

# Economy Marks 1940 Gilmore-Yosemite Run

## Gruelling Drive Proves Test of Drivers, Motors

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 the fastest since the historic mileage test was begun in 1916!

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 the midst of 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 6000 feet high Chinguaplin, "King Winter" was after the stinky 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 A.A.A. 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 Red Lion gasoline. In 1939 the average was 21.9 miles per gallon.

As important as the average miles per gallon is, however, A.A.A. 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. Ton miles are calculated by multiplying the weight of each car in tons by the distance traveled and dividing by the total gallons of gasoline used.

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

### District Manager



Don K. Bagley, district manager for the Gilmore Oil company with headquarters in Medford. He succeeded George Jali, who is now district manager at Salem, Oregon. Don has been associated with the Gilmore organization for ten years and came to this city from Portland, where he was connected with the sales organization.

Charles W. Ellis, former Medford man and district manager here, is now Oregon division manager with headquarters in Portland.

In addition to this victory, Studebaker proceeded to win two other price division firsts. In the highly competitive price division B, J. E. Van Sant brought a sleek Studebaker Champion to the finish line with a ton mile record of 53,448 and an actual mark of 29.19 miles per gallon of Red Lion gasoline. The other Studebaker driver, H. N. Kyser, zoomed a big President 8 up over the high Sierras to the tune of 23.4 miles per gallon of gasoline and 54,573 ton miles per gallon to win first honors in division F.

Curly Crawford, driver of the Willys Sedan, put his sights high in the mileage test, for when the final check-up was completed, A.A.A. officials discovered his car had done 30.05 miles per gallon of Red Lion gasoline on the mountain journey with a resultant ton mile mark of 48,124, which gave him the first award in price division A.

Andy Henderson proved to be another driver who could repeat a victory won in previous contests. He laughed off the onslaughts of rain and snow so effectively that the final compilation showed his Nash Lafayette had done 23.76 miles per gallon of Red Lion gasoline and 52,699 to be first in price division C.

In division D, the first award trophy went to the Mercury with W. R. Knopp at the wheel. The record made by this Ford product was 23.76 actual miles per gallon and a ton mile record of 50,822.

The second triumph for Nash in the mileage test went to the Nash Ambassador 8, driven by J. D. Bowersock. An actual miles per gallon figure of 21.43 and a ton mile record of 51,655 won first in price division G.

Lincoln Zephyr, driven by Horace M. Jones was adjudged the winner in division H with its ton mile average of 49,329 and an actual mileage mark of 19.9 miles per gallon.

One of the largest cars in the run, a Packard Super 8 with Allen Fleming at the wheel, powered its way over the wind-

ing roads to win top position in division I with 47,659 ton miles per gallon to its credit and an actual record of 19.04 miles per gallon. The Red Lion gasoline used by each of the competing cars (Continued on Page Nine.)

It's winning the Sweepstakes that counts in America's greatest Economy Classic

# STUDEBAKER BEATS ALL OTHER CARS

## IN GILMORE-YOSEMITE ECONOMY SWEEPSTAKES

Conducted under American Automobile Association supervision

Studebaker wins first, second and third place in this official economy test....no other car ever did this before!

- Studebaker Champion **29.19 MILES PER GALLON**
- Studebaker Commander **24.72 MILES PER GALLON**
- Studebaker President **23.40 MILES PER GALLON**

**SANDERSON MOTOR CO.**  
207 SO. RIVERSIDE  
PHONE 1386

STUDEBAKER PRICES BEGIN AT

# \$660

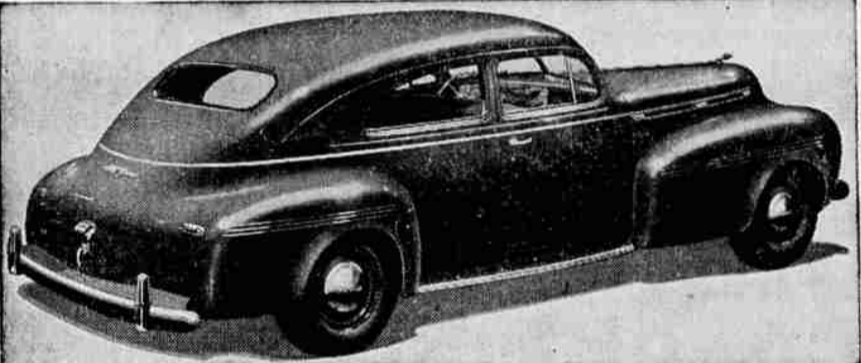
For a Champion coupe, delivered at factory, South Bend

## 23.76 Miles Per Gallon

THAT'S THE ECONOMY RECORD Made by

# DODGE

In The GILMORE YOSEMITE RUN!



YOU, TOO, CAN GET THE SAME ECONOMY

SEE—RIDE IN THE BEAUTIFUL

## 1940 DODGE Luxury Liner!

DODGE ENGINEERING COSTS NOTHING EXTRA

## PIERCE-ALLEN MOTOR CO.

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## WILLYS

IS WINNER OF

### All Three Places

IN DIVISION "A" OF THE

## GILMORE-YOSEMITE ECONOMY RUN

**30.05 Miles Per Gallon**

For First Place—29.76 Miles Per Gallon for Second Place—29.76 Miles Per Gallon for Third Place!

## MADDEN TIRE SHOP

80 NORTH MAIN ASHLAND PHONE 5781

# 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 **22.9** MILES PER GALLON OF RED LION GAS

Every one of the 28 cars... more than 6 miles... LION HEAD MOTOR OIL

# CHRYSLER SCORES AGAIN

## IN THE GILMORE-YOSEMITE ECONOMY RUN

It Is Added Proof of **18.35 Miles Per Gallon with the New Yorker!** 143 H. P. Motor

## CHRYSLER ECONOMY

And Now You Can Get The

## NEW YORKER

With The Famous

# FLUID DRIVE!

## HAHN MOTORS



Here it is! The most beautiful car on the road—the CHRYSLER NEW YORKER, with the FLUID DRIVE!

Yes sir! The famous CHRYSLER FLUID DRIVE, introduced with such marked success last year in the Custom Imperial. Is Now Available in The Traveler, New Yorker, and Saratoga. It affords SENSATIONAL NEW DRIVING EASE—NO CLUTCHING—your gears change SMOOTHLY, SILENTLY, AUTOMATICALLY—Then the overdrive goes to work, bringing ADDED ECONOMY. Drive a FLUID DRIVE New Yorker TODAY—you've never experienced anything like it!

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