The OAKLAND
Your Car *for* 1913



The OAKLAND
Your Car *and* Why



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

Our Shop Creed—Remember, Men, you are building "The Car with a Conscience." Do your part—no matter how small it is—to the best of your ability, so that each car shipped will have a good, clean "Mechanical Conscience." You can bring this about by doing your very best at all times. The enjoyment of life comes from doing things well.

THEY were at the "Show." The most insatiable desire for possession had gripped the man-on-the-car-hunt, when his friend brought him back to earth with a slap on the shoulder —and "Here's your Oakland."

There has been many an ideal reached before now. Often, ere this, perfection has been found. But ideals vanish as ideals grow and perfection is elusive as new perfections arise.

Last year the man who owned an Oakland lived in the atmosphere of a perfect, an ideal car. More Oaklands were sold by Oakland owners than by salesmanship and advertising combined. The purchaser at once entered the employ of our sales department and straightway went forth to make good.

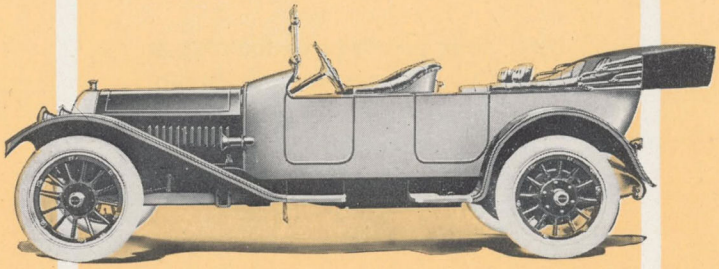
And he is with us still.

But he has a new car to sell—a new Oakland. And old ideals and perfections have vanished in those which are stronger and greater.

WHEN we say to those of you who are on the car hunt, that the new Oakland is the most beautiful car in the world, we express the most profound convictions of those who have owned and driven those luxurious creations, the most artistic designer ever before offered, regardless of price.

Pick where you will; scour mart upon mart—then see your Oakland last, and you will satisfy yourself that real refined and striking beauty finds its highest attainment here.

But, like the man who refused to enthuse over a reproduction of a famous painter's masterpiece, you must see this car to enjoy the most delightful picture it has ever



GREYHOUND 6-60 is the last word in six-cylinder motor cars. The body is of graceful design, the 130-inch wheelbase providing plenty of room for five or seven passengers or close coupled touring bodies, as desired. Double drop frame, with attendant low center of gravity; the famous Oakland unit power plant, powerful motor, sixteen-inch double internal brakes, choice of two starting, lighting and ignition systems. The first is the Delco electric starting, lighting and ignition system. The second is the Deaco electric lighting and ignition system; air self starter. German Silver V-shaped radiator, luxurious upholstering—these are a few of the things that distinguish the Greyhound 6-60.

Price with Delco equipment, $2550.
Price with Deaco equipment; air self starter, $2400.
Top and windshield extra.

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been your privilege to look upon. And if your tastes run to harmony, grace and symmetry of contour, you will announce your avowed fidelity to the most beautiful car in the world—your Oakland.

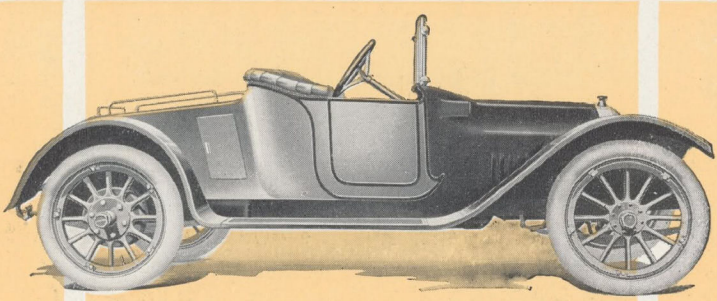
LOOKING at this car in person, as it were, its outward beauty strikes you strongest—but on closer inspection and more careful examination, you laugh to scorn the Solon who perpetrated the remark that "beauty is but skin deep." For the farther you go in your quest, the more beautiful you find your Oakland. And after all, it is the "hidden" beauties which speak loudest and most eloquently, as they have always spoken for Oakland cars in the last decade of motor car construction.

ARE you, who read, a searcher after truth? Then come with us and let us see what constitutes

a car of beauty—a beauty that is decidedly more than skin deep.

But first consider that the purchaser of today is the owner of yesterday, or if not the owner, the rider in yesterday's car, for few indeed have yet to know the thrills of exhilaration which come from the open road. So we all know the car of yesterday, and know its shortcomings, its deficiencies—its inadequacies. We know, too, of the improvements which time and trial have set within our reach and called them good—and knowing, we are fortified and strengthened in our quest.

For sake of argument, suppose we list the points of vantage that have impressed us as marked improvements in the motor car—any make—of today. There is not one of these that calls forth the admiration of its owner, that your Oakland does not possess. And, what is still more important, your

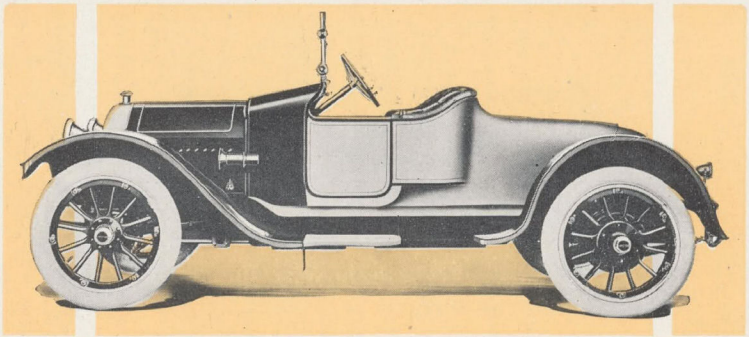


OAKLAND cars have always kept ahead, both in the matter of endurance—which means service—and appointments, which means comfort. Model 35 Runabout emphasizes this truth. It is a three-passenger roadster mounted on the Model 35 chassis—"the ideal runabout," it has been termed.

Wheelbase, 112 inches; single drop frame; unit power plant; wheels 32x3½; demountable rims; full nickeled trimmings; storage battery for electric lighting; ample space provided in rear for extra tires and supplies; Oakland upholstering and finish.

Price is $1000.
Top and Windshield extra.

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MODEL 42 is a refinement of the Sociable Roadster we brought out last year. So popular did this three-passenger single-seat car prove that we were unable to supply the demand. We have made many improvements. The sweep of the fenders harmonizes with the general lines and adds much to the racy appearance. Sufficient room is provided at the rear for supplies so that it is suitable for touring purposes. It is larger in every way — 116-inch wheelbase, 4⅛x4¾ motor, 34x4-inch wheels. We give you choice of two starting, lighting and ignition systems. The first is the Delco electric starting, lighting and ignition system. The second is the Deaco electric lighting and ignition system; air self starter.

Price with Delco equipment, $1750.
Price with Deaco equipment, air self starter, $1600.
Top and windshield extra.

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Oakland offers you all these things in a finer sense than any other car or cars combined.

THE character which you find in your Oakland, as it appears upon the surface, is fused into the inner consciousness of the car and exhibits its sterling worth through the severity of the daily grind. It is truly "the car with a conscience" and as such, serves your purpose best no matter what that purpose may be.

He who is mechanically wise and delights to delve into the pretty problems of an engineering feat, let him examine the Oakland and find a simplicity of construction that is fairly amazing, considering that the car of yesterday was a finely wrought machine of a myriad of parts.

THE Oakland unit power construction is so simple, yet so perfect, that your power is always

more than equal to your emergency. The motor, clutch and transmission form the straight line drive, minimizing friction which, naturally, endows you with power.

A few years ago we rode in air. The higher up we got the better the "style." Today we hug Mother Earth and enjoy her company immensely. Our engineers are cold and calculating men and make the **style** of today conform with the best in **mechanical construction.** Your Oakland is a safer car than ever before. The double drop frame gives us a low center of gravity and keeps the Oakland on the road. Safety is enhanced and driving ease increased, skidding and swaying are but little known.

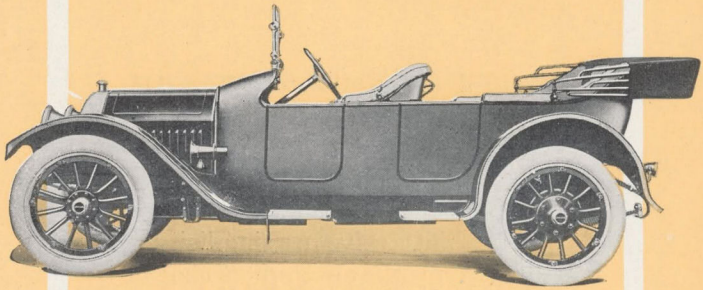
AND not the least among the many Oakland accomplishments is the decided "get-at-ableness" of Oakland parts. Right here is a good place to say that the

life of a car depends upon the care it gets. Oakland cars live long because, for one thing, it is easy to give them the proper care. The parts working ceaselessly must have attention now and then. And what a relief to know that to render it, one is not compelled to resort to the practices of a contortionist.

In building this, the most beautiful car in the world, we have insisted upon a perfection that will add life and service to it. We know that in design and construction we are ahead of the times. But your Oakland will live, and living, be as beautiful as when you first admired it.

WE have made it simple. We have made it accessible; we have made the care of it easy.

There are three great watchwords in automobile construction. The first is dependability. It is the great and important thought. We



THE Model 42, five-passenger touring car, incorporates distinctive features that single it out from other makes wherever found. The body lines are as daring as they are graceful. The aluminum steps instead of the traditional running board make it different. The cowl and V-shaped German Silver radiator arrest attention.

With 116-inch wheelbase, double drop frame, unit power plant, 34x4-inch wheels, Oakland upholstering and appointments—it is the ideal touring car. It is furnished in either blue or gray, with full nickel trimmings.

We give you choice of two starting, lighting and ignition systems. The first is the Delco electric starting, lighting and ignition system. The second is the Deaco electric lighting and ignition system; air self starter.

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say to our engineering department: "Give us a car that will go and keep on going—one that you don't have to tamper with—one that will give steady satisfaction. After dependability, give us simplicity. Give us only the absolute mechanism necessary to drive a car at the rated horsepower—a clean cut chassis, free from cumbersome units, network of rods, irons and cross-members. And after simplicity comes accessibility. By all means give us a chassis that you can get at in a minute. It is as important as the other requirements. It means a better cared for car."

HERE'S your Oakland, Mister-Man-on-the-car-hunt, the car you will buy if you are looking for the most beautiful car in the world and believe that "beauty is more than skin deep;" that beauty in a motor is as much a matter of mechanical perfection and simplicity as grace and harmony of lines.

LOOKING at this car on a salesroom floor or at the "show" or on the street—you will at once become its ardent admirer. No car has yet so turned the people's heads as this. And yet we say to you that never before in the history of the industry has so much real beauty been assembled underneath and out of sight, as in your 1913 Oakland.

THE specifications of a motor car are meant to tell you just what the dimensions are, but they do not indicate the methods of manufacture or the quality of material used. And it is only by contact with an Oakland owner whose past experience is a good criterion of the future, or by personal experience with the car yourself, that you can know how thoroughly all things are done on your Oakland and why it is "the car with a conscience."

WE are frank to say that our sales force needs but little selling eloquence other than that required in getting future buyers to look at the car. Our policy is to permit the car to do its own selling. Undue solicitation is tabooed and you are free to make your own decision unbiased by salesmen's arguments.

Will you kindly give your attention to the cars, and their descriptions to be found on pages preceding. All you can think of that's good to have in a motor car is found here—all of the best and certain of the old, and all that is safe and beautiful of the new finds a place in your Oakland for 1913.

OAKLAND MOTOR CAR CO.
PONTIAC
MICHIGAN

Our Engineering Creed—We believe when a good engineer designs a car, the basic principles, aside from simplicity and accessibility, are to eliminate friction, guard against distortion, reduce wear to the minimum, and deliver the maximum horsepower to the driving wheels.

The Oakland line includes a variety of models mounted on four chassis. Eleven body styles in all. Everything from a runabout to the most luxurious Limousine.

A complete catalogue will be gladly mailed upon request.

IN 1913 Oaklands, beauty is given a new charm, luxury a new significance and individuality a new meaning. It is truly a car with a conscience.

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