

# NEW FISHER BODY FOR OAKLAND CAR

In order to meet the demand for increasing number of bodies for the Oakland Motor Car company and to provide adequate facilities for producing better bodies for the new six cylinder car to be introduced early next year as a companion to the Oakland six, the Fisher Body corporation is expending approximately half a million dollars in additional building and equipment at its Pontiac plant.

The present Fisher Body corporation's \$2,000,000 plant has been devoted exclusively, beginning two months ago, to building Oakland bodies, due to the tremendous demand that followed the appearance of the new Oakland and the monthly breaking of sales records since that time. The building additions will add 60,000 more feet of floor space.

This enlargement of body building requirements follows closely the appropriation of three-quarters of a million dollars for equipment in the Oakland factories to increase production on the Oakland six and three million dollars for tools and equipment to build the new six cylinder car which will be produced and distributed by the Oakland organization.

All additions and equipment at the body building plant will have been installed before the end of this year.

## Legs Crushed, Man Still Sells Cars

A record for plain grit and determination in these days of haste and bustle was recently established through the remarkable will power of a South Rockwood, Michigan, man following serious injuries suffered in an automobile accident.

Dan Mercure operates a thriving business as a Willys-Knight dealer

in a small Michigan village of slightly less than 300 souls. For several years Mercure had seen his business grow from a meager beginning until prosperity began to shine through for him and his family. The year 1925 bade fair to bring to Dan Mercure the fruits of hard work—when calamity broke through his endeavors. In demonstrating a car to a customer, Mercure stepped behind his car just as an approaching car drove up, pinning the unfortunate man between the two automobiles and crushing both legs at the knees. Dan was taken home, both legs were placed in a cast, and he was left to lie weeks in bed until the broken members should heal, with nothing to occupy his mind but worry and restlessness.

But Dan Mercure was not so easily downed, and some hidden strain of sturdy ancestors urged

him on. "I can and I will continue my business just as if I were well," was his resolve, and he proceeded to do it. The telephone was moved to his bedside on a swinging stand, one chair served as a table for literature and another, in conjunction with a huge dictionary, was borrowed for a desk. Mercure set about with a will to call his friends. He invited them to drop in and talk over business, crops, the weather and any other excuse that would bring them in. They came, and Dan Mercure plied his trade even better than when he was a well man.

From the day of his accident, on September 26, to October 11, Mercure sold and had delivered eight new Overland and Willys-Knight cars and three used cars, or an average of more than one a day. Mercure's biggest sales record while confined to bed was three cars sold

and delivered in the space of three and one-half hours, including an Overland four sedan, a six-cylinder Overland and a Willys-Knight sedan.

Now, being faced with the prospect of one leg being permanently shorter than the other, Mercure's philosophy is outstanding. "Some folks might feel sorry for me and the future, but not I, for it was that accident and the following weeks in bed that showed me that dealer can sell cars under any sort of physical handicap if he just sets his mind to it." And with that remark, Dan Mercure keeps right on selling cars as if nothing had ever happened.

If you are uncertain about the arrangement or wording of your advertisement don't hesitate to ask us for suggestions. We shall be glad to help you with the layout and the preparation of the copy at any time.

### FAMOUS FANS

THE GUY WHO STOPS AT EVERY MIRROR TO POWDER HER NOSE.



HENRY, DO BE A LITTLE REASONABLE - I'VE GOT TO FIX UP A BIT - I'M A PERFECT SIGHT -

HEY! DO YA WANNA RISS THAT TRAIN? THERE IT IS NOW - HEAR IT?

By Hopp

## Texas Governor Is Evading the Issue

AUSTIN, Tex., Nov. 28.—Gov. Miriam A. Ferguson of Texas paused today in the midst of tangle state affairs threatening a special session of the legislature and impeachment to issue a statement scolding rich men who drink liquor.

The woman governor offered \$500 reward for arrest and conviction of any person worth more than \$5,000 for violating prohibition laws.

The governor's statement said

the prohibition law was one "for the rich and against the poor." Coming at the end of the most hectic week in her administration political observers here saw in the statement an attempt to divert attention from state affairs.

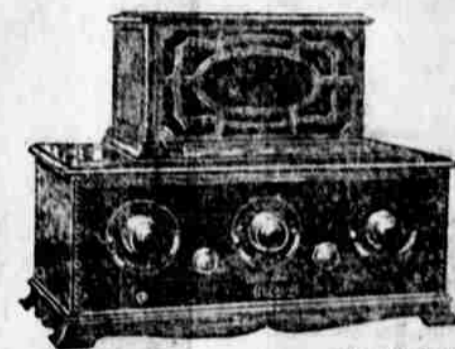
## President Coolidge Bests Will Rogers

WASHINGTON, Nov. 28.—Will Rogers swapped "wise cracks" with President Coolidge tonight, and found the president could hold his own.

"The president can make a few

wise cracks... The crowd... on the... salting... low price... "I found... Iowa... I... CEDAR FALLS... Iowa State... Colorado... today... The... kick in the... -istors... match... tod.

## You Will "Show Off" This



# Western Air Patrol

"Radio as you want it"  
Tone, Volume, Selectivity, Simplicity

**\$110.00**  
COMPLETE  
Convenient Terms  
Can Be Arranged

You will be proud of its appearance and performance. You will be able to show your friends that you can "keep gram and maintain the clear, sweet tones." The five qualities you want most in Radio (Clear Selectivity, Simplicity and Beauty), are embodied in the Western Air Patrol.

Look under the lid and see the sturdy construction, the well-balanced arrangement. Notice, too, the exposed.

Our 15-day home trial offer enables you to try your own home. Take advantage of it today.

Make your reservation now to insure delivery for Christmas.

## Check this list of Standard Equipment

- This is what you get in a Western Air Patrol
1. Genuine mahogany or solid walnut cabinet of graceful lines.
  2. Efficient loud speaker, cabinet mounted.
  3. Five genuine Cunningham tubes.
  4. Two 45-volt "Heavy Duty" Franon Radio "H" Batteries.
  5. Waxed rubber case storage battery.
  6. One hundred feet T-strand aerial wire.
  7. Twenty feet silk-covered lead-in wire.
  8. Twenty feet rubber-covered ground wire.
  9. Jones Cable for "A" and "H" Battery connections. (Always plug in and the connections are made.)
  10. Three porcelain insulators.
  11. Radio Lightning Arrestor.
  - CONDENSERS—12 plate low loss type. (Highly conductive.) Adjustable spacing and an adjustment on the dial for "fine tuning." This feature over all others.
  - RESISTORS—750 wire resistance in control by a hand-operated slide wire. Contact with is so placed that it cannot cut the wire and assure continuous operation.
  - THE SWITCHES—At a glance of your hand you can see any switch in the set.
  - TRANSFORMERS—2 1/2 to 1 ratio of Standard Transformer type.
  - SWITCH—Outer Hammer, JACK—Outer, KEY PANS CONDENSERS—Dialless.

## Give Something for the —this Christmas

Auto accessories make useful, practical gifts they add to the comfort, safety and economy of driving. Remember, too, that all the family can give. Below is a partial list of suggestions:

- Ash Receivers
- Flashlights
- Interior Mirrors
- Radiator
- Ornaments
- Radiator Caps
- Step Plates
- Spot Lights



## This Week's Special

**"Nobby" Locking Radiator Cap With Monogram**

Protects motor from theft and freezing. Solid brass, handsomely nickel-plated. Fitted with three black Bakelite knobs. Furnished with a handsome monogram of your initial. Fits all makes of cars. Regular price, \$5.25. Special at **\$4.85**

More than 125 Stores in the West

**Western Auto Supply Co.**

PINE ST. AT SEVENTH

# "in all the world- no values like these"

Ten minutes of your time will prove this to you by any standard you may set

**\$595** f. o. b. Toledo

**\$895** f. o. b. Toledo

**"Never before so much car for so little money"**

This is the Overland Standard Sedan—a full-size 5-passenger car, with room and to spare for 5 full-size people to ride in... a smartly-designed car, clean-cut, rakish, low, extraordinarily good-looking...

**Wider Seats**—the widest of any light car built...

**Big Wide Windows**—more than 20 square feet of window space... Extra Wide Doors—easy entrance to both front and rear seats...

**Very Latest One-piece Windshield**—gives clear, unobstructed driving vision...

**Cowl Ventilator**—a modern refinement in closed-car body construction.

**Triplex Springs**—give you 30 added inches of spring support on a 100-inch wheelbase...

**"As fine a car as anyone would wish to own"**

Visit all the showrooms of this city. In none of them will you find a dollar-for-dollar value even approaching the value you get in this Overland Six Standard Sedan...

At \$895 it stands absolutely alone among all popular-priced cars...

Compare it for beauty. Compare it for style. Compare it for power. Compare it for comfort. Your conclusion will be exactly the same as that of more than 40,000 owners who have gone through the same comparison process...

A 38-horsepower engine, with a performance record that has won for this car a place among the engineering masterpieces of the automotive industry...

LOW DOWN PAYMENTS / EASY TERMS / YOUR CAR IN TRADE

**Fours OVERLAND Sixes**

**Overland-Knight Sales Co.**

Phone 899 4th and Klamath

**Kelly-Springfield Balloon Cords**

The Only Balloon Tire With a Flexible Bead

Your Car Equipped All Around With KELLY-SPRINGFIELD BALLOON CORDS Will give You the Maximum of Easy-Riding Comfort With a Minimum of Expense

**The Hub Tire Shop**

PHONE 616 502 South Sixth Street.—C. B. JOHNSON, Mgr.