

1940 Yosemite Economy Run Gives Fuel, Autos Gruelling Test

All-Time Top Speed Scored

28 Stock Cars Enter, 28 Finish Despite Rain, Snow and Grades

Average mileage for all of the competing cars in the Gilmore Yosemite run was boosted by one mile per gallon of gasoline over the 1939 record.

Average running time for all cars was the fastest since the historic mileage test was begun in 1918.

Every car to start the mileage classic finished well ahead of the allotted time.

These are just a few of the highpoints of the Gilmore-Yosemite run recently completed between Los Angeles and Yosemite national park—a run that saw 28 drivers cover themselves individually and collectively with glory for motor performance in the world's greatest stock car classic.

The Gilmore mileage tests have always been gruelling events—and the 1940 edition was no exception. The first car got away from Gilmore stadium in Hollywood at 5:30 in the morning in a driving rain, and the elements continued to buffet the cars trying to achieve new mileage records for the entire 306.5 miles to Yosemite national park.

Flurries of snow and fast dropping temperatures were experienced by the drivers shortly after the cars left Coarse Gold and began the winding route up over the high Sierras. By the time the cars reached 6,000 feet high Chinquapin, "King Winter" was after the stinging drivers with white vengeance—bordering the highway and covering the curves with a white, slippery coverlet.

Because of the threatening weather, none of the drivers took any chances on coming close to the AAA time limit of 10½ hours for finishing the test. They all bore down on the throttles heavily over the mountain grades so that every one of the 28 cars was checked in at Government center with minutes to spare.

Official results released by the American Automobile association contest board show that the average for the 28 cars was 22.9 miles per gallon of regular stock gasoline of the sponsor's brand. In 1939 the average was 21.9 miles per gallon.

As important as the average miles per gallon is, however, AAA officials do not use this figure in computing the winners of the nine price divisions in which the competing cars were divided. In order to take into consideration the weight of each car and the load each entrant carries, winners are selected on the basis of the greatest ton miles per gallon of gasoline.

The Gilmore-Yosemite run proved to be a red letter event for Billy Martin, driver of the Studebaker Commander. This is the fourth time that this skilled driver has participated in the mileage classic. Last year he romped over the mountain grades to gather in the coveted sweepstakes trophy, and in the 1940 event he repeated this conquest with an average of 54.76 ton miles per gallon and an actual average of 24.72 miles per gallon of gasoline. Martin's sweepstakes winning performance auto-

Gilmore Run Winners Receive Handsome Trophies



Winner storms failed to stop J. E. Van Sant (right) in the recent Gilmore Yosemite Run when he drove a Studebaker Commander to a Division B record of 29.19 miles per gallon of gasoline. Chris Sinabach, editor of Detroit's Automotive News, presents Van Sant with first place trophy.



W. J. Hawkins, left, of the Gilmore Oil company, smilingly congratulates W. R. Knopp who drove a new Mercury sedan to victory in his price division of the Gilmore Yosemite Run with an average mileage record of 28.76 miles per gallon of gasoline.

Performance of Economy Run Cars Show High Gasoline Mileage Marks

How the 28 entries in the Gilmore-Yosemite automobile run for 1940 came out in their divisions and the ton and actual gasoline mileage they obtained, using the sponsor's products, is shown in the following table. Winners were judged by AAA officials on a ton-mile basis, computed by multiplying the weight of the car in tons by the miles traveled and dividing the result by the number of gallons used.

Sweepstakes award winners were the Studebaker Commander, first, with 54.76 ton-miles per gallon; Studebaker President, second, with 54.573, and Studebaker Champion, third, with 53.448.

Price Division	Make of Car	Ton-Miles Per Gallon	Actual Miles In Run
A	Willis	48.124	30.05
A	Willis	47.656	29.76
A	Willis	47.655	29.47
B	Ford V-8	51.420	24.92
B	Studebaker Champion	53.448	29.19
B	Chevrolet	48.022	22.87
B	Plymouth	45.164	22.54
C	Nash Lafayette	52.699	23.76
C	Dodge	50.703	23.76
C	Oldsmobile "60"	49.795	23.22
C	Pontiac 6	47.055	22.05
D	Mercury	50.822	23.76
D	De Soto	49.941	23.40
E	Studebaker Commander	54.750	24.72
E	Packard 110	53.159	23.95
E	Nash Amb. "6"	52.405	23.05
E	Oldsmobile "60"	50.992	22.70
F	Studebaker President	54.573	23.40
F	Pontiac Torpedo	49.327	21.28
F	Chrysler Windsor	46.407	21.58
F	Olds "90"	45.599	18.80
G	Nash Amb. "8"	51.655	21.43
G	Packard "120"	50.896	21.58
G	Chrysler N. Y.	45.149	18.35
H	Lincoln Zephyr	49.329	19.90
H	Chrysler Saratoga	41.532	17.12
I	Packard Super "8"	47.659	19.04
I	Chrysler Crown Imperial	46.574	17.12

In motion, it must be in gear at all times and the motor running. Coasting or declutching was absolutely forbidden. Each car had to obey all traffic laws and pay particular attention to coming to a complete halt at all boulevard stops. An observer representing a competing car was assigned by officials to ride with the car during the course of the run. Never was a car permitted to leave the supervision of an AAA representative from the time it was impounded until it arrived at the finish line.

When the run was completed, AAA mechanics again took charge of each car and gave it a final going over for stock status before

Skiers' Weather News Report to Be Offered Here

As a special service to ski enthusiasts, Shell Oil company, Inc., through the courtesy of the United States soil conservation service in cooperation with weather bureaus, national forest service, national park service and others, will put out a special weather report on skiing conditions in various winter sports areas throughout the Pacific coast, according to a statement by J. E. Puhlman, local manager for the company.

Winter sports fans will welcome this information so that they may have advance information as to snow conditions, weather, and roads in their favorite areas.

Snow condition reports will be available through Shell dealers every Saturday morning throughout the winter season. Of particular interest to winter sports enthusiasts in this section will be the report on Hoodoo bowl and White Branch.

Talbot Woman's Club Entertained

TALBOT—Mrs. Delmer Davidson and Mrs. John Blankenbaker were joint hostesses Wednesday afternoon when they entertained the Talbot Woman's club at Mrs. Davidson's home.

Mrs. Keith Allen, Mrs. Martha Smith and Mrs. Ole Jorgenson were appointed to make the new year books. Mrs. John Blankenbaker was appointed secretary, Ilene Blinston having resigned. Mrs. Addie Davidson was appointed chaplain.

The next meeting will be an all-day meeting with a basket dinner at Mrs. Delmer Davidson's home. The day will be spent in quilting.

Buick Line Adds Two New Series

Super, Roadmaster Built On New Chassis, Join With Other Models

PLINT, MICH., Jan. 13.—Featuring the Buick line for 1940 are two completely new series of cars of ultra modern styling and new standards of quality and performance in the lower and medium price fields. They are the series 50 Super and the series 70 Roadmaster, constructed on entirely new chassis of 121 and 126-inch wheelbase, respectively.

Completing the Buick group for this year are the popular series 40 special, on a 121-inch wheelbase; the series 60 Century, on a 126-inch wheelbase, and the series 80 and 90 Limiteds, on 133-inch and 140-inch wheelbases, respectively.

Throughout the model range the 1940 Buicks have been stepped up to new highs of style, quality and performance. Bold and artistic treatment in front end styling has provided a distinctive Buick hood representing pronounced change and improvement over previous years. Underneath the attractive exteriors are chassis held to be the sturdiest ever produced by this manufacturer, and, at the same time, the most advanced.

The series 40 and 50 cars, are powered by valve-in-head straight eight engines of 248 cubic inches displacement developing 107 horsepower at 3400 revolutions per minute. Engines of identical design, but with 320 cubic inches displacement and developing 141 horsepower at 2600 revolutions per minute, are used in the series 60, 70, 80 and 90 cars.

Outstanding structural and design features, including such im-

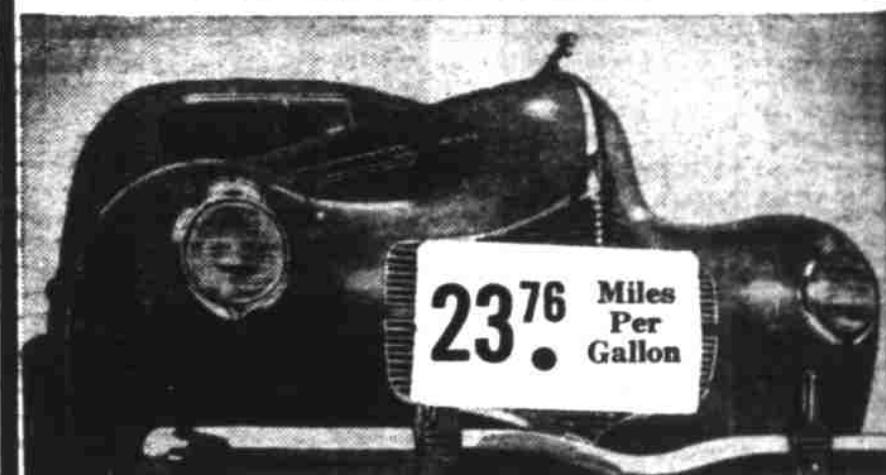
portant items as improved torque tube drive; independent front wheel suspension, bulcoil rear spring suspension, ride stabilization fore and aft, more powerful hydraulic brakes, and improved lighting and electrical equipment, are incorporated in the cars. In addition, more than 70 new features representing detailed change and improvements are listed in the engineering description of the models.

Sails for Japan To Enter School

HAZEL GREEN—Mr. and Mrs. James Yada, accompanied their daughter, Miss Kimi to Seattle, who sailed to Japan. She expects to enter school. The youth group entertained for Miss Yada. Thirty-five were present.

Y. Keneko sailed for a six months visit to Japan. Keneko had a number of his friends to dinner.

IN GILMORE-YOSEMITE RUN DODGE AVERAGED



BUY DODGE FOR OUTSTANDING ECONOMY!

Hubbard Motor Co.

DODGE & PLYMOUTH CARS AND TRUCKS
525 Chemeketa St. Phone 3533 Salem, Ore.

RED LION DRIVES TO VICTORY IN GILMORE-YOSEMITE RUN

Yes sir! Gilmore products...and modern motor cars, too...are better than ever! In the world's greatest stock car classic, 28 sedans, ranging in size from the smallest to the largest American make, battled over the 6,000-foot climbs of the High Sierra mountain roads, fought off the handicap of driving rain and snow...and averaged a mile more per gallon than was achieved in this annual event in 1939!

And there's no funny business about this record. American Automobile Association official observers riding in each car saw to that. No coasting was allowed on the route between Los Angeles and Yosemite National Park. No trick mechanical gadgets to get extra mileage were permitted.

Naturally every car was in tip-top mechanical condition... and driven by an expert. But each was using identically the same Red Lion gasoline you can buy. It's the world-famous gasoline that will give your car correspondingly greater mileage...the biggest gallon every time!



28 STOCK SEDANS AVERAGE 22.2 MILES PER GALLON OF RED LION GAS

GILMORE
SOLD BY Independent DEALERS

They "Couldn't Catch the MERCURY"

IN THE ANNUAL GILMORE-YOSEMITE ECONOMY RUN



The Car That Won in Its Division and Averaged

23.76 Miles Per Gallon

FORD V-8 Averaged 24.92 Miles Per Gallon

LINCOLN-ZEPHYR Averaged 19.90 Miles Per Gallon

VALLEY MOTOR CO.
Salem, Ore.

RUSSELL BONESTEELE • "STUDEBAKER SHOUTS" • RAY BONESTEELE

3 BIG WINNERS! In Gilmore-Yosemite Annual Economy Run



The Studebaker Commander, the car that swept the field to win the coveted Sweepstakes Trophy. Driven by William Martin (right), who accepts the award from Earl B. Gilmore, president of Gilmore Oil Co.

Studebaker President
2nd "Sweepstakes Winner"

Averaged
23.40 Miles Per Gallon

Studebaker Champion
3rd "Sweepstakes Winner"

Averaged
29.19 Miles Per Gallon

BUY STUDEBAKER!

"EVERY ONE A SWEEPSTAKES WINNER"

STUDEBAKER SALES IN 1939 SKYROCKETED FROM 13TH TO 8TH POSITION NATIONALLY, A GAIN OF 113% AGAINST AN INDUSTRY GAIN OF ONLY 46%.

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