

**news**

FROM **GRAY & ROGERS, INC.** ADVERTISING • PUBLIC RELATIONS  
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CLIENT **GRAY & ROGERS, INC.**

FOR RELEASE: IMMEDIATELY

The only advertising agency-sponsored entry in the 1972 Cannonball Baker Sea To Shining Sea Memorial Trophy Dash was this Honda 600 Coupe. Entered by Gray & Rogers, Inc., Philadelphia ad/PR agency, and driven by two of the firm's automotive account supervisors -- Stan Stephenson (left) and Ed Gallagher -- the little car set a new transcontinental record for two-cylinder automobiles. The three of them crossed America in 71 hours 56 minutes in the annual high-speed coast-to-coast tour. G&R clients also were featured on the car and the run, names like: Bobby Unser Helmets; Raybestos automotive brake shoes and disc brake pads; Rodger Ward high performance tires; SugarLo diet dairy products; and United Gilsonite, a Scranton, Pa., paint manufacturer. The G&R Honda performed faultlessly from Manhattan to Redondo Beach, Calif., the finishing point. Stephenson and Gallagher report their return trip from west to east was accomplished about four hours quicker than their outbound time.

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A NEW TRANSCONTINENTAL RECORD was set by the Honda 600 Coupe driven by Stan Stephenson (left) and Ed Gallagher in the November 1972 running of the Cannonball Baker Sea To Shining Sea Memorial Trophy Dash. The Cannonball Dash is a high speed tour across America from Manhattan to Redondo Beach, Calif. It is organized annually by senior editor of Car & Driver Magazine, Brock Yates. The Stephenson/Gallagher Honda, which was sponsored by the advertising and public relations agency for which they work -- Gray & Rogers, Inc., Philadelphia, Pa. -- made the coast-to-coast crossing in 71 hours 56 minutes. Several agency clients' products were used or promoted on the vehicle during its drive across America and the two PR men also made several client and editorial calls during their trip.

EDITOR NOTE: Client products which were sponsored on the 12th Street Dragon included:  
Bobby Unser sport and competition safety helmets  
Raybestos automotive brake shoes and disc brake pads  
Rodger Ward high performance tires for domestic and imported cars  
SugarLo diet dairy products for calorie watchers  
United Gilsonite Laboratories paint, sealants, caulks and related home improvement materials.



