



MAKING NEW FRIENDS  
AND KEEPING THE OLD



*An enlarged reproduction of this photograph, suitable for framing, will be mailed upon request—Oakland Motor Car Company, 204 Oakland Avenue, Pontiac, Michigan*

## THERE'S NO EFFORT TOO GREAT . . .

It's natural that the father whose name has echoed on hard-fought gridirons should foresee in his son a star far greater than ever he was. And as he patiently strives to guide the youthful skill and power to ways of achievement, you may be sure he will find no effort too great.

It's true in all endeavor that only patient effort wins success. We know it's true at Oakland. Take the Oakland Eight motor for instance. You'll find it has surprising power—simply because we worked three solid years to get the one design we believed to be right.

We built 71 different motors—and ran them a million miles. We tried about everything that had ever been tried, and some things that hadn't. Many basic improvements resulted . . . cylinders and crankcase cast as one . . . leaf spring mountings . . . dual type carburetor.

And our men build as carefully as they design. Oakland has no 'balancer', for each engine is carefully balanced in production. Connecting rods and pistons are selected and measured, matched and balanced with a variation of less than the weight of a sheet of writing paper.

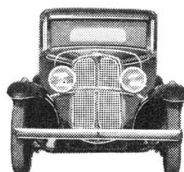
Pontiac, too, has benefited from long research and careful manufacturing methods. Pontiac's motor has gained stamina through the use of aluminum expansion cores to hold the piston pins more snugly . . . through special cylinder heads cast in short, rigid sections. Pontiac's chassis, and Oakland's also, is rubber-cushioned by a method which has taken us five years to develop.

The things which Oakland and Pontiac do, and the ease with which they do them, all reflect the spirit of achievement in workmen who find no effort too great.

**OAKLAND 8**

P R O D U C T S O F

Bodies by



**PONTIAC 6**

G E N E R A L M O T O R S

Fisher