

# Take a Trip in a Chevrolet

PART THREE

FIFTY-SECOND YEAR—NO. 39

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, THURSDAY, JANUARY 9, 1930

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## ARE EVIDENT IN OAKLAND '8'

**Birmingham Engineer Helped Design V-Type Motor for 1930 Model**

**HAS 85 HORSEPOWER**

New peaks of power, speed and acceleration, equaling or exceeding that of the Oakland Motor Car company—the new Oakland Eight.

Powered with a sturdy, compact, 90-degree V-type eight-cylinder motor employing many new but thoroughly proved principles of design, the 1930 Oakland establishes new performance standards in the field of moderate priced motor cars.

A few of the features which distinguish the new Oakland Eight are:

Eighty-five brake horsepower from an engine 251 cubic inches displacement.

Hill-climbing ability far above average, equaling or exceeding that of cars much higher in price.

New self-energizing, mechanical brakes which enable the car to a dead stop in 16 feet at 20 miles per hour or in 53 feet at 35 miles per hour.

Acceleration from 10 to 35 miles per hour in 10 seconds.

No vibration point within the driving range.

Develops one horsepower to every 37 pounds of car weight.

**Village Among Engineers**

The foregoing are some of the results achieved by Oakland's staff of veteran engineers, a group which includes such names as B. H. Anibal, F. M. Holden, and Herman Schwartz of Birmingham who worked together at Oakland in designing this new car just as they did the year ago at the Cadillac Motor Car company in designing the first V-type eight ever produced in this country.

W. R. Milner, the same body engineer who formerly teamed with this group at Cadillac, is responsible for the sleek, lower style of Oakland's seven body models.

Backed by the immense inventive research and experimental resources of General Motors, these men, with O. E. Summers and several other engineers toiled for three straight years to produce the new Oakland Eight. Convinced of the many outstanding advantages presented by the V-type engine, the designers built twelve distinct variants of this type which were subjected to more than 1,000,000 miles and road testing in 50 complete test cars before a final decision was reached.

Of course it was the power plant in which the admitted compactness, simplicity and simplicity of the V-type engine are enhanced by a number of patentable features.

**Compression is High**

The compactness of the V-type engine has been capitalized to the limit by adopting a "square bore to stroke ratio." The bore of 3 7/16 inches and the stroke 4 1/8 inches are practically equal. Cylinder compression is high, the ratio being 5 to 1.

The "square-bore" ratio permits the use of a short, stiff crankshaft in a short, rigid crankcase which affords a solid foundation for the big crankshaft bearings and ample space for liberal water passages between cylinders and around valves.

Another feature contributing to the solidity of the power plant is the fact that both the cylinder ends and the crankcase are formed in a single, compact, heavy-ribbed casting. The compact design of the power plant is indicated by the dimensions of the block, 34 1/2 inches long by 18 1/2 inches wide by 13 1/2 inches high. The comparatively short design of the V-type engine has enabled the designers to retain the wheelbase of the Oakland Six—117 inches—while allowing even more passenger room.

The valve assembly is horizontal in design, working from a sturdy, three-bearing camshaft which extends through the V of the two cylinder banks and is protected by removable covers. The valve spring action is controlled by dampers which eliminate surge and prevent breakage. Exhaust valves of heat resisting special nickel alloy steel, 1 1/2 inches in diameter, 14 inches in head diameter of 1 1/2 inches and a clear diameter of 1 1/2 inches. It is claimed that the Oakland horizontal valve system offers the advantages of the overhead valve mechanism while retaining all the simplicity of the conventional "L" head type.

## STEADY PRODUCTION OF WHIPPLET IN 1930

Complete coverage is afforded in every price range through a continuation of the low-priced Whipplet four-cylinder models. The universal acceptance of this model because of its low price, light weight, rugged construction, speed, power and economy has made it undesirable to change any details. The Whipplet's 1929 plans call for a steady production of the Whipplet Four in line with the demand from the buying public.

The cylinder bores, thus forming a compact chamber of ideal shape and providing maximum uniformity of volume and compression.

Oakland's invention—the aluminum plugged piston pin which proved so satisfactory in the 1929 models—is continued in the new Eight. The higher coefficient of expansion found in aluminum causes the plugs at each end of the 1 1/16 inch diameter piston pins to expand and provide a permanently snug fit between the ends of the piston pins and the piston pin bosses, eliminating the annoyance of piston pin rattles.

Oakland engineers' selection to retain the simple four-cylinder type of single plane crankshaft in which the crank pins are spaced 180 degrees apart or directly opposite each other, developed a novel and astonishingly satisfactory means of eliminating the sway or oscillation inherent in this design.

The full pressure oiling system which Oakland has used for several years has been adapted for the new Eight engine. Oil capacity is seven quarts. A gear type oil pump located below the oil level in the oil pan supplies lubricant under pressure of 25 to 30 pounds per square inch to the crankshaft, main bearings, connecting rod lower end bearings, cutaway bearings, valve rocker arm bearings, the two point timing chain and through three different connecting rods to the piston pin bearings.

**Cylinder Head Changed**

A radical but thoroughly practical departure from conventional cylinder block design is found in the two-plane cylinder head. Adoption of this unique design places the combustion chamber directly over the cylinder head.

## OPTIMISTIC

**In considering the prospects for 1930, I take an optimistic point of view.**

The general forecasts appearing from so many sources, indicating business recession due to last year's stock market adjustment, are, in my opinion, premature.

The economic readjustment had little effect on the automobile business, coming as it did at a period of the year where the production curve of the industry generally bends downward. The plans for the new year were practically matured and inventories adjusted in anticipation thereof.

Nineteen Twenty-nine was the biggest year in the industry, 1930 will, in my opinion, come close to being as big. History has shown that the low price field is the least affected by good or bad years, the surplus this year is practically chargeable to one manufacturer making part of his 1928 output in 1929.

With all factories in standard shape as to production, the output in the coming year will follow close to the actual demand of the field.

**By W. S. KNUDSEN**  
**President and General Manager**  
**Chevrolet Motor Co.**

As to this demand, it can only be influenced by the values offered. The product which gives value at the price will sell in a quantity equal to last year or possibly slightly better. The industry will have to demonstrate to the buying public that it is ever progressive and desires to please the owner, whether he buys a new car or is in the market for a used one. The automobile has become a part of the economic life of our country to such an extent as to make the yearly fluctuations in demand a very small ratio to the total.

Of the eight models presented for 1930 the new Chevrolet is the only one to have been redesigned from the ground up. Five are closed cars and three are open. The closed cars include the new four-cylinder models, sport coupe and club sedan. The open models are the roadster, sport roadster and roadster convertible. The new models are the sport coupe, sport roadster and club sedan. All cars feature the famous Fisher stamp of craftsmanship and are finished in a variety of attractive colors.

## Engine Further Refined

The well-known six-cylinder valve-in-head engine, introduced a year ago after four years of research and development, has been further improved and refined. Since the introduction of this popular Six a year ago, more than a million miles of driving have been recorded at General Motors Proving Ground in working out and justifying these improvements with all the resources of the General Motors Research Laboratories and the Chevrolet experimental laboratory placed at the disposal of the Chevrolet engineering staff.

The result of all this is found in a smoother, quieter, and more powerful motor as the new engine, fully enclosed with a high compression non-deflating head, develops 50 horsepower.

The brake horsepower on the improved Chevrolet for 1930 has been increased over the entire speed range, the motor developing 50 horsepower at 1000 revolutions per minute and 50 when turning over at 2600 revolutions.

The improved motor is characterized by its marked improvement in acceleration and hill climbing. The rear axle ratio has been increased and the vital parts of the axle have been redesigned. The differential unit has been greatly strengthened and the oil bath system redesigned to insure long life and quiet operation.

Smother operation of the engine and longer life are assured through use of light-weight cast iron pistons, while steel-backed crankshaft bearings have been adopted because they are more

durable. The oil pump has been increased in capacity and improved in efficiency while the distributor has been improved in respect to its accelerating pump and jet size, which assure acceleration by increasing the duration of the spray.

**Economy Strengthened**

The same sturdy 48-pound crankshaft, which has proved so satisfactory during 1929, is retained in the new car, while a further contribution to smoother engine operation, improved distribution and increased economy has been made by the new intake and exhaust manifolds, which are of the heated T design.

In the air cleaner, the position of the intake slots has been reversed, giving a less restricted flow of air and improving the efficiency. The intake slots are at a greater distance from the exhaust manifold so that the air entering the carburetor is much cooler and a greater amount may be handled in the same space because of its greater density. Better engine performance is given by delivery of clean, cool air to the carburetor in greater quantities.

Smother clutch operation is obtained through the use of a new clutch made in one piece of high carbon steel. Easier riding and greater quietness are secured in the clutch through a new type of self-adjusting spring shackle in which bushings and the spring eyes and brackets are eliminated, thus doing away with wear. Frequent lubrication is unnecessary, due to a larger oil reservoir.

In the DeLoe-Lovejoy hydraulic shock absorbers, a rigid link rod connects the chassis and insures positive transmission of steering movements.

A new feature found in the 1930 Chevrolet is a new type of dash-mounted gasoline gauge with a double float which insures correct reading regardless of the position of the car.

## Greater Driving Comfort

Another improvement designed to give greater driving comfort is the lowering of the position of the steering wheel. The horn button has been made more accessible and easier to operate by increasing the height of the crown and improving the design of the rubber bellows.

Disc wheels are standard equipment on all models except the sport roadster and sport coupe which have wire wheels with drop center rims, demountable at the hub. The large wire wheel hubs are chrome plated. The Chevrolet emblem is in the center with raised polished border and black center.

All possibility of the hood rattling has been eliminated through addition of a rubber bumper mounted on the upturned flange of the fender skirt against which the hood bears.

The neat appearance of the car's interior is accentuated by the smartly designed instrument panel, the design and arrangement of which is entirely new. On this panel the instruments are mounted on a single carrier plate, which is assembled from the rear, permitting removal of individual instruments for service. Spark and throttle control, as well as choke, are located on the instrument board, which is indirectly lighted.

The finish and upholstery on all of the cars have been carefully chosen in regard both to durability and appearance. In each car the general ensemble is such as to present a most attractive appearance, color and upholstery blending perfectly.

The new sport roadster is finished in a smart black Duco, with Ayres gray moulding. Body striping and wire wheels are Shalimar orange, smartly contrasting with the gleaming black of the body. The interior is trimmed in gray, Spanish grain with plain black and tufted seat cushions.

In the new club sedan a Lima gray Duco finish is employed, while the rear quarter panels are with Eos red striping, presenting an air of distinction and quiet dignity. Wheel covers are gray, striped with Eos red, while a quietly harmonizing shade of mocha completes the ensemble.

Added smartness is given to the new coach through a change in the contour of the window reveals, the car, finished in Classic

## 1930 CHEVROLET

**IMPROVED AND SPANNED**

**76 NEW DETAILS**

**Greater Power, Safety, And Beauty Seen in General Motors Car**

**THREE NEW MODELS**

Seventy-six distinct improvements, giving greater power, increased riding comfort, greater beauty, added safety factors and still quicker acceleration feature the 1930 Chevrolet, known as "The Greatest Chevrolet Yet in Road History," now on view at 1204 South Woodward avenue.

The new Chevrolet stands out as a car giving big car performance with big car features of comfort and appearance and offered at a price within the reach of everyone. In mechanical detail it is perfect, every part is precision made. In beauty of body, it vies with cars many times its price, for all the skill and craftsmanship of the famous Fisher Body Corporation have gone into producing the eight models which Chevrolet is offering. Everything which could be thought of to give added comfort and performance has been incorporated in Chevrolet's 1930 line.

Prominent among the new features are DeLoe-Lovejoy hydraulic shock absorbers both front and rear, a vastly improved four-wheel braking system, the new Fisher shunting non-flare VV windshield, larger tires and smaller wheels, all combining for greater ease in handling, safety and riding comfort.

**Braking Improved**

The improved braking system employs the internal expanding articulated shoe type of brake front and rear, those on the front having two shoes, while those on the rear have four. These brakes, also, are fully enclosed, giving perfect protection against water and dirt. The brakes represent an innovation not only in the Chevrolet line but in the entire passenger car field. The length of service that these linings give, the new design Chevrolet brakes are eliminated, thus doing away with wear. Frequent lubrication is unnecessary, due to a larger oil reservoir.

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## New Chevrolet Sedan

Many de luxe features have been incorporated in the new Chevrolet Six Sedan. Chrome-plated coil lights with an attractive chrome-plated moulding have been added. The inclined windshield reduces light reflections to a minimum and the new shape of the window reveals improves the appearance. The body is smartly finished in Boulevard maroon, with black mouldings, rear quarter and wheels. The striping on both body and wheels is in Aurora red. The trim is in harmonizing color of selected mohair.

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## NEW ERSKINE HAS GREATER POWER

**Many Improvements Found in 1930 Model Which Will Be Shown Jan. 4**

Concurrently with the official introduction of Studebaker's Dynamic New Erskine at the New York automobile show Jan. 4, Claude E. Mosher, Inc., will display this unique new car in their showroom at 169 West Maple avenue, commencing Jan. 4. One of the outstanding features of the new Erskine is that it has more power per pound of weight than any other car under \$1000.

Many outstanding improvements will be found on the Dynamic New Erskine, including a new Burgess Acoustic muffler which absorbs sound waves yet offers little or no resistance to the passage of exhaust gases. Loss of power, due to back pressure, which warns the owner not to get chasty and start hunting for hard starts.

There are now more than 10,000 dealers in the domestic sales organization of the Chevrolet Motor Company.

**Another outstanding feature** of the new car is the Lancaster V-type engine with its consequent injury to motor parts.

In the tri-lateral belt moulding of the new Erskine, an entirely different treatment of body design shows the unusual pleasing effect to the body, which is swung low on a chassis of 114-inch wheel-base.

A spring loaded choke, automatically controlled, precludes the possibility of an overcooked engine with its consequent injury to motor parts.

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## FIND ONE-SEATER 'PONTIAC' OF 1904

**A dash-board type of automobile, its name plate emblazoned "Pontiac," which recently was uncovered at the home of W. J. Fraser, Pittsburgh, Pa., son of the man who originally purchased it in 1904, disproves the belief that the Pontiac Six is the first automobile to bear that name.**

The old car was made by the Pontiac Motor Vehicle company, Pontiac, Mich., which turned out less than 60 cars in 1904 and then went out of business. It had no connection with the Pontiac Bagley Company which in 1907 became the Oakland Motor Car company.

The "Granddaddy" Pontiac still contained its book of instructions, which warns the owner not to get chasty and start hunting for hard starts.

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## ADDED SPEED IS DEVELOPED IN NEW WILLYS

**72 Miles An Hour; Increased Power in Second Gear, Achieved**

Powered by an engine that develops 55 horsepower, producing a speed of 72 miles an hour in high and 48 miles an hour in second, the new Willys Six is announced by the Willys-Overland Company as one of the most powerful cars in its price class. With this achievement of power, the Willys Six brings to the low priced field a surplus of speed and all the demands of modern motoring. In appearance the new car offers a style development as pronounced as its exceptional performance and is seen as a significant bid by Willys-Overland for outstanding leadership in the Willys Six price class.

The price range from \$695 for the 2-passenger roadster to \$875 for the Standard Sedan and \$895 for the Deluxe Sedan.

An entirely new car, the Willys Six meets the popular demand of (Turn to Page 6, this Section)

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In the tri-lateral belt moulding of the new Erskine, an entirely different treatment of body design shows the unusual pleasing effect to the body, which is swung low on a chassis of 114-inch wheel-base.

A spring loaded choke, automatically controlled, precludes the possibility of an overcooked engine with its consequent injury to motor parts.

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## ADDED SPEED IS DEVELOPED IN NEW WILLYS

**72 Miles An Hour; Increased Power in Second Gear, Achieved**

Powered by an engine that develops 55 horsepower, producing a speed of 72 miles an hour in high and 48 miles an hour in second, the new Willys Six is announced by the Willys-Overland Company as one of the most powerful cars in its price class. With this achievement of power, the Willys Six brings to the low priced field a surplus of speed and all the demands of modern motoring. In appearance the new car offers a style development as pronounced as its exceptional performance and is seen as a significant bid by Willys-Overland for outstanding leadership in the Willys Six price class.

The price range from \$695 for the 2-passenger roadster to \$875 for the Standard Sedan and \$895 for the Deluxe Sedan.

An entirely new car, the Willys Six meets the popular demand of (Turn to Page 6, this Section)

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