

INVENTORY OF THE

C. EWART McLAUGHLIN COLLECTION

C 88

TRISH:

DONT KNOW IF THIS COLLECTION IS OF ANY USE OR INTEREST,  
BUT COULD BE WORTH LOOKING INTO AT A LATER DATE.

PREPARED BY ROGER NICKERSON

INTRODUCTION

C. Ewart McLaughlin Collection  
1878-1971 40 cm.

Clarence Ewart McLaughlin (1849-1968) was the son of George W. McLaughlin, and grandson of Robert McLaughlin, founder of the McLaughlin Carriage Company and the McLaughlin Motor Car Company which became General Motors of Canada.

The following collection of reference material and memorabilia documents to some degree the biographies of Robert McLaughlin and his two sons, George and Sam, and the history of the Company they founded and managed.

The home movie collection, mainly photographed by Ewart McLaughlin, is a pictorial record involving four generations of the George W. McLaughlin Family - George, his son, Ewart; Ewart's children, Dick and Mary; and their children; from 1925 to 1967. It is a pictorial record of the leisure activities of one of Canada's wealthiest families, who maintained a life-style rare in the 1930's and missed the Great Depression entirely. The McLaughlins were symbolic of General Motors of Canada, which itself was symbolic of Canada's industrial capability, and these films illustrate the private use of wealth generated by that industrial capability, for enjoyment over four decades.

Ewart McLaughlin was a gentleman who enjoyed to the fullest the great variety of beauty and amusement his environment could provide - all year 'round - including:- homes (at Oshawa's Greenbriar, cottages at Muskoka, the family farm at Tyrone, and the estate at Bermuda), cars (new Cadillac and Buick sedans and convertibles were not uncommon, and he kept his 1925 Cadillac Cabriolet into the 1960's), boats, (speed boats, sailboats, canoes, dinghies, etc.), horses, clothing, flowers (in garden and greenhouse) fishing, hunting, aquatic sports, skiing, skating (Mrs. McLaughlin and Dick were prize-winning figure skaters), trips (Mediterranean cruise, 1926, California, 1927, South America, 1931).

Of particular interest might be the film footage on wooden speed-boats, of which Ewart McLaughlin owned several - "Baby Olds", "Blythewood II" (luxury launch), "Cricket" (300 h.p. model raced at the C.N.E., burned in 1962), "Whippet" (50 knot), "Whisper", "Tom Thumb", "Unique", "Pinto" (1938, 2-engine), "Penguin" (1940, burned 1962), "Redskin" (1915 antique purchased later), and "Murdon III". Son Dick also had some interest in speedboats, and owned the "Jolly Roger", but more considerably distinguished himself at the Muskoka Lakes Association regattas under sail. Also of interest might be the footage on Muskoka scenes (some from the air), Muskoka Lakes Association regattas, and Muskoka cruise boats - "Cherokee", "Sagamo", "Waome", "Ahmek", etc., and footage taken of farming activities at McLaughlin Farms, Tyrone. Some of this collection has been used by National Film Board to make a film on the Tyrone Farm, and by Public Archives of Canada to augment their holdings of film on the Muskoka area.

In 1983 a preservation copy of the entire collection was made on ½ inch videocassette, which must be used instead of the original films.

The collection was borrowed by the Archives of Ontario in May, 1983. After September 1985 there is no restriction on public use.

Acc. 15808.

3 June '83  
R. Nickerson.

Section A - Reference Material & Memorabilia

Microfilm, Ms 674

→ AVAIL. ON 2 REELS OF MICROFILM  
IN A.O.'S READING ROOM.

FILES LIST

File #

- ① Genealogical information and cemetery notes
- 2 Bethseda Cemetery plot plan and plan of McLaughlin Farms, Tyrone, Ont.
- 3 Correspondence, 1910-1959. George W. & Ewart McLaughlin.
- ④ Clippings - Robert McLaughlin (mainly his death in 1921)
- 5 Clippings - George W. McLaughlin
- 6 Clippings - Robert S. ("Sam") McLaughlin
- 7 Clippings - Historic plaque commemorating Robert McLaughlin, Tyrone, Ont., Aug. 30, 1961.
- 8 Clippings - Oshawa Art Gallery
- 9 Clippings - Ewart McLaughlin
- ⑩ Clippings - McLaughlin Family (obituaries - 2)
- 11 Presentations and biographical
- 12 Tributes, 1921-1961 (Robert, George W., Robert S.)
- 13 Menus, 1919-1939 (Robert, George)
- 14 McLaughlin Carriage Co. Documents, 1887-1916
- 15 McLaughlin Carriage Co./McLaughlin Buick Motor Cars, Company catalogues, 1895-1925
- 16 Company advertising, 1915-1922
- 17 Advertising booklets, other companies
- 18 Pennants, misc. clippings
- ⑪ Magazine articles, 1906-1971
- ⑫ Newspaper articles, 1911-1971
- 21 Oshawa souvenir albums, 1898-1938
- 22 Miscellaneous - Ewart McLaughlin chauffeur licence, 1910, 1911, key to 1912 Buick model M43 presto-lite gas cylinder, memoriam to death of Queen Victoria, 1901.
- 23 Loose photos

Scrapbooks & Photograph Albums

○ Scrapbooks:

○ Family Scrapbook, 1908-1971

○ Scrap/Album, 1920-1942