 3 1/4," thus increasing the piston displacement from 223.4 cubic inches to 232 and the horsepower from 84 to 87 at 3,800 R. P. M., with a consequent increase in acceleration, hill climbing ability and top speed.

With the addition of more expensive cast-iron brake drums and moulded linings, triple-sealed hydraulic brakes are now more efficient and positive than ever, while all models have a new clutch and new all-helical gear, synchromesh transmission. Improvements to be found in the Six engine include automatic choke, automatic throttle opener, new intake manifold and new combustion chamber.

Longer life of the power plant is assured by larger water jackets extending the full length of the cylinders. In this connection engineers point out that the oil is kept cooler and lasts longer.

While the grace and structural strength of the Fisher Turret Top Solid Steel bodies are already well known to discriminating motorists, there are many changes in the interior appointments which are designed to appeal to both men and women. Front doors of all models are hinged at the front for convenience. The entirely new and ultra modern instrument panel is finished in taupe metallic lacquer and chrome with taupe buried grained compartment door, instrument plate and mouldings. Dial lighting has been improved and numerals on the dial can be more easily read. Other factors which contribute to the luxurious dignity of the interior are the artistic panelling on the doors and the expensive new cloth trim, while Cabriolets are trimmed in crushed grain, light brown, monotone leather. Greater comfort is assured by the re-shaped seat cushions which are longer and deeper and extend to the floor in both front and rear. There is also an unique combination of arm-rest and door handle.

It is interesting to note that the full three-passenger front seat cushion is now standard on the six-cylinder regular and de luxe

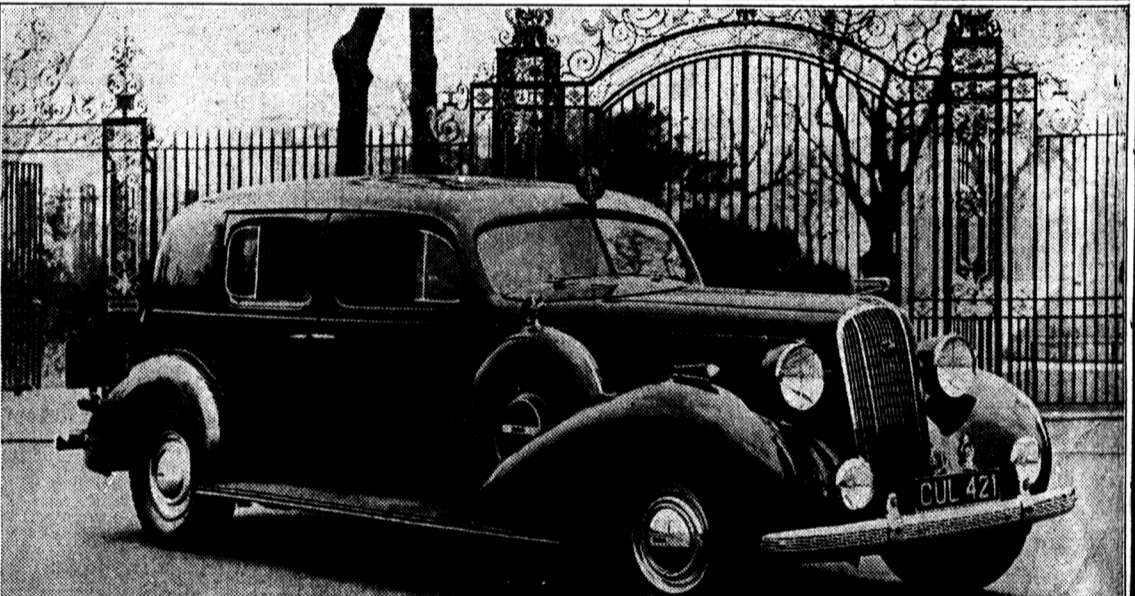
coach as well as on the Eight, giving ample room for six persons, although the models continued to be graded as five-passenger.

While the Straight Eight comes in six body styles, twelve are mounted on the Six chassis. Coaches and sedans are common

to both lines with or without built-in trunk, and all accommodating five passengers. There is the standard coupe for two passengers and

the sport coupe for four passengers and the Cabriolet, built for four passengers, is available on both the Eight and Six chassis.

## King Edward's Car a "Token of Loyalty and Devotion"



HIS MAJESTY DELIGHTED WITH McLAUGHLIN-BUICK LIMOUSINE BUILT BY CANADIAN WORKMEN

The motor car built in Oshawa, Ontario, to the King's special order and recently delivered, is shown here beside the Buckingham Palace railings. To His Majesty went a message from seven thousand General

Motors workers in Canada, who expressed their pride in having built the King's personal car, and who hoped it might be considered a token of their loyalty and devotion. The royal crest, mounted above the

windshield, may be noticed in the upper picture. Lower right—the rear compartment, showing the "companion" which replaces the rear quarter window, with its mirror and reading lamp. Lower left

—the rear compartment partition with its cupboards and drawers, showing some of the equipment. The top cupboard lids drop down quadrants to form glass-covered tables.



1936 Pontiac Coach