

Salem Auto Dealers Enthused by Gilmore Grand Canyon Contest

Mileage Mark Reported High

Record Surprises Experts and AAA Officials for 599.3 Miles Run

In a 599.3 mile event, a classic in every respect, which featured remarkable driving ability coupled with sterling performance by modern motors and petroleum products, 23 stock sedans entered recently in the world famous Gilmore Grand Canyon run, finished the grueling drive with a combined average of 22.5 miles per gallon of Red Lion gasoline. Salem auto dealers watched the re-

sults with much interest and were enthused over the results.

This average, released officially by the contest board of the American Automobile association, surprised pre-run prognosticators because it was thought that the tremendous climb the cars would have to make and the fast pace would not make possible any such mileage mark.

Not only was the average mileage of each car astoundingly high but the sweepstakes winner of the event, a Lincoln custom sedan, piloted by Marshall Martin, set a ton mile mark of 57.827. Its actual miles per gallon average was 21.03. Martin, a new driver for the Gilmore run, however, won the coveted sweepstakes award, which goes to the car making the greatest ton mile record, only by a narrow margin. He was closely pressed by Horace M. Jones, in a Lincoln

Zephyr which finished the run with a ton-mile per gallon average of 57.749 and an actual record of 22.96 miles per gallon to win the second highest sweepstakes rating and to take first place in price division I. Clinches First Place in Willys Plainsman

In price division A, a Willys Plainsman, driven by J. C. Marble, clinched a secure hold on a first place trophy when AAA officials reported it with a ton mile per gallon rating of 48.624 and an actual miles per gallon mark of 29.06.

Top honors in price division B went to William Knapp with a Ford V-8 when he averaged 22.05 actual miles per gallon and achieved a ton mile mark of 49.557.

In hotly contested price division C, Andy Henderson, a capable veteran of many AAA supervised Gilmore mileage tests, drove his sleek Nash 600 across the finish line at the south rim of Grand Canyon with a ton mile rating of 48.651, and an actual average of 25.81 miles per gallon to garner the top award.

Price division D proved to feature another group of cars that came in with a "blanket finish." A Hudson 6 DeLuxe, driven by Glenn White, emerged in the first place bracket with the ton mile rating of 50.949 and an actual miles per gallon record of 24.96.

Studebaker gathered first awards in price divisions E and F. The Commander, with William C. Martin at the wheel, came through with 52.975 ton miles per gallon and an actual miles per gallon mark of 24.36. The President, driven by H. N. Kyser, earned its first place award with a ton mile rating of 51.988 and an average of 22.53 actual miles per gallon.

Chrysler Windsor Wins Price Division Prime

In a Chrysler Windsor, Lee Winchester made a ton mile mark of 44.988 and 20.14 actual miles per gallon to get the first trophy awarded in Price Division G.

Another mileage winning veteran—L. P. Butts—drove his Packard 120 to new honors in Price Division H when he captured first place with 46.846 ton miles per gallon and 19.78 actual miles per gallon.

Awards in the Gilmore mileage test were made to the cars making the greatest ton miles per gallon

Official Results for 1941 Gilmore Grand Canyon Run Shows Worth of Red Lion

Price Division	Make	Miles Per Gallon	Average Miles Per Hour	Ton Miles
A	Willys Plainsman	29.06	42.41	48.624
A	Willys	25.18	42.40	41.344
B	Ford	23.05	43.19	49.557
B	Plymouth	21.71	43.22	43.417
C	Nash 600	25.81	42.60	48.651
C	Studebaker Champion	24.61	42.64	45.003
D	Hudson 6 DeLuxe	24.96	43.19	50.949
D	Mercury	23.35	42.58	50.895
D	Dodge	22.47	42.32	48.425
E	Studebaker Commander	24.36	42.84	52.975
E	Nash Ambassador 6	23.16	42.37	51.512
E	De Soto	20.04	46.59	42.632
F	Studebaker President	22.53	42.32	51.988
F	Nash Ambassador B	21.18	42.52	48.579
F	Chrysler Royal	19.71	42.60	44.060
G	Chrysler Windsor	20.14	43.39	44.988
H	Packard 120	19.78	43.41	46.846
H	Hudson Commodore 8	20.18	43.31	45.906
I	Lincoln Zephyr	22.96	42.91	57.749
I	Chrysler New Yorker	17.47	42.69	42.956
J	Lincoln Custom	21.03	44.38	57.827
J	Chrysler Crown Imperial	16.46	42.95	46.265

First Lincoln Custom Second Lincoln Zephyr Third Studebaker Commander

Winners in each of the price divisions, as well as the sweepstakes winner, are judged by AAA officials on the ton mileage basis. This is computed by multiplying the weight of the car in tons, times the miles traveled and dividing by the number of gallons of gasoline used.

average. This method is used by the contest board of the American Automobile association in order to take into consideration the weight of each car and the load each carries. The ton mile rating is arrived at by multiplying the total weight of a car (with passengers and baggage) in tons, times the distance traveled and divided by the total gallons of gasoline consumed.

Every car in the event was a stock 1941 sedan and carried a full quota of passengers. Only stock Red Lion gasoline and Gold Lion motor oil were used.

AAA rules for the 1941 stungy drivers test required that every car complete the 599.3 mile uphill grind within an elapsed time of 14 1/2 hours. This necessitated every competing car traveling faster than the average motorist would make the trip and resulted in all the cars averaging 43.01 miles per hour for the entire journey. Actually the cars made even a higher average than this as every car was required to make checking station stops at San Bernardino, Calif., Las Vegas, Nev., and Ashfork, Ariz.

Start at Gilmore Stadium at Hollywood in Early Morn

Start of the run was made from the Gilmore Stadium in Hollywood at 1 a. m. in order that the cars would reach the finish before the short winter day shrouded the south rim of the Grand Canyon in darkness. The entrants were sent away from the starting line one minute apart.

Ten days prior to the run every car in the event was turned over to the AAA technical committee for a complete check to assure each car being strictly stock. The cars were literally torn apart during this rigid and thorough inspection. Motor heads were removed, pistons were checked, carburetors carefully examined. All in all each car received a total of 274 inspections before the AAA would pass it as an eligible stock car. From the time the cars were turned over to the AAA until the end of the run, each entrant was under the constant surveillance of an AAA official night and day.

During the run, an official AAA observer rode beside each driver

to assure that all the rigid rules for the event be adhered to. No trick driving or coasting was permitted.

The route for the Gilmore Grand Canyon run was considered to be particularly difficult for a mileage test because it started at an elevation of 500 feet at Gilmore stadium and led over a series of twisting mountain climbs to an elevation of 7000 feet at Grand Canyon.

When the cars arrived early in the morning at Las Vegas the drivers, observers and passengers were given a welcome with all the warm hospitality for which the Nevada city is famed. The citizenry of the colorful frontier town, garbed in ten gallon hats and flashy western garb, swarmed about the competing cars as they pulled into the checking stations and served coffee and sandwiches to the drivers and their passengers.

Battle Bitter Head Winds in Final Stages of Run

From Las Vegas, the route led over the picturesque highway that took the cars right over the top of Boulder dam and on into Arizona. All the way from Las Vegas to the finish line, the drivers had to battle bitter head winds from the east that had a disastrous effect on mileage.

Just prior to the run, a near blizzard had covered the entire northern section of Arizona with snow so that as the drivers left Ashfork and began the steep climb that leads into Williams, they had to be constantly wary of ice on the sharp turns. All the cars encountered sub-freezing temperatures during the last portion of the run.

Lured by the national interest in the world's greatest stock car event, along with the opportunity to view the exciting beauty that the Grand Canyon affords in winter time, an impressive group of spectators arrived by Santa Fe railway and by automobile to watch the cars arrive at the finish line. So large was the crowd, it taxed to capacity the accommodations available in the two Fred Harvey hotels at the South Rim—the El Tovar and Bright Angel lodge.

On the night that the cars finished the run, while AAA officials were computing results and making a final stock check of all the entrants, drivers, observers, passengers and spectators were fêted at the annual Gilmore mileage dinner. It was a festive and colorful affair, with dances by a group of Hopi Indians. A feature of the evening was the inducting of Earl B. Gilmore, president of the Gilmore, president of the Gilmore Oil company, into the Supai Indian tribe as one of its chiefs. Frank Kittredge, the efficient superintendent of Grand Canyon National park Victor Patrosso, El Tovar manager, had a special area cleared right on the edge of the Grand Canyon for the trophy awarding ceremonies the following morning.

Lionel Crawford and daughter, Joan left Saturday for Tokeland, Wash., where he has secured employment with the Tokeland fish cannery. For the past several years Crawford has been employed on the U.S. Alderman

employment with the Tokeland fish cannery.

WILLYS WINS!



Over the plains of Arizona drove J. C. Marble in the Willys American Plainsman to capture first place in Division A of the Gilmore Grand Canyon mileage run with a mileage record of 29.06 miles per gallon of Gilmore Red Lion gasoline. Marble, left, receives his record-breaking trophy from Dan Paolo of the Gilmore Oil Company.

1ST PLACE—DIVISION A
GILMORE GRAND CANYON RUN
AVERAGED 29.06 MILES PER GAL.

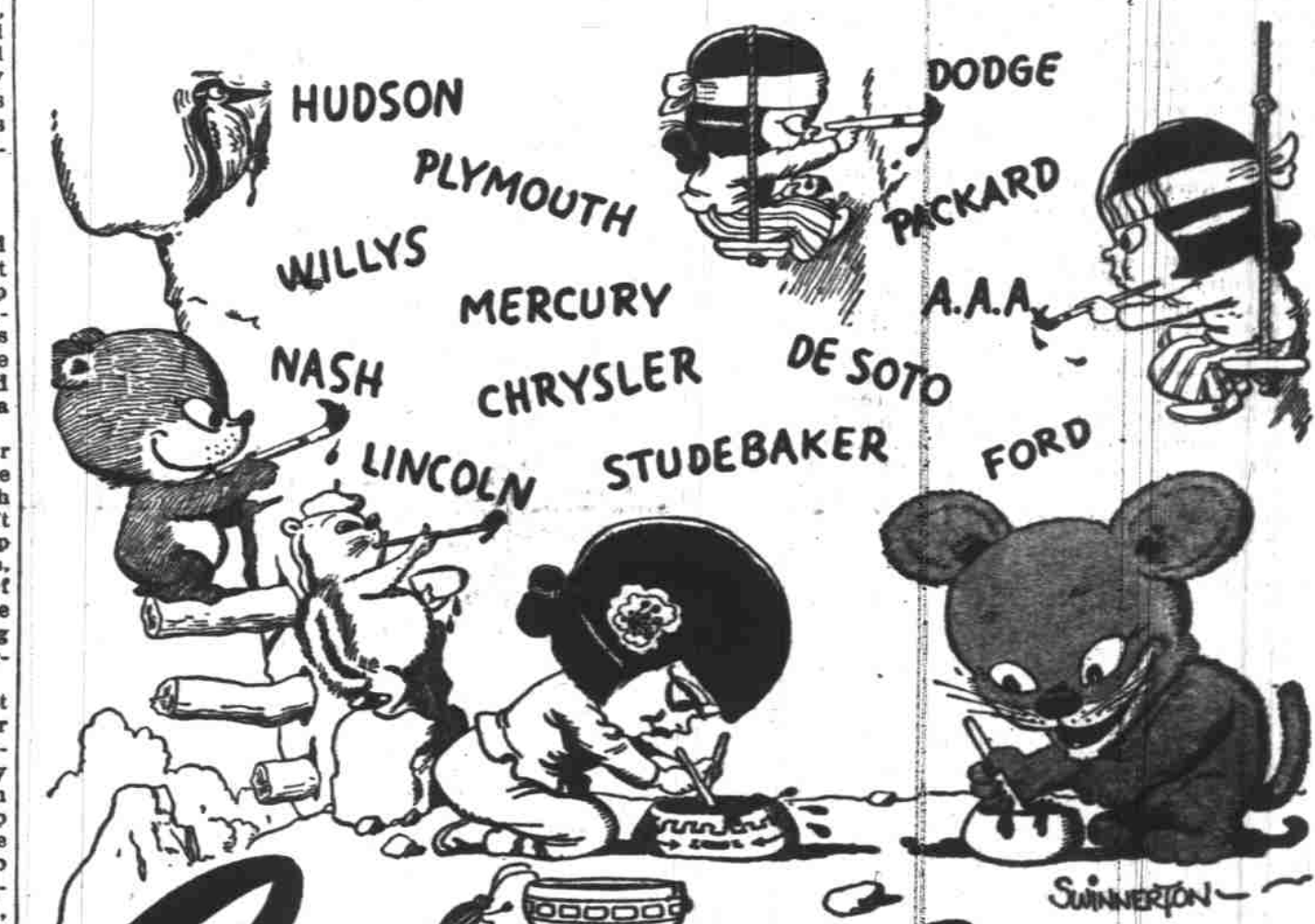
See This Car at—

M. J. Showers

WILLYS SALES & SERVICE

Corner Center & High Sts.

Employed by Cannery
GRAND ISLAND—Mr. and Mrs.



Grand Goin'

in the Gilmore Grand Canyon Run

599.3 miles in less than 14 1/2 hours elapsed time. A hard grueling climb from a 300-foot elevation in Hollywood to 7000 feet at the South Rim of Grand Canyon. Over twisting mountain roads—through rain, ice and snow—this was the assignment given each expert driver in the world's greatest stock car event. And look at the grand mileage 23 stock sedans achieved!

It's proof, positive evidence Red Lion gasoline is the monarch of mileage—proof you'll get correspondingly higher mileage with Red Lion in your car.

Remember—no trick driving or coasting was permitted. Every car was under the constant observation of an AAA official.

Try a tankful of proved Red Lion in your car today!

23 cars average
22.5 miles per gallon with
RED LION
Every car entered in this grueling run had its motor protected with GOLDEN LION MOTOR OIL

GILMORE
AT Independent DEALERS
USE NORWALK TIRES AND GET 25% GREATER MILEAGE

STUDEBAKER COMMANDER COMMANDS ATTENTION!

Third Place Sweepstakes Winner in Gilmore Grand Canyon Run and Winner in Division E

Averaged 24.36 Miles per Gal.

Studebaker Is Consistently a Winner!

BONESTEELE SALES & SERVICE

370 N. Church Street

WINNERS!

GILMORE GRAND CANYON RUN

"The Economy Line"

FORD
MERCURY
LINCOLNS

Gilmore Sweepstakes Winner
Lincoln Custom
Averaged 21.03 Miles Per Gal.

- Lincoln Zephyr—2nd Sweepstakes Winner Averaged 22.96 Miles Per Gal.
- Ford—1st in Price Class!
- Mercury—2nd in Price Class!

VALLEY MOTOR CO.

375 CENTER ST.

SALEM, ORE.

Chrysler!

WINDSOR

1st Place in Its Division
Gilmore
Grand Canyon Run
Averaged

20.14

Miles per Gallon

Now on Display

SALEM AUTO CO.

435 N. Com'l.