

*In our June issue we agreed with broadcaster Joe Morgan that the prize money for the Shell 4000 Rally is too small. Below is a reply from Jim Gunn and on the opposite page is Joe Morgan's answer. Our opinion about the prize money remains unchanged. However, we do believe that Shell's contribution to motorsport in Canada has been tremendous. The Rally is known the world-over and is the longest of all. Regardless of Shell's commercial benefit there is no question that Canadian motorsport has benefitted equally. Our use of the terms, "niggardly and two-bit" wasn't meant to refer to the Rally, but as a warning to those who would treat motorsport promotion in a small or amateur manner.* Editor.

# GUNN

Your editorial in the June issue was, needless to say, of great interest to me, both as Rally Organizer and as President of C.A.S.C.

Prize money for rallies has been a hot issue in many parts of the world, let alone Canada. This matter was debated at length by the Directors of the C.A.S.C. in 1960, after the subject had been raised by clubs in one of the Regions. The following statement was issued in C.A.S.C. bulletin No. 11 dated July 25, 1960.

"The C.A.S.C. does not encourage the use of monetary awards for any competition held on open highways — i.e. rallies."

This policy has never been altered, or even questioned in the past three years, and stands unchanged to this day.

After careful enquiry, I have been unable to locate a C.A.S.C. "official" who spoke to Joe Morgan, and I can only conclude that it was not a person who has authority to speak on C.A.S.C. policy or on the subject of prize money in respect to rallies.

In view of the above policy, your readers may be interested to know the background to prize money being offered in the Shell "4000". In 1961 the organizers of the B.C.I.T.F. Car Rally (forerunner of the Shell "4000") requested that they be allowed to offer prize money. Because of the nature of the event, length, scope, period of time taken, etc., the C.A.S.C. Directors carefully examined all factors and agreed to an exception to the stated policy for this international event. Some \$4,000 in prize money was offered. In 1962 the Shell "4000" was authorized to make awards totalling approximately \$5,000, and in 1963 approval was granted to offer \$6,000. The extent to which the C.A.S.C. will allow prize money in future is not known, but \$10,000 might be an adequate total for what is basically a semi-professional event. You are aware, of course, that Canada's principal professional race at Mosport offers \$10,000 in cash prizes.

For information, which you may not have readily available, I quote below some well-known rallies and approximate total cash awards (converted to Canadian dollars).

Monte Carlo (France) .....	\$10,750
Royal Automobile Club (England) .....	3,000
Liege-Sofia-Liege (Belgium) .....	14,500
East African Safari (Kenya) .....	5,800

These totals do not include cost of trophies, which in the case of the Shell "4000" is approximately \$2,500 annually.

I think that you will agree that even the present (1963) cash award of \$6,000 total is not completely out of line with current practise in other parts of the world. My investigation into the subject of prize money disclosed that no other rally in North America offered anything but token prize money.

In comparing golf with rallying, your irrepressible commentator is also comparing an outstanding professional sport, golf, with the relatively semi-professional or amateur field of motorsport. The comparison is even less valid when discussed only in terms of prize money. Amateur events in the golf world offer no prize money and indeed prizes must be limited as to their value.

The Carling Professional Golf Tournament offers \$200,000 in prize money, but I understand that the average tournament offers no more than \$40,000 and many a good deal less. The relative positions of golf tournaments of the Carlings variety, of which there is only the one, and the average tournament is like comparing prize money at the Indianapolis "500" with other races.

In making a comparison of the cost of events to a sponsor, the money necessary for organization must also be taken into account, as well as the amount devoted to prize money. It will be immediately obvious that the cost of putting on an event that is spread over 4,000 miles will be greater than one or-

ganized at a single point. To make a proper comparison of costs, we can use firstly as an example a well-known golf tournament, the Canadian Open. The sponsor of this contest, Seagram's, puts up approximately \$90,000, of which it is possible to lay aside \$50,000 in prize money. The club at which this event is held and the Royal Canadian Golf Association incur additional organizational costs, which are defrayed by gate receipts. Organizational costs of the Shell "4000" are of the same order, but because of high organizational and operating costs and in consideration of C.A.S.C. official policy, only \$6,000 is offered as prize money.

Let me also examine the competitor's status for a moment. The professional golfer derives his principal income from prize money. The amateur golfer is forbidden to obtain money from golf in any way. The rallyist in the Shell "4000" and some other rallies is a semi-professional, in that he does not derive his sole income from motor sport, and this applies in all parts of the world, as well as in Canada. However, many drivers are "supported" by manufacturers, dealers and accessory firms in the form of expenses, retainers and the like, and in some cases, payment for their services win or lose. Thirty-two crews received some form of support in the 1963 Shell "4000" while retaining "amateur" or at least semi-professional status. TV and radio commercials also augmented the income of some rallyists.

In conclusion, I am certain that when all these facts are considered, you will agree that the terms "niggardly" and "two-bit" can hardly apply to the Shell "4000", and at a period when motor sport is in a growth phase and sponsors are not easily obtained, these remarks seem particularly ill-timed.

Yours very truly,

James H. Gunn,  
Shell "4000"  
Rally Organizer.



# VS. MORGAN



I have read Jim Gunn's reply to an editorial in the June issue of *TRACK & TRAFFIC*. Gunn is an employee of Shell and is the organizer of the Shell "4000" Car Rally, and like all promoters, I find his statements misleading. Gunn writes that "after careful enquiry, I have been unable to locate a C.A.S.C. official who spoke to Joe Morgan". For his information, I did talk to somebody who identified himself as a secretary of the C.A.S.C. not once, but twice. Unfortunately it was by telephone and I didn't get his name, or if I did, it has escaped me. In the broadcasting business we are in a rush, and all I wanted was the facts. Did they, or did they not think that prize money for the Shell "4000", a mere \$5,000, was adequate for a cross-country grind (this was in 1962) and he assured me that they were not happy with the prize money "but that's all the Shell people will come up with".

Gunn, in his pontifical reply, omits one big item: that the Shell people receive over a million dollars worth of free publicity in the newspapers, television and radio through various outlets and they are cashing in, reaching a vast market for their gas, oil and tires, and they are cashing in on the cheap. I am not interested in how much it costs Shell to get the Rally on the road. I wouldn't care if it cost them \$50,000, no matter how much they allocate for their Rally, it comes back to them a thousand times over and I maintain that the drivers and navigators should be compensated fully. I recall talking to Gunn one day by telephone and he said to me "It doesn't matter how much the prize money is, the drivers are a breed by themselves, they enjoy driving, they love it, many of them possibly would do it for nothing." Here again, I charge the Shell people with taking advantage of drivers and navigators, they are using them as "tools" to sell their products and reap free advertising, which is fine and dandy, but in the name of heaven, go big league and

come up with a decent purse.

Gunn refers to the race at Mosport, the Player's 200. He should be reminded that this is a one-day shot, the race only takes a couple of hours, as he points out it's worth \$10,000 overall, which puts the Shell "4000", a six-day gruelling grind into the piker class. Players also get loads of free advertising, but at least they make it worthwhile, the winner draws down about \$3,000. Carling also makes Shell look silly. I agree that Carling will get millions of dollars worth of free plugs in their forthcoming World Professional Golf Tournament — but look at the pot. \$200,000 each and every year beginning in 1964. Carling is aware that they will receive, but in order to receive they have to give. The Schenley people, whiskey distillers, also are in the market for free advertising. The football awards each year gives them a stranglehold on free advertising, but their award money is also high, it totals five thousand dollars, but is split among only three players. And Seagrams' Canadian Open Golf championship, is another example. This year the tournament is worth \$50,000, as Gunn points out it costs them about \$90,000 to get the tournament rolling each year, but what does it bring back in return for these whiskey distillers? Television, radio and newspaper coverage and the name of Seagrams is always prominently displayed or mentioned. All this helps to sell liquor, beer, cigarettes, you name it, there is always a sponsor waiting in the wings to come up with enough money to advertise their product — except Shell.

The 1963 Shell "4000" got no publicity from me. I always referred to it as the Canadian Cross Country Rally and left Shell hanging on the ropes, simply because as the editor of *CT&T* pointed out, it is a niggardly and two-bit operation. I gave the Shell Rally great coverage in 1961, but then I got smart after looking over that prize money once again; I said to myself

"How in the world can an outfit like Shell be so tight?" and then I really got smart when I discovered they were hiding behind an antiquated ruling issued in some bulletin in 1960 that said: "The C.A.S.C. does not encourage the use of monetary awards for any competition held on open highways." It would appear to me that this silly ruling left the door open if pushed hard enough by a firm with the stature of Shell. It would also appear to me that Shell just didn't want to push, they embraced this ruling like a lost lover.

Gunn dazzles us here with facts and figures which is nothing more or less than footwork, fancy window dressing. I think the time has come for Shell to throw those ridiculous figures away, get down to realities and offer a prize of at least \$20,000 for their rally. Please be reminded the participants are not amateurs as Gunn would have us believe, he calls them semi-pros. I call them strictly professionals. Many of them are given appearance money, that is, the big names, this loot is given them under the table. The small guys in this dodge get nothing but headaches, and it's time the little man got a piece of the big money floating around these days. I'll go further: Every man who finishes in the rally, no matter where he finishes, should get some monetary award. The trophies are very nice and touching, but you can't eat them, you can't keep them, and you can't buy cars and parts with trophies.

As I have said many times on the air "the Shell people are just not right with the times".

Joe Morgan,  
CKFH