

## GRAHAM ADDS 2 NEW EIGHTS TO AUTO SHOW

Non-shatterable Safety Plate  
Glass in All Models  
For 1930

### MANY NEW FEATURES

Two new medium-priced 100-horsepower Graham eight models were unveiled by the Graham-Pierce Motors Corporation at the opening of the New York automobile show as an addition to the line of two Graham sixes and two larger eights, which share with the new models in distinctive improvements in style and important chassis developments. All models now bear the name "Graham" alone, and are just as completely Graham in engineering and manufacture, for all bodies, engines, and chassis are built in Graham plants.

The outstanding feature of the Graham announcement is that non-shatterable safety plate glass will be used in every window, door, and windshield of all models, so that every car will be completely armored against the hazards of flying splinters and fragments of glass. The Grahams are the first line of cars in the medium price class to adopt safety plate as standard equipment throughout.

**Many Original Features**  
Other new developments are: new front-end effect, with redesigned radiators, head-lamps, fender lamps, and bumpers, combined to form a unified ensemble; improved new body frame construction, assembled with bolts so located as to be easily accessible for repair; new type rubber suspension at forward end of front springs of the sixes, and at both ends of all four springs of the new eights; chassis frames heavily braced at mid-section with a cross member surrounding the clutch housing, in the sixes and new eights; advanced engineering, standardizing, carburetion, and heat control in the new eight-cylinder engines and a single-adjustable automatic expansion type carburetor on the two sixes and new eights.

**New Model Designations**  
New chassis designations, taking the place of the former numerical system, are now used. The complete line comprises the following chassis models, each with a variety of bodies:  
Standard Six, three speeds, 115-inch wheelbase  
Special Six, four speeds, 115-inch wheelbase  
Standard Eight, three speeds, 122-inch wheelbase  
Special Eight, four speeds, 122-inch wheelbase  
Custom Eight, four speeds, 127-inch wheelbase  
Custom Eight, four speeds, 137-inch wheelbase

New body models include a two-window sedan on the Standard six and a newly designed rumble seat coupe on the Special six.

Bodies on the Special eight and Special six include numerous interesting features. In the rear panel of the front seat is a roomy compartment, with a door held by a spring catch. Two other compartments are built into the seat cushions. The dome light, besides having the usual toggle switch, is arranged to light automatically when the tonneau door is opened.

**Improved Body Construction**  
The new bodies built at the Graham plants, are designed on a system that departs from ordinary practice. Accessibility, long ago attained in chassis construction, has now been achieved in the body work as well. Instead of being fastened together with wood screws, which cannot be reached after the welded metal panels are applied, the heavy frame members of the Graham body structure are fastened with bolts, so located that they may be reached from the interior of the car by turning back the trim.

The new eight-cylinder engine, while of conventional eight-in-line layout, incorporates many features not found in general practice.

Bore and stroke are 3 1/4 and 4 1/2; displacement, 298.4. The main bearings are 2.62 inches in diameter; crankpins measure 2.25 inches. Since the combined diameter of the main bearings and the crankpins total more than the stroke, the crankpins overlap the main bearings, promoting torsional stiffness.

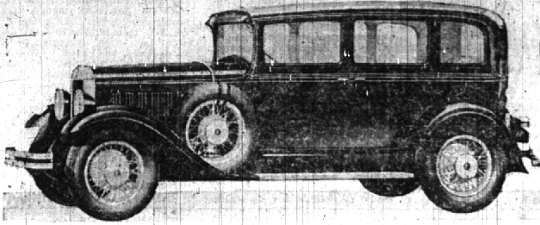
The water-jacketing is unusual in that it extends the full depth of the barrels, so that the entire piston is always within a water-cooled area.

Perhaps the most interesting feature of the new engine is the manifold design and fuel system. The cross-section of the gas passage across the manifold is rectangular, the bottom surface being wide and flat, and the changes of direction are made at acute angles instead of around gently curved bends, so that the flow is sharply accelerated just before it enters the ports.

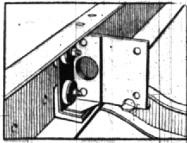
**New Heat Control Device**  
The new exhaust manifold, unlike previous Graham practice, discharges at a central outlet, instead of at the forward end. The exhaust gas may be discharged directly through the manifold, or be diverted through a compartment surrounding the carburetor riser. A large dash-controlled butterfly valve regulates the flow of gas. This heater receives the hot gases from all eight cylinders, instead of from only half of them, as in some designs.

There is only one variable adjustment, in the new carburetor instead of two or even three. The

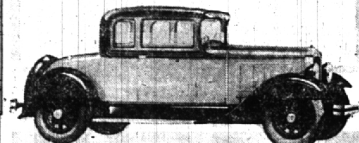
## STUDEBAKER'S DYNAMIC NEW ERSKINE



The Dynamic New Erskine Regal Sedan

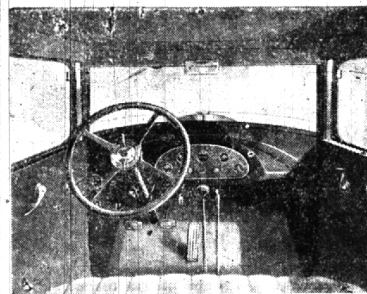


The Erskine motor is mounted on blocks of live rubber. Four point-rubber insulated suspension provides a cushioning which subdues motor vibration.



The Dynamic New Erskine Coupe  
(For two or four passengers)

## Oldsmobile Beauty, Utility



Interior of Oldsmobile Six front compartment, showing new instrument panel and convenient controls.

## MODISH LINES ARE FEATURED IN OLDSMOBILE

Comfort, Mechanical Refinements Characterize New Model Of Popular Six

### NEW BODY TYPE

New modish lines which introduce an advanced note in automobile body design, as well as provide additional comfort and roominess, together with mechanical refinements characterized the Oldsmobile Six this year.

In line with its reiterated policy of "constant improvement, but no unnecessary changes," this year's Oldsmobile retains the fundamental features which have contributed to its success during the past two years. The improvements made reflect the repeated efforts of its engineers during the

past year, and consist only of proven engineering advancements. One new body type is announced. This is the Patrician four-door sedan with super de luxe equipment. This new body type succeeds the landau which has been discontinued. Other body types include the four-door sedan, two-door sedan, business coupe, sport coupe, phaeton and convertible coach. All body types come with standard, special and de luxe equipment, and in addition this year, they can be had with five wire wheels as well.

The newest features of body design and construction are contained in the new Oldsmobile. These result in distinctive beauty and even greater room and comfort than heretofore.

**Add Artistic Panel**  
Outstanding in the body design is a recess panel effect which lines the windows of the closed body type. This is finished in a lighter tone than are the body and window reveals and add a distinguishing note of new artistry and beauty.

The outer ridge of the lower line of the recessed panel forms the top of a cleverly conceived side panel, the lower portion of which is formed by a molding running along the radiator shell completely around the car. This side panel angles at the front to conform to the slanted windshield posts and also at the rear where it narrows to a band encircling the rear quarter.

The windshield posts raise from the cowl in a backward slant which adds to the dashy appearance of the car. This slant also has a utilitarian purpose by permitting the use of a tilted windshield with the glass set at a 7 degree angle to eliminate glare and reflections from headlights of following cars.

The top and rear quarter of this year's Oldsmobiles are gracefully rounded, giving a lower and fuller appearance to the car. The new lines harmonize with the recess panel and add a new curve to the windows. The graceful radiator with the Oldsmobile crest and cross bar nameplate remain the same.

The new lines of the Oldsmobile bodies also increase the roominess of the interiors. Wheel housings have been decreased in depth at the radiator and the new design and provide greater body width. This has added approximately one and one-half inches additional width to the seats. Interiors of the two-door sedans have also been increased one and three-fourths inches.

The engine is of L-head design. The bore is 3 1/8 inches and the stroke 4 1/4 inches, giving a displacement of 197.5 cubic inches. It develops 42 horse power at 3000 revolutions per minute. Lubrication is by pressure feed to all main, connecting rod and camshaft bearings and to piston pins through rifle drilled connecting rods. The crankshaft is of heavy construction and operates on four large main bearings. It is both statically and dynamically balanced and is fully counterweighted to provide maximum smoothness.

## DODGE SHOWS A COMPANION MODEL FOR 6

New 8-in-Line Is One Of  
Features Presented With  
Four Lines Of Autos

### SIX IS ADDED

Presenting a new six at a low price and a new eight-in-line as companions to the present Dodge Six and Dodge Senior, Dodge Brothers enter the National Automobile Show with four lines of automobiles.

The body style of the new cars incorporates wider radiator profile, straight through to merged lines and curves at the rear. Monopiece bodies, incorporating advances in stamping and welding practices, are used on both new lines. With the floor boards mounted directly on the frame, monopiece design conforms with the present tendency for lower lines. The elimination of body joints by welding the major sections does away with squeaks and rattles.

### Five Body Types

Vision ventilation - type windshields, set at an angle which avoids reflections are features of the new cars.

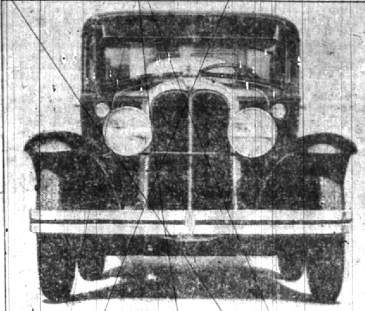
Body types of the eight-in-line include a four-door sedan, coupe with rumble seat, convertible coupe with rumble seat, roadster and phaeton.

The eight-cylinder power plant is of the bloc cast L-head, with 2 3/8 inch bore, 4 1/2 inch stroke, and a piston displacement of 220.7 cubic inches. The power plant develops a maximum of 70 horsepower. Four-point engine suspension system is used, with rubber insulation at the rear supports to absorb vibration.

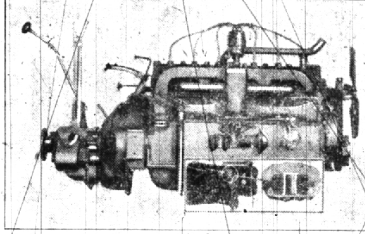
The crankshaft, is drilled to permit the forcing in of oil, filters further insure engine efficiency. The rear axle is 30 pounds pressure to all bearings. Pistons are of the light alloy, ventilated bridge type, each bore fitted with three compression rings and one oil control ring.

Mercury thread spark plugs permit the engine to meet the requirements of both idling and high speed driving. Gasoline and oil

## PONTIAC IMPROVES BODY, MOTOR



Front View New Series Pontiac Big Six



Engine of New Series Pontiac Big Six which now develops 60 brake horsepower at 3000 r.p.m. front to rear mounting used on four-point engine suspension of the New Series motor.

filters further insure engine efficiency. The rear axle is 30 pounds pressure to all bearings.

**Dry Clutch**  
The down-draft carburetor is an outstanding feature. Fuel is "dropped" into the engine, assisted, rather than resisted, by the force of gravity. The transmission is a unit with drums insure positive control. The engine, Clutch is the single, gear shift is standard.

## HUDSON EIGHT ENTIRELY NEW MAKERS SAY

Power and Economy Provided  
in New Motor Shown  
At 1930 Show

### SEVERE TESTS GIVEN

Hudson is now an eight and its makers, with a confidence born of 22 years' successful experience, are emphatic in their claim that the Hudson Eight Eight is an entirely new type in motorform. Tests will be in the well known Hudson range.

Power with economy and without the penalty of over-weighted mechanism is provided by the new Great Eight motor, designed to give the maximum in smooth, quiet performance.

Years of experimentation have traced the introduction of what Hudson engineers believe to be the maximum performance standards possible in an eight cylinder car, and eight cylinder Hudsons have been tested under every possible condition—using the highway as their testing ground—for the past two years.

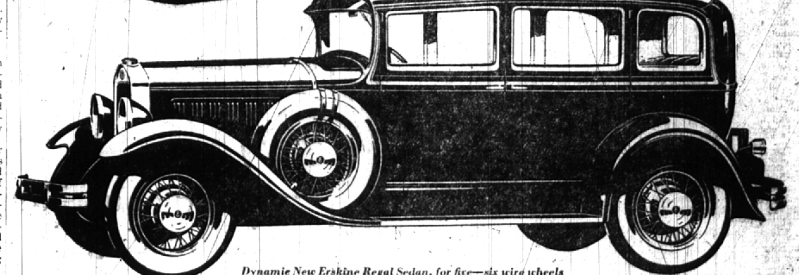
The car is ultra-modern, not only in its Great Eight performance standards but in its roomy, new body lines and down to the last detail of upholstery, fittings and appointments. The modern, plastic motif, though carefully restrained, is apparent from the first glance at the few models.

Two chassis are available, the standard wheel base being 119 inches, and the larger size, 129 inches. While the two chassis differ in length, to accommodate standard or deluxe bodies, and in all minor details, they are identical as far as design and fundamental structural features are concerned.

There are 10 body types. The Coach, Sedan, Coupe, Phaeton, Roadster, and Sun Sedan are on the 119 inch chassis; the larger, 129 inch chassis, carries the Touring Sedan, 7-Passenger Sedan, Brougham, and 7-Passenger Phaeton body types.

# Introducing the DYNAMIC NEW ERSKINE

\$895  
AT THE FACTORY



Dynamic New Erskine Regal Sedan, for five-six wire wheels and trunk rack standard equipment—\$1065 at the factory.  
114-INCH WHEELBASE

## More power per pound than any other car under \$1000

It's a big car—full 114-inch wheelbase. It's a powerful car—its 70 horsepower delivers more power per pound of weight than any other car under \$1000. It's a fast car—your daring dictates the speed you travel. It's a comfortable car—with hydraulic shock absorbers, long springs, deep cushions and generous head and leg room. It's a safe car—with never-failing four-wheel brakes, rugged double-drop frame, and a steel-core steering wheel.

A significant car, first of its type and price—built by Studebaker to its 78-year standards of quality. Those who can command the best will drive no smarter-looking cars than this. Only by actually seeing and driving the new Erskine can you know how impressively it interprets the spirit of these tremendous times.

# CLAUDE E. MOSHER, Inc

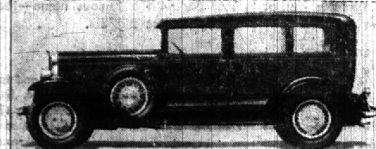
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PHONE 1450

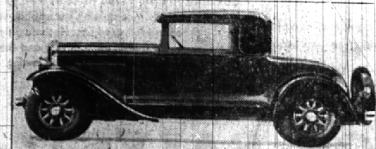
Time in "Studebaker Champions" Sunday Evening 8:15 to 8:45 Central Standard Time. Station WJW and NBC Network

BUILT BY STUDEBAKER ~ BUILDER OF CHAMPIONS

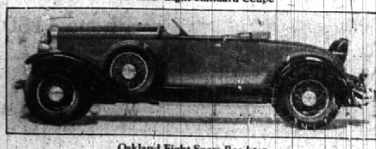
## NEW OAKLAND MODELS



Oakland Eight Custom Sedan



Oakland Eight Standard Coupe



Oakland Eight Sport Roadster

70-Horsepower, 7-Studebaker-Built Motor—114-inch Wheelbase—Motor Cushioned in Live Rubber—New Burgess Acoustic Muffler—Lanchester Vibration Dampers—Double Drop Frame—Type B Bearings—Hendix Duo-Servo Four-Wheel Brakes—Timken Tapered Roller Bearings—Adjustable Front Seat and Steering Column—Chromium Plating—60 Miles Per Hour Eign When NEW.

ERSKINE MODELS AND PRICES	
Club Sedan, for Five	\$ 895
Sedan, for Five	965
Regal Sedan, for Five	1065
Landau Sedan, for Five	1095
Coupe, for Two	895
Coupe, for Four	965
Tourer, for Five	995

All Prices at the factory