

SCHOOL REOPENING REQUIRES CAUTION

Motorists Should Be Alive To Responsibilities, AAA Notice Warns

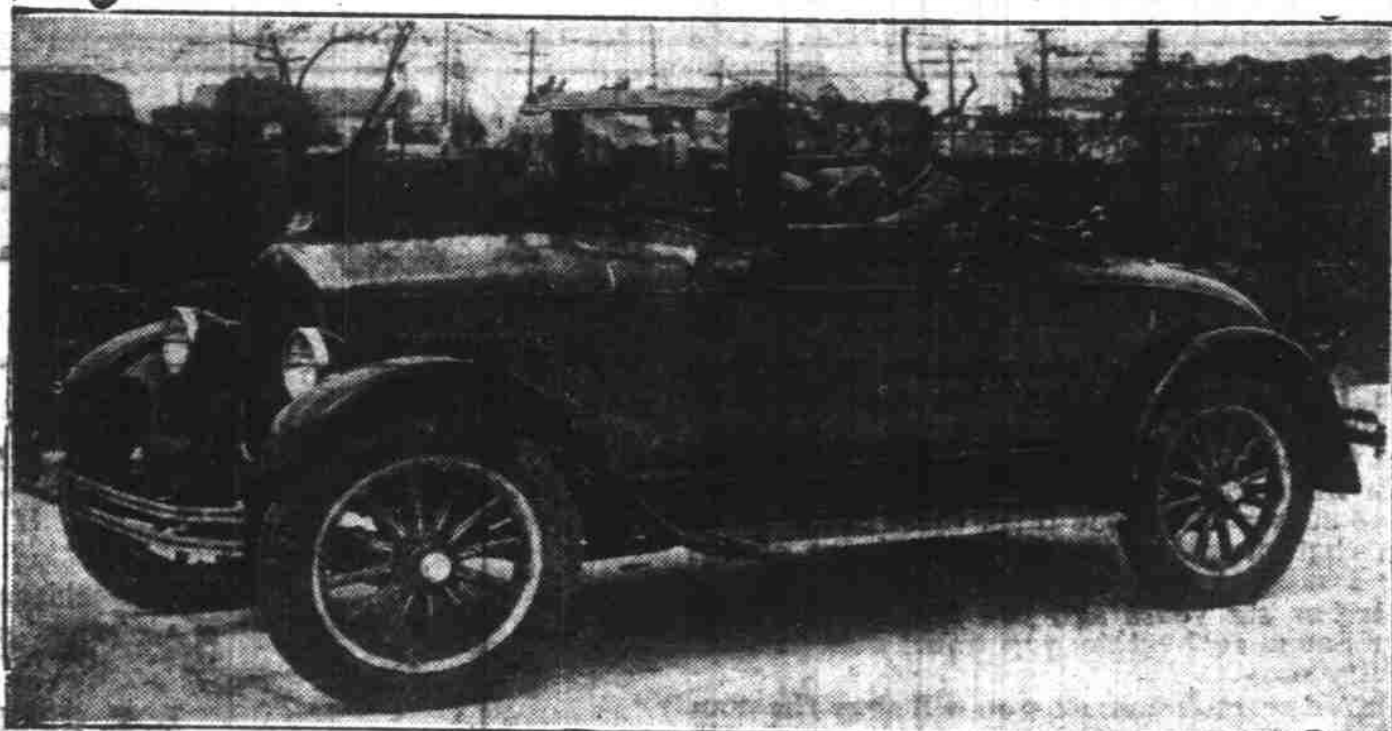
WASHINGTON, D. C.—Reopening of public, private and parochial schools in all parts of the country has served to create definite traffic hazards in every municipality and rural district, and it distinctly is up to every motorist so to drive as to overcome the hazards thus reestablished.

This is the keynote of a warning issued by National Headquarters of the American Automobile Association, in which it is pointed out that the prevention of accidents involving school children largely is within the province of the individual motorist.

"School days are here again," says the statement, "bringing millions of children upon the streets and highways. Among these millions are little ones of four, five and six years of age who for the first time are leaving the protection and safety of their homes to venture forth into an entirely new world. This world will have terrors enough for these children without that of the recklessly driven automobile.

"If every motor car driver could know and always remember the enormous difference his care and consideration would mean in keeping these children safe from

TROJAN GRIDIRON STAR USES STAR



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 Sept. 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.

physical harm as well as a fear that may mar the rest of their lives, there is no question but that a mighty stride would have been taken toward street and highway safety as it refers to the younger pedestrians.

No consideration of business or pleasure is sufficiently important that it should be allowed to endanger the life of a child, the national motoring agency officials point out, but they declare, there is the temptation to overlook this fact which the car owner ever should be on the alert to avoid.

While those children who have had one or several years in school have been taught the rudiments of safety, they cannot be expected always to exercise the utmost care, says the statement, and after playing during the summer on safe playgrounds, there is always a tendency toward a let-down in their safety sense when they first return to the streets.

"This trust is one to which no motorist ever intentionally would be traitorous," this statement declares.

Discussing the school-boy pa-

trols which have been organized by A.A.A. clubs in cooperation with school authorities in scores of cities, the statement says:

"The reduction of accidents that is traceable to the establishment of these patrols in hundreds of schools throughout the country is evidence that the courteous helpfulness of motor car drivers has been extended to these youngsters whose white belts and arm bands identify them as safety crusaders. There is every reason to believe that still greater cooperation will be given during the current school year. The purpose and the results of the work done by these patrols by now are known to, and have impressed, motorists.

"The motor car operator has learned that when the boy patrolman holds up his hand or sets the stop sign against him that it is not an order but a plea for assistance. Who could resist such a plea when behind it is the calm, confident trust of a child?"

Many more schools will have patrols this year, the A.A.A. leaders declare. There is no question but that they will result in the saving of many lives because the patrolman is respected not only by the motorist but by the children whom he is trying to aid.

"Vacation is over. Millions of children are going back to school. Let each motorist consider his individual responsibility for their safety and there will be infinitely fewer tragic accidents involving the school child," the statement concludes.

CHEVROLET 72-CAR CLUB HAS MEETING

Increase in its Membership Reflects Huge Sales Record of Year

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 Co. at a business session, a trip up the Columbia river and a dinner and social gathering. Douglas McKay, of the McKay Motor Co., Salem, was one of those in attendance.

Last year's convention was a regional affair, held at the Chevrolet factory in Oakland, Cal., 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 view of this rapid growth in membership, reflecting the remarkable increase in volume of production and sales of Chevrolets 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 executive, 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. Parker, 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 sale 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 bag, a leather portfolio and many other articles.

Elaborate favors were presented 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 clubs who were installed for the ensuing year:

Portland: President F. T. Hahn, of the Fields Motor Car Co., Portland; vice-president, W. L. Teague, of the Gannett Motor Co., 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. Nattrass tied with Bate in points and became joint treasurer.

Butte: President, V. L. Winn, Montana Auto & Garage Co., Butte; vice-president, J. E. Barclay, same company; secretary,

Claude Downen, of the Milk River Motor Co., Havre; treasurer, A. L. Anderson, of the Anderson Chevrolet Co., 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.

Women Admire New Dodge Six; Beauties Remark

"It has remained for the women, however," says a representative of the Bonstelle Motor Co., local dealer, "to drive home more forcefully than it could be accomplished in any other way the excellence of the body finish and the high character of the body appointments of Dodge Brothers new six.

"They immediately notice that the mohair or broadcloth is of the finest quality. They comment on the depth of the soft velvet floor carpet, the arm rests, assist cords, vanity and smoking sets and the pattern and finish of the body hardware. All these details reflect the care which was taken in planning every item and the skill with which master craftsmen have carried out the ideals of the designer."

Suede gloves in beige-gray tones are popular with travelers returning from abroad. Sometimes the cuff trimming links them with the rest of the costume. Sometimes they match the other dress accessories.

Black transparent velvet evening gowns are generally trimmed with brilliants.

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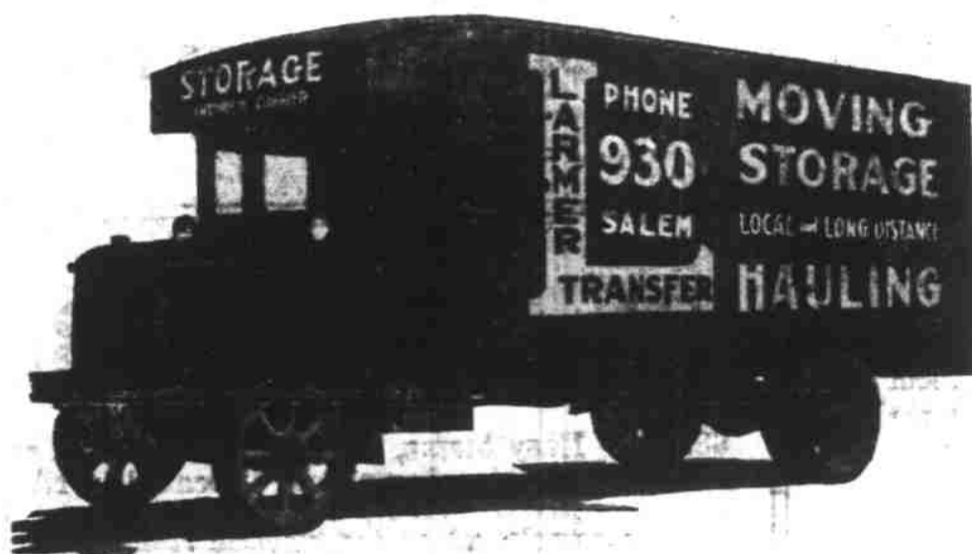
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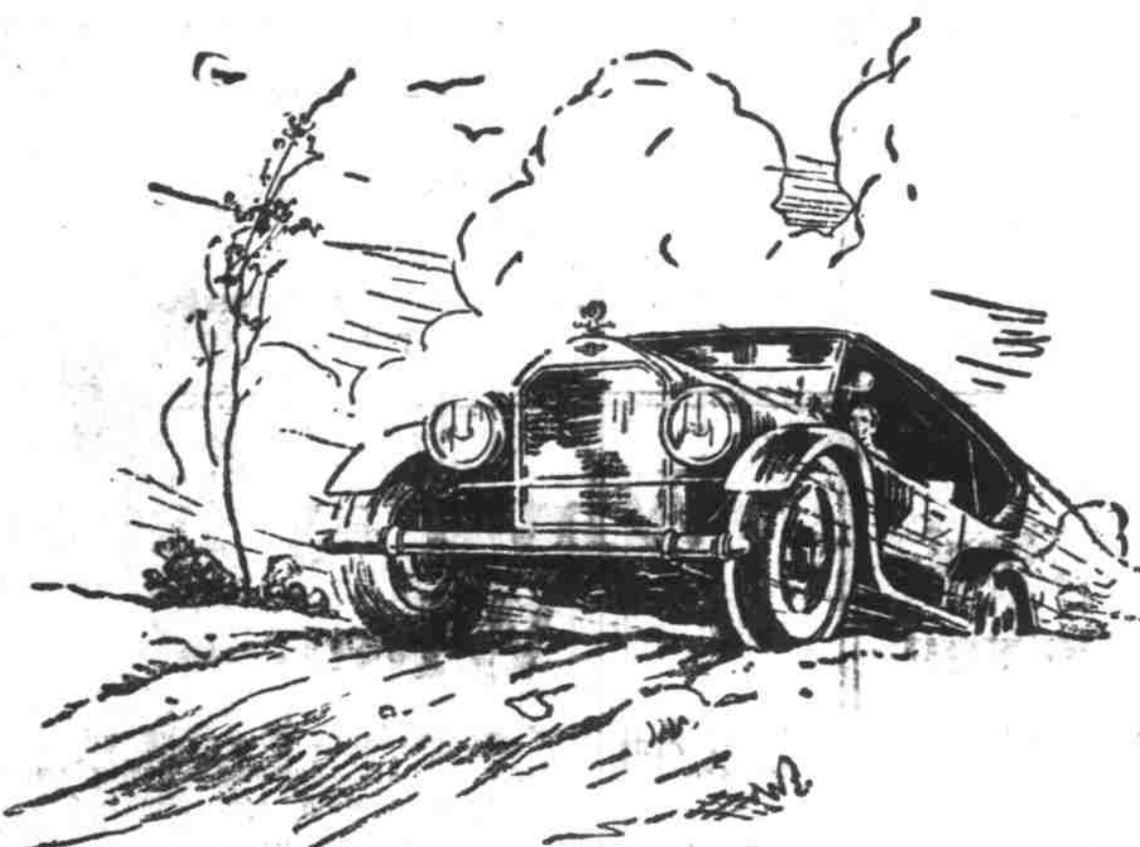
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Look Over This List—Come in and Look Them Over

- 1925 Ford Touring
- 1926 Ford Touring
- 1927 Ford Touring
- 1926 Ford Roadster
- 1925 Ford Tudor Sedan
- 1927 Chevrolet Touring
- 1924 Dodge Coupe
- 1927 Chrysler 70 Brougham
- 1926 Willys Knight Model 80 Sedan
- 1927 Willys Knight 70 Sedan
- 1926 Chrysler 50 Coupe
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