

Trois Rivières Chronicle April 25 1968

Dead-end Track For Shell Car Rally?

Returns On \$200,000 Event Not Too Attractive For Oil Company ?

The first car of the 1968 cross-Canada rally will roll down the ramp at 7 p.m. June 1 in Calgary amid reports that the 4,000-mile spectacle may be in trouble.

People close to the rally organization say the sponsors, Shell Oil Canada, Ltd., feel they are not getting enough return on their annual investment of about \$200,000.

Shell is reported seeking a progressive cutdown of its sponsorship, putting up only 75 per cent of the cost next year and gradually reducing this. If co-sponsors are not lined up before the time for planning next year's event, Shell may drop out entirely before then.

Almost from the beginning in 1961, when Shell sponsored the first rally in conjunction with the British Columbia International Trade Fair, company officials have been disturbed about the amount of exposure afforded the company name in news reports of the event.

The problem is one which affects sport's on every level, from the neighborhood grocer who sponsors a Little League ball club to industrial firms which back rallies or races or send hockey teams to international tournaments.

More than 100 cars entered the first 4,000-mile Canadian rally, Montreal to Vancouver, in 1961, and most of them made it.

The following year, with the same starting and finishing points, 42 cars started. Only 24 reached the destination but most of them took home some of the \$6,000 total purse.

The rally went the other way in 1963, and 42 of 47 starters finished the six-day grind.

The rally was brought up to European standards in 1964 — visiting drivers had been complaining that there was little challenge in the 4,000. Closed sections were introduced and cars had to go at speed through these on the Vancouver-Montreal journey. Of 60 starters, 44 made it for part of the \$10,000 prize money.

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(Turn to page seven, please)

(Continued from page 6)

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Nelson Daily News
April 30 1968

77 Cars To Try Cross-Canada Run

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Organizer Jim Gunn of Toronto told a news conference here Monday the route selected for the rally, billed as North America's toughest, will include some of the roughest back roads in the country.

This is the first time the Maritimes have been included in the rally route. Up for grabs will be \$14,000 in prize money.

Overnight stops are scheduled in Regina, Fort William, Ont.,

Sudbury, Ont., Sherbrooke, Que. and Saint John, N.B.

The rally has attracted some of the biggest names in the sport, including Ireland's Paddy Hopkirk, winner of the 1964 Monte Carlo rally. His navigator will be Mike Kerry of Toronto.

Two-time winners Kalaus Ross of Montreal and John Bird of Toronto will also be entered. Another high-rated team includes Paul MacLellan of Toronto and Jim Peters of Burlington, Ont. MacLellan drove to victory with John Wilson in 1966 while Peters navigated for last year's winner, Roger Clarke of England.

Trail Daily Times April 30 1968

"4000" **Will Be Toughest**

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Gunn predicts that only 40 of the 77 cars entered will finish this year's grueling rally. Last year only 42 of 93 cars managed to cross the finish line at Expo '67 in Montreal.

Kamloops Daily Sentinel
April 30 1968

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Kelowna Courier

April 30 1968

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Datsun Enters 4,000 Mile Rally

Datsun's 1968 entry in the Shell 4000 car rally can truly be called the 'Team of champions'.

Winner of the manufacturer's team award in last year's event the Nissan Automobile Co. has assembled an impressive team of rally champions to handle its three Datsun 2000's in this year's 4000-mile competition from Calgary to Halifax, June 1-7.

Leading the Datsun team will be South African National Rally Champion Fwold Van Bergen of Pretoria, who will be competing in his first North American rally. Van Bergen will be driving with Toronto's Paul Manson, the 1967 Canadian National Rally Champion. Manson finished third last year, navigating for Karl Schults in a Datsun 1300.

Datsun, however, is obviously not content with only two National champions.

Klaus Ross of Montreal and John Bird of Toronto make up the second crew. Ross and Bird are the only two-time champions of the Shell 4000, winning in 1964 and 1965. Ross and Bird were teamed together again last year in the "4000" but transmission problems dropped them to an 18th place finish. This highly-regarded crew won the Canadian Winter Rally in 1967, and are a serious threat in any event they enter.

The third Datsun will be crewed by Norm Matovich of Burnaby, B. C., and Ed Deak of Vancouver. Deak was also a member of last year's victorious Datsun team. Both Matovich and Deak have chalked up several regional rally championships, although Matovich is better known as a successful racing driver.

"While we are hoping to retain the manufacturers' team championship we won last year, we want one of our cars to win the rally outright", pointed out team manager Doug Wilson, Vancouver.

The Datsun team has a distinct international flavour. In addition to South African Van Bergen, Ross is a German-born Canadian, while Deak is Hungarian. The cars, of course are made in Japan.

Van Bergen brings a great deal of experience to the Datsun team. He has competed in the world-famous Monte Carlo Rally four times and won the national championship of South Africa four times. Since 1958 he has competed annually in the South African Nine-hour endurance race.

Manson, meanwhile, has a victory shelf that looks like a museum of rally awards. Last year alone he placed first in no less than six major Canadian rallies and since 1963 he has been among the top eight in the Ontario region rally championship.

Dartmouth Free Press
May 2 1968

DATSUN THREAT IN SHELL 4000

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The Datsun team becomes the third company to enter the manufacturers' team category. American Motors (Canada) Ltd. and Norfolk Enterprises (Toyota Corolles) have previously entered three-car teams. With two Japanese companies entered, it would appear that Japan is determined to win North America's top rally.

Montreal Dimanche-Matin May 5 1968

Le rallye Shell au tempo moderne



Si l'on en juge par ce document, le tempo des coureurs du Rallye Shell-4000 est bien de l'époque d'aujourd'hui. Comme l'indique son nom, le Rallye Shell est d'une distance de 4,000 milles et est considéré comme le plus important au pays. Sur la photo, on reconnaît, dans l'ordre habituel, Guy L'Espérance, Kuno Wittmer, Henri Biard, André Beauséjour et Paul Rainville.

Cross-Canada car rally facing financial trouble

By **BRUCE LEVETT**
Canadian Press Sports Editor

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VISITORS COMPLAINED

The rally was brought up to European standards in 1964—visiting drivers had been complaining that there was little challenge in the 4,000. Closed sections were introduced and cars had to go at speed through these on the Vancouver-Montreal journey. Of 60 starters, 44 made it for part of the \$10,000 prize money.

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Seventy-seven crews have entered, with the possibility of more to come.

There are three manufacturers' entries in the field—Datsun, Toyota and American Motors. So far, 14 of the cars are of Japanese manufacture.

Organizer Jim Gunn sees the new stretch as the one to sort out the cars and drivers.

"The Eastern Townships are going to be rough if spring arrives late there," Gunn says.

"The Maritimes will present a difficult type of navigation, more like a steeplechase with cars going from farmhouse to farmhouse. There are long, open stretches through parts of the West where crews can take it easy; in the Maritimes there will be tough roads right up to 30 miles from the finish.

"From Sherbrooke to Halifax, for instance, there will be no chance to rest."

May 9 1968

Paul MacLennan, le plus grand rallyeur au Canada, sera de nouveau en lice

SHERBROOKE, (JGP) — Reconnu comme le plus grand rallyeur au Canada, Paul MacLennan, 33 ans, de King Ontario, participera encore cette année au Rallye Shell-4000, du 1er au 7 juin prochain.

A bord d'une Rambler American de 4753 c.c. et commandité par American Motors (Canada) Ltd. ce pompier de North York tentera de faire encore mieux que l'an dernier, alors qu'il terminait 4e au classement général. En 1966, ce fut toute une année pour lui alors qu'il remportait les grands honneurs, était le premier de sa classe, remportait le premier prix des fabricants et était membre de l'équipe gagnante des fabricants.

L'année précédente, il arrivait 2e au classement général fut gagnant du Rallye d'Hiver canadien en 1962, 1965 et 1966 et remporta le Rallye des Neiges en 1964.

Deuxième conducteur

Jim Peters l'accompagnera lors de la compétition de juin prochain. Peters, un directeur industriel, était le navigateur de l'équipe gagnante du Rallye Shell-4000 de 1967, en compagnie de Roger Clark. Il fut aussi premier de sa classe. Concurrent expérimenté du Rallye d'Hiver canadien, Peters, âgé de 32 ans, a remporté les rallies Trail of Conestoga et D.A.C. Climax en 1966.

VAN BERGEN DEVRA ETRE SURVEILLE

SHERBROOKE, (JGP) — Le Sud-africain Ewold Leonard van Bergen sera un autre candidat à surveiller lors du Rallye Shell 4000, qui sera couru du 1er au 7 juin prochain, de Calgary à Halifax.

Cet ingénieur de 38 ans, aura comme navigateur Paul Manson.

Van Bergen est l'un des plus grands conducteurs au monde. Il fut gagnant du Beira International en 1963 et 1967 et du Angola International en 1965. De plus, il a été déclaré champion national du Rallye d'Afrique du Sud en 1960, 1964 et 1965; a participé au Rallye de Monte-Carlo à quatre reprises, mais prend part pour la première fois au Rallye Shell-4000.

Manson

Quant à Manson, c'est un comptable possédant un brillant dossier. Il est âgé de 28 ans et demeure à Toronto.

Il a terminé troisième au classement général, premier de sa classe au Rallye Shell de l'an dernier; 7e au classement général en 1966 et 8e en 1964.

Il a été déclaré champion national du Rallye en 1967; fut plusieurs fois premier de six épreuves importantes; a gagné le trophée Wilson en 1967, comme étant le compétiteur le plus actif au Canada.

Van Bergen et Manson feront le "voyage" à bord d'une Datsun de 1998 c.c. et seront commandités par Nissan Motor, de Tokyo, Japon.

Sherbrooke La Tribune
May 9 1968

Les plus grands rallyeurs au monde s'attaqueront au tracé "diabolique" de Jim-Gunn

SHERBROOKE — Jim Gunn, organisateur du rallye Shell 4000, a la personnalité à la fois du Dr Jekyll et de Mr Hyde.

C'est du moins ce qu'en pensent les plus grands rallyeurs du monde qui, du 1er au 7 juin, parcourront 4000 milles de cauchemars en tentant de se mettre à la conquête d'un itinéraire tracé de façon diabolique par Gunn, et qui couvre les routes secondaires du Canada.

Le rallye Shell 4000 cette année débute à Calgary et se termine à Halifax et, selon Gunn, moins de 40 des 77 inscrits atteindront le fil d'arrivée. L'an dernier, 42 des 93 inscrits ont complété le rallye, qui débutait à Vancouver et se terminait à Montréal. Habituellement tenu en avril ou en mai, le rallye a lieu cette année en juin pour la première fois, et certains compétiteurs en sont ravis croyant que les routes présenteront moins de difficultés qu'au milieu du printemps. A ceci, la seule réponse de Gunn est, 'attendez et vous verrez'. Si l'on traduit, généralement ceci veut dire "Prenez garde".

Après huit ans, les compéti-

teurs savent que Gunn ne blague pas. Par exemple, l'an dernier, les rallyeurs ont bénéficié d'un temps radieux et de routes sèches en traversant les Prairies et au moment où ils commençaient à se détendre, ils atteignirent un endroit sur la route, dans le nord de l'Ontario, où il y avait un immense trou d'eau: c'est alors que les choses commencèrent à aller de mal en pis.

Il y a quelques années, c'était 'la grande bourbe' (de la boue pour le profane) qui couvrait la route entière en traversant les Prairies. Cette année, il se pourrait qu'il y ait un marécage dans les Maritimes, une vieille route raboteuse dans l'Est du Québec ou un sentier à vaches dans les Prairies.

Ce n'est cependant certainement pas une raison pour éloigner les compétiteurs du suritinéraire du rallye Shell. Un total de 77 voitures quitteront les terrains du rodéo le samedi soir, 1er juin, et on prévoit des étapes de nuit à Regina, Fort Williams, Sudbury, Sherbrooke, Québec, Saint-Jean (N.-B.) et Halifax.

Sudbury Star May 9 1968



Shell 4000 Set to Roll

The Shell 4000 car rally will be run a little differently this year with the start of the run in Calgary, Alberta instead of Vancouver. It will also end in Halifax, Nova Scotia instead of Montreal. Typical Shell 4000 action is shown by this Citroen as it blasts through a closed section in Wainwright, Alberta. Closed sections are used for high speed runs during the rally. The car is being driven by Quebec's Marcel Rainville and Robin Edwards who are paried in a Toyota Corolla this year. For the first time

in four years the rallyists will be stopping over in Sudbury on June 4. Members of the Sudbury Sports and Light Car Club will be monitoring several checkpoints in the area. Two cars will be driven by former Monte Carlo winners. Tony Fall of Berkshire, England will be driving a BMC-1800 while two - time Monte Carlo winner Paddy Hopkirk of Birkshire will be driving a BMC Mini Cooper "S". Paddy was disqualified in the second Monte Carlo when the car manufacturer had installed the

wrong type of headlights for French standards. For the first time since 1964 a car will be competing from Sudbury. Mike Barnett is following in his father, Neville's footsteps and will be driving a Peugeot 204 along with David Knee. Mike's father was entered with Mike Dudowich of the Sudbury Star. The car failed to finish when it had a split brake drum. By the time it was replaced the six hour time limit had passed. The drivers followed the rally until it arrived in Sudbury.

An impossible daydream

ERNIE REGEHR has this recurring daydream in which he sees three American Motors Javelins parading 1-2-3 down the main street of Halifax toward the finish line of the Shell 4000 Rally.

Some would call it a pipe dream but the more Regehr talks about the three-car AMC entry, the more it appears his optimism isn't completely unfounded.

"I'm only half kidding about that 1-2-3 business," says the 38-year-old AMC rally manager. "We learned a lot last year. This year we're not fooling around."

Not fooling around, indeed. Besides having Javelins — a far more competitive car than last year's Rambler Rebels — prepared by three of the best in the business, Regehr has assembled three driver-navigator teams that ensure that "they'll know AMC was there."

With teams like Paul McLennan-Jim Peters, Hunter Floyd-Lutz Ecker and Tom Jones-John Medwell, AMC has to be considered a favorite for both an overall win and the team championship. Maybe even 1-2-3 — eh, Ernie?

McLennan is the North York fireman who won the 1966 Shell, was second in '65 and third in '63 and won the frigid Ontario Winter Rally in '65 and '66. His navigator is Jim Peters of Burlington, winner of last year's 4000.

Hunter Floyd of Edmonton will drive one of the other entries while a Toronto cab driver will act as passenger for a change. Cabby Lutz Ecker navigated a VW to first place in the private entrants division of last year's 4000.

In the third car, Tom Jones of Port Arthur, the only holdover from last year's team (second in the 2,501-5,000 c.c. class), will combine with John Medwell of Toronto.

With the exception of Peters, the team was in Toronto over the weekend running shakedown cruises in the "blue car", an exact replica of the rally cars.

So far, none of the three drivers has been able to inflict serious damage to the "blue car" at a gravel-pit test track. And it wasn't for lack of trying.



The whole idea of the test car is to try to make it break down without endangering the actual rally cars. If a part is found to be too weak, it's replaced in all four cars.

AMC's interest in the 4000 is part of its recently adopted program to throw off their image as a car manufacturer for little old ladies and school marms. The youth movement at AMC had infiltrated the upper-management ranks and they want a slice of the swingers' car dollar.

It started with Javelin's

serious entries at Daytona and Sebring and will continue with a two-team entry in the Trans-American series for sedans.

"I've been with AMC for three years," says Regehr. "I grew up with Ford, went there right after school."

With his Ford background and a confessed love for "fast automobiles" Regehr likes AMC's new approach to competition. "It's the best thing that could have happened," he says.

The next best thing would be that 1-2-3 finish.

Montreal La Patrie
May 12 1968

Ford, G.M. et Chrysler boudent encore le Rallye Shell 4000

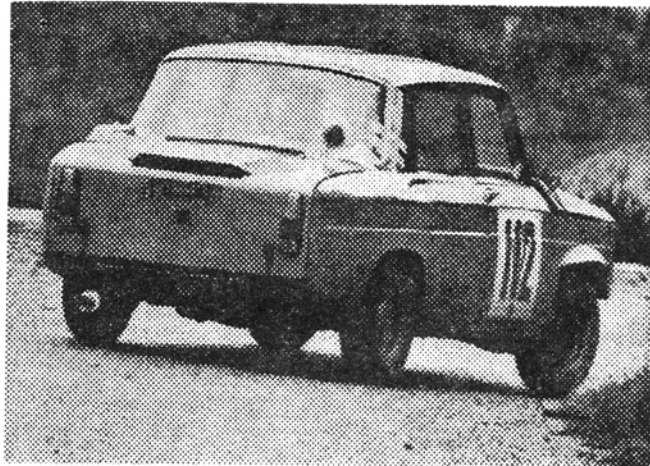
par
Michel BOMBARDIER

Un des plus sévères tests que doit subir une voiture est sans contredit la participation et la compétition d'une épreuve de rallye, tant le Monte-Carlo, le Safari ou le Shell 4000.

Le 1er juin, à Calgary, les yeux des amateurs seront tournés vers le Canada, à l'occasion du prochain Shell 4000. Le signal du départ sera donné et la première des 76 voitures en lice, une des huit Volvo participant à l'épreuve, quittera le Stampede Grounds en direction de Medicine Hat avant de franchir le pays et arriver à Halifax, le 7 juin.

Participation cosmopolitaine

Il y a bien 76 voitures en lice à l'heure présente: de ce nombre, rares sont les représentants Ford, GM ou Chrysler. American Motors y participe avec trois Rambler d'usine, sachant qu'une excellente performance ne nuira certes pas aux chiffres de vente. Mais, la participation semble essentiellement limitée à des voitures de fabrication européenne ou nipponne. C'est ainsi que Volvo et Dat-



La firme Renault tire énormément profit du rendement accusé par ses voitures au cours de telles expériences.

sun dominant la liste des inscrits, avec huit voitures, soit deux de plus que Volkswagen et BMC (et ses Cooper-Mini ou Austin). Cinq Peugeot et autant de Toyota. Renault, Saab et Plymouth Barracuda visent également à subir ce rigoureux test. On y verra aussi trois Porsche, trois Sunbeam et trois Rambler; de même que deux Corvair, deux Cortina et deux Citroën; le peloton est complété par une Chevelle Malibu, une Mustang, une Isuzu, une Cougar, une Beaumont, une Buick et une F-85.

Detroit y est représenté certes, mais non par des inscriptions d'usine et c'est ce qui nous déçoit: le public a droit de savoir à quoi s'en tenir quant aux réactions de SA voiture face à un test aussi sérieux. Il ne le saura pas mais saura orienter, comme il le fait assez régulièrement, ses achats vers les automobiles de fabrication japonaise ou européenne, car celles-ci auront l'occasion de démontrer leur valeur réelle sur un parcours des plus sélectifs.

Sherbrooke La Tribune

May 13 1968

Norm Matovich au nombre des participants du Rallye 4000

SHERBROOKE (JGP) — Norm Matovich, qui a gagné 11 des 15 courses automobile auxquelles il a pris part, sera l'un des participants cette année au Rallye Shell-4000 qui aura lieu du 1er au 7 juin prochain, de Calgary à Halifax.

Matovich, qui est âgé de 29 ans, est mécanicien à Burnaby, Colombie canadienne. Il a commencé à courir en 1961. Il fut 2e au championnat de la production générale en Colombie canadienne en 1966, deuxième en 1965 et premier en 1964. Il a remporté des championnats de classe de 1963 à 1966, année où il a commencé à courir au volant de Datsun, auto fabriquée par Nissan Motor, de Tokyo, Japon. Cette année, il fera équipe avec le navigateur Ed Deak, 41 ans, de Vancouver, à bord d'une Datsun de 1998 c. c.

Deak

Deak est ébéniste et artiste. Il a terminé 11e au classement général des équipes au Shell-4000 de l'an dernier. Deuxième de sa classe membre de l'équipe championne Datsun.

Il fut premier dans le Rallye Tyee et troisième dans le Rallye Loop. Il s'est classé au premier rang du Rallye d'hiver Volvo 1968; fut 2e au rallye Triad, 4e au rallye Thunderbird. Il fut enfin le premier au Canada à conduire une Datsun, dans le Driftwood en 1965.

Sherbrooke La Tribune

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**La Cie Nissan Motor
prendra part au
rallye Shell 4000**

SHERBROOKE, (JGP). — La compagnie Nissan Motor, de Tokyo, Japon, commanditera une autre équipe qui voyagera à bord d'une Datsun de 1998 c.c. lors du prochain Rallye Shell 4000 de juin.

Klaus D. Ross, 31 ans, de Dorval, gérant de projet en électronique, aura comme navigateur John R. Bird, 41 ans, de Toronto, un instituteur.

Ross n'est pas le premier venu au Rallye Shell 4000. Il a remporté les honneurs des compétitions Shell 4000 en 1964 et 1965. Il est de retour pour tenter sa chance, après avoir terminé au 18e rang au classement général l'an dernier.

Il fut gagnant au classement général du Rallye d'Hiver canadien en 1967; a remporté le Rallye des Neiges à trois reprises et fut le vainqueur du Rallye des Mille-Iles à deux reprises. De plus, il a gagné le championnat canadien des rallies en 1967.

Il est considéré comme un puissant compétiteur.

Bird

Quant à Bird, il a déjà fait sa marque comme navigateur. Participe au Shell 4000 depuis 1961; fut à la tête du classement général avec Ross en 1964 et 1965; champion du Rallye d'Ontario à cinq reprises et champion des rallies canadiens de 1963 à 1965.

Brandon Sun May 14 1968

Shell Tightens Purse Strings On Cross-Canada Car Rally

By BRUCE LEVETT

Canadian Press Sports Editor

The first car of the 1968 cross-Canada rally will roll down the ramp at 7 p.m. June 1 in Calgary amid reports that the 4,000-mile spectacle may be in trouble.

People close to the rally organization say the sponsors, Shell Oil Canada Ltd., feel they are not getting enough return on their annual investment of about \$200,000.

Shell is reported seeking a progressive cutdown of its sponsorship, putting up only 75 per cent of the cost next year and gradually reducing this. If co-sponsors are not lined up before the time for planning next year's event, Shell may drop out entirely before then.

Almost from the beginning in 1961, when Shell sponsored the first rally in conjunction with the British Columbia International Trade Fair, company officials have been bitter about the amount of exposure afforded the company name in news reports of the event.

The problem is one which affects sport on every level, from the neighborhood grocer who sponsors a Little League ball club to industrial firms which back rallies or races or send hockey teams to international tournaments.

More than 100 cars entered the first 4,000-mile Canadian rally, Montreal to Vancouver, in 1961, and most of them made it.

The following year, with the same starting and finishing points, 42 cars started. Only 24 reached the destination but most of them took home some of the \$6,000 total purse.

The rally went the other way in 1963, and 42 of 47 starters finished the six-day grind.

The rally was brought up to European standards in 1964—visiting drivers had been complaining that there was little challenge in the 4,000. Closed sections were introduced and cars had to go at speed through these on the Vancouver-Montreal journey. Of 60 starters, 44 made it for part of the \$10,000 prize money.

In 1965, 64 cars lined up in Montreal but only 37 survived the snow and dust storms to reach Vancouver.

A route switch was introduced in 1966 and the cars went from Vancouver to Quebec City. Only 26 out of 60 made it.

The centennial rally in 1967 drew 100 entries out of Vancouver. Only 42 rolled up to the finish line at Expo 67.

This year, the prize money totals more than \$13,000.

For the first time, the take-

off point is Calgary and the finish line is Halifax with overnight stops in Regina, Fort William, Sudbury, Ont., Sherbrooke, Que., and Saint John, N.B.

Seventy-seven crews have entered, with the possibility of more to come.

There are three manufacturers' entries in the field—Datsun, Toyota and American Motors. So far, 14 of the cars are of Japanese manufacture.

Organizer Jim Gunn sees the new stretch as the one to sort out the cars and drivers.