Oakland

To Build at a Fair Price an Automobile so Sightly as to Uphold its Owner's Honest Pride, so Competent as to Arouse His Genuine Respect, so Reliable as to Win His Deepest Confidence, so Economical as to Serve His Highest Interest—this has been the Purpose, is now the Accomplishment, and will Continue to be the Endeavor to which the Oakland Devotes the Whole of its Energies, its Resources and its Skill."

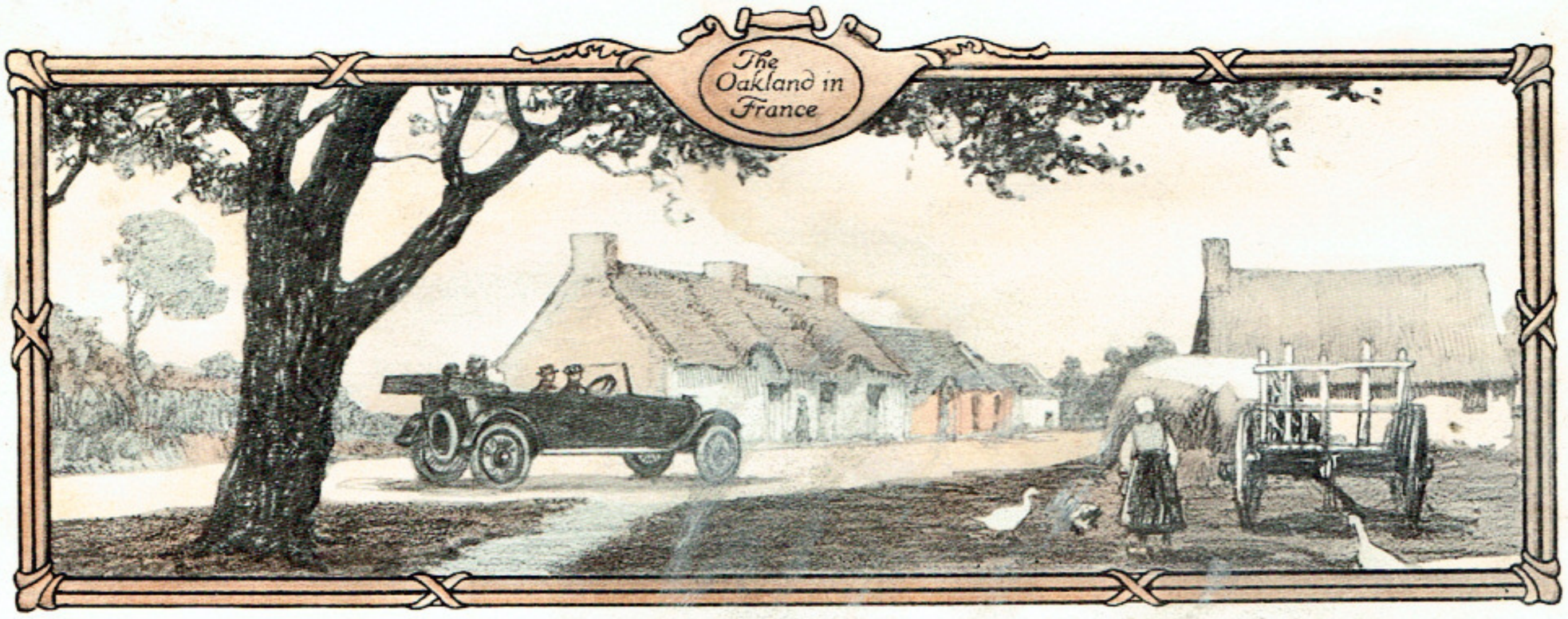
OAKLAND EXPORT HEADQUARTERS

General Motors Export Company

11 Broadway, New York

Cable address: "Autoexport"


The
Oakland in
Colorado U.S.A.



THE NEW OAKLAND SENSIBLE SIX

A HIGH GRADE CAR OF SCIENTIFIC DESIGN DISTINGUISHED BY GREAT POWER, LIGHT WEIGHT, FULL RIDING COMFORT, AND EXCEPTIONAL OPERATING ECONOMY

GREAT popularity has marked the history of the Oakland Sensible Six since its advent into the market of moderately priced cars—a popularity based upon a very unusual combination of characteristics which are today more strongly in demand than ever before.

Because of the perfect manner in which the Sensible Six has fulfilled the requirements of its owners, the Oakland Motor Car Company has, within the life of this one model, advanced rapidly to the position of the eighth largest producer of automobiles in the world.

There are few other cars at any price of which a single type has been so uniformly and universally favored by the buying public. Almost 70,000 Sensible Sixes have been sold in two years' time, and even this large number of sales does not measure, in an appreciable degree, the latent demand for this particular car. Almost without exception Oakland dealers have experienced a greater demand for the Sensible Six than could be satisfied.

The new Oakland Sensible Six has the same general design which has proved so practical and satisfactory for more than two years. However, certain mechanical improvements and refinements have been incorporated in the new car, and as a result the Oakland Sensible Six is now more beautiful, more powerful, more luxurious, more flexible in action, and gives greater fuel and tire mileage.

Compared with motor cars of corresponding size and price, even with most cars of considerably higher cost, the new Oakland Sensible Six offers appreciably more in all

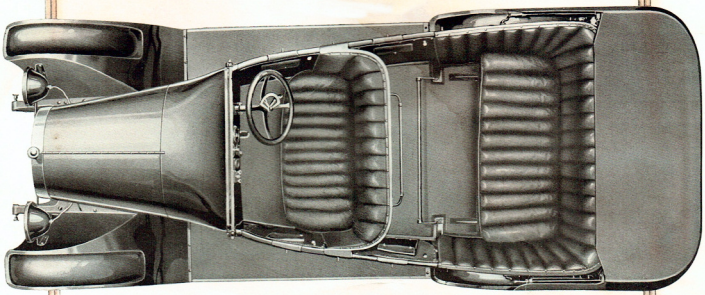
the vital points which come under the consideration of the majority of purchasers. This is a fact readily proved by a study of specifications, by comparison of horse-power, car weight, tire size, body dimensions, and by actual road demonstration of the driving and riding qualities of the Oakland Sensible Six.

The unusually high value of this car is made possible by the almost unlimited purchasing and manufacturing resources and facilities of the Oakland Motor Car Company, by the valuable experience gained in nine years of successful business history, and by concentrating on the manufacture of this one type. Large production in the past and increased production on the new model enable the Oakland Motor Car Company to build this high grade car at a distinct advantage, with respect to manufacturing cost, over all concerns which do not build on such a large scale.

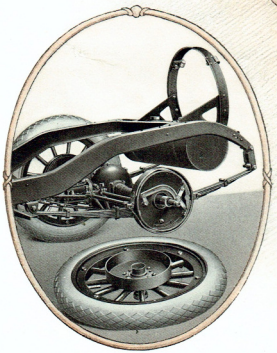
The prominence of the Oakland in the field of moderately priced fine cars results from a program of progressive and scientific engineering practice, efficient and economical manufacturing on a large scale, conscientious consideration of the interests of Oakland owners, and by giving the utmost value in those practical features which both please and serve the buyer.

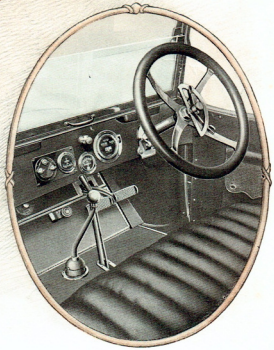
Today the Oakland Company stands as the largest exclusive builder of six-cylinder cars in the industry, and the Oakland Sensible Six is an exceptional motor car value. The Oakland Motor Car Company's unusual prestige in the motor world is still further enhanced by its position as a unit of the General Motors Corporation, probably the most representative and progressive automobile building organization in the world.

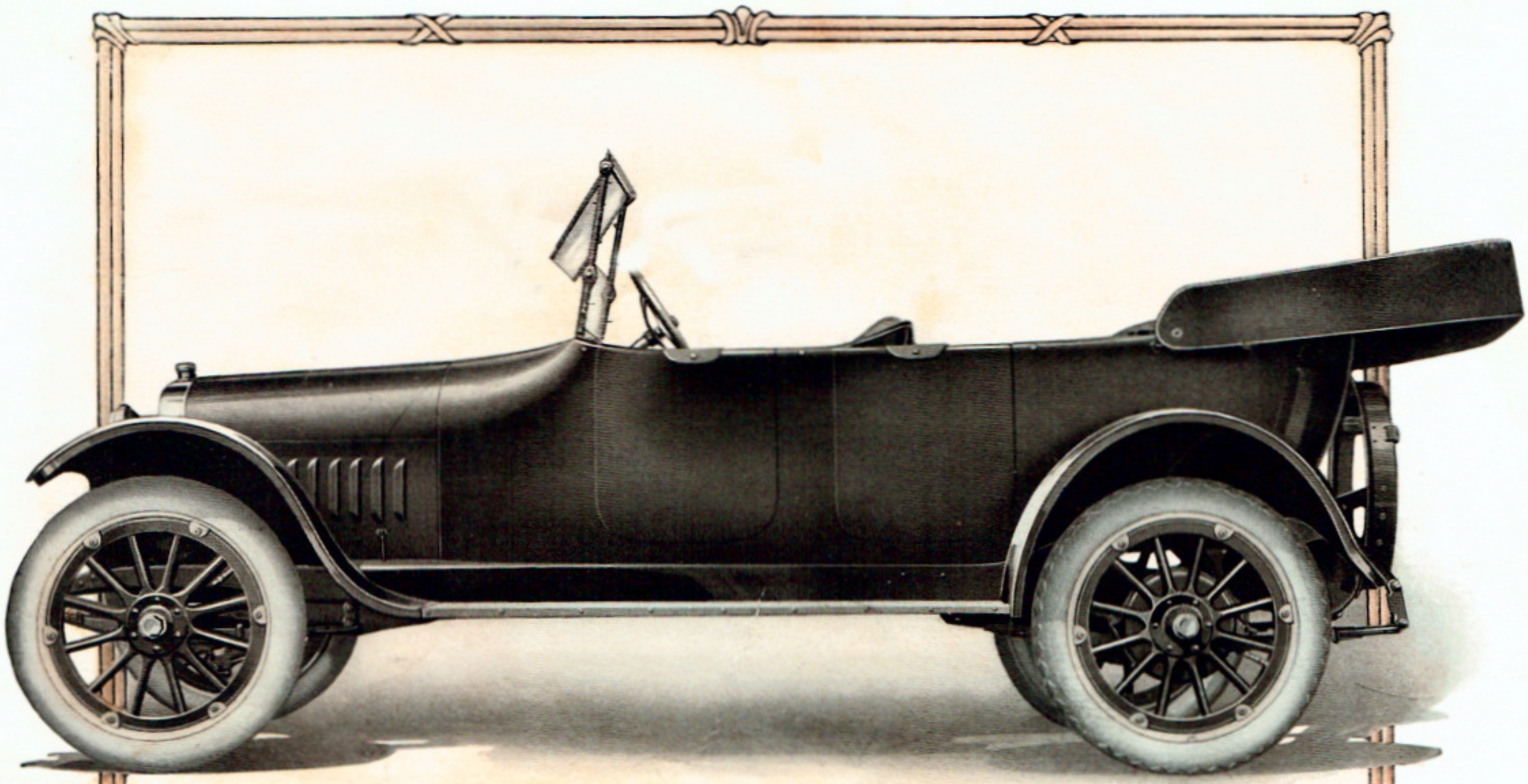
Considered together, the Oakland Motor Car Company and the new Sensible Six form the most favorable combination which exists in the motor industry today for the ultimate as well as the immediate satisfaction of the motor car buyer. The most particular purchaser could ask no better guarantee for the safety of his investment and the uninterrupted usefulness of his motor car than he secures when he chooses the Oakland Sensible Six.



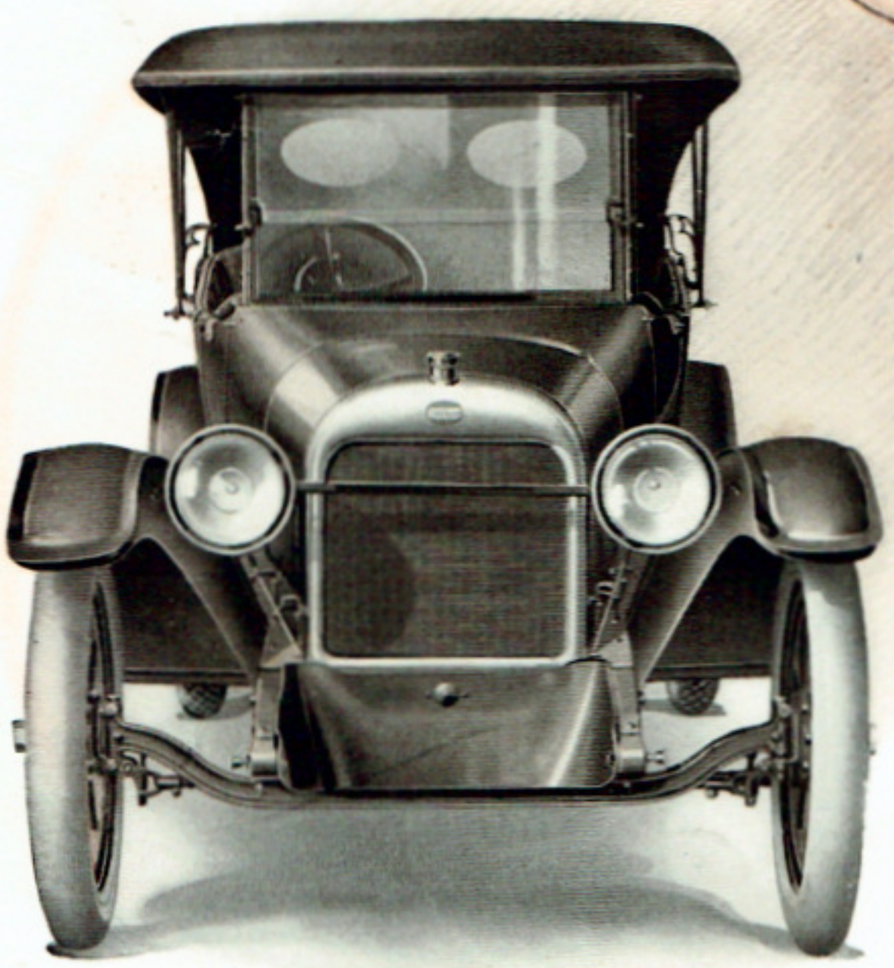
Oakland
5 Passenger
Touring Car
Plan View

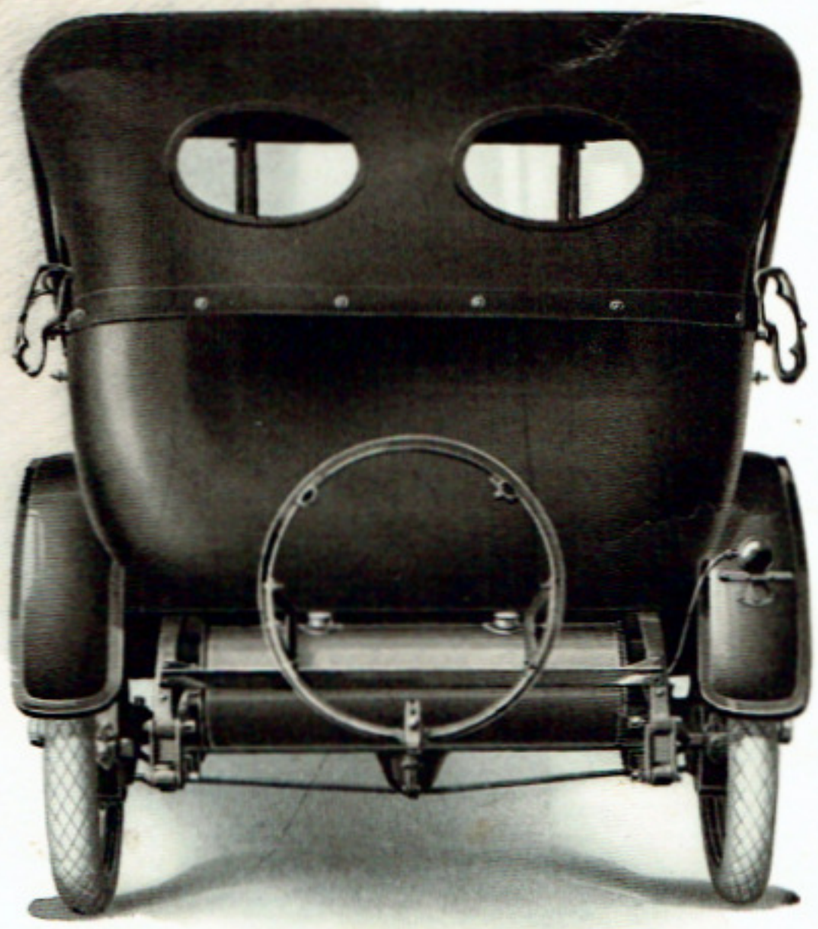


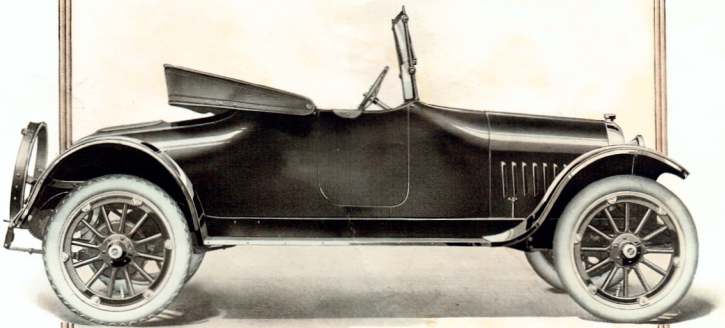




Model
OX-34 B
Oakland
Six Cylinder
Touring Car







Model
OX-34 B
Oakland
Six Cylinder
Roadster

THE OAKLAND MODEL OX-34B SIX-CYLINDER "VALVE-IN-HEAD" ENGINE

THE OAKLAND SIX-CYLINDER ENGINE is of the light weight, high speed, "Valve-in-Head" type. It is exceedingly powerful, very flexible, unusually economical in fuel consumption, and remarkably quiet in operation.

The cylinders of fine gray iron are cast in a single block, insuring perfect alignment which reduces friction and wear. The pistons are of aluminium alloy of new design. The tungsten steel valves are located in the cylinder head, which can be easily removed.

The sturdy crank shaft, massive yet not too heavy, has that almost perfect balance and rigidity which reduces vibration and gives a smooth-running motor even at very high speed. Three large bearings carry the shaft securely. Both crank shaft and connecting rod bearings are easily accessible, since the crank case base can be readily removed by releasing a few supporting bolts.

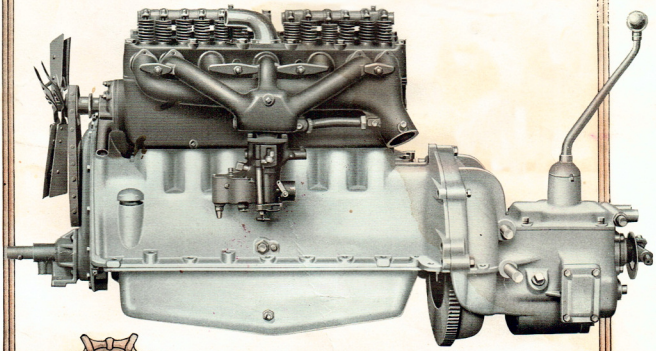
The sliding gear, selective type transmission and cone clutch are a unit with the motor and the whole assembly is held in three-point suspension, which eliminates strain and binding of moving parts.

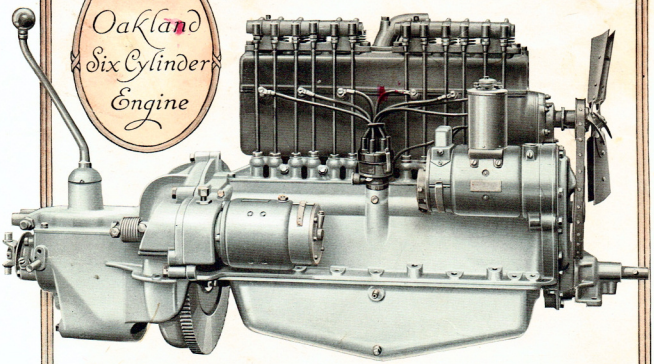
The Oakland cooling system is simple and efficient. The radiator is of the cellular type with large cooling surface; an aeroplane fan of new design and great efficiency has also been provided. The circulation is obtained by a very simple pump system in which the pump is located high on the front end of the cylinder block, making possible the use of a short, hardened ground shaft which is indispensable to a leak-proof packing gland.

Lubrication is obtained by a force feed system. The oil pump is constantly submerged, thus making it impossible for the pump to lose its priming and insuring ample lubrication until the oil supply is entirely exhausted.

Remy starting, lighting and ignition equipment has been adopted after exhaustive tests in which the superiority of this system for the Oakland motor was conclusively demonstrated. The generator is equipped with a thermostat control which in cold weather increases the charging current as long as the battery and generator are cool, and automatically reduces the charge as the battery and generator warm up.

Simplicity, light weight, accessibility and unusual performance are the features which recommend the Oakland motor to the experienced and discriminating motor car purchaser.





The Oakland Six Cylinder Engine

THE OAKLAND MODEL OX-34B CHASSIS

THE CHASSIS, which is defined as the complete frame assembly including the power plant, but excluding the body or other coach work back of the instrument board, is the most vital and important part of a motor car.

That is why so much time and attention have been given by the Oakland engineers to the development and perfection of the Oakland chassis. In the present Oakland model will be found all the features of light weight chassis construction dictated by the best modern engineering practice.

The frame is built of channel section pressed steel of heavy gauge, 4½ inches deep and of ample width to give great rigidity throughout the entire length of the frame. A sturdy rigid frame not only guarantees safety, but it eliminates the possibility of body squeaks, and saves tire expense.

A valuable feature is the short-turning radius, made possible by the narrowed fore-frame. The car will turn in a circle having a radius of only 19 feet.

The long, easy riding, semi-elliptic underslung rear springs, 51 inches in length, as well as the front springs which are also of the semi-elliptic type, are shackled directly to the frame, a simplicity of construction which eliminates many parts and much unnecessary weight.

A full floating rear axle of light weight yet sturdy construction is used, because this is the most highly developed and efficient type.

Hyatt quiet, high-duty roller bearings are used in the rear axle and wheels, and cup and cone bearings are employed in the front wheels. The front axle is a heavy I-beam drop forging.

The drive shaft is of the open tubular type with double universal joints. The employment of the Hotchkiss drive permits the elimination of noisy radius rods and torque tubes and lessens the starting and stopping strains, thereby avoiding unnecessary wear on the driving mechanism, wheels and tires.

The braking mechanism is extremely simple. It is positive in action and requires little attention for either lubrication or adjustment. In diameter, in width and in strength of every part the Oakland braking equipment allows a factor of safety far beyond the requirements of the most exacting service.

Ignition
Remy distributor, coil and generator.

Steering Gear
Right hand, irreversible type.

Carburetor
Marvel, heated from exhaust.

Engine
6-cylinder, overhead valves, high-speed type, 19 h. p., R. A. C. or S. A. E. rating.

Starting
Remy cranking motor, Bendix drive.

Gear Box
In unit with motor, sliding gear, selective type.

Wheelbase
112 inches.

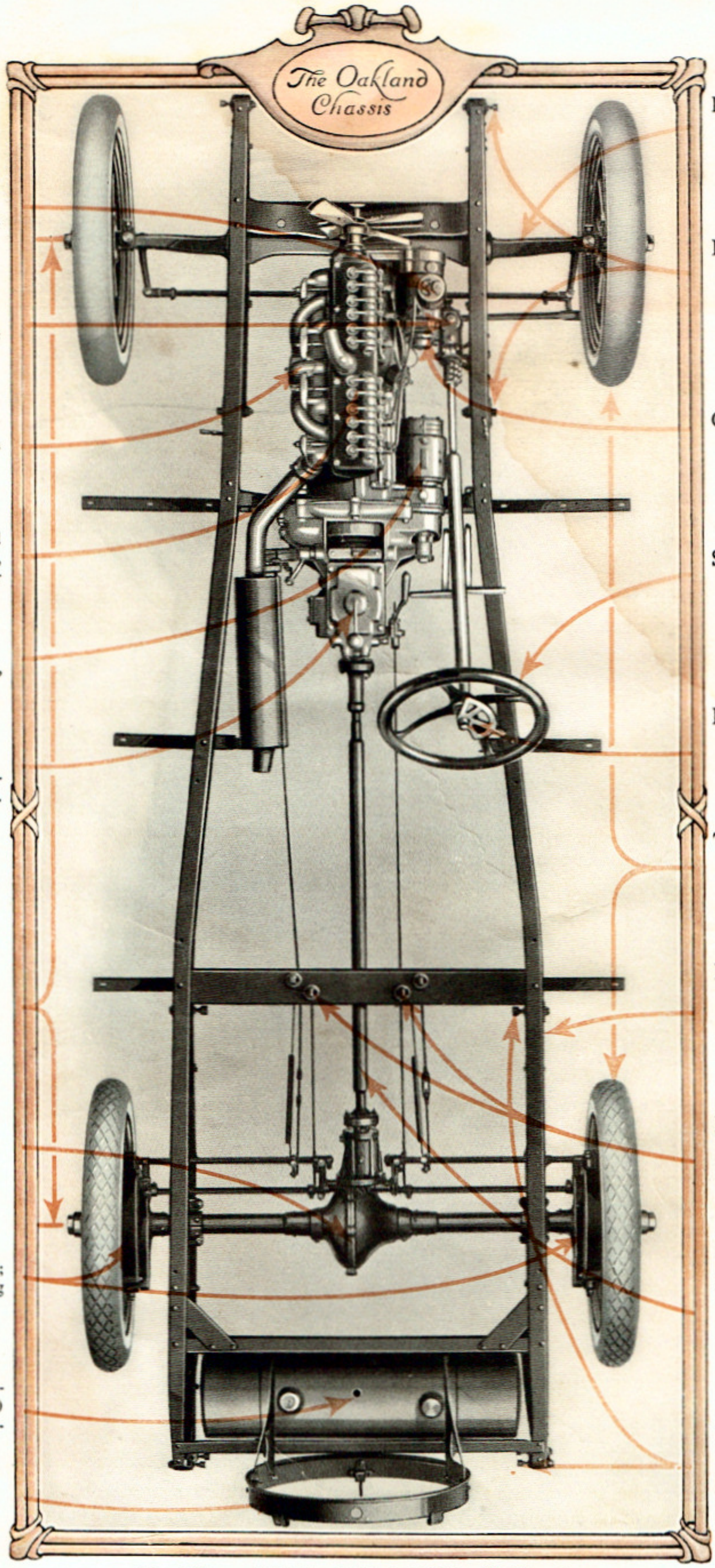
Turning Circle
38 feet diameter.

Rear Axle
Full floating type.

Brakes
12" diameter by 2" wide; very large braking surfaces.

Petrol Tank
13 U. S. gallon (10.8 Imperial gallon) (49 liters) capacity. Stewart Vacuum Feed System.

Tire Carrier
and Spare Rim.



Front Axle
I-beam, drop-forged. Double heat treated.

Front Springs
Semi-elliptic, shackled directly to frame.

Generator
Remy.

Steering Wheel
17" diameter, placed at right side.

Horn
Electric, under bonnet, button on center of steering wheel.

Tires
Oversize, 815 x 105 (mm.), all-weather rear.

Frame
Heavy channel section pressed steel, 4½" deep, tapers to front, following lines of body.

Braking System
Two sets of brakes, with springs and bearings on rocker shaft.

Drive Shaft
Open tubular, with two universal joints. Hotchkiss drive.

Rear Springs
Underslung, semi-elliptic, 51" long, shackled at rear to frame.

Plan View of Oakland Model OX-34B Chassis

"STURDY AS THE OAK"

Oakland

DETAILED SPECIFICATIONS

MODELS OX-34B TOURING CAR AND OX-34B ROADSTER

Body Styles—Five-passenger Touring Car and Three-passenger Roadster.

Wheelbase—One hundred and twelve (112″) inches (2.84 meters).

Motor—Six-cylinder, valve-in-head, high speed type; bore $2\frac{13}{16}$″ (71.4 mm.) x $4\frac{3}{4}$″ (120.6 mm.) stroke; cylinders cast en bloc, removable cylinder head; lower half crankcase removable; aluminium pistons; heated intake manifold. 19 H.-P., R. A. C. or S. A. E. rating.

Lubrication—Positive force-feed system; gear-driven pump of the gear type forces the oil through the drilled crankshaft to the main and connecting rod bearings. Pistons and cylinders lubricated by oil thrown from connecting rods.

Carburetor—Marvel, float feed type, attached direct to specially designed intake manifold; heated from exhaust.

Cooling System—Circulating, centrifugal pump; fan of the three-blade biplane type, driven as a unit by a specially designed V-belt.

Frame—$4\frac{1}{2}$″ (114.3 mm.) channel section pressed steel, very rigid and strong and reinforced by five cross members.

Rear Axle—One bearing, full floating type. Hyatt roller bearings in hubs and differential. New Departure ball bearings on drive pinion shaft.

Front Axle—I-beam, drop forged, double heat treated; so designed as to give low hang to springs and ample road clearance of 10″ (254 mm.). Cup and cone ball bearings on wheel spindles.

Rear Springs—Semi-elliptic, underslung and shackled directly to frame; length 51″ (129.54 cm.), width $1\frac{3}{4}$″ (44.4 mm.). Material is special grade carbon steel with high elastic limit—very flexible and easy riding.

Front Springs—Semi-elliptic, bolted to top of front axle; 35″ (88.9 cm.) long and $1\frac{3}{4}$″ (44.4 mm.) wide. Material same as in rear springs.

Transmission—Selective sliding gear type, three speeds forward, and reverse; in unit with engine. Cover plate on top easily removable for inspection and lubrication of gears. Provision is made on the side of the transmission case to attach a tire pump, which can be driven by the engine through the transmission gears. These pumps will be supplied at a nominal charge with instructions for attaching.

Clutch—Cone type, leather-faced; diameter $12\frac{1}{2}$″ (317.5 mm.) with $1\frac{1}{2}$″ (38.1 mm.) face. Flat springs between clutch cone and leather facing provide for gradual engagement. Clutch is kept engaged by four 60-pound pressure coil springs, the pressure of which is relieved at the clutch pedal by reduction leverage, so that operation is made easy.

Drive System—True Hotchkiss type, the torque being taken up by the semi-elliptic rear springs. Two universal joints. No torque tube or radius rods.

Brakes—External contracting and internal expanding brakes, 12″ (30.5 cm.) diameter. Brake bands faced with Raybestos.

Steering—Jacox irreversible, screw and double half-nut type. Seventeen (17″) inch (43.2 cm.) steering wheel. Steering wheel placed at right side of car with control levers in center.

Petrol System—Oakland-Stewart vacuum system. Thirteen (13) U. S. gallon (10.8 Imperial gallon) (49 liters) cylindrical petrol tank at rear, fitted with large filler cap, and gauge.

Electrical Equipment—Unusually simple, durable and efficient. Remy two-unit starting and lighting system. Automatic thermostat control of battery charging rate. Oakland-Remy ignition. Battery 6-volt, 3-cell.

Wheels and Tires—Artillery type with demountable clincher rims. Extra large tires, size 815 x 105 mm.; all weather tread on rear wheels, plain tread on front.

Upholstery—Genuine leather, pleated type, over best of unit construction coiled springs and real curled hair. Leather hand grip pads on top of doors to protect finish.

Painting—Grey body, bonnet and wheels. Mud-guards, lamps, windscreen, frame and top supports, black. Radiator and lamp rims nickeled. Hub caps aluminium.

Equipment—Tilted windscreen, top glass overlaps lower $1\frac{1}{4}$″ (31.7 mm.). Nickel-plated robe rail; black enameled foot rail; one-man khaki top with easily adjusted side curtains. Lighting and ignition switches provided with lock; ampere-meter; Stewart speedometer, optional miles or kilometers, as required; oil sight feed indicator on instrument board; linoleum, metal bound, on front compartment floor; full tonneau mat, complete set of tools, hydrometer syringe, tire repair outfit, spare tire carrier fitted at rear, and extra demountable rim.

Weight—Touring car 2130 pounds (967 kilos); Roadster 2120 pounds (963 kilos).