

*A NEW*  
**ALL-AMERICAN**  
**SIX**

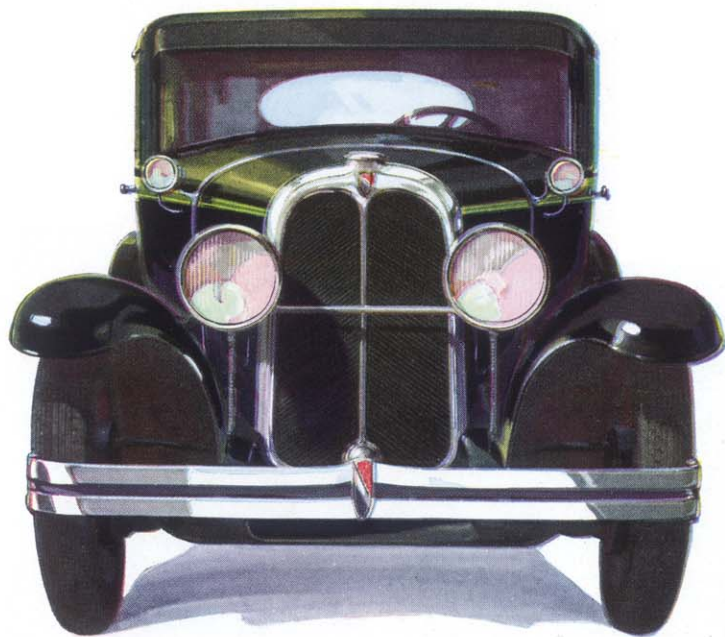


*A NEW*  
**ALL - AMERICAN SIX**



**OAKLAND MOTOR CAR COMPANY**  
**PONTIAC, MICHIGAN**





Daringly smart . . . exemplifying Fisher genius in the creation of advanced body styles. Brilliantly beautiful . . . revealing new harmonies of colors and lines. Original in design. Triumphantly new. Finer in every way. A car that's really different. From the chevron design that distinguishes its radiator, back to its new chrome-plated tail light . . . the New All-American fairly sparkles with style and charm.

# Creating an Entirely New Conception of the Modern Motor Car

EVERYONE guessing . . . speculating . . . wondering if anything new could possibly be offered in motor cars. And in the meantime an earnest group of engineers working quietly . . . unassumingly . . . intent on creating an entirely new conception of the modern automobile.

★ ★ ★

They achieved their aim . . . these engineers famous for their contributions to automotive design. They succeeded in producing a car original in style . . . appealingly different . . . as new as this morning's dawn. A magnificent successor to a justly famous car. A new All-American Six.

★ ★ ★

Not like this car or that car . . . or any other car you've ever seen on the streets. From its radiator louvre effect in chevron design back to its chrome-plated tail light

. . . it radiates distinction . . . individuality . . . that elusive something called charm.

★ ★ ★

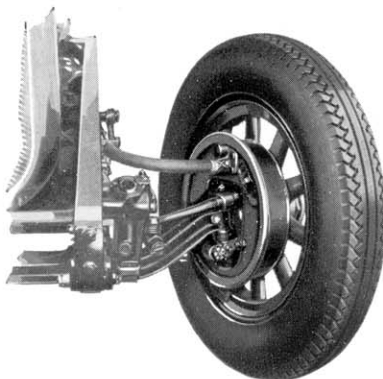
It advances All-American standards of beauty . . . All-American principles of design. Offering arresting new body creations by Fisher . . . glorious new performance . . . luxurious new appointments by the score.

★ ★ ★

A new chrome-plated radiator. High . . . narrow . . . surmounted by a large, flat bayonet cap. Flanked by new seamless full crown fenders . . . flaring fenders with a 21-inch spread.

★ ★ ★

A sweeping hood . . . high and rakish. Distinguished by an effective new grouping of louvres . . . by a graceful symmetry of line. New chrome-plated hood hinge.



*New internal expanding four-wheel brakes . . . providing increased braking capacity with minimum pedal pressure. Self-energizing . . . individually adjusted. No equalization required*

New chrome-plated headlights and cowl lights . . . the cowl lights mounted on a chrome-plated bracket. New chrome-plated bumpers and rear fender guards adding to the wealth of chrome-plated features on the car.\*

★ ★ ★

And such pulse-stirring performance as you've never known before. Seventy miles per hour and more. Sixty-eight brake horsepower at 3000 r.p.m. A flashing high gear pick-up . . . from 10 to 25 miles per hour in six tick-ticks of your watch.

★ ★ ★

Such balance . . . such smoothness . . . such silence . . . such poise. Resulting from its great new 228 cubic inch engine cushioned on special rubber supports, exclusive to Oakland . . . its 81-lb. crankshaft . . . Harmonic Balancer . . . larger, more highly perfected carburetor . . . the famous G-M-R cylinder head.

★ ★ ★

Such marvelous control. Steering ease from a new type steering mechanism. Braking ease from its new internal

expanding four-wheel brakes. Individually adjusted . . . self-energizing. Requiring minimum pressure for a sure, silent, velvet-smooth stop.

★ ★ ★

And easy riding . . . due to long wheelbase, rigid frame, luxurious cushions . . . to the Lovejoy shock absorbers and flexible springs, kept permanently lubricated by the use of special spring covers.

★ ★ ★

Here you see the perfected product of America's most modern automobile plant. Of a plant almost com-



*Speedometer . . . ammeter . . . oil pressure gauge . . . gasoline gauge . . . choke and throttle control . . . combined light switch and semi-coincidental transmission and ignition lock . . . each individually mounted on a new ebony finish instrument board*

pletely new within the past two years. Where instruments and machines are the newest American inventive genius affords. Where the most drastic standards of inspection are rigidly enforced.

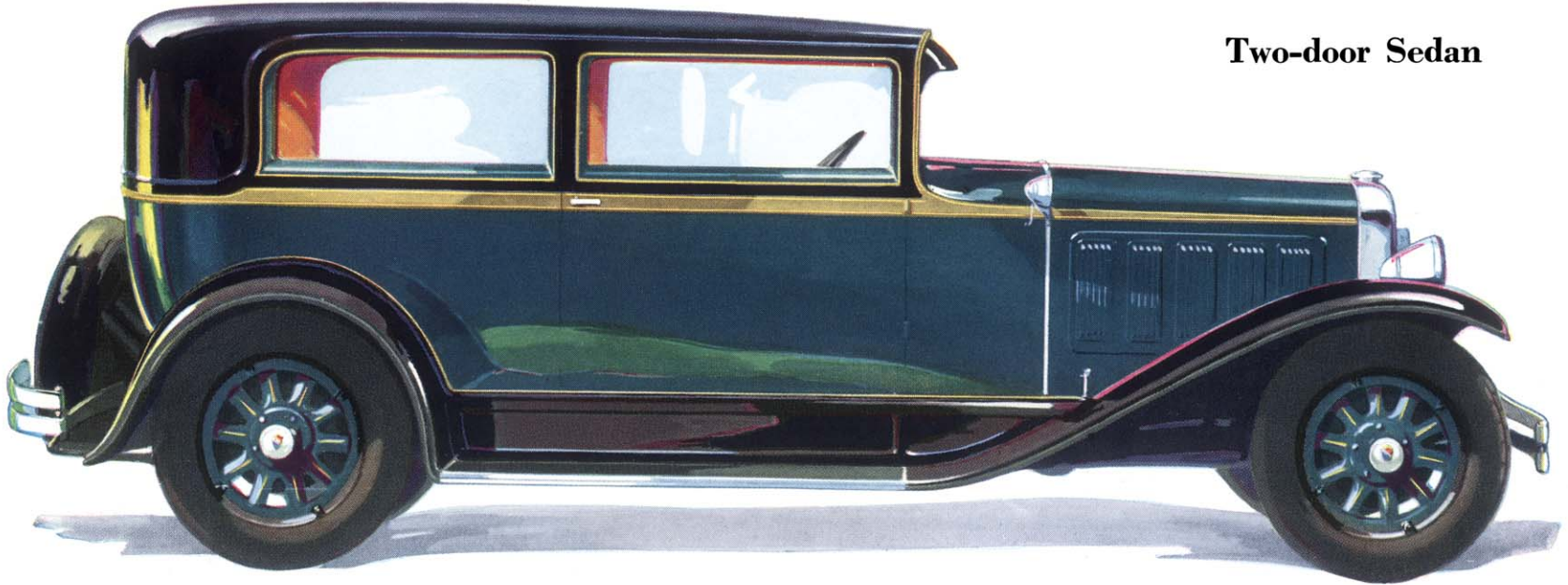
★ ★ ★

It's a car that's rich in color . . . in personality and style. A car to delight you when you drive. A car you'll be proud to own.

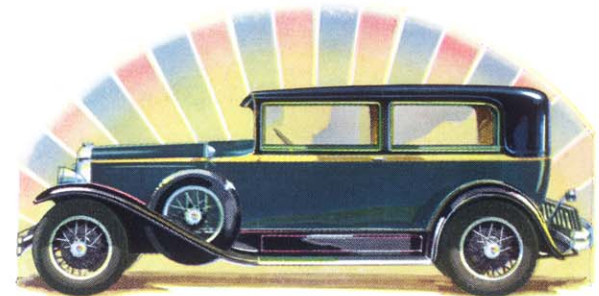
*\*Bumpers and rear fender guards are regular equipment at a slight extra cost*



## Two-door Sedan

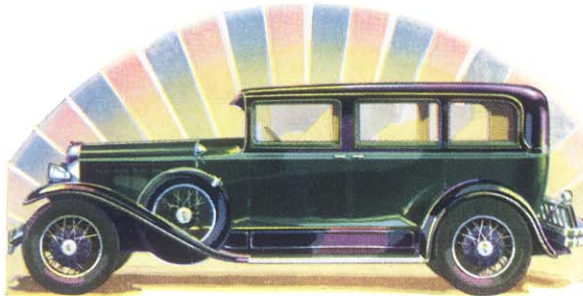
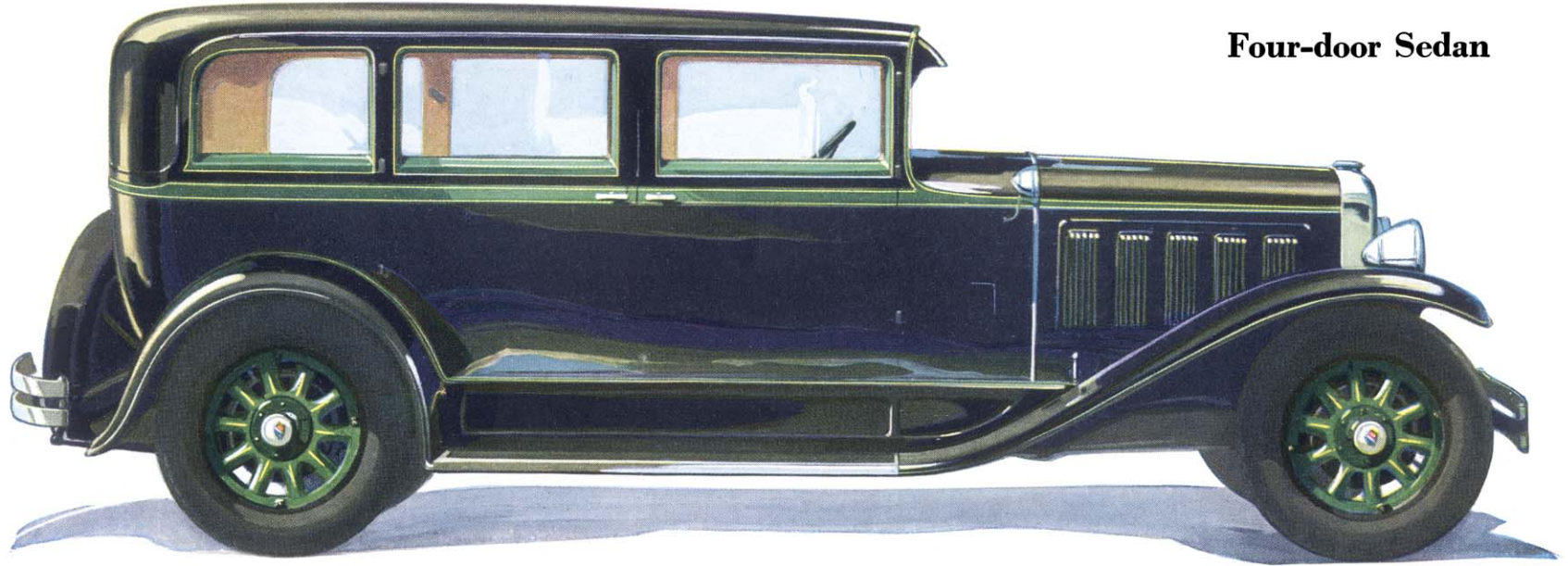


Long . . . low . . . expressive of unlimited power and speed. Beautifully finished in lustrous tones of Duco. Richly upholstered in mohair of a harmonizing shade. With rolled-over metal top and rear quarters . . . an innovation in Fisher body design. With an adjustable driving seat for greater comfort . . . a feature exemplifying the infinite care with which this New All-American Six was planned. Wide, deep, rest-inviting seat cushions. An exclusive pattern in hardware, including a smart, convenient smoking set. Thick carpeting in the tonneau . . . roller curtain . . . dome light. Appointments contributing to the luxury of the car. And listed among its details of equipment . . . a VV windshield . . . automatic windshield cleaner . . . non-glare rear view mirror . . . military visor . . . cowl ventilators of the new side type. To be had with sturdy artillery wheels as pictured . . . or with six wire wheels and tires at a slight addition in price.



*Two-door Sedan with wire wheel equipment and folding trunk rack—a car brilliant in beauty, a style leader*

## Four-door Sedan



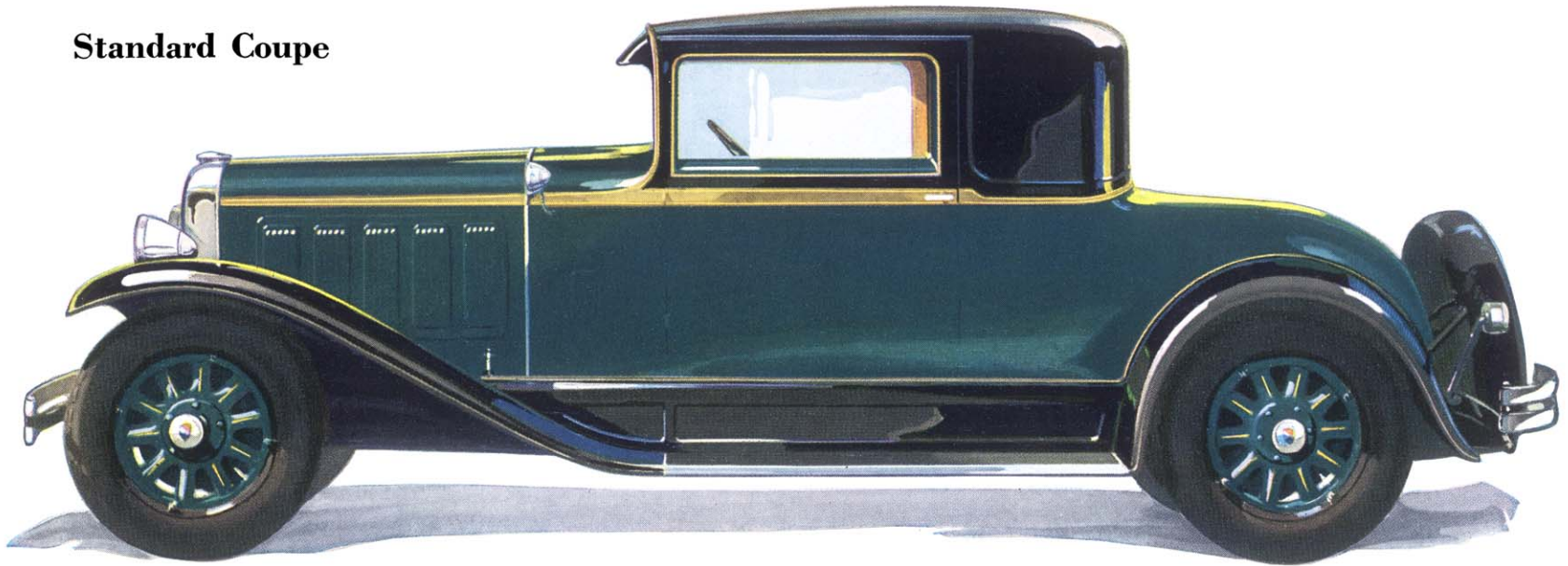
*The Four-door Sedan's distinguished appearance is enhanced by wire wheel equipment—the two spare wheels cradled in fender wells*



Roomy . . . deep seated . . . luxurious. A car the whole family will enjoy. Combining the rakish smartness of long, low lines with the grace and dignity desirable in a car of this type. Body by Fisher with metal rear quarters and rolled-over top. Completely encircled by a single belt moulding. Embellished by attractive window reveals. Upholstered in a fine quality of mohair covering luxury type cushion springs . . . wider than ever before. Interior trim, cushions and carpet all harmonizing with the attractive finish in new Duco tones. An adjustable driver's seat . . . side type cowl ventilators . . . flush type smoking set. These are typical of the features which distinguish this Sedan. Equipment includes VV windshield . . . automatic windshield cleaner . . . non-glare rear view mirror . . . dome light . . . visor of the popular military type. Robe rail . . . foot rest . . . roller curtains . . . and hardware in exclusive design.



## Standard Coupe



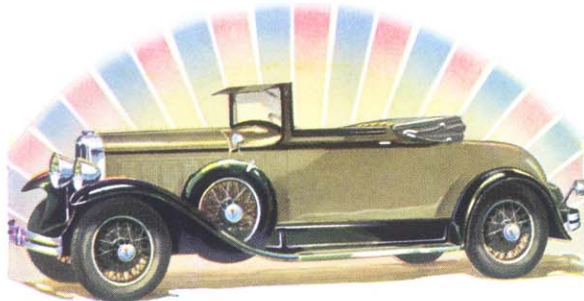
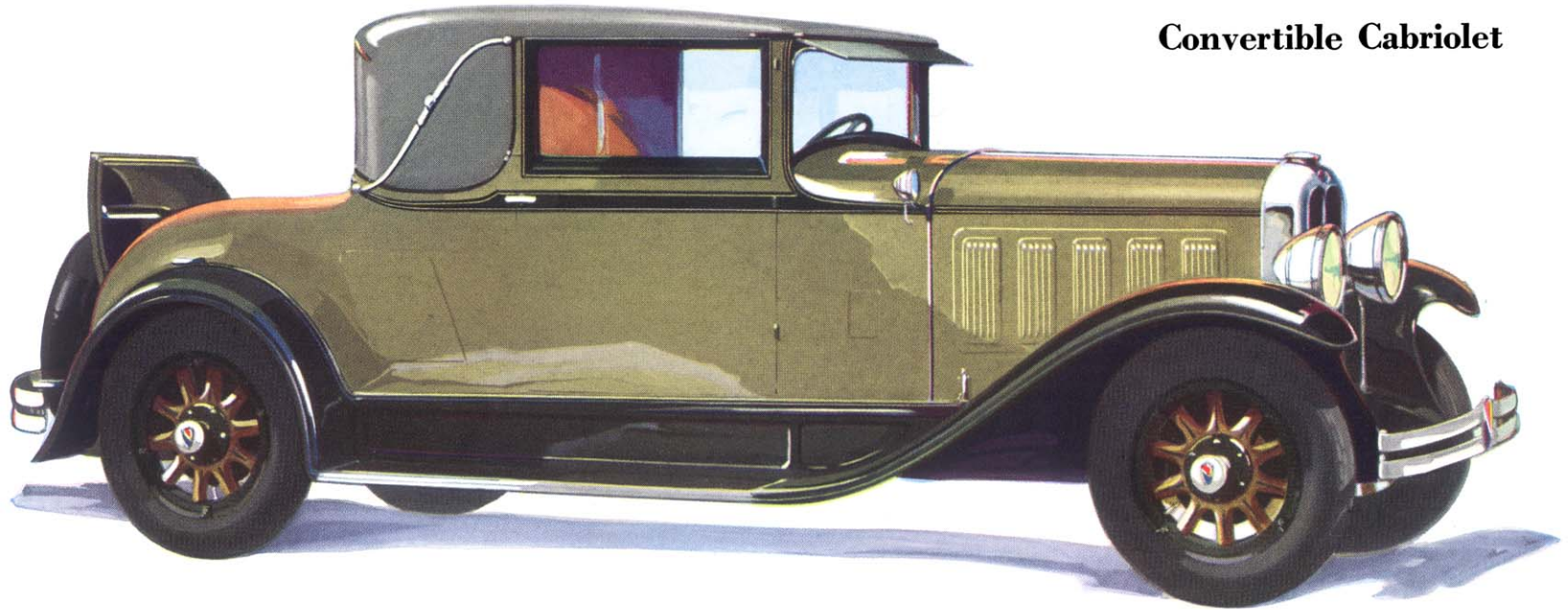
A personal car . . . or one for business. Smart . . . convenient . . . comfortable even for the longest trips. Because of its 117-inch wheelbase . . . its big tires . . . its generous roominess . . . its adjustable driver's seat. Body by Fisher, of course, with metal back panels and rolled-over top. With reveals around side and back windows. With a single belt moulding providing a distinctive trim. There's a door on the right side of the rear deck large enough to admit golf bags and other packages of similar size . . . a parcel space back of the seat . . . room for luggage and large packages under the deck. Equipment includes a VV windshield . . . automatic windshield cleaner . . . rear view mirror of non-glare type. Dome light . . . roller curtain for the rear window . . . body hardware in an exclusive All-American design. Upholstery is in mohair over cushions that are deep and wide. Harmonizing with the exterior finish in Duco of fresh and lustrous shades.



*Note the distinctive beauty of the Standard Coupe with special wire wheel equipment and folding trunk rack*



## Convertible Cabriolet

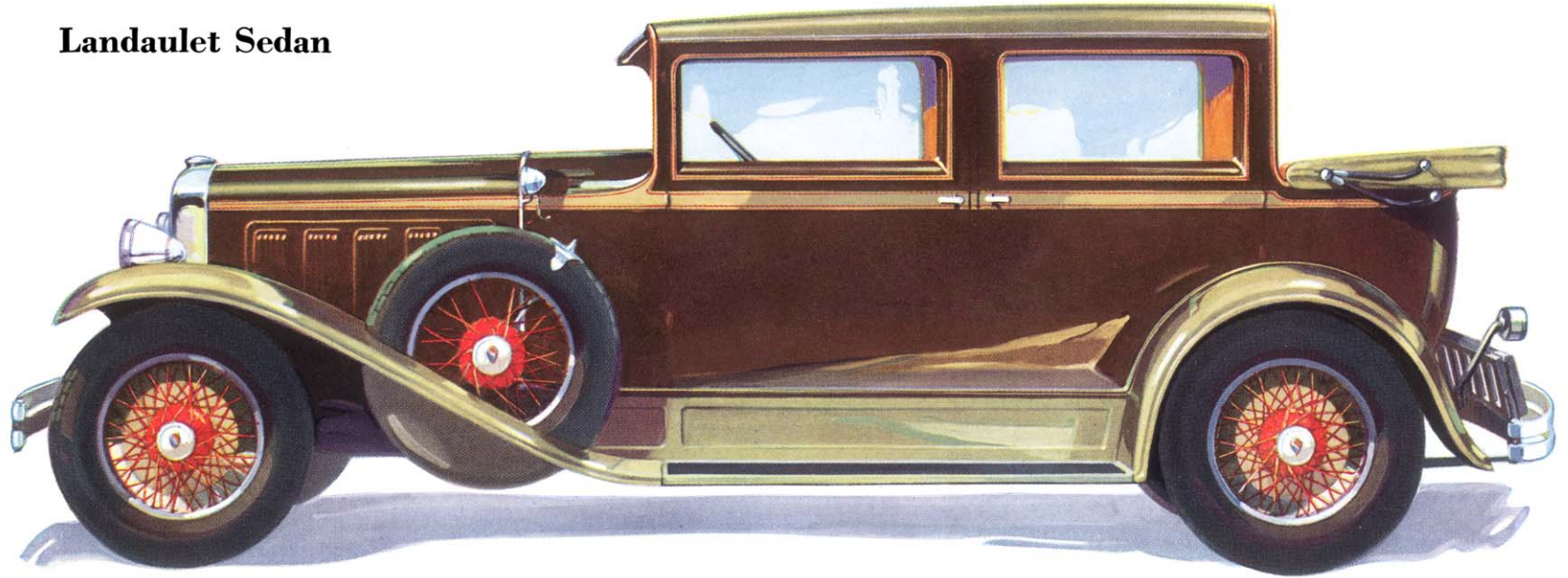


*With its folding top and wire wheel equipment—the two spare wheels cradled in fender wells—the Cabriolet is appealingly smart and colorful*

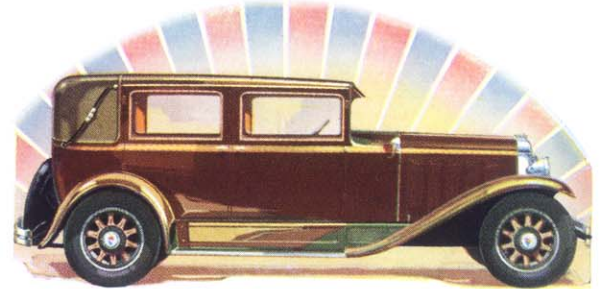


A new Fisher creation for the New All-American. A convertible car for four passengers . . . rakish and colorful. A car of exceptional smartness and dash. With a top and rear quarters of fabric . . . interior trim and upholstery of leather . . . rumble seat in harmonizing fabricoid. With space for golf clubs . . . small luggage or other equipment of a similar sort. An adjustable driver's seat . . . ventilators at sides and top of cowl . . . windshield cleaner . . . non-glare rear view mirror . . . sun visor of the military type. Available as pictured above with smart, small diameter, heavy-spoked artillery wheels. Or . . . like all other body types . . . with six wire wheels and tires . . . spares carried along the hood in front fender wells . . . chrome-plated clamps and a trunk rack in the rear . . . all listed as sport equipment and provided at a slight increase in price.

## Landaulet Sedan



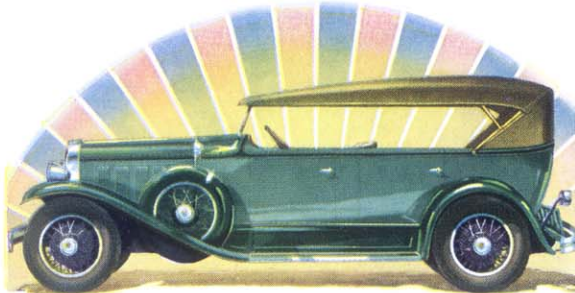
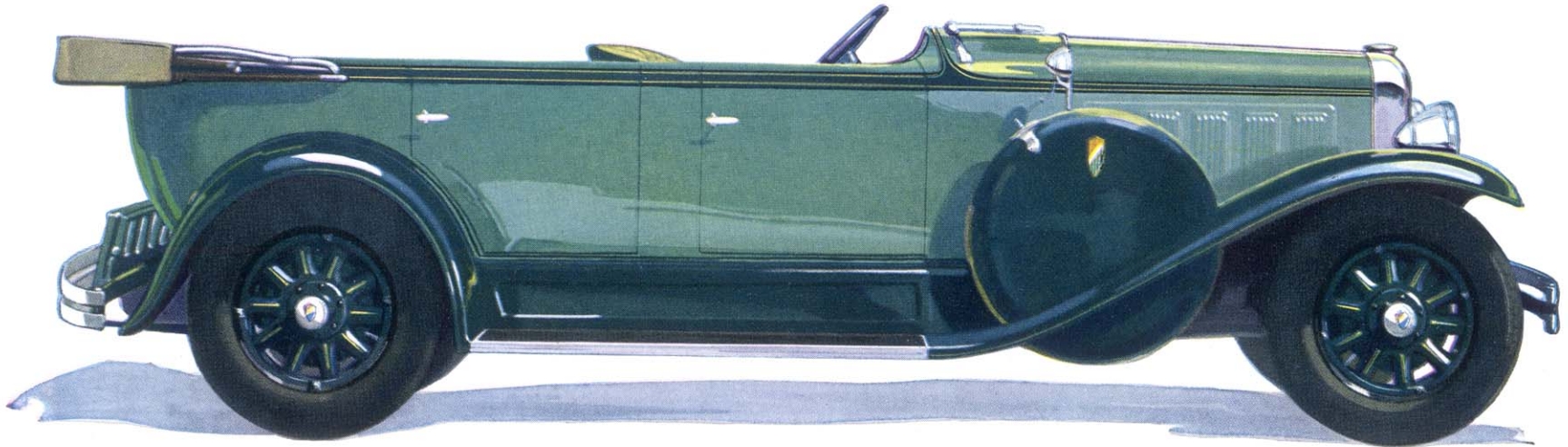
A smart, distinctive type of motor car never before offered in this field. The Landaulet Sedan with a fabric covered rear quarter which may be quickly lowered or raised. A triumph of Fisher craftsmanship . . . the zenith of luxury and style. Richly upholstered in a fine quality of mohair harmonizing with the exterior finish in shade. Handsomely appointed in every detail. In the exclusive design of its body fittings. In such features as inlaid walnut finish door panels . . . arm rests in the rear seat . . . the Axminster carpeted floor . . . vanity case and smoking case of flush type. It's deep seated . . . generously roomy. Beautiful to look at . . . an invitingly restful car in which to ride. Fitted with a complete set of equipment . . . and available . . . like all other All-American body types . . . with six wire wheels and tires . . . chrome-plated clamps and a trunk rack in the rear.



*With its smart, heavy-spoked artillery wheels as standard equipment, the Landaulet Sedan is triumphantly new and different*



## Phaeton

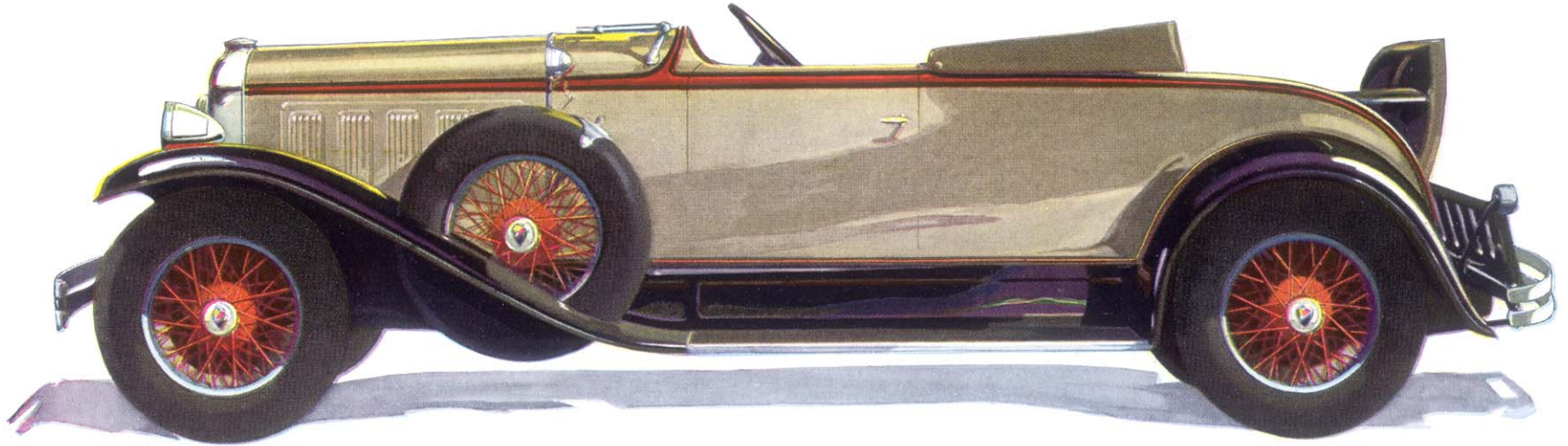


*Sport equipment enhances the appearance of this smart Phaeton with its graceful symmetry of line and brilliant beauty*

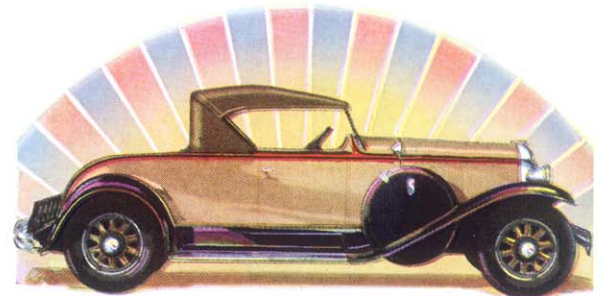


Long, low, swagger lines suggestive of impressive performance and emphasized by single belt moulding extending from the distinctive radiator entirely around the body. Sparkling chrome metal trim . . . on side, head and tail lamps . . . on door handles and windshield arms. Spare tire carried on right front fender. Top, with chrome slats and natural finish bows, folds compactly back into half length boot. Spanish leather upholstery. Single panel pyralin side curtains may be left up if desired. One-piece, forward folding windshield. Automatic windshield cleaner and non-glare rear view mirror. Pockets in all doors and also back of rear seat for storing curtains. Rubber floor mat in front compartment and carpet in rear compartment. Foot rail and metal robe rail on plated brackets. Folding trunk rack is standard equipment.

## Sport Roadster



A spirited car for spirited people . . . one of the smartest body creations in the entire All-American line. Spare tire well and lock on right front fender. Single belt moulding and flush doors emphasize the clean, low lines of this rakish car. Driver's seat upholstered in rich Spanish leather. Brilliant chrome plating on front and rear bumpers, on all lamps and on the distinctive All-American body hardware. If desired, the one-piece VV windshield may be folded flat forward over cowl. Automatic windshield cleaner . . . rear view mirror of non-glare type. Top folds trimly back into tailored top boot. One-piece pyralin side curtains may be left in position . . . they swing with the doors. Special curtain pocket. Removable rear curtains. Pattern floor mat. Door fitted with lock, on right side of deck, for carrying golf clubs. Rumble seat, trimmed to match the gray cloth top, provides accommodations for two additional passengers.



*Here's a youthful, spirited Roadster that is distinctive and smart with its standard equipment of heavy-spoked artillery wheels*



## Mechanical Details of the New Oakland All-American Six

**ENGINE**—Six-cylinder, L-head, honed cylinders, cast en bloc with removable G-M-R head, crankcase integral, mounted on rubber insulated supports. Bore  $3\frac{3}{8}$  inches, stroke  $4\frac{1}{4}$  inches, displacement 228 cubic inches. Permanent mould type pistons. Water cooled with thermostatically controlled pump circulation and cross-flow radiator. Interchangeable bronze-backed bearings. Eighty-one pound, four-bearing crankshaft. Silent chain drive on camshaft. Alloy steel valves with new spring cages, eliminating spring surge. Full pressure lubrication with larger pump and oil filter. Improved Harmonic Balancer on crankshaft.

**ELECTRICAL SYSTEM**—Delco-Remy starting, lighting and ignition with full automatic spark control and 15-plate battery.

**FUEL SYSTEM**—Gas pump feed with built-in filter; tank capacity 15 gallons. Vertical  $1\frac{1}{4}$ -inch carburetor with air cleaner. New three-port, exhaust-heated manifold, with seasonable adjustment. Dash gasoline gauge.

**CLUTCH**—Single plate, self-ventilating, self-adjusting.

**TRANSMISSION**—Selective sliding, three speeds forward. Gears shift easily at all speeds. Rubber cushioned drive hub. Ebony finish gear shift ball.

**FRAME**—Six cross members with integral bumper mounting.  $5\frac{1}{2}$  x  $1\frac{3}{4}$  x  $\frac{5}{32}$ -inch section pressed steel channels.

**WHEELBASE**—117 inches.

**STEERING GEAR**—Improved worm and half nut type, 18-inch wheel. 15 to 1 ratio makes steering exceptionally easy. Ebony finish horn button in center of steering wheel.

**INSTRUMENTS AND CONTROLS**—All instruments conveniently mounted on instrument board in individual units, illuminated with reflected light. Choke and throttle controls on dash. Dial figures white on black.

**HEADLAMPS**—Tilt-ray double filament type with depressible beam and foot control on floor board. Combination tail and stop light.

**AXLES**—Front, drop-forged I-beam. Steering knuckles supported by ball thrust bearings. Rear, semi-floating; spiral bevel drive gears.

**WHEELS**—Ten-spoke, 19-inch, artillery type wheels with large hub caps; 29 x 5.50-inch full balloon tires; rustproof rims. Six wire wheels with chrome-plated retaining rings and two spare tires mounted in fender wells are special equipment.

**BRAKES**—New internal expanding mechanical four-wheel brakes. Parking brake on transmission.

**SPRINGS**—Semi-elliptic front and rear, latter of silicon-manganese steel. Lovejoy shock absorbers and spring covers are regular equipment.

**EQUIPMENT**—Also includes speedometer, ammeter, oil pressure gauge, dash gasoline gauge, semi-coincidental transmission and ignition lock, Delco-Remy horn, tool equipment and jack. Bumpers and rear fender guards are regular equipment at slight extra 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**

