

Grueling Drive Made By 23 Stock Sedans

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 results 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 climbs 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 astonishingly 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 1.

Clinches First Place in Willys Plainsman

In price division A, a Willys Plainsman, driven by J. C. Marbe, 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 Knopp with a Ford V-8 when he averaged 23.05 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 an ARA supervised Gilmore mileage test, 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 a ton mile rating of 50,969 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. Kyeer, earned its first place award with a ton mile rating of 51,988 and an average of 22.63 actual miles per gallon.

Chrysler Windsor Wins Price Division Prize

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 44,846 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 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 Golden Lion motor oil were used.

AAA rules for the 1941 slinky drivers test required that every car complete the 599.3 miles up-hill grind within an elapsed time of 14½ 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 in Hollywood in Early Morn

Start of the run was 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 300 feet at Gilmore stadium

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 Plainsman	28.40	42.42	47,319
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	45,903
D	Hudson 6 De Luxe	24.96	43.19	50,969
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	44,980
G	Chrysler Windsor	20.14	43.29	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	44.28	57,827
J	Chrysler Crown Imperial	16.46	42.95	46,265

First	Sweepstakes	Lincoln Custom
Second	Lincoln Zephyr	Lincoln Zephyr
Third	Studebaker Commander	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 divided by the number of gallons of gasoline used.

A special area cleared right on the edge of the Grand Canyon for the trophy awarding ceremonies the following morning.

While newsreel and press cameras clicked and spectators applauded, each of the winning drivers was called up to the trophy stand, which was bedecked with dozens of richly colored Indian rugs and ornaments, to receive his award.

The sweepstakes trophy was a majestic bronze lion mounted on a walnut base. The first place price division cups were made of pounced silver with ornaments of turquoise stones.

In making the awards Mr. Gilmore praised the splendid sportsmanship that each of the drivers had displayed in the entire run. "Your sponsors selected you, of course, because each of you is an expert driver," he said. "I know that each of you was faced with a great deal of responsibility on this run, and yet each of you exhibited at all times a high degree of American sportsmanship that

contributed greatly to the success of this run."

Drivers of the cars expressed the unanimous opinion that this Gilmore Grand Canyon run was the most grueling AAA-Gilmore mileage test to date. They were also agreed that this event, more than any other, proves the mileage that modern motors are capable of delivering under normal driving conditions.

Cozels Are Offered Farewell Affair

Farewell — Complimenting Mr. and Mrs. Ray Cozel who have resided in the Fairview district for more than 13 years and are moving to a 60 acre fruit farm near Brooks, a community farewell was held at the home of Mr. and Mrs. J. W. Verateeg.

Attending were the honored couple, Mr. and Mrs. Cozel, Mr. and Mrs. Henry Kenoche, Mr. and Mrs. Ross Rogers, Mr. and Mrs. Edward Schroeder, Mr. and Mrs. Ralph Timm, Mr. and Mrs. Owen Pearce, Mr. and Mrs. George Dismore, Mr. and Mrs. Howard Stephens, Mr. and Mrs. Vernon Stephens, Mr. and Mrs. Charles Hill, Mr. and Mrs. Alfred Heinonen, Mr. and Mrs. J. W. Verateeg, the hosts, Rev. V. A. Ballantyne, Miss Segrud Heinonen and Mrs. Martha Nogosek.

Montevideo, Uruguay, has ruled that boys or girls under 18 may not sell lottery tickets in the street.

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!

Bonesteel SALES & SERVICE
370 N. Church Street

Chrysler!

Windsor

First Place in it's
Division

in the
**Gilmore
Grand Canyon Run**
Averaged

20.14

Miles Per Gallon

Now on Display

Salem Auto Co.

435 N. Commercial St. Phone 4673

Willys Economy WINS AGAIN!



The car that is performance built

Here's Proof

J. C. Marbe drove the Willys Americar Plainsman over the torturing plains of Arizona to capture first place in the Gilmore Grand Canyon run. Willys established an economy record with its astonishing 29.06 miles to a gallon of gasoline.

**1st Place
Division A
GILMORE
GRAND
CANYON RUN**

Averaged
29.06 Miles a Gal.

Why Not Enjoy This
Motoring Economy
Yourself?

Before
You Buy a Car
See the New
**WILLYS
AMERICAR**
at
M. J. SHOWERS
WILLYS'S
Sales & Service
Cor. Center & High
Phone 21626

WINNERS!

Gilmore Grand Canyon Run

"The Economy Line"

Ford Mercury Lincolns

Gilmore Sweepstakes Winner

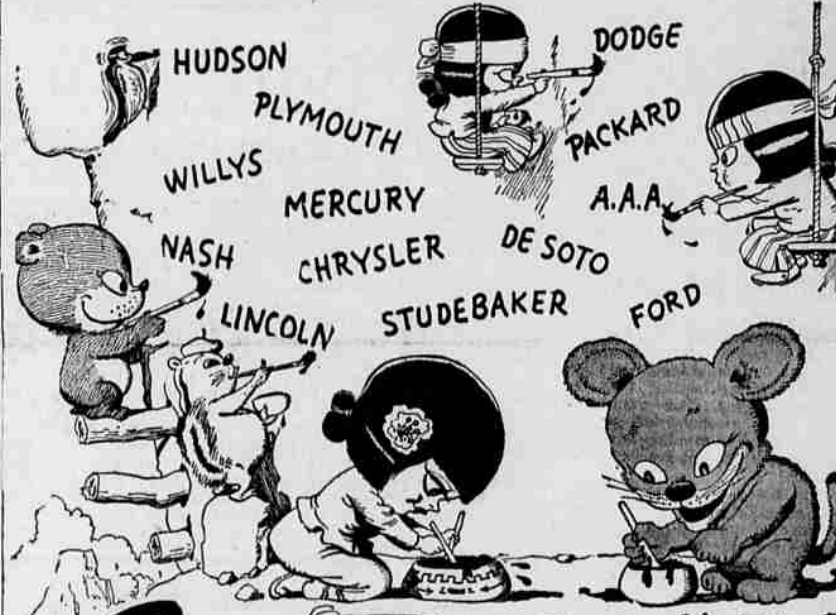
Lincoln Custom

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.



Grand Goin'

in the Gilmore Grand Canyon Run

599.3 miles in less than 14½ 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