

OAKLAND

MOTOR CARS



OAKLAND MOTOR CARS
Dr. G. F. WAY, Agt.
LINCOLN . . . MAINE

Oakland Motor Car Company
Pontiac, Michigan, U.S.A.

WARRANTY

WE WARRANT the motor vehicles manufactured by us for one year, this warranty being limited to the furnishing at our factory of such parts of the motor vehicle as shall, under normal use and service, appear to us to have been defective in material or workmanship. This warranty is limited to the shipment to the purchaser, without charge, except for transportation of the part or parts intended to replace the part or parts claimed to have been defective, and which, upon their return to us at our factory for inspection, we shall have determined were defective, and provided the transportation charges for the parts so returned have been prepaid.

We make no warranty whatever in respect of tires or rims.

The condition of this warranty is such that if the motor vehicle to which it applies is altered or repaired outside of our factory, our liability under this warranty shall cease.

The purchaser understands and agrees that no warranty of the motor vehicle is made, or authorized to be made, by the company, other than that hereinabove set forth.

The Oakland



THE REALIZATION OF AN IDEAL

THE new Oakland cars represent the fulfilment of ideals and plans which we have worked on for years—ideals that have reached full growth. Experiments, developments and tests prove beyond a doubt that we have builded correctly and well.

It has been our aim to manufacture new models that will become motor car standards for their respective horsepower rating, and fill every want for power and speed.

This we have accomplished.

For the new season we announce the manufacture of a line of cars which embody principles accepted by a majority of the leading automobile manufacturers of the world.

There is nothing haphazard about the Oakland design. Nothing untried. Not a single experimental principle enters into the construction of our cars. Everything is tried. Everything is true.

All Oakland chassis are well proportioned. All parts bear true relationship to each other. Each chassis is a complete harmonious unit. The four component parts, the motor, clutch, transmission and differential, are true separately and to each other. They act with precision and deliver the maximum power to the rear wheels with the least possible horsepower loss.

Simplicity and accessibility have been our first aim. These two features insure economy of maintenance and freedom from troubles. The motor valves are enclosed, making the power plant not only noiseless, but protecting it from dust and dirt. The driving gears are readily accessible for oiling and adjustment.

Since their inception the popularity of Oakland cars has been increasing steadily year after year.

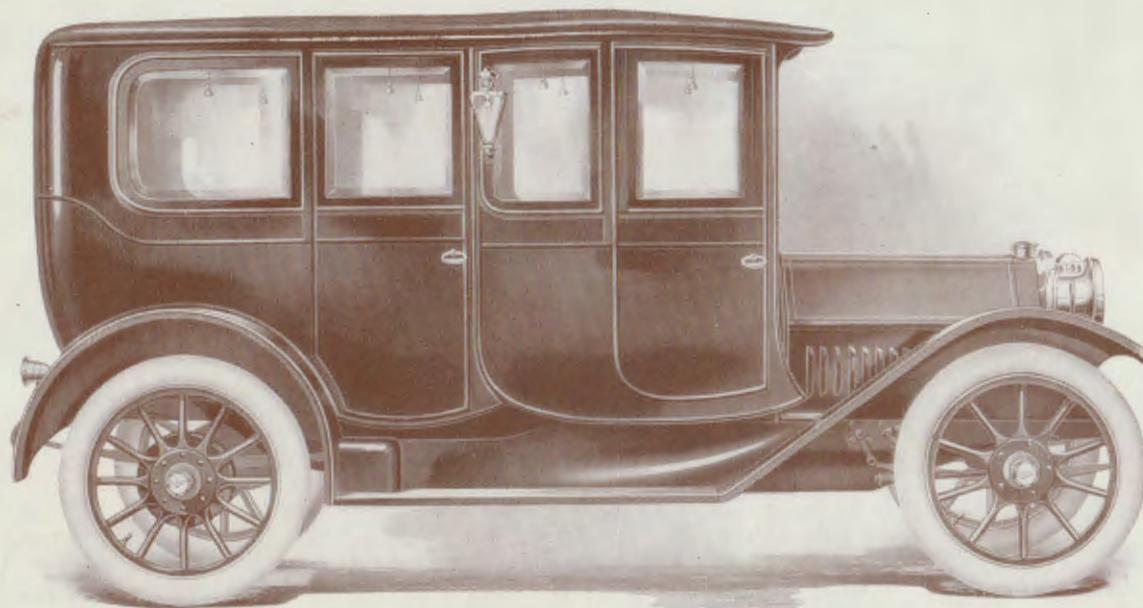
Judge us by our past performance, as well as by our new product. Oaklands have been victorious for many years in many hill climbs, road and track events. Tests like these absolutely prove the wonderful efficiency of the car.

The new Oaklands have also been driven in extensive tests, under the severest strains, under all road conditions, for many thousands of miles. Their performance has satisfied us.

THE OAKLAND LIMOUSINE

Model "45" seven-passenger Limousine is a sumptuous, closed car, beautifully finished. The appointments are luxurious. Not a single detail has been neglected. The highest grade of imported broadcloth is used and the equipment includes electric side and tail lamps, electric dome light, silk curtains, robe and foot rails, gas tank and head lights.

COLORS—Maroon throughout, or royal blue throughout



Model "45" Limousine—\$3,000. (Seven-passenger)

Specifications of Chassis, see page three

SPECIFICATIONS FOR NEW MODEL "45"

MOTOR—Unit power plant, 4 cylinders "L" type, $4\frac{1}{2}$ " x $5\frac{1}{4}$ "; cylinders cast in pairs.

CLUTCH—Cone, leather faced, six springs under leather for gradual engagement.

TRANSMISSION—Selective type, 3 speeds forward, 1 reverse. Gears and shafts chrome nickel steel. Imported ball bearings.

WHEEL BASE—120".

TREAD—56".

SPRINGS—Semi-elliptic front; three-quarter-elliptic rear.

FRAME—Pressed steel; double drop; specially heat treated.

AXLES—Drop-forged I-beam section front; wheels mounted on high-grade ball bearings; full floating rear; pressed steel housing; removable differential; adjustable pinion and gear; differential and shafts mounted on ball bearings.

BRAKES—16" in diameter. Foot brake external contracting. Hand brake internal expanding. Both brakes equalized.

CARBURETOR—Schebler.

STEERING—Special type, quickly adjustable for lost motion.

DRIVE—Double universal straight line shaft drive, with torque arm supported on cross member.

COOLING—Square tube radiator, Mercedes type; large cooling surfaces; large water connections; centrifugal pump.

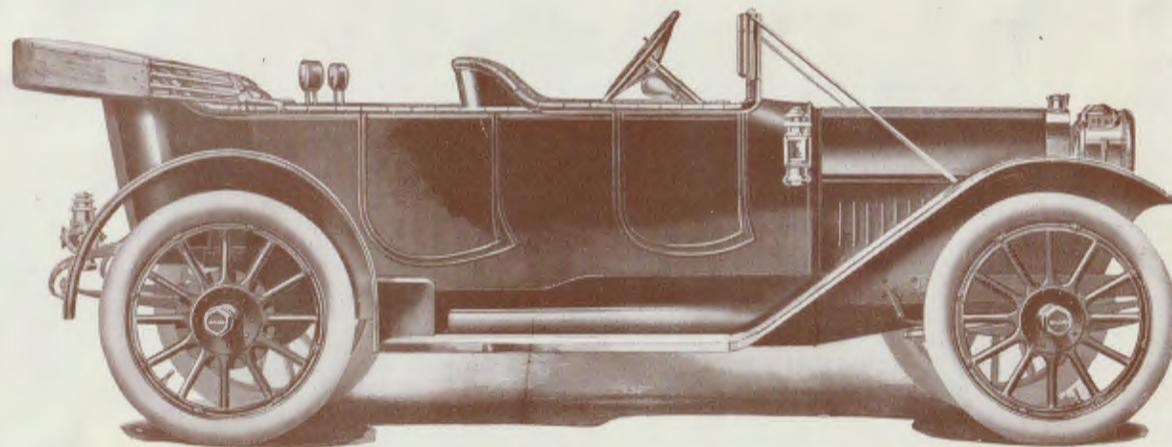
IGNITION—Bosch dual system, magneto and dry cells.

CONTROL—Foot accelerator. Hand sectors on steering wheel, actuating throttle and spark, silent type.

LUBRICATION—By splash and force feed to center crank shaft bearing. Sight feed on dash.

TIRES—36" x $4\frac{1}{2}$ ", front and rear. Demountable rims.

COLORS—Warship gray body, molding on body black; panels on body striped light green; chassis, fenders and wheels striped light green; or royal blue body, molding black; panels blue glazed stripe; chassis and wheels blue, fenders black.



The New Model "45"—\$2,100

Standard Equipment—gas head lights, oil side lights, tail light, robe rail, horn, gas tank, tools, pump, jack, and tire repair kit. Top and windshield extra

THE CAR WITH A CONSCIENCE

WE appreciate the fact that every car leaving our factory "speaks for us." Each car, therefore, represents the best efforts of every employee of the Oakland Motor Car Company. When an Oakland car reaches our shipping rooms, it has undergone the severest tests possible—it is a truly finished product, for the Oakland car is built with a "conscience."

The Oakland motor must respond to the slightest touch—must run easily, smoothly. We know that the public wants a quiet motor, so the spiral timing gears are used with this end in mind. The result is that the new Oakland motor is as quiet as any motor made. We have enclosed the valves, because we know that by so doing greater cleanliness will result. The motor

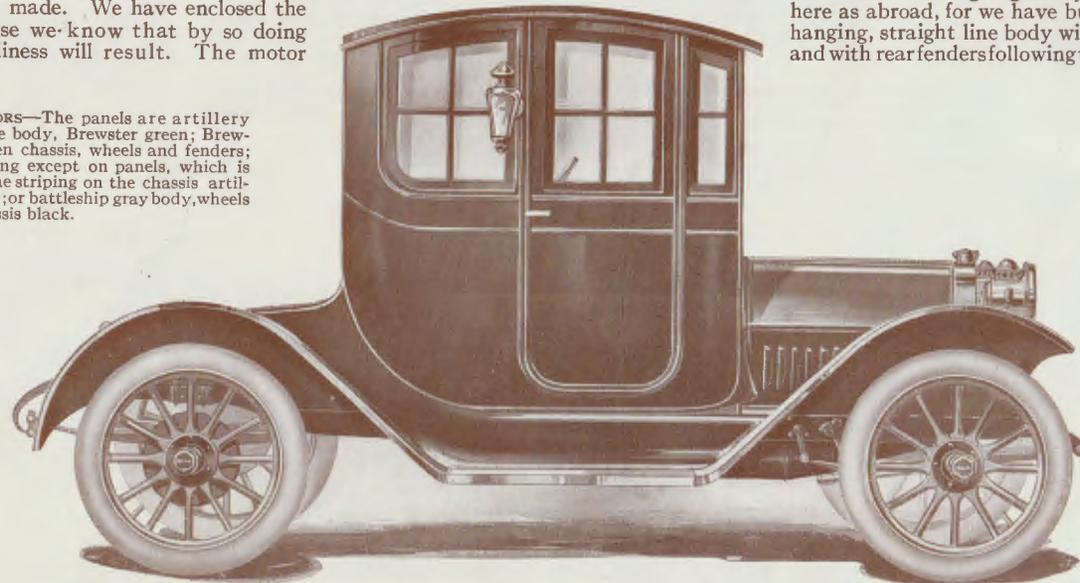
must be true, and must "sound" just right to the experienced mechanical ear—and it does.

The action of the clutch must be positive—no grabbing, no jerking. The transmission gears must mesh properly, easily, and without noise. The differential, or rear axle unit, must be just right—no humming, no "singing," and the car as a whole must be correct in every particular—and must show power.

Add to this mechanical excellence every refinement known to the automobile maker and you begin to have an idea of the Oakland car. Foreign bodies

are being used to suit a highly educated taste, and Oakland users are going to enjoy the same perfection here as abroad, for we have built an easy riding, low hanging, straight line body with disappearing hinges and with rear fenders following the curve of the wheels.

COLORS—The panels are artillery gray; the body, Brewster green; Brewster green chassis, wheels and fenders; no striping except on panels, which is black; the striping on the chassis artillery gray; or battleship gray body, wheels and chassis black.



The New "Colonial" Coupe, Model "40"—\$1,900

Standard Equipment—electric head lights, side lights, tail and dome light, horn, tools, pump, jack, and tire repair kit

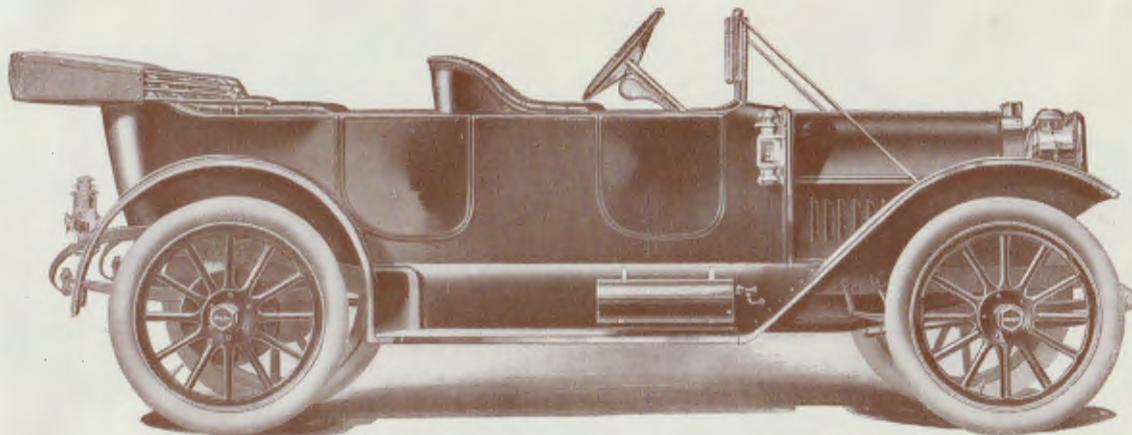
Specifications same as Model "40" Touring Car given on page five

SPECIFICATIONS FOR NEW MODEL "40"

MOTOR—Unit power plant, 4 cylinders "L" type, $4\frac{1}{8}$ " x $4\frac{3}{4}$ "; cylinders cast in pairs.
CLUTCH—Cone, leather faced, 6 springs under leather for gradual engagement.
TRANSMISSION—Selective type, 3 speeds forward, 1 reverse. Gears and shafts chrome nickel steel. Imported ball bearings.
WHEEL BASE—112". Tread—56".
SPRINGS—Semi-elliptic front; three-quarter elliptic rear.
FRAME—Pressed steel; single drop; specially heat treated.
AXLES—Drop-forged I-beam front; wheels mounted on ball bearings; semi-floating rear.
BRAKES—14" in diameter. Foot brake external contracting. Hand brake internal expanding. Foot brake equalized.

CARBURETOR—Schebler.
STEERING—Special type, quickly adjustable for lost motion.
DRIVE—Straight line drive, single universal, concentric torque tube, with brace rods.
COOLING—Square tube radiator, Mercedes type; large cooling surfaces; large water connections; centrifugal pump.
IGNITION—Dual system, magneto and battery. Remy magneto.
CONTROL—Foot accelerator. Hand sectors on steering wheel, actuating throttle and spark, silent type.
LUBRICATION—By splash and force feed to center crank shaft bearing. Sight feed on dash.
TIRES—34" x 4", front and rear.

COLORS—Battleship gray body, striped black; chassis and wheels black, striped gray; or Napier green body, black chassis and wheels.



The New Model "40"—\$1,450

Standard Equipment—gas head lights, oil side lights, tall light, robe rail, horn, gas tank, tools, pump, jack, and tire repair kit. Top and windshield extra

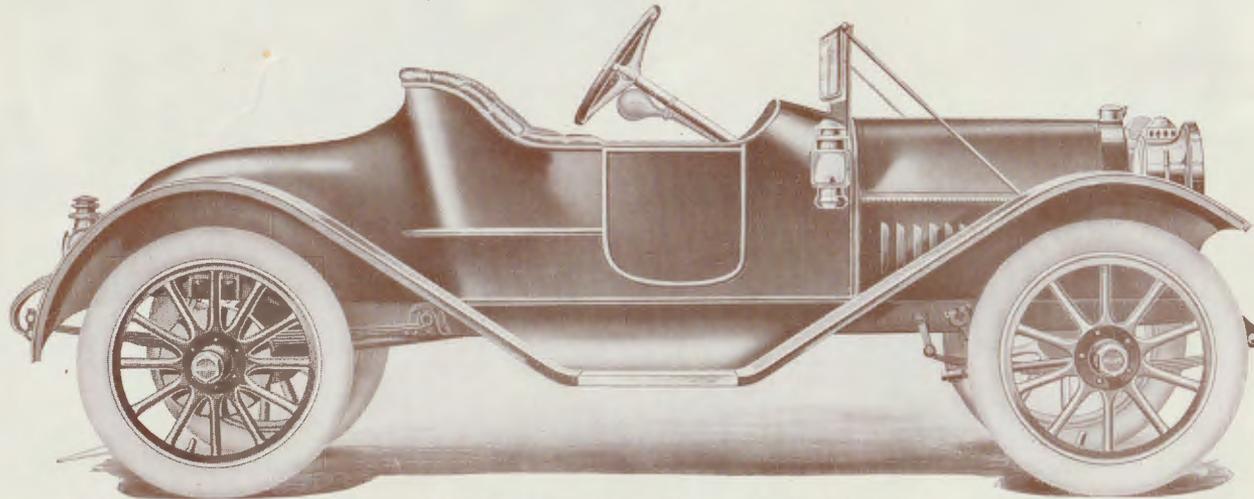
THE "SOCIAL" ROADSTER

QUANTIRELY different from any motor car ever offered before, in that it seats three persons, side by side and allows the driver to give equal attention to his two guests. The "Social" Roadster met with instantaneous favor. The seat is forty-six inches wide. Doing away with the rumble seat appeals strongly to the motorist who favors the roadster type and wishes accommodation for three passengers.

The car is beautifully designed, having a long, low, rakish body of the torpedo style, and is superbly finished in attractive colors. The graceful turtle back, in which is located the 37-gallon gasoline tank, adds much to its attractiveness. Provision is also made for storing supplies, enabling one to make an extended tour.

All the speed that could be desired is furnished by this car, which is built on the regular model "40" chassis.

COLORS—Body, warship gray. This color is a deeper shade than what is known as battleship gray. The body is striped black; the chassis, wheels and fenders are black, striped gray.



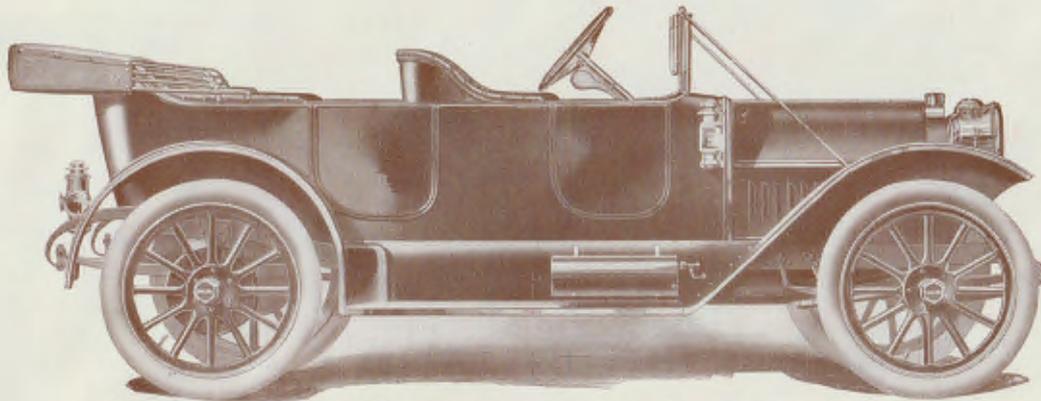
Model "40" "Social" Roadster—\$1,450
Specifications same as Model "40" Touring Car given on page five

SPECIFICATIONS FOR NEW MODEL "30"

MOTOR—Unit power plant, 4 cylinders "L" type, 4" x 4"; cylinders cast in pairs.
CLUTCH—Cone, leather faced, 6 springs under leather for gradual engagement.
TRANSMISSION—Selective type, 3 speeds forward, 1 reverse. Gears and shafts chrome nickel steel. Imported ball bearings.
WHEEL BASE—106".
TREAD—56".
SPRINGS—Semi-elliptic front; three-quarter elliptic rear.
FRAME—Pressed steel; single drop; specially heat treated.
AXLES—Drop-forged I-beam section front; wheels mounted on ball bearings; semi-floating rear.
CARBURETOR—Schebler.

BRAKES—12" in diameter. Foot brake external contracting. Hand brake internal expanding. Foot brake equalized.
STEERING—Special type, quickly adjustable for lost motion.
DRIVE—Single universal, concentric torque tube with brace rods.
COOLING—Fin tube radiator; large cooling surfaces; large water connections; centrifugal pump.
IGNITION—Dual system, magneto and dry cells. Remy or Briggs magneto.
CONTROL—Foot accelerator. Hand sectors on steering wheel, actuating throttle and spark.
LUBRICATION—By splash and force feed to center crank shaft bearing. Sight feed on dash.
TIRES—34" x 3½", front and rear.

COLORS—Battleship gray body; wheels and chassis, black; or golden brown throughout; black striping



The New Model "30"—\$1,200

Standard Equipment—gas head lights, oil side lights, tail light, robe rail, horn, gas tank, tools, pump, jack, and tire repair kit. Top and windshield extra

MECHANICAL DETAILS

Motors

There are three motors, models "30," "40" and "45." Unit power plants are used on Models "30," "40" and "45" Touring Cars, Model "45" Limousine, Models "40" Coupe and "Sociable" Roadster.

The "30" is 4" bore x 4" stroke; the "40" is 4½" bore x 4¾" stroke and the "45" is 4½" bore x 5¼" stroke.

Cylinders

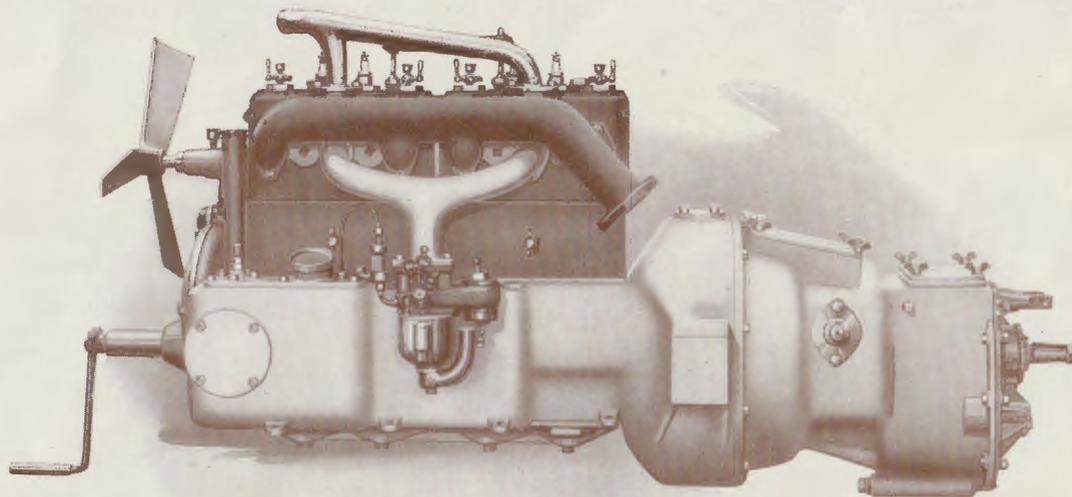
Cylinders are of the best grade of iron, ground and cast in pairs. The water jackets are especially large, insuring adequate water circulation and uniform cooling.

Valves

The exhaust and intake valves are on the same side and are interchangeable. The valve heads are of a special gray iron. The valve stems are of ground steel.

Pistons

The pistons are all carefully ground and fitted with three eccentric rings pinned to keep from turning. They are light and strong and carefully balanced with the rest of the reciprocating parts. Oil grooves are provided, which amply take care of the lubrication. The piston pin is of special steel, hardened and ground and has a large bearing surface. It is kept from turning by means of a set screw.



(Model "45") Unit Power Plant, Intake and Exhaust Side

MECHANICAL DETAILS—Continued

Frames

Frames are of drop pattern, of cold pressed high carbon steel, channel section. Corners are braced with gusset plates.

Cooling

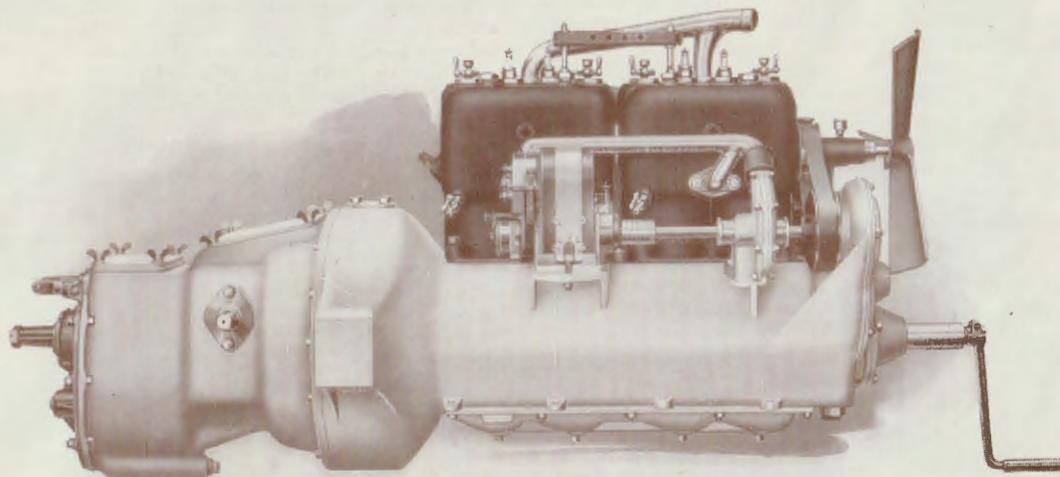
The water is circulated by means of a gear driven pump of the centrifugal type. The water is drawn from the bottom of the radiator, forced up through the cylinder jackets and into the outlet pipe at the top and then passes to the radiator. A gear driven pump of ample size insures adequate circulation. A three blade aluminum fan is used.

Crank Shaft

The crank shaft is drop forged, special alloy steel, and carefully balanced. The diameter of the crank shaft on the "40," rear, is $1\frac{1}{8}$ ", center $1\frac{1}{8}$ ", and the front $1\frac{5}{8}$ ". The diameter of the "45" crank shaft, rear, $2\frac{1}{8}$ ", center 2", and front $1\frac{7}{8}$ ". The "30" crank shaft is $1\frac{3}{8}$ " in diameter.

Clutch

The clutch is of the cone type, simple and efficient. There is but one adjustment. There are six springs under the leather to insure smooth engagement.



(Model "45") Unit Power Plant, Magneto and Pump Side

MECHANICAL DETAILS—Continued

Bearings

Bearings on model "40" motor, rear 4", center $2\frac{1}{2}$ " and front $3\frac{1}{4}$ ". On model "45" motor, bearings are, rear $4\frac{1}{2}$ " long, center $2\frac{7}{8}$ " and front $3\frac{1}{2}$ " long. On model "30" rear bearing is $3\frac{5}{8}$ " long, center $2\frac{1}{2}$ " and front $2\frac{1}{8}$ ".

Brakes

The service brakes are external, contracting, and emergency are internal, expanding. The brakes on models "30" and "40" are 12" and 14" respectively. Foot brake is external, contracting, and hand brake internal, expanding. Foot brake is equalized.

On model "45" the brakes are 16" in diameter; foot brake external, contracting, and hand brake, internal, expanding; both brakes equalized.

Transmission

Transmission is of the selective sliding gear type, three speeds forward and reverse. Imported ball bearings are used throughout with chrome nickel steel gears and shafts. The gear shift is smooth and noiseless.

Carburetor

The carburetor is model L Schebler, $1\frac{1}{4}$ " type on models "30" and "40," and $1\frac{1}{2}$ " on model "45."

Connecting Rods

The connecting rods are capped; drop forged, heat treated. The bearings are of high grade die cast bearing metals.

Steering

The steering is of the worm and nut type on the "45" and "30." The "40" is equipped with worm and gear type. Working parts are enclosed in an oil tight housing and adjustable against wear.

Lubrication

The lubrication of the motor is by splash system. The lubricant is supplied from a $1\frac{1}{2}$ gallon aluminum reservoir integral with the crank case. An oil pump driven by the cam shaft delivers the oil through a sight feed to the center bearing and from there to the crank case compartments. The amount of oil is regulated by a set screw next to the sight feed. The crank case is divided into pits by low walls.

Provision is made to prevent the oil from accumulating at any one point by splashers at the end of each connecting rod which takes up the oil from the bottom of the crank case. A system of oil grooves is cast in the walls of the crank case compartments, so that when the oil is splashed against the walls, it enters these oil grooves and is carried to the next compartment in front and finally from the front compartment it is carried by an oil return pipe to the rear of the case again. This system of grooves is perfect and the distribution of oil in the several pits provides a uniform supply to each cylinder and bearing in proportion to its needs. Cocks are provided in each compartment for ascertaining the amount of oil and to facilitate the cleaning of the crank case. A sediment chamber at the end of the oil return pipe receives any foreign matter that may be contained in the oil.

Motor Control

The motor speed is controlled by spark and throttle levers located above the steering wheel. There is also provided an accelerator pedal between the foot brake and clutch pedal which works in conjunction with throttle lever. It is released by spring so when the foot is removed the throttle closes unless held open by throttle lever.

Ignition

On model "45" Bosch dual system is used, magneto and dry cells. Models "30" and "40" also have dual system, Remy or Briggs magneto and dry cells.

Gasoline Capacity

On Model "30" Touring car gasoline capacity is 14 gallons; on Model "40" Touring car, 16 gallons; Model "45" Touring, 20 gallons; on Model "40" Roadster, 37 gallons.

Springs

The springs are semi-elliptic in front and three-quarter elliptic rear. Model "30" front springs are $1\frac{3}{4}$ " wide and $35\frac{1}{4}$ " long, length of lower rear is 48". On Model "40," springs are 2" wide, 41" long in front and $50\frac{1}{2}$ " rear. On Model "45," springs are $2\frac{1}{4}$ " wide, 41" in front and $50\frac{1}{2}$ " in rear. Special care has been taken to insure the utmost flexibility and easy riding qualities for our springs, which are unusually long and well proportioned.

THE OAKLAND "ORIOLE"
Model "33" 30 Horsepower Roadster

THIS is the smartest car of its class. There is distinction in every line of the body. It is high class throughout, and a fitting mate to the highest priced car on the market. This model is entitled to a place where two or more machines are kept. It will save your big car and pay its own way in fuel economy. This runabout may also be used for touring purposes, for it is equipped with a thirty gallon tank for gasoline. The motor is four cylinder, "L" type, 4" bore by 4" stroke; wheel base is 100"; tires 32" x 3½". Lubrication

is by splash system, with positive force feed, adjustable pump. Oil capacity is 1½ gallons; transmission is selective, sliding gear type, three speeds forward and reverse; clutch, multiple disc, bronze against steel plates, electrically ground to insure smoothness; adjustable spring tension. Ignition is by jump spark; low tension magneto and batteries. Springs, semi-elliptic in front, and full elliptic in rear; 17" steering wheel; axles, drop, front I-beam, semi-floating rear; frame, pressed steel, channel section, 3½" drop.



The Oakland "Oriole"—\$1,200

The Oakland "Oriole," thirty horsepower roadster, torpedo body, finished in red and black; motor 4" x 4"; wheel base 100"; tires 32" x 3½". Standard Equipment—gas head lights, oil side lights, tall light, horn, gas tank, tools, pump, jack, and tire repair kit. Windshield extra

Oakland Record: 1911

Birmingham, Ala., May 24th:

FIRST in free-for-all;
FIRST in 301 to 450 cubic inch piston displacement class.

Algonquin, Ill., June 8th

FIRST in \$801 to \$1200 class;
FIRST in \$1201 to \$1600 class;
TWO FIRSTS in Chicago Formula Division.

Portland, Me., June 17th:

FIRST in \$1201 to \$1600 class;
SECOND in free-for-all.

Columbia, S. C., July 4th:

FIRST in free-for-all;
FIRST in 301 to 450 cubic inch piston displacement class.

Oskaloosa, Ia., July 6th:

Oakland "30" won TWO FIRSTS.

Cleveland, O., July 17th, 18th and 19th:

Cleveland *News* reliability contest:
TWO PERFECT SCORES.

Cincinnati, O., July 29th:

FIRST in 161 to 230 cubic inch piston displacement class.

Worcester, Mass., Aug. 12th:

FIRST in \$801 to \$1200 class;
FIRST in \$1201 to \$1600 class.

Buffalo, N. Y., Sept. 6th, 7th, 8th, 9th:

Sweepstakes Trophy, 860 mile Endurance Run.
FIRST in 3A Runabout Class.

The Oakland started in eighteen sanctioned events, won fourteen firsts, three seconds and one third.

ACCESSORIES

 **E CARRY** a complete stock of tops, windshields, speedometers and other equipment. All these accessories have been selected as being especially adaptable to Oakland cars. It is therefore advisable to have this equipment placed on your car at the factory, thereby not only insuring satisfactory service from them but also accuracy in the fitting of the accessories to your car.

Oakland

