

## NEW 1924 OAKLANDS ARRIVE

An entirely new Oakland six has arrived. It is unqualifiedly an entirely new car, embracing practices and principles heretofore confined only to the more expensive automobiles. This new creation of the Oakland Motor Car Company outstrips every conception of what has been expected in a car that sells at the low price of the Oakland. And new low prices are in effect. No attempt has been made to reduce quality in order to lower prices; on the contrary, many expensive features have been added, which make the Oakland far lower in price, by comparison than ever before.

Price reduction has been made possible by the expenditure of more than \$2,000,000 in re-equipping the factory for automatic production. Considerable money is saved in the transportation of bodies from Detroit to Pontiac since the Fisher Body corporation [sic] located its factory there for the exclusive production of Oakland bodies. Just how long these new lower prices will remain in force is only a conjecture and when one weighs the quality embodied in this new care the many expensive features include in the assembly, it is obvious that the new low price sets a new mark in high value for little money.

### FOUR WHEEL BRAKES

The most apparent change is the use of four-wheel brakes and in this respect the Oakland is the first car selling for less than \$1000 to be so equipped. These brakes are of the mechanical type with specifically designed equalizers and cannot lock the steering apparatus of the car.

At first glance, this new creation as it stands upon the showroom floor is an ensemble of beauty. Each line of each model melts away in graceful curves, gentle ... and concave surfaces until ... transformation welds itself into the vision of a motor car.

Conforming to recent theories of ... the new Oakland 6-54 ... hugs the ground. There is something about it that spells stability and from what those who have ridden in these new cars say, the car gives a new meaning to the word. This lowering attends every feature except the side panels and these are higher than in the previous open cars in order to provide greater protection to the passengers as well as adding to the beauty of the car. The radiator is a little more massive and is dropped down slightly between the frame members. An aluminum bead separates the hood and the cowl as is the practice in ... motor cars and the ventilator is flush with the surface of the cowl instead of resting on it as in the past.

The open models have heavier bodies with a distinctive molding ... below the top of the sides. The cars are wide and substantial. The fact that even the open bodies are a production of the Fisher Body Company is evidence of the construction and beauty that are offered in these new cars.

The tops are permanent and unusually low. The entire height of the car is but two inches more than six feet. By using permanent tops, a new type of storm curtain can be used and these eliminate the usual struggle in fitting curtains.

### NEW MOTOR

An entirely new motor provides motive power for this newcomer. It is the same size bore and stroke as the 1923 Oakland, but it is of the L-head type and is said to develop 15 percent more power than the former valve-in-the-head motor used by Oakland. This new motor is built entirely by the Oakland Motor Car company and is interesting because of its many innovations in design. First of all, the motor can be detached at the head, at the base of the cylinders and at the crankcase. This permits of great accessibility than has heretofore been possible. The Ricardo type combustion chamber which produces extremely high compression and brings the spark plug into position where it offers its maximum firing efficiency in relation to the gases in the chamber is an exclusive feature. The crankshaft is heavier and

the bearings are longer than in last year's motor and the lubrication is by the force feed and hollow crankshaft system. Tests show that it is possible to stand a pencil on the end of an open door of the car and then race the motor. The pencil will remain in an upright position. Vibration has been eliminated as far as practical to obtain in reciprocating motors.

The water passage completely encircles the cylinders in this motor and the valves, even though they have larger openings than before, are also provided with ample water circulation in order to increase their efficiency/ A new type fan is also a feature.

The adoption of the L-head type motor means the elimination of numerous working parts and bearing surfaces of the valves and this means resultant less noise. Lubrication of the valves is automatic.

LUBRICATION  
A new system of oil lubrication is used throughout the chassis of the car. This makes it possible to force 600-W or some similar oil into all the bearings, Instead of having to follow only the lines of least resistance as is the case with grease.

#### REAR AXLE

A new type of axle is used in the rear. This of the banjo method of construction which provides greater accessibility and added rigidity. [sentence fragment in the original] It is semi-floating and the differential, ring gear, pinions and the third member are built up as a unit and bolted into the housing. The axles are made at the factory and the gears are the product of Brown Lips Chapin manufacture. Hyatt heavy duty roller bearings are used in the rear wheels and also carry the differential. The pinion shaft and the differential are supported by New Department ball bearings. These are of a type that takes up both the thrust and the radial load.

The clutch is now of the single plate dry disc type and is so designed and built. Especially noteworthy is the ease with which shifts to lower speeds may be made. For example, it is possible to drive at 30 miles an hour in high gear and shift to second without crashing of gears and without damaging the transmission. Incidentally the new transmission of the Oakland is a vast improvement over its predecessors and is equipped with a lock as a safeguard against theft.

The control of the car is entirely removed from the instrument board and is now grouped in a compact arrangement at the top of the steering column. Here the horn button, the choke, the throttle and the ignition and lighting switches are quickly accessible.

The spark control is entirely eliminated by the adoption of an automatic advance and retard. This is an especially important improvement because there are so many people who do not know how to properly control the spark and this automatic method overcomes this. The instrument board as a result is extremely neat in appearance and the Speedometer and oil guage are enclosed under an oblong plate glass panel and illuminated by indirect lighting at night.

The new Oakland is made in seven attractive models. Touring car and roadster are finished in Holland blue with red striping and disc wheels to match. The sport roadster and phaeton are in a Cerulean tone of blue with orange striping and disc wheels to match. The five-passenger sedan, four passenger coupe and the business coupe are finished in blue with black upper structure, the latter being finshed [sic] in fabric. Five disc wheels are standard equipment on all models. The paint used is known as Duco and is a special paint that provides the same durable finish as a baked enamel job, but has the richness that has always characterized the finest paint and varnish work. Instead of being of a high finish, it has a satin luster and can be cleaned with an oily cloth without injuring the finish in any way.

TRANSCRIPTION OF PRESS RELEASE THAT APPEARED IN THE SAN DIEGO TRIBUNE, SUNDAY, SEPTEMBER  
9, 1923

A new method of rebound control in the springs also gives the car more comfort on rough roads. In tests the car was driven over deep ruts and “thank you mams [sic]” and those in the rear seat were amazed at the smoothness of the car. They would scarcely believe that the car was not equipped with absorbers of some kind.

END NOTES ADDED 8/3/2012

The ellipses (...) represent words which are obscured in my copy and which I could not infer from the context.

The original article has photographs of the Sedan for five, the Touring Car and a coupe. They also featured a front end photo and a photograph of the front brake system.