

PROVEN
SECTION

PRODUCTION OF FOUR
CYLINDER OVERLAND
GREATER THIS YEAR

Production of the Four Cylinder Overland, the light car product of Willys-Overland, will be 50 per cent greater for 1926 than during the past year which was the record year for this model in the history of the organization.

The first indication of greater developments in this light Four came in September of last year when the price on the standard sedan model was dropped to \$695, the lowest price ever put on a four cylinder enclosed car with standard features of design and equipment including three forward speed sliding gear transmission, honeycomb radiator, heavy frame construction and standard-sized body specifications.

This price brought a volume of sales which exceeded by a large percentage the ability of the factory to keep production up with demand.

The acceptance of this sedan at the price established was an immediate indication of a sales field which had never been sounded by any manufacturer of a standard type four cylinder car.

The total volume of sales in this four cylinder model for entire year of 1925 was over 100,000, including all body types of which there were four.

Manufacturing plans for 1926 contemplate a minimum output of not less than 150,000, with every possibility that this huge number will be exceeded before the year is over.

Included in the Overland Four line are the standard sedan, deluxe sedan and the touring car.

The sales volume in the four cylinder model was reached in the face of a total volume of six cylinder cars, Overland and Willys-Knight, sold and delivered during 1925 which exceeded 100,000 units.

At the present time, the price on the Overland Four standard sedan is still the lowest in the field with no near competitor in sight.

During the past year despite two drastic price reductions, the quality of materials and finish entering into the construction of this product have shown steady improvement. The standard sedan model, which has been the leader in the price scale, is now offered with a nickel-plated radiator shell, polished laquer finish, one-piece windshield and 20 square feet of total glass area in the body.

The position established by Willys-Overland in the planned increase in production of four cylinder Overlands is an indication of this organization's intention to go out after the field which John N. Willys, president of the company, has termed the "pony" class, in which he prophesies a complete reversion of public demand with the call centering on a car which has become generally accepted as one of standard specifications.

CLAIM ADVERTISED
GOODS TOP SALES

"Nationally advertised automobile accessories are as much in demand as any other line of widely advertised merchandise," says Joe Keefe, local manager of the Western Auto Supply company.

"When a motorist selects accessories for his car, he demands the same standard quality and nationally known makes as he does when he is buying groceries or clothing."

"It has always been the policy of the Western Auto Supply company to handle the best quality merchandise obtainable, and in keeping with this policy, we carry practically all of the nationally known and advertised makes of accessories."

"Take S. & M. spotlights for example. We sell many more of this well known make than any other and much of this is due to the wide publicity given them. It is the same way with horns. E. A. loud in the electric field, while Aeromere tops sales on the exhaust flat. In mirror sales, the Cop-Spotter and Kokomo mirrors lead. Boyce motometers are well known through their exhaustive advertising, and are a popular accessory among car owners."

"A C. and Champion spark plugs are popular sellers and when the motorist needs a tire gauge or a valve core, he usually thinks of the Schrader make."

"Now that the winter season is here," continued Keefe, "it is interesting to note how many Malco automatic windshield wipers and McKay skid chains, both nationally advertised accessories, are being purchased by motorists."

If you know of any game violations, call phone 584. All information will be strictly confidential.

Landslide Ties Up German Railroad Service



A landslide along the railroad between Berlin and Frankfurt, Germany, completely tied up service between those points for two days. An entire section of the track extending nearly a quarter of a mile slid down to another section of the rails, tying up traffic in both directions. Above is a view of the landslide.

Sports Done Brown

By NORMAN E. BROWN

George Sisler, manager of the St. Louis Browns, is hoping that Dame Fate will smile on Ernie Nevers, great football artist of Stanford university, during the remainder of the games he plays this winter as a pro.

For Sisler has invested considerable in the young man.

Nevers, while developing into the greatest fullback the West, if not the game, has ever produced, also played on the university baseball team and starred as a pitcher and batter.

Several big league clubs angled

for his services, including the Giants. It is understood McGraw offered Nevers a \$5000 bonus to sign a Giant contract. However, the Browns landed the coast star, which leads to the belief that Sisler got the club owners to open up the John bank roll for the grid hero.

Before signing with the Browns, Nevers arranged to sell his services as a football star for a series of games in Florida. Sisler signed him between games there.

Sisler probably recalls the cases of several promising baseball players who found themselves handicapped by injuries received on the gridiron after planning their diamond future.

Davy Robertson, former Giant

outfielder, was one of these. While the fans remember Davy as a mighty sweet fielder he originally planned to seek baseball fame as a pitcher. He was pitching for North Carolina A. and M. when McGraw found him. Davy was a southpaw and was making the college batters look foolish.

McGraw signed Robertson with the verbal agreement that Davy would refrain from participating in football the following fall because of possible injury. Davy, however, weakened and the ripping of a muscle in his left arm during scrimmage ruined him as a pitcher. He was forced to make himself over into an outfielder.

The case of Riggs Stephenson, former member of the Cleveland club, was an unfortunate one. Riggs was a teammate of Joey Sewell, star shortstop of the Indians, on the Alabama University team. Stevie had hopes of playing big league baseball. He was also, however, a football hero at ol' Alabam. An injury to his right arm during a football game left that wing with a "crook" in it which so handicapped him in his throwing that, despite a long trial, he was unable to hold his own in fast company.

Manager Speaker of the Indians labored hard to teach Stevie how to play second base despite the handicap and then gave him a chance in the outfield. At bat Stephenson could whale the ball all around the lot and would have made a valuable man on offense had he been able to throw the ball.

Sisler does not blame Nevers, of course, for his desire to collect a handsome sum playing pro football through the winter months. But he hopes the coast phenom will come through unscathed. So do thousands of coast fans who believe that Nevers is one of the greatest all-around athletes the country has produced.

MERRILL

J. E. Whitlatch and wife motored to Mt. Hebron and MacDoel last Monday.

Last Saturday night the residents of Merrill and neighboring communities celebrated a "Henry Ford" dance in the community hall. Local talent furnished the music, including many fiddlers who played the old-time airs. It is rumored that there will be a number of the old time dances before the winter season closes.

Mr. and Mrs. L. M. Robinson have moved into the R. C. Groesbeck place, one mile east of Merrill.

Mrs. Rose Randall was included in

the Klamath Falls guests who attended the Old Time dance at Merrill Saturday night.

Mrs. Arthur Stearns returned last Wednesday from a visit to her parents who reside in Williams, California. Mrs. Stearns was accompanied by her sister, Miss Faye Rogers.

UPPER SWAN LAKE

Fred Collman and his daughter Clara and Agnes and L. H. Minier drove to Medford to hear Sousa's band. They report a very enjoyable evening.

Christine Janssen was honor student at Swan school for the past month.

The marriage of William Neubert and Marie Janssen was solemnized at the home of the bride Sunday January 17. The marriage ceremony was read by Rev. George Hoffman of Klamath Falls.

The Sunday School held at 2:30 p. m. every Sunday at Swan School is growing in interest and numbers. All are cordially invited to attend.

Mrs. Owen, who has been visiting friends near Klamath Falls, has returned to her home at Edgewood ranch.

John Hibberts who was recently injured by a fall, is able to be about again.

A new Victrola and an excellent selection of records has been purchased for Swan School. A musical program is planned for the near future.

GRANGE GOES NORTH

PORTLAND, Jan. 27.—(United News)—Fred Grange and his manager, C. C. Pyle, will leave tonight for Seattle to spend Thursday there before returning to Portland for Saturday's game, the football star said today.

KLAMATH VALLEY HOSPITAL. In confinement be our invited guest. adv-6

That "pay-day smile"
when
you smoke
P. A.



WHEN a fellow's happy as a spring robin, he's just got to show it. Face lighted up like a sample house. Look at those jimmy-pipers all around you. You can't tell whether they've just got a raise, or whether they've been mentioned in a rich uncle's will.

But here's the secret: They've discovered Prince Albert! Just you tuck a neat wad of P. A. into the muzzle of that little old jimmy-pipe and make fire with a match. Man, alive. Here's tobacco as IS tobacco. Mellow. Mild. A win in every draw.

No other tobacco is like Prince Albert. Cool and sweet and fragrant. Not a nip or a scorch in a barrel of it. The Prince Albert process cuts out bite and parch, and develops a tobacco flavor that has solace and satisfaction written all over it.

Quality tobacco and no mistake. You'll say so the instant P. A.'s wonderful smoke percolates into your system. Get together now—you and your jimmy-pipe and Prince Albert. Step around the corner and tell the man you want a tidy red tin of P. A. Then you're set for real smoke-sport.

P. A. is sold everywhere in tidy red tins, round and half-round tin smokers, and pound crystal-glass humidors with sponge-maintainer top. And always with every bit of bite and parch removed by the Prince Albert process.



PRINCE ALBERT

—no other tobacco is like it!

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