

Trojan Gridiron Star in Star Convertible Cabriolet



Morley Drury, captain of the 1927 University of Southern California football team is one of the few stars left on the campus after the 1927 class was graduated last June. Sixteen members of the U. S. C. squad of last year were missing when the first practice was called by Coach Howard Jones on September 15 and Capt. Drury is the one bright star upon whom the Trojan rooters are building their hopes this year. Photo shows Drury in a Star convertible cabriolet one of the most popular models in the Star line and a favorite among the students of the Los Angeles university.

12,000 MILES MADE BY WHIPPET IN 720 HOUR NON STOP RUN

Travelling continuously for 720 hours without a motor stop, averaging 31.1 miles to the gallon of fuel, covering a total distance of 12,008 miles, is the newest achievement of a Whippet motor, according to figures released this week by the Willys-Overland company giving the details of one of the most strenuous economy, endurance and stamina tests ever attempted by any motor car.

For thirty days and nights the Whippet roadster's engine was kept running without a stop, the climax of the tests coming at the end of the route at Ithaca, N. Y., where the car was driven around the half-mile dirt race track breaking the track record for stock 4-cylinder cars over a five-mile distance. The Whippet negotiated the five miles in 6 minutes, 34 seconds. This notable performance was done at the conclusion of the 12,008 miles grind.

During the gruelling test the Whippet roadster was driven by 331 drivers. In addition to the unusual fuel economy mark the Whippet consumed but 7 quarts of oil and 7 gallons of water. This gives an oil consumption of 1705 miles to the quart, for the entire trip.

Hour after hour, day after day,

night after night for 720 hours the Whippet roadster continued to speed through the hills and level highways of New York and Pennsylvania, and not for a moment did the Whippet engine fail to function perfectly. During the long grind 14 nights of rain were encountered, and for ten days of the time the Whippet operated on mud roads, cement highways and hard stone roads. Every condition was faced by the Whippet but according to the drivers it responded without hesitation to every demand.

This unusual test which would tax the endurance of larger and higher priced cars was made under the official observation of Edwin Baumgarten, who carefully checked the mileage, fuel, oil and water consumption. In the speed trial against time, Jerry Johnson, well known Ithaca race pilot, was behind the wheel of the Whippet.

Nineteen counties in southern New York and northern Pennsylvania were covered during the strenuous test. At Harnell, N. Y., a 20-minute stop was made to repair two broken springs, the break coming when the Whippet ran off the road during the night in a dense fog. The run was finished on the original tires.

This remarkable test for economy, endurance and stamina is cited by Willys-Overland officials as another outstanding Whippet accomplishment, which adds to the records of other Whippet records—records never before equalled by any four-cylindered car.

WANT LIFE LICENSE Michigan is considering passage of a law providing for perpetual license plates. It would make up the loss in annual license fees by doubling the gasoline tax.

NASH 6-7-BEARING CRANKSHAFT MODEL RECEIVES PRAISE

Nash owners and thousands of people who have accepted the Nash Motors company's invitation to drive one of the 21 six-cylinder, seven bearing crankshaft models, are outspoken in their praise of the Nash two-way mechanical four-wheel braking system.

Nash engineers explain that the "two-way" feature of Nash brakes means internal expanding front wheel brakes and external contracting rear. This principle, combined with full equalization, results in absolute safety for the Nash owner, for the front and rear brakes compensate each other. Even when descending a mountain-side with brake drums too hot to touch, they work with the same efficiency as under ideal driving conditions. They are likewise unaffected by climatic changes.

Owners who have given their Nash brakes exceptionally hard usage have found that the brakes need adjustment very infrequently. Because of the extra large braking surface, pressure necessary to apply the brakes is much less than in other cars of similar weight, with the result that there is much less wear. Women, especially, appreciate the ease with which these brakes bring the car to a stop under slight pressure from the foot.

"I agree with Mary Lewis - Luckies have the finest flavor"

Said Jean Ackerman to Murrel Finley, Blanche Satchel and Myrna Darby while they rested between acts of The Ziegfeld Follies.



Mary Lewis, Famous Metropolitan Star, writes:

"Because they never irritate the throat and because of their finer flavor, Lucky Strikes are my favorite and of all whose voices are precious."

Mary Lewis

You, too, will find that Lucky Strikes are mild and mellow—the finest cigarettes you ever smoked, made of the finest Turkish and domestic tobaccos, properly aged and blended with great skill, and there is an extra process—"It's toasted"—no harshness, not a bit of bite.

"It's toasted"

No Throat Irritation - No Cough.



The Star Six

designed, finished and appointed to lead the field in Beauty

at a SENSATIONAL PRICE

STAR CARS FOURS & SIXES

RAPP BROTHERS

Douglas County Distributors

Phone 371 - Roseburg - Cass and Pine

The Nash brakes, together with the new alloy steel springs, new easy steering, fast pick-up and exceptional smoothness of the seven bearing crankshaft motors, are features of the new Nash models invariably commented on by all who drive the cars.

SERVICE IS AIM OF AUTOMOTIVE EQUIPMENT ASSO.

Nearly every automotive concern of Roseburg was represented last night at a meeting held at the Rose Hotel, under the auspices of the Automotive Equipment Association. George Brosch, well known merchandising authority, delivered one of the ablest addresses heard here in years. It was the second of a series of meetings being staged throughout Oregon by the Greater Market Development of the A. E. A.

The Automotive Equipment Association, which held its international convention at Portland this summer, is to spend nearly one million dollars during the next three years promoting increased service efficiency for the 22,000,000 motorists of this country. Mr. Brosch outlined the service program of his department of the Automotive Equipment Association and illustrated his talk with experiences of northwest automotive merchants whose customers responded quickly to improved

service, better shop equipment, flat rates, etc.

Jan. H. Cassell, editor of the Automotive News and secretary of the Oregon Automotive Trade Association, who presided at the meeting, made an appeal to the local members of the industry to campaign against the proposed \$3 license fee initiative measure if Oregon highways are to be maintained and highway expansion continued. He characterized a \$3 license fee as a highway wrecker.

The Oregon itinerary of Mr. Brosch, which will take him into ten key cities in two weeks, is under the direct management of the four Oregon members of the Automotive Equipment Association—Balfour & Wright, Chanslor & Lydon, P. J. Cronin Co. and the Wiggin Co., Inc., all automotive equipment jobbers of Portland.

CHEVROLET 72-CAR CLUB IN PORTLAND

In the Chevrolet annals of the Pacific northwest Thursday, September 15, will form a red-letter chapter chronicling the first convention of the 72-car clubs of the Butte, Portland and Seattle zones. Eighty-five members, salesmen who during the fiscal year ending August 1 sold 72 cars, were honor guests of the Chevrolet Motor company at a business session, a trip up the Columbia river and a dinner and social gathering. Last year's convention was a regional affair, held at the Chevrolet factory in Oakland, Calif., only 20 members being present

from the northwest. The Portland zone at that time comprised the territory now covered by the three zones, division having taken place in accordance with factory policy of more intensive sales development in more limited areas. In view of this rapid growth in membership, reflecting the remarkable increase in volume of production and sales of Chevrolet during the last fiscal year, the 72-car club is believed now to be the largest organization of its kind in the country.

E. W. Fuhr, regional sales manager, officiated as chairman of the business meeting, held at the Multnomah Hotel, and as toastmaster at the dinner taking place in the evening at the same hostelry. Officers of the club in the three zones for the ensuing year were installed by the executives, who congratulated the members upon their sales performance and predicted that under the present sales policies of the company, which are to be continued, new records will be established next year.

The factory was also represented by R. K. White, national sales promotion manager, who was in attendance from Detroit headquarters; H. K. Bragle, regional sales promotion manager, and the following named zone officials: Butte—A. Prker, sales manager, and George F. Wales, assistant sales manager; Seattle—T. F. Hildebrand, sales manager, and George Reade, assistant; Portland—W. J. Richmond, sales manager, and R. W. Bush, assistant. C. W. Cooley, Portland zone sales promotion manager, who has had charge of club activities in his territory, was also present and there was a full representation of field representatives from the Seattle and Portland zones. The principal address at the

business session was delivered by R. K. White, national sales promotion manager, who is known throughout the country as a logical and eloquent speaker. He featured the unprecedented production and sales strides of Chevrolet in the last year and emphasized the part played in its progress by retail salesmen, whom he termed "the men on the firing line." Mr. White prophesied that with its present unrivaled facilities and the strongest, most unified organization in its history Chevrolet will sweep on to other record-breaking goals.

On the river outing valuable prizes were awarded to the winners of various games the list including chests of silver, a rifle, a fishing kit, a coffee percolator service, a picnic kit, a walrus Gladstone bag, a leather portfolio and many other articles. Elaborate favors were presented to all the club members and the second year members received diamond pins. All members last year qualified again this year and eight of the second-year men were elected to office, this being governed by new car sales points only, though sales both of new and used cars counted in gaining membership in the club. The following is the list of officers of the zone who were installed for the ensuing year:

Portland—President, F. T. Hahn, of the Fields Motor company, Portland; vice-president, W. L. Teague, of the Gannett Motor company, Eugene; secretary, E. T. Melvin, and treasurer, W. A. Graham, both of the Fields organization. Seattle—President, J. Wilcox, of J. H. Weber, Inc., Yakima; vice-president, M. P. Brady, of C. H. Wells, Inc., Seattle; W. B. Trumble, secretary and C. A. Bate, treasurer, also of the Wells organization. F. S. Nattraas tied with Bate in points and became joint treasurer.

BODY MADE LOWER BY CHEAT LINES

NEW YORK, Sept. 20.—We're being cheated when we buy our cars, but we like it! The reason is that the cheating causes our cars to appear lower and sleeker. This is done by using "cheat lines," says R. H. Dietrich, noted body designer, in the design of the car. A molding around the body and extending to the radiator, the wider the better, makes the car look low, he says. The curvature of the roof also produces this effect, and when the windows are wider than they are high, the illusion of low appearance is increased.

Butte—President, V. L. Winn, Montana Auto & Garage company, Butte; vice-president, J. E. Barclay, same company; secretary, Claude Downen, of the Milk River Motor company, Havre; treasurer, A. L. Anderson, of the Anderson Chevrolet company, Helena. The latter two salesmen are veterans in Chevrolet sales service.

The factory provided a special private car for the delegation from Montana, and during their sojourn of two and one-half hours in Seattle its members were shown the leading points of interest in the city through the courtesy of the Northern Pacific Railway, which supplied them with a bus.

IT WENT TO HIS HEAD Alex Diamond won a medal for being the most courteous, careful and efficient taxi driver in New York. Shortly after he was arrested for passing a stop signal.