

The McLaughlins—Sleighs, Buggys, Cars and Ginger Ale



In 2008, General Motors celebrated the 100th Anniversary of the McLaughlin car by restoring a 1908 McLaughlin Buick. GM employee Boyd Wood from Orono was in charge of the project

by Myno Van Dyke

NEWCASTLE HISTORICAL SOCIETY

John McLaughlin arrived in this area from County Tyrone Ireland in 1832. He came with 140 other Irish settlers to the Peterborough area. In 1840, John and his wife Eliza ended up north of Bowmanville on the west side of Tyrone. That same year there was apparently an important cricket match in the village. The west end of the village was inhabited by people like the McLaughlins from County Tyrone and the east end by folks from Devon and Cornwall in England whose area of the village was called Mount Hope. It was decided that the east would play the west and the winner would name the village. The west side

won and it has been called Tyrone ever since. McLaughlin purchased two tracts of land. One at Lot 11 Concession 7 (100 acres) and the other beside it at Lot 12 (48 acres). The McLaughlins began clearing some forest and built a log cabin first and later a much larger home on the property. They raised five children

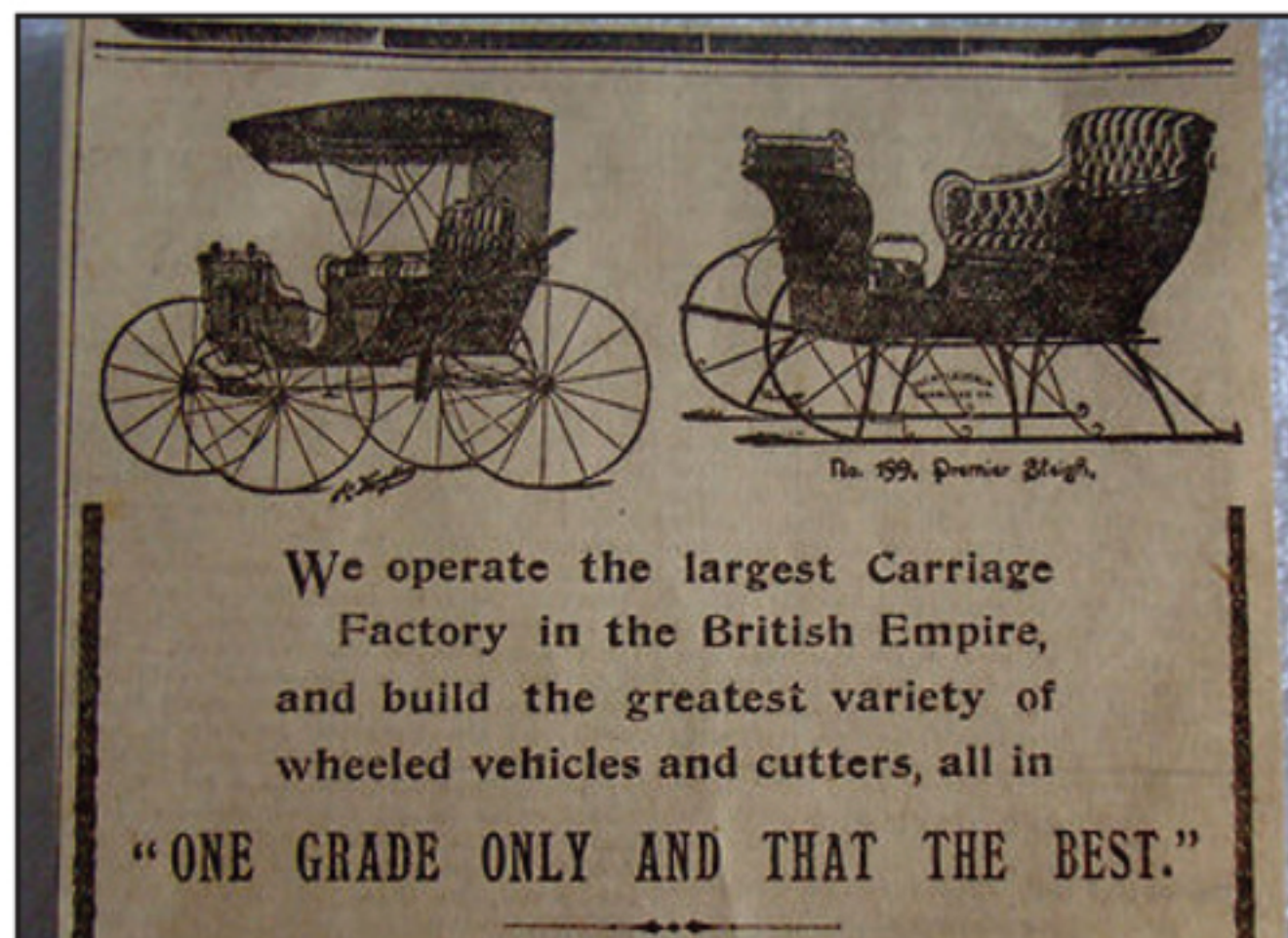
there; Robert, James, John, William and Mary.

Robert, born in 1836, enjoyed woodworking much more than farming. As a youngster he was carving out axe handles and whiffle trees. His axe handles were considered very high quality and they would bring them to Bowmanville to sell and supplement the farm income. In 1864, Robert met Mary Smith at the Presbyterian Church in Enniskillen and they were married. Robert's father gave him a 48 acre woodlot as a wedding gift and the newly married couple began building a log home on the property. Robert utilized the woodlot well, also building a barn and using it as a workshop. In 1867, using a catalogue as a guide, he built a "cutter" (horse drawn sleigh). One of his neighbours saw it and asked if Robert could build him one as well. Robert was also a very good artist and the neighbour asked if he could also paint a depiction of "King Billy Crossing the Boyne" on the back of the cutter. Soon after, more

orders for cutters came from the community and Robert decided that he would turn this into a full time business. By 1869, he realized that he needed a much larger location and moved the business to his wife's home village of Enniskillen.

By this time he was also building carriages and the business was now called McLaughlin Carriage Works. In 1870 he entered his "Phaeton" carriage in the Bowmanville Fair and won First Prize.

In 1871 their son Robert Samuel (Sam) was born. When Sam was very young he was accidentally hit by a wheel in his father's carriage shop and was said "to have wheels in his head" after that. Robert and Mary's other children were John James, George W., Elizabeth and Mary. Robert's wife Mary died suddenly in 1877 and he remarried Sarah Parr. By 1877, the Enniskillen shop was too small for business. They needed to be closer to a work force and railway line. They moved to south Oshawa and built a new building near Lake Ontario and the Grand Trunk Railway. The business was now called Oshawa Carriage Works. In 1880, Robert patented the "McLaughlin Gear" which enabled carriages to turn much easier. This gear was sold to other companies but they had to agree to mention the "McLaughlin Gear" in their advertising. Consequently, McLaughlin received free advertising from his com-



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petitors. In 1887, Sam McLaughlin began working for the company as an upholsterer. He received \$3.00 for a 59 hour week. His father deducted \$2.50 per week for room and board.

In 1892, Sam and George became "Junior Partners" in the business which was now called McLaughlin Carriage Works. Robert gave Sam back the \$2.50 he had deducted per week. In 1898, Sam married Adelaide Lou-

ise Mowbray from Kinsale. In 1899, the factory was destroyed by fire. The City of Oshawa loaned the company \$50,000 to help rebuild the factory and by 1901 it was completed. In 1907 they started producing automobiles and changed the name to the McLaughlin Motor Car. Company. Their Chief Engineer became quite ill and they had no engines ready for the cars. William Durant offered a contract

to supply them with Buick engines and they accepted the offer. In 1909, the cars were called "McLaughlin Buicks" and soon after Sam sold the carriage business to Tudhope in Orillia, Ontario. McLaughlin Buick cars were built in Oshawa until 1942. In 1910, Sam became the Director of General Motors Corporation and by 1915 they were selling Chevrolet cars in Oshawa. When the contract for Buick engines expired in 1918, William Durant became a partner and Sam McLaughlin was named as President of the company and brother George the Vice President...

In 1917, Sam and Adelaide

built one of the largest homes in Canada on Simcoe Street North. It was called "Parkwood" and had 55 rooms. It was later designated as a National Historic Site.

John "Jack" McLaughlin was born in Enniskillen in 1865. He wasn't interested in the transportation business and went to the Ontario College of Pharmacy. He moved to Brooklin, New York, working as a Chemist for a soda company. He experimented with ginger soda for almost ten years and eventually patented a product he called "Canada Dry Ginger Ale".

He came back to Canada and eventually this became a very large company with head office in Toronto and plants in Edmonton and Winnipeg. He also patented bottle washing machines and sold soda fountains. He died unexpectedly of a heart attack in 1914 at age 49.

His brothers Sam and George took over the business and sold it very quickly for one million dollars. Ginger ale was very popular during Prohibition as it masked the taste of homemade liquor. Today, Canada Dry is owned by Dr. Pepper/ Snapple Group and they sell about fifty different beverages.

Adelaide and Sam McLaughlin had five daughters. Adelaide led fundraising for the new Oshawa General Hospital in 1910 and continued to be the President of their Ladies Auxiliary until she passed away in 1958. The street on the south side of their home, Adelaide Avenue, was named after her as well as Adelaide House

at the YMCA and Adelaide McLaughlin Public School on Stevenson Road. She was President of the Canadian Women's Senior Golf Association from 1937 until 1956, as well as being a life member of the Toronto Ladies Golf and Tennis Club. It would be difficult to find a more generous family than the McLaughlin's. They not only provided wonderful and thoughtful gifts to the City of Oshawa but also to numerous educational institutions throughout Ontario.

In 1920, they donated Lakeview Park and as well as the Parkwood property, in 1947 they donated the YMCA and Adelaide House; in 1947, they donated Camp Samac (named after Sam McLaughlin). In 1951, he established the McLaughlin Foundation which donated nearly \$200 million to the University of Toronto and other causes, including the McLaughlin Planetarium at the Royal Ontario Museum.

McLaughlin was a major contributor to Queen's University and their Mechanical Engineering Department is housed in McLaughlin Hall, which was his donation in 1948. In 1957, Adelaide McLaughlin, was honored by Queen's, which named the women's residence Adelaide Hall after her.

Sam McLaughlin donated \$1 million to the 1968 library building at the University of Guelph, which bears his name.[3] He provided partial funding to build a college at York University in Toronto. Opened in 1968, it was named McLaughlin College in his honor. McLaughlin Hall, at St. Andrew's Col-

lege in Aurora, Ontario, was named after him in 1971 in recognition of his contributions to the school.

He supported the Regimental Foundation of The Ontario Regiment (RCAC) and quietly paid the salaries of some of the regiment's soldiers during times of severely curtailed government funding. McLaughlin was appointed honorary lieutenant-colonel of the 34th Ontario Regiment in 1921 and held this position until 1931, at which time he was appointed honorary colonel of same unit, later designated as The Ontario Regiment (RCAC), a reserve armored regiment based in Oshawa.

Affectionately known as "Colonel Sam", McLaughlin served as honorary colonel until 1967, thereby becoming the longest continuously-serving colonel in the history of the Canadian Forces. He continued to sit on the Board at General Motors until the late 1960's.

In 1967, McLaughlin was appointed a Companion of the Order of Canada. Upon his death, at age 100, January 6, 1972, he gave "Parkwood" to the Oshawa General Hospital.

In 2008, General Motors celebrated the 100th Anniversary of the McLaughlin car by restoring a 1908 McLaughlin Buick. GM employee Boyd Wood from Orono was in charge of the project (as shown on front page of this edition). One of Canada's greatest industrialists and philanthropists got his start right here in Clarington.





by Peter Hobb

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Your Key Employees

pany has access to confidential product information, important strategic information, or key customers. Who makes a significant contribution to sales and profitability or has developed the loyalty of other employees. To reduce the risk that you might lose these employees you need to ensure they are compensated appropriately.

There are many compensation strategies that can be used to appropriately compensate your key employees. A common strategy is to pay, in addition to a reasonable salary, a bonus. A problem with paying a bonus is, if you do it every year, the employee starts to consider it as part of their normal compensation package. Companies pay bonuses without tying them into performance so they

lose the motivational aspect that they desired to achieve in paying the bonuses. Bonuses are more effective if they are tied into performance. Individual and company targets should be set at the beginning of the fiscal year so the employee knows what is expected of him or her and what the additional compensation that will be received if targets are met or exceeded. Setting the targets at the beginning of the year should be done with input from the employee. This will ensure that the targets are reasonable, the employee can influence the outcomes they are responsible for and he or she is buying in. By structuring the bonus based on both individual and overall company results it helps to align the employee's performance

with the overall goals of the company.

A second problem with bonuses is that they will be heavily taxed in the hands of the employee. An alternative to or in addition to paying a bonus you could put money into a pension vehicle on behalf of the employee. One pension vehicle is to establish a company pension plan. These plans however are losing favour in the private sector due to government regulations and annual costs. Companies are turning to other pension vehicles such as group registered retirement savings plans, individual pension plans and registered compensation agreements. The advantage of these pension vehicles is that the contributions the company makes on behalf of

the employee are tax deductible to the company in the period contributed but not taxable to the employee until the funds are withdrawn. The funds will normally be withdrawn during retirement when the employee is likely in a lower tax bracket. This is a very attractive benefit since it will help ensure the employee will be financially secure in retirement. Other options available to compensate your key employees is to offer a family medical/dental plan, life insurance coverage, use of a company vehicle, employee discounts, dependent care services, gym or golf memberships and scholarships for their children. This list is not exhaustive. When developing an appropriate compensation package you should

consult with your professional advisors to ensure that all related effects, tax or otherwise, are considered.

It is important to treat your key employees as key employees. The above compensation strategies will help you do this. They need to know that you appreciate what they are doing for your company. Most employees leave, especially the good ones, because they feel their efforts are not appreciated. Appreciation and recognition actually ranks ahead of compensation when ranking what employees value most from their employer. Even if you get the compensation package right, always take time to tell employees how much you appreciate their contributions to the company.