

Shell News May/June 66



what a way to

by Jo Oliver

To the uninitiated, ten months seems a long time to take to organize a one-week sporting event. Jim Gunn, organizer of the Shell 4000 Car Rally, is often asked what he does the other fifty weeks of the year.

It might also be hard to believe twenty officials working nineteen hours a day are required to keep things running smoothly during the course of the event.

Having travelled with the rally from Vancouver to Quebec City this year I now know why the sixty-two competitors needed so many 'escorts' for the six-day battle of man and machine against poor roads and worse weather conditions.

Each year three official cars travel along with the competitors. Car number one takes off an hour and a half before the first competitor to check route and Control arrangements for the day's run. With it went Ross Jenkins, a timing-clock expert from Longines, to set up the Printogines at each checkpoint. Driven this year by sports car accessories dealer Ian McAlpine and salesman Robin Wright, the first 'time' car is responsible for making last-minute changes in route if the roads are impassable. Re-routing is indicated by special fluorescent directional arrows.

The next official car off is the second time car with only half an hour's lead on the competitors. It serves as a double check on Controls and timing equipment and carried another Longines expert, Tom Erskine. The reason for two timing cars is easily explained by a story told by Peter Lighthall, who drove the lead time car in 1963. Somewhere in the middle of the Prairies Peter bounded over a hill to face a sixty-foot long stretch of deep snow in the middle of a narrow road. As he puts it, 'there was no time to brake, so I accelerated.' Unfortunately they didn't quite make it, and the car was still sitting there when the first competitors drove past. Meanwhile Peter walked back over the hill and flagged down the second time car which took over the job of checking the route and setting up timing apparatus. This year's second time car drivers were Keith Ronald and Trevor Craddock, both Ph.D.s and both very experienced rally drivers.

For time cars the rally is something of a chase. Often delayed by problems at checkpoints or bad road conditions which mean re-routing, they still have to stay ahead of the first competitor. Skipping the lunch stop gives them an extra forty-five minutes

when the competitors get too close.

The two lead cars and the course closing car all carry mobile telephone units. Changes in route, poor road conditions, names of competitors having car problems and so on can be transmitted between them and rally headquarters in the next overnight stopping point. The time cars also carry a short-wave receiver to verify the correct time when setting up the clocks at Control points.

Starting off about the same time as the first competitor each day are the official photography cars. Newspaperman Don Grey took along the rally's official still photographer, Bob Ragsdale. This is the third year that Bob has taken pictures for the rally and he is, without doubt, one of the hardest working people on the event. Bob took over five hundred photographs during the week, all of which had to be processed the day they were shot. He turns his hotel bathroom into a darkroom in ten seconds flat, setting up developing and printing equipment to produce as many prints as are required for publicity purposes. On a couple of occasions he finished printing just in time to climb back into the car for the next section. By the end of the



Robert Ragsdale



Rally manager Peter Bone (left) briefs his official drivers on the route before the rally starts. Busy taking notes are first-time car drivers Robin Wright and Ian McAlpine (right).

It wasn't only competitors who got bogged down in the sticky sections of the 4,000-mile route. Official driver Don Grey was stuck in the mud in Saskatchewan for over an hour until he was hauled out by a local farmer.

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week he was finding it hard to remember his own name and expressed great relief at having it monogrammed on his official driver's coveralls.

Working equally long hours producing film clips for a dozen television stations across Canada was Ian Hart. Ian drove with Pat Goodhall, generally using the rally route but sometimes taking to main highways. His task was to shoot enough sequences to produce a one-minute clip. They often stopped by the road waiting for a rally car to come by and then followed behind it shooting film through the windshield.

Catching a Mustang from a standing start was no mean feat for driver Pat. As soon as Ian arrived at the overnight stopping point, the film had to be processed by a local station, edited and airmailed to its destination. Like Bob Ragsdale, Ian frequently had to forget about going to bed.

Following one hour behind the last competitor, the course closing car was driven by Jim Catto and aircraft engineer Vince Bunch. Jim manages a lumber firm near Toronto. Their main task was to close up checkpoints after all cars were through and pick up any timing clocks needed for other Controls the following day. They

also kept track of competitors unable to finish the section.

The sixth official vehicle this year was an Econo-line van driven by Doug Beaumont and Ralph Bradatsch—a great believer in waste-not want-not. Doug 'bagged' a pheasant while driving through the foothills. (Both insist the bird actually committed suicide by deliberately stepping out in front of the van.) A delighted Ralph immediately plucked, cleaned, parcelled and posted it off to his family. The van used highways between overnight stops instead of the rally route and carried equipment or baggage which couldn't be fitted in elsewhere. It was always full.

Official drivers were briefed on the route by Rally Manager Peter Bone before the start of the event. Marked maps indicated scheduled arrival time at each checkpoint. For defining the intricacies of the route, however, the official drivers used Rally route books. With the general excitement and lack of sleep, they became as tired as competitors towards the end of the rally. A typical last-day conversation between official driver and his navigator ran as follows:
NAVIGATOR: 18.08 miles—bear left
DRIVER: I wonder who left it

NAVIGATOR (*irritated*): Left what?
DRIVER: The bear. . . .

Also following the rally and reporting on it for the CBC and Montreal Gazette respectively were Bob McGregor and Chris Allen in a Jeep Wagonair. For being the most helpful pressman on the event, Bob was awarded a pie in the face by a hysterical press gang at the finishers' banquet in Quebec City. It wasn't much of a reward for daily rally broadcasts to stations across Canada.

The official cars were loaned this year by Ford and prepared to Jim Gunn and Peter Bone's specifications. With competitors' cars dropping out of the event at the rate of almost ten a day, Jim was keeping his fingers crossed that all the official cars would make it through. They had the advantage, of course, of being able to have repairs made overnight.

While official cars were escorting the competitors from one overnight stop to the next, an anxious group of more elevated officials were peering from the windows of Shell's DC-3 as it flew them from town to town. Heading up this group were organizer Jim Gunn, Peter Bone and Gerry Marchesseau.



Pilots Don Butchart (left) and Ross McPhee have a crack at flying by the Route Book.



Jack Allen dons his scorer's hat, plugs in the adding machine and starts work on the day's score cards in the DC-3.

Gerry Marchesseau (right) and Jim Gunn discuss a fine point during a scoring session on the DC-3.



As Head Office manager—Special Events, Gerry Marchesseau is in charge of the rally as well as other Marketing programs. In addition to helping with the overall organization, Gerry spoke at all official, competitor and press receptions, and gave many radio and newspaper interviews during the event.

Shell pilots Ross McPhee and Don Butchart have both flown on all five rallies. Ross, flying since 1942, served in the RCAF during the war. Don took a civil flying course to obtain his pilot's licence but says he was making model aircraft before he could walk. They were joined on the outgoing journey by Eddie Chowen from Calgary who helped out on the flights over the Rockies.

In addition to allowing officials to make last-minute preparations at overnight rally headquarters, the aircraft makes it possible to keep up with the complicated score tabulations. The competitors work on a two-card system, handing in their first score card at the day's lunch stop. These are collected by the aircraft group and taken back to the plane. The second score card is handed in on arrival at the overnight stop. Came the inevitable day at Sudbury when the visiting aircraft officials forgot to pick up the score cards. The DC-3 made a fast unscheduled stop at Huntsville and collected them from the course closing car which had rescued them on its way through.

The competitors punch their own cards in the time clocks. For scoring, the time at Control 1 is deducted from the time at Control 2 and the result checked against a master sheet prepared in advance by Peter Bone. More than a minute's difference from the allocated driving time brings penalty points. Peter Bone and Jack Allen (Head Office Marketing Accounting) used adding machines plugged into the DC-3's electrical outlets to compute scores on the first cards, and completed the task at the hotel once all cards were in. They were helped by Jim Gunn and Gerry Marchesseau.

Also flying high were three members of Public Relations Services Limited who handled publicity for the second consecutive year in conjunction with Shell Public Relations people across Canada. In addition to supplying feature pictures to newspapers along the route and briefing the local press at overnight stops, they wrote special reports for many major newspapers. Between them the trio covered eighteen English and seven French-language dailies and United Press



The aircraft group waiting to take off. (Front row), left to right, Jacques Guay and Bill Micklejohn of PRSL, Gerry Marchesseau in his Rally cap, and CASC Steward Peter Lighthall. (Standing on ramp), left to right, Wally Hayes of CP, Don Hunt of PRSL, Jack Allen, Peter Bone and Jim Gunn.

Robert Ragsdale

(an international wire service covering about forty papers in Europe and Asia). They also wired or telephoned direct regular reports to fifteen radio stations, wrote the script for Ian Hart's film clips and composed captions for the photographs taken by Bob Ragsdale. They interviewed the competitors on their arrival at the day's *parc ferme* to get inside stories and anecdotes for press releases. All this had to be done between the competitors' arrival and the deadline for wiring the stories—four or five hours. Although they could be written as soon as scores were available, radio reports were frequently telephoned live in the early morning.

Travelling mostly by plane but occasionally by car were Canadian Press representative, Wally Hayes, and Canadian Automobile Sports Club Steward Peter Lighthall. As part of the publicity team Wally filed a story back to CP each evening for distribution on the wire services. CP covers 104 daily and 25 weekly newspapers and is allied to Associated Press, the largest wire service in the United States.

The task of the CASC Steward on any motorsport event is to adjudicate arguments between organizers and competitors. In order to comply with CASC rules and qualify as an international manufacturers' championship rally, an appointed steward must be available to competitors at all times. Fortunately there were few disputes during the event, but Peter came into his own at the finish when he chaired a Protest Committee of five CASC members to judge on a dispute regarding second place.

The rally headquarters at overnight stopping points were manned partly by ever-helpful local Shell personnel who worked into the small hours of the morning. A TWX operator supplied by the Trans-Canada Telephone System, comprising provincial telephone companies and the Bell Telephone, transmitted results and messages back to Head Office manager of News and Information, Claude Hergott, rally secretary Micki Abercrombie and other company offices across Canada. Between them they dealt with hundreds of telephone enquiries every day.

Marketing people from Vancouver to Quebec City handled many of the necessary arrangements at start, finish and overnight stopping points. Publicity was co-ordinated across the country by Dave Webster of Pacific Division, Claude Main of Western Division who handled the Prairie Provinces, and Ken Ardill of Central Division. Press arrangements at the finish in Quebec City were the responsibility of Eastern Division's Gerry Maguire.

During the running of the event, organizer Jim Gunn acts as a sort of house mother to nearly two hundred nervous competitors and officials. His prime responsibility is to ensure that everything runs smoothly, all competitors and officials are in the right place at the right time, everyone has somewhere to sleep, something to eat and their problems ironed out. Somehow he also finds time to help with the scoring and give television, radio and newspaper interviews. He appeared on television in Vancouver, Calgary, Winnipeg and Sault Ste. Marie and made regular daily radio reports for stations throughout Canada.

The work load for Jim and Rally Manager Peter Bone begins long before the event. The rally office, normally a friendly place to stop in for a chat, isolates itself around the beginning of February and keeps its nose firmly to the grindstone until the rally is over at the end of April.

Their job starts in the early Fall when they set out across the country to find a route fraught with the appropriate number of hazards for car and driver. They make two trips before compiling a Route Book and a further 'dry' run is undertaken by two experienced rallyists—this year Ian McAlpine and Keith Ronald. If they can find their way by use of the Route Book, it is assumed that the course is negotiable, the directions accurate and speed allowances reasonable.

A Regulations booklet is issued in the Fall. Experienced competitors have an uncanny knack for finding the smallest loophole so Jim and Peter must ensure that none of the rules can be interpreted in any way other than intended. Since changes in regulations are usually made every year, it means a complete re-writing job for the organizers.

After deciding the route and selecting the locations for Controls comes the job of allocating checkpoints to the many car clubs anxious to help in the event. Control signs and instruction booklets for Marshals are printed and arrangements made to ship timing clocks to Control co-ordinators.

Each competitor is sent a list of things he is required to do. The company provides gasoline and oil free to competitors by use of specially printed credit cards valid for the duration of the event only. Jim notifies Shell dealers of the hours they should remain open to fill the competitors' requirements.

This multitude of paperwork, plus the production of badges, bumper plates and stickers, rally posters, marshals' caps and officials' uniforms, add up to a lot of hard work for a three-man operation. Even after

the rally is over the office is still tied up with official results, 'thank you' letters to car clubs and processing an avalanche of press clippings. But it isn't done for fun. The aim of the Shell 4000 is to bring the company's name before the public by generating publicity on the event and providing opportunities for advertising in all media. The extent to which it achieves its object can be judged by the large number of press clippings received throughout the year.

Starting in October 1965 fourteen pre-rally news releases were issued to all daily and weekly newspapers, radio and TV stations along the route under the direction of Claude Hergott, manager of News and Information at Head Office. Jim Gunn also made a special publicity trip at the beginning of the year to create interest among news media, and publicity visits to Quebec City, Montreal and Toronto were arranged for one of the leading competitors, Rosemary Smith of Ireland.

From October to June over 2,000 press clippings were received from daily and weekly newspapers and magazines across the country. Shell's sponsorship of this major sporting event increases awareness of the company and its interest in all aspects of motoring. It is thanks to the combined effort of many employees in different branches of Shell that the rally was once again a success both from the competitors and public relations point of view. 🌐



Rally secretary Micki Abercrombie starts the mammoth task of sorting and putting into the press book some of the many clippings received during the rally.

CAR NO. 105	SECTION NO. 5	DEPART TIME 0954	CARD NO. 1		
COMPETITOR TO FILL IN THE ABOVE LINE FULLY					
					
FOR OFFICIAL USE ONLY					
PRINT TIMES	CLOSED SECTIONS	1	2	3	TOTAL
	OVERALL TOTALS	ROAD	CLOSED	MISC.	GRAND TOTAL
CONTROL STAMP	SEQ. NO.	TIME	ACTUAL "OUT" TIMES	SPACE NO.	
CONTROL No. 40	002	10 29 13	9.54.00	1	
CONTROL No. 41	002	10 29 13		2	
CONTROL No. 42	002	11 52 01		3	
CONTROL No. 43	002	12 27 30		4	
CONTROL No. 44	002	12 39 11		5	
CONTROL No. 45	002	13 12 00		6	
CONTROL No. 46	002	13 25 00		7	
CONTROL No. 47	002	14 01 00		8	
CONTROL No. 48	002	15 02		9	
CONTROL No. 49	002	16 45 01		10	
CONTROL No. 50	002			11	
CONTROL No. 51	002	17 50 00		12	
CONTROL No. 52	002	18 39 01		13	
CONTROL No. 53	012	18 45 43		14	
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				18	

John Lundin

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checkpoint



The sanity of eight men casually lounging on the lawn chairs was, rightly, in doubt. The weather was cool, rain threatened, yet there they were, seated around a bridge table and an empty yellow box, by the side of a dirt road branching off highway 18 in the Muskoka region of Ontario.

While, in early May, the men presented an unusual sight, they formed only one of 87 such groups which manned Shell 4000 Car Rally checkpoints between Vancouver and Quebec City during the six days from April 30 to May 6. Checkpoint personnel were volunteers from fifty car clubs across Canada, and without them, the rally could not operate properly.

This particular checkpoint, in Ontario's Muskoka summer resort area, was a time Control. There are also special Controls and a safety Control. It was manned by members of the Head Office and Oakville refinery Shell Employees Motorsport Clubs.

Of the eight men, four were officials, two were from the refinery, two from Head Office. Karl Lundin, the chief marshal, and marshal Keith Moody were from Head Office Information Systems department. Art Borsoi and Birk Andersen, from Oakville, both work as operators. Helping run the control were Oakville operators Pete Foster, Rudy Koster, Ken Cutmore and Head Office's John Court.

What makes seemingly level-headed men drive 145 miles from Toronto and Oakville to set up a Control point for a few hours, then pack up and drive all the way home again? Aside from expenses, they receive no money. There's little reward at all, it

doesn't mean any sports glory. It's a job with as little thanks as a baseball umpire's or a hockey referee's.

The obvious answer is that the people who man checkpoints have a deep-rooted love of rallying. They must, for in some instances, marshals leave warm beds after midnight, travel up to 200 miles on back roads to set up Controls in the middle of a soggy or frozen forest, far from human habitation. And there they wait, to record, with the help of complicated timing mechanisms, the arrival of rallying's major leaguers.

The rallyists wheel into the control, punch the time clock in the yellow box, then take off again, in a cloud of dust, mud or snow. Their objective - to reach the next Control point at the exact minute they should be there. For each minute late or early, they're penalized ten points.

But on this rally, at this checkpoint, the atmosphere was pretty much relaxed. While the weather wasn't ideal, it could have been worse, and it could have been in

Shell Employees Motorsport Clubs at Head Office and Oakville refinery manned one of the Shell 4000 Car Rally checkpoints.

Examining the chronograph being held by Birk Andersen are, clockwise, Karl Lundin, Keith Moody, Pete Foster and Art Borsoi.

the middle of the night. But as fortune would have it, it was the middle of the day. The Control was at the end of an easy, paved highway route, but placed at the start of a dirt road impassable just a few days before. Now, however, it was better. Sun and wind had dried the road to the extent that most of its twisting, hilly nine miles to the next Control was dry and fast. Halfway through, though, for a mile, thick mud made the going what rallyists term 'interesting.'

After the tables, chairs and the box for the Longines 'Printogines' timepiece were set up, it was noon, time for lunch. Sandwiches and thermos bottles came out and Marshals reviewed their duties for the last time.



Timing clock expert, Ross Jenkins of Longines, sets Printogine punch clock.

With lunch out of the way, the wait for the first official course-opening car continued. As far as anyone at the Control point knew, thirty-two cars were left of the sixty-one which began at Vancouver. In four days, the field had been almost cut in two.

As scheduled, the first to appear was an official car. Within minutes, its passenger, Ross Jenkins of Longines, had set up the 'Printogines' (a punchclock which records official time on each competitor's time card), set the timepiece and the chronograph stopwatch, the official timepiece. A minute behind the first official car came another. Two official course opening cars are required – mud, mechanical trouble and heavy going play no favorites.

Then, rally cars began arriving. As this was a normal timeControl, cars were permitted to arrive early without losing points. Most of their crews stood talking with the marshals or with other competitors. Some, like the eventual winning driver, Paul MacLennan, was under his Ford Cortina checking it seconds after stopping, while navigator John Wilson pored over his route book

and navigational instruments. Victory was in reach. All was strictly business, chatter could come later.

But if most arrivals were leisurely, take-offs were frantic. After each car was restarted, it was stationed close to the officials' area, with the navigator's door wide open. The navigator stood by the Printogines until the clock registered the proper time for him to punch. With a quick movement, he would then place the card before one of the marshals for stamping with the checkpoint identification. Then, a quick turn and dash for the car, already moving away.

On one occasion, a competitor's car refused to re-start and what had begun as an easy stopover turned into a minor nightmare, as the boys pushed the car down the road in an effort to re-start it. When the engine finally kicked over, a hundred yards away from the time clock, the navigator made a wild dash to the Printogines to punch his card, then scrambled the return hundred yards to the waiting automobile.

As each car rolled into the Control, the driver was asked if he'd like his windshield cleaned. All of the windshields were dirty and speed in cleaning them off was important. A minute lost here could mean another ten points lost at the next Control. John Court was active in cleaning windshields throughout the afternoon, with help from Ken Cutmore and other onlookers caught up in the spirit of the event.

One such spectator was a local businessman who happened by during the day, stopped in to watch. He questioned the marshals and competitors throughout the afternoon and by the time the last car had checked in, he had become a confirmed rally fan, inquiring how he could enter next year.

Each day, competitors cast votes for the best Control and on this day, the Motorsport Club of Ottawa won it and the \$50 daily prize for their carefully planned set-up at the overnight stop.

Other Control awards of \$50 went to the Pacific Sprite Club, the Saskatoon Sports Car Club, the Dauphin Pacemakers, the Michipicoten Autosport Club (for a fourth straight year, even though they replaced the traditional mooseburger handouts with coffee mugs) and the Club Autosport Mauricien (who terrified Coupe-des-Dames winner Rosemary Smith when they trotted out a timber wolf which tried, unsuccessfully, to be friendly to the Irish star).

Timberwolves, mooseburgers, dripping forests, long drives, cold waits—they all make checkpoint manning memorable and, yes, exciting—almost as enjoyable as competing in the event itself.



Navigator of winning car, John Wilson, has timecard punched by chief marshal Karl Lundin, centre, as Art Borsoi, left, and Birk Anderson look on.