

The Largest Advertising Contract

Ever Given a Group of Farm Papers Under One Management by an Automobile Manufacturer

The double center spread reproduced herewith is the first of a series of advertisements that will appear in THE NATIONAL FARM POWER PAPERS, beginning February 1st and continuing throughout the next few months.

OAKLAND MOTOR CAR COMPANY
 AUTOMOBILE MANUFACTURERS
 PONTIAC, MICHIGAN

Dear Sirs: We have authorized the Taylor-Whitfield Agency to give you an order, non-cancelable, for 84 pages of space in the National Farm Power Papers, to be used prior to November.

OAKLAND MOTOR CAR COMPANY
 OF DETROIT
 Pontiac, Mich.
 Dec. 14, 1914.

Oakland Over All

Leading Oakland Superiorities

- Great Strength with Light Weight.
- Low Center of Gravity with Usual Road Clearance.
- High Speed Motor with Great Power.
- Flying Wedge Lines with Least Wind Resistance.
- Economy with Luxury.

OAKLAND's five outstanding points of superiority make it the ideal car for country and city service. A car for those who demand *unusual* strength with economical service, plus rare beauty and speed.

OAKLAND ECONOMY is a *lasting* economy; not a bait in the form of low first cost—but extending through the life of the car.

OAKLAND STRENGTH is achieved by a plan of construction which makes unwieldy and expensive bulk unnecessary. The result is reduced weight which insures saving in fuel, in tires, in general upkeep.

OAKLAND SAFETY is assured by its low suspension of weight; its low center of gravity; preventing the dangers of travel on rough or slippery roads. Yet this is accomplished without taking from Oakland's road clearance.

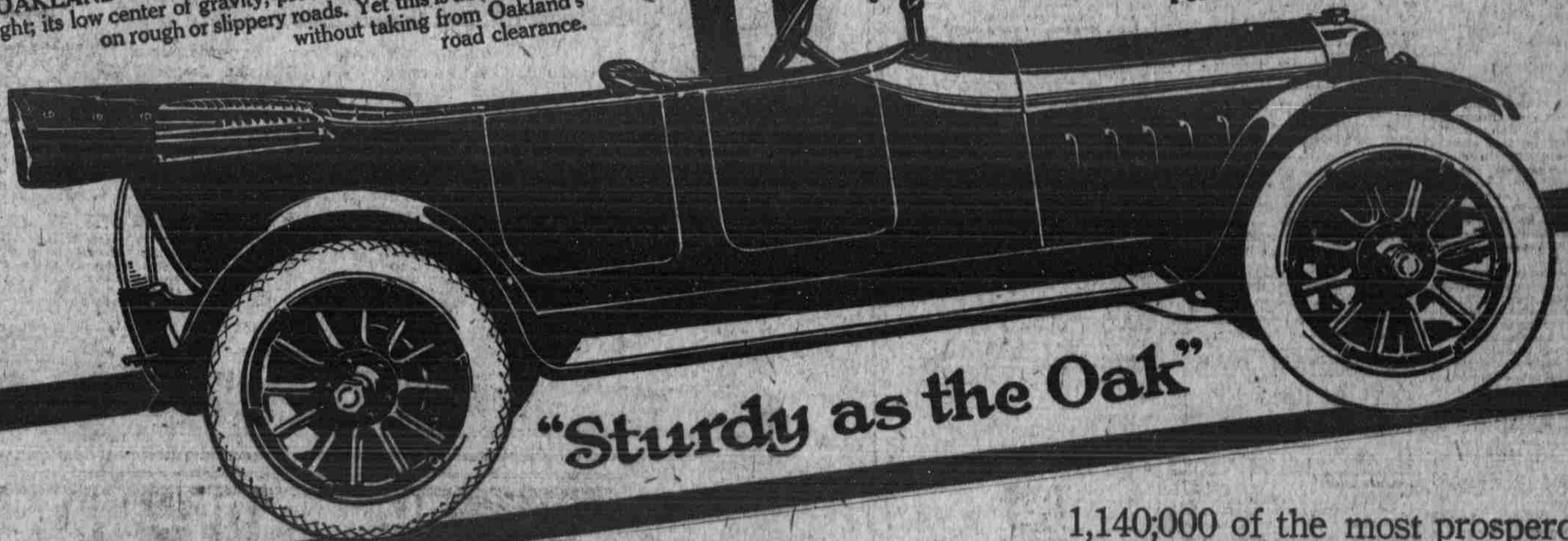
OAKLAND SPEED comes from its combination of high-speed motor with great power, and its Flying Wedge Body Lines which lessen wind resistance. The Oakland Northway Motor sweeps up the hills with an uninterrupted burst of speed.

The Oakland is a mechanical triumph in every way, but its right to be called a *great* car, rests primarily upon its strength, its safety, its speed, and its *lasting* economy.

When you get into an Oakland and feel its thrill, you know you are in a car of extraordinary yet easily controlled power. We invite you to enjoy such a demonstration.

Four and Six—Speedsters, Roadsters and Touring Cars—\$1100 to \$1685 f.o.b. factory.
 Let Us Send You the Name and Address of Nearest Oakland Dealer. Write for Catalog.

Oakland Motor Company
 Pontiac, Michigan



"Sturdy as the Oak"

The Oakland Motor Car Company, Pontiac, Michigan, after making an exhaustive investigation of the relative merits of vari-

ous farm papers, decided on the **National Farm Power Papers** to carry the Oakland Message into the homes of the better class of farmers because of their well-known powerful influence among

1,140,000 of the most prosperous and deep-thinking farmers. This order, amounting to 84 pages, is the largest bona fide, non-cancelable advertising contract ever placed by an automobile manufacturer in a group of farm papers under one management.

THE NATIONAL FARM POWER PAPERS

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|---------------------|--------------------------|-----------------------|
| Orange Judd Farmer | American Agriculturalist | New England Homestead |
| Northwest Farmstead | Southern Farmer | The Dakota Farmer |
| CHICAGO | ATLANTA, GA. | ABERDEEN, SO. DAK. |
| MINNEAPOLIS | NEW YORK CITY | SPRINGFIELD, MASS. |