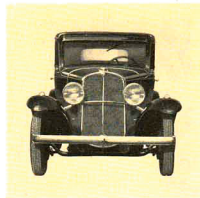


OAKLAND

THE FINE 8

MAKING NEW FRIENDS AND KEEPING THE OLD

Oakland the fine Eight with new performance, beauty and low prices



Oakland the fine Eight—it is a pleasure to present this new achievement of Oakland and General Motors engineers and of Fisher stylists. Pleasing evidence of their skill is seen in Oakland's beauty of line, smart appointments, solid comfort, new performance and unusual value.

From the attractively screened "V" radiator to the massive rear bumper, body lines are low, sweeping, graceful. Modish in appearance, each of the six Fisher body types is generous in spaciousness and in

comfort. New riding qualities have been achieved by rubber cushioning at more than 40 different points, including the new Inlox rubber spring shackle bushings.

All of the advantages of the smooth, sturdy, 85-h.p. V-Eight motor are further advanced by the new Synco-Mesh transmission. Supplementing the new transmission are other important chassis refinements.

And this new beauty and performance is offered at new low prices.



Making new friends and keeping the old by serving uncommonly well

You, the individual owner, are the true master of this business. Your increasing favor, therefore, is the first consideration of the men who design, build, sell and service these fine Oaklands.

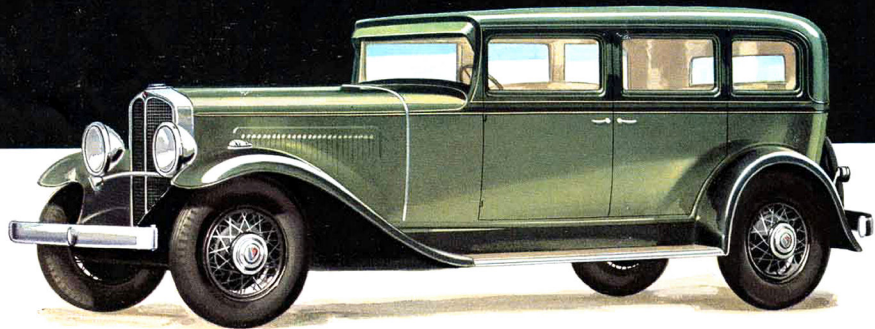
These men recognize that they can gain friends only by meriting friends—by making certain that Oakland cars serve owners so faithfully that ownership will ever be a pleasure. Such is the guiding spirit of the entire Oakland organization. It is the

spirit of the executives, of the engineers at their drawing boards, of the craftsmen at their work, of the sales and service representatives. It is the policy of men who believe in endowing their products with that extra goodness and reliability which are the real keys to making new friends and keeping the old.

Exemplifying this spirit, the new Oakland is built to serve owners uncommonly well, without undue first cost, without expensive operation.

GM

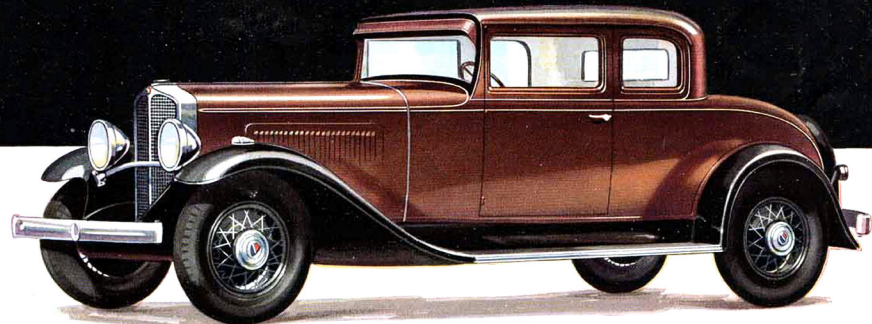
GENERAL
MOTORS



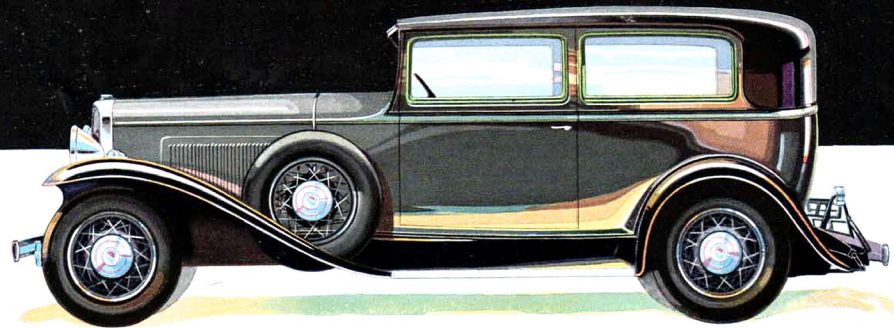
The richly-styled Custom Sedan

GM

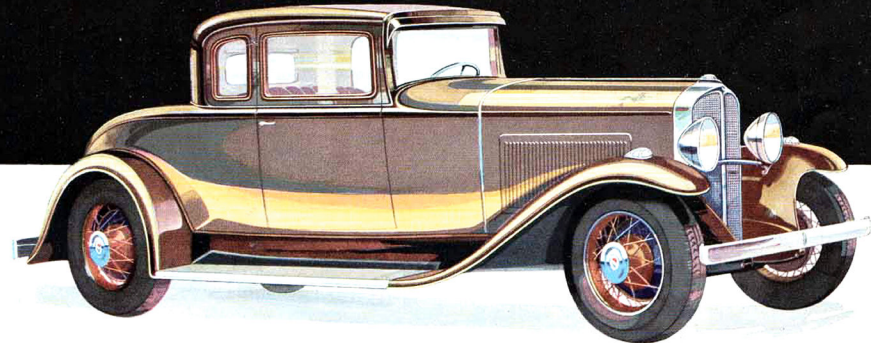
GENERAL
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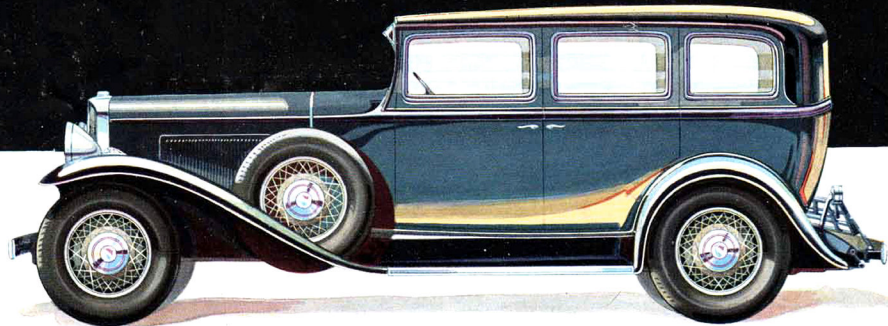
The beautiful Sport Coupe



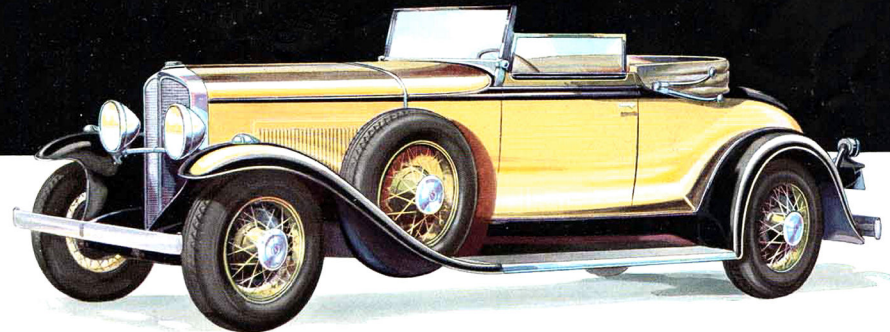
The convenient Two-Door Sedan



The practical Business Coupe

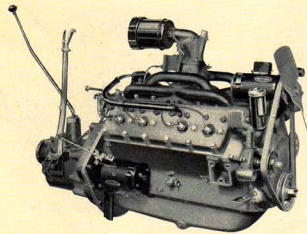


The spacious Four-Door Sedan

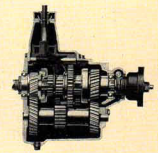


The smart, attractive Convertible Coupe

A few of the many notable Features



The V-Eight motor is compact, sturdy and develops 85 horsepower. Both its acceleration and its smooth flow of power are brilliant—ideally suited to 1931 requirements.

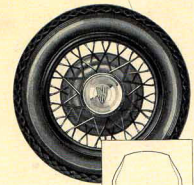


Oakland's Synchromesh transmission makes gear shifting easy at any speed, up or down, and permits acceleration in second gear up to 40-45 miles per hour.



This sturdy rear axle has a heavy differential housing, ball and roller bearings, with oil sealed in and dirt sealed out.

of OAKLAND the fine Eight



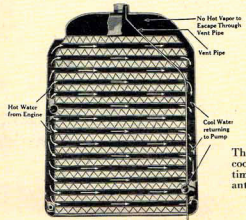
New wheel and rim construction increases volume of air in the tires without increasing size of tires. This means added stability and easy riding qualities. Five wire wheels are standard equipment at no extra cost on all Oakland cars.



Oakland's Inlox rubber spring shackle bushings were developed by General Motors. They ease riding, deaden noise and eliminate twelve lubrication points.



Oakland's large mechanical brakes have accurately fitted moulded linings. They operate easily, surely.



The Oakland cross-flow radiator makes cooling efficient and at the same time prevents the loss of water or anti-freeze liquid through evaporation.

Because of General Motors, Oakland values are possible » » » »

It is Oakland's good fortune, in carrying out its policy of making new friends and keeping the old, to be a part of General Motors. From the General Motors Research Laboratories, Oakland secures important engineering developments that lead to greater comfort, better performance and further operating economy. A current example is the Inlox rubber spring shackle bushing, which makes riding easier and quieter by cushioning road shocks.

To the Proving Ground, Oakland goes for facts and figures that guide in improving performance. Through General Motors'

purchasing power, Oakland effects savings in buying materials, which are passed on to owners in the form of added value.

Oakland gains immeasurably by the modern styling, solid comfort and fine craftsmanship of Fisher Body, a unit of General Motors. And, finally, there are the G. M. A. C. financial services, which make the purchase of a new Oakland a friendly, economical transaction.

Only because of General Motors is it possible to present this pleasing value at new low prices.



Oakland » » » Built to your standards

Examination of Oakland the fine Eight leaves but one impression. Here is a motor car of moderate cost built to ideal standards of ownership.

Stylish Appearance—Immediately apparent is the rare beauty of the six types of bodies styled and built by Fisher. From the handsome "V" radiator to the massive rear bumper, lines are low, graceful, distinctive. And the Fisher emblem appearing on the lower cowl is symbolic of all that is fine in enduring body construction and painstaking craftsmanship.

Luxurious Comfort—Oakland bodies are spacious. Front seats are adjustable and, as in the case of rear seats, carry deep, form-fitting cushions, designed for lasting comfort. In addition to easy riding made possible by Oakland's size and balanced design, new riding qualities are assured by rubber cushioning at more than 40 points, including the new Inlox rubber spring shackles, which reduce road shocks and deaden noise.

Brilliant Performance—The brilliant performance of the smooth V-Eight motor, with its rapid acceleration and rugged power, is further enhanced by a new Syncro-Mesh transmission, which makes gear shifting easy at any speed, up or down. Supplementing the new Syncro-Mesh, there is a new rear axle, with sturdy differential housing and new bearings. In every respect, the new

Oakland is built to meet 1931 traffic and road conditions.

Handling Ease—Easy to ride in, Oakland is easy to handle—to start, steer, stop—and park. Even small hands can grip firmly the large 18-inch steering wheel, and the 18 to 1 gear ratio makes it easy to get Oakland in and out of cramped parking places. All controls are conveniently placed. Driver and passengers are at home in the Oakland.

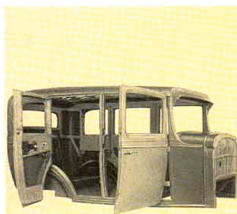
Safety—Oakland is a sturdy, reliable car. Its new heavy frame has a rigid fifth cross member. Its new mechanical, internal-expanding four-wheel brakes, with new moulded linings, are large, powerful and easy to operate. Because of its balanced design and its low center of gravity, Oakland holds to the road at all speeds, safely and surely.

Economy of Operation—Oakland is an economical car to own, not only because of its low first cost, but also because of its low operating costs. Oakland and General Motors engineers have designed this brilliant V-motor car for efficient, economical performance. And it is built to endure.

Added Value—Some of the other features that add to Oakland value are five wire wheels at no added cost; Lovejoy shock absorbers; heavy single-bar bumpers, front and rear; one-piece fenders; steel running boards; chrome-plated, in-built radiator screen; one-handle hood lifts; distinctive splash aprons; cross-flow radiator; electroplated pistons.

Bodies by Fisher » » »

Assurance of fine craftsmanship



Fisher Body has taken full advantage of Oakland chassis design and construction in providing spacious, comfortable bodies of enduring worth and charm.

Bodies are sturdily constructed of composite wood and steel. Doors are wide and carefully fitted. New construction includes forming cowl and windshield pillars in one unit, without the usual joints where cowl meets pillars. Visibility is also improved by the narrow windshield posts. Interiors are richly appointed, conveniently arranged, beautifully trimmed.

For luxurious comfort

All Models—Adjustable driver's seat, non-glare, slanting windshield, automatic windshield cleaner, non-glare rear view mirror, convenient inside door lock controls, concealed door checks. Ternstedt design interior hardware, luxury type cushion springs, insulated rubber floor mat, sealed openings around pedal and control openings in toe and floor boards, dash liner, chrome-plated head lamps, chrome-plated indicator lamps, chrome-plated tail and stop lamp, Lovejoy shock absorbers, five wire wheels.

Two-Passenger Coupe—Crank type regulator on rear window as well as door windows, rear deck door full width of deck, mohair upholstery.

Sport Coupe—Rumble seat folds into deck, crank type regulator on rear window as well as door windows, dome light, door on right side of deck with lock, for golf clubs and packages, package shelf back of front seat, interior trimmed in mohair or whipcord, special finish instrument panel.

Convertible Coupe—Convertible type body, slanting windshield folds forward when top is down, ventilator in top of cowl, door with lock on right side of deck for packages or golf clubs, package shelf back of front seat, special finish instrument panel, interior body trimmed in leather.

Two-Door Sedan—Mohair upholstery, dome light, roller shade on rear window, arm rests, foot rests, carpet in tonneau.

Four-Door Sedan—Mohair upholstery, dome light, roller shades on rear and quarter windows, arm rests, carpet in tonneau.

Custom Sedan—Selected mohair or whipcord upholstery, special finish instrument panel, dome light, roller shades on rear and quarter windows, natural wood finish trim panels under windows on all doors, arm rests, carpet in tonneau.

ENGINE—Eight-cylinder, 90-degree V-type, cast en bloc, crankcase integral, mounted on four yielding supports and provided with synchronizer to neutralize vibration and torque reaction. Bore, $3\frac{1}{8}$ inches; stroke, $3\frac{3}{8}$ inches; displacement, 251 cubic inches. Horizontal valves. Semi-steel pistons. Water cooled with thermostatically controlled pump circulation and recirculation during warm-up period. Bronze-backed, Babbitt-faced, airplane type interchangeable bearings. Exceptionally stiff counterweighted, three-bearing crankshaft weighing $58\frac{1}{2}$ pounds. Silent chain drive on camshaft. Exhaust valves of No. 1 silicon chromium steel. Intake valves are of special nickel alloy steel. Oakland design valve spring dampeners eliminate spring surge. Full-pressure lubrication on all bearings, crankshaft, camshaft, valve rocker arms and piston pins.

ELECTRICAL SYSTEM—Delco-Remy starting, lighting and ignition with full automatic spark control. Semi-automatic manual shift starting motor. Metric spark plugs. 100-ampere hour, 15-plate battery.

FUEL SYSTEM—AC gasoline pump operated from camshaft. Built-in filter with clear glass bowl. Tank capacity, 15 gallons. Simple down-draft type intake manifold with down-draft $1\frac{1}{4}$ -inch carburetor having accelerating pump, economizer and carburetor air silencer. Incoming gas heated by exhaust gas, automatically controlled. Dash gasoline gauge.

COOLING—New cross-flow honeycomb cellular type radiator core. Thermostat controls water circulation through radiator.

CLUTCH—Dry, single-plate, self-adjusting push type with moulded friction facings riveted to both sides of drive plate.

SPECIFICATIONS

TRANSMISSION—New, three-speed Syncro-Mesh transmission, with quiet second gear; easy, clashless shifting. New rubber-cushioned hub on rear of main drive shaft. Black finish gear shift lever grip, matching horn button.

FRAME—Five sturdy cross members with integral bumper mounting. Side bar section measures $5\frac{1}{2} \times 2\frac{1}{8} \times \frac{3}{8}$ inches. New tire carrier supported by two sturdy, pressed steel supports.

WHEEL BASE—117 inches.

STEERING GEAR—Hourglass type worm-and-sector gear with 18 to 1 ratio. Gear fully adjustable. New 18-inch, black finish, 3-spoke moulded rubber rim steering wheel of small section. Conveniently located finger grips. Black horn button to match.

INSTRUMENTS AND CONTROLS—Ninety-mile speedometer, oil gauge, gasoline gauge and ammeter grouped in center of raised panel on instrument board and individually mounted. On either side are placed the ignition lock, lighting switch button and the choke and throttle control buttons. All illuminated with reflected light. Windshield wiper control above windshield. Dial figures white on black.

HEAD LAMPS—New chrome-plated, tilt-ray, with double filament bulbs. Operated by

foot switch on toe board. New safety indicator, chrome-plated lamps mounted on front fenders. Approved combination tail lamp and stop light, chrome plated.

AXLES—Front: reversed Elliott type; ball-and-socket bearing with springs for taking up wear. Rear: Semi-floating spiral level type. New spiral gear and pinion. Double oil seal at rear wheel bearing.

WHEELS—Five wire wheels standard equipment at no extra cost; wood wheels optional. New design of semi-drop rims increases volume of air without increasing size of tire. Distinctive design ornamental hubcaps. 28×5.50 -inch straight-side balloon type tires. Six wire wheel sets with two tires carried in front fender wells, and two tire locks are special equipment at extra cost.

BRAKES—Improved, internal-expanding, non-squeaking, mechanical four-wheel brakes. Hand brake lever connected to all four service brakes.

SPRINGS—Semi-elliptic front and rear, latter of silicon manganese steel. Springs equipped with Inlox rubber bushings, which eliminate 12 points of lubrication, ease riding and deaden noise. Spring covers and Lovejoy hydraulic shock absorbers standard equipment, with slight extra cost for spring covers.

BUMPERS—New design, single-bar, chrome-plated front and rear bumpers standard equipment at extra cost.

SHOCK ABSORBERS—Lovejoy shock absorbers standard equipment at no added cost.

The Oakland Motor Car Company reserves the right to alter specifications at any time without obligation to install same on cars previously sold.

OAKLAND MOTOR CAR COMPANY
PONTIAC, MICHIGAN



THE STURDY OAKLAND CHASSIS

