

1977-78 **SNO PRO** \$1.50
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Magazine &

All about the new, super sleds—
famous drivers, and the SNO PRO
schedule for the 1977-78 season!

OFFICIAL PROGRAM!



SKI-DOO

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POLARIS

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ARCTIC CAT

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YAMAHA

Page 37

The greatest show on snow

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The reason is **PERFORMANCE!**

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Additional copies of this Sno Pro Annual may be ordered from Race & Rally Magazine. Enclose \$1.50, plus .50¢ for 3rd class postage and handling.





Ski-Doo Brings Thrills To SnoPro Circuit!

Doug Hayes, Bobby Donahue Go Ski-Doo!

The Ski-Doo Racing Team featuring Doug Hayes and Bobby Donahue is sponsored on the SnoPro circuit by Bombardier Limited, world's largest snowmobile manufacturer and the company that pioneered one-and two passenger snowmobiling enjoyment with introduction of its Ski-Doo brand back in 1959-60. Bombardier also makes Moto-Ski snowmobiles.

Hayes and Donahue are working under team manager Dick Bahr. They're riding all-new Super Mod Ski-Doo snowmobiles with new high-horsepower liquid-cooled rotary valve engines designed by Bombardier-Rotax.



Dick Bahr

The hot new Ski-Doo sleds include new independ-

(Continued on next page)



Ski-Doo Racing Team Drivers Bobby Donahue (left) and Doug Hayes are shown with one of the Super Mod Ski-Doo snowmobiles they're riding on the SnoPro circuit this season. The sled features all-new body design, independent front suspension, increased horsepower, and low center of gravity.

Teams Cote, Decker On Ski-Doo Snowmobiles

Cote's Thomas, Lee Switch To SnoPro

The Cote (pronounced Co-Tay) Racing Team of Danny Lee and Wayne Thomas has switched its efforts to Sno-Pro competition this year after previous successes on the Ontario Snowmobile Racing Federation circuit.

Sponsored by Fern Cote Development Limited, Mount-Albert, Ontario, the team is aboard newly-designed Super Mod Ski-Doo snowmobiles.

Wayne Thomas, 26, of Cardiff, Ont., made an appearance on the SnoPro circuit last season at Hartford, Mich. But the 5-7, 135-pounder directed most of his racing effort to OSRF competition.

Last season, he nabbed three firsts in his five times out in OSRF 250cc class events, taking second a fourth occasion.

Danny Lee, 19, of Barrie, Ont., grew up with snowmobile racing as the son of successful Canadian racer Bud



Danny Lee



Wayne Thomas

Lee.

Last season, Danny won the overall Mod Stock Championship at the Ironwood (Mich.) Olympus and the season high-point title for the same class in OSRF competition.

Deckers Race SnoPro And Super Stock

Team Deckers of Marshfield, Wis., is one of North America's top snowmobile racing families.

The Deckers—father Dick, (some call him Rich), mom Audrey, sons Steve, Mike, Chuck and Allen, and Steve's wife, Mary — are a dominant force riding Ski-Doo snowmobiles on the USSA Central Division Masters Circuit and they've taken home championship hardware from the USSA World Series through the years.

At the Series last year, Dick and Allen each captured first place honors, Dick winning the Stock F class and Allen Mod Stock II.

In addition, Dick earned second place in Mod Stock I while Allen took fourth in Mod II and Audrey placed third place in Women's I. All seven Deckers qualified for the Series.

This season all four sons are competing on the Sno-Pro circuit as well as in



Dick



Audrey



Mike



Steve



Chuck



Allen



Mary

Super Stock classes aboard Super Mod and Super Stock Blizzard snowmobiles by Ski-Doo. Dick is racing Stock and Super Stock classes while Audrey is competing in Women's classes as well as the new Senior Class for over -40 drivers. Mary is racing in both Women's and Men's classes.

Ski-Doo Racing Team Powers All-New SnoPro Sleds

(Continued from previous page)

ent front suspension, lower weight and center of gravity, newly-engineered frame, and bold yellow hue highlighted by black Ski-Doo name and trim.

Doug Hayes, of Crandon, Wis., is 26 this year and started racing snowmobiles in 1966 at age 15. Three years later he began a string of USSA Central Division Mod I titles which ran from 1969-74. He also captured three World Series crowns in Mod I and II competition between 1970 and 1975.

A Duluth (Minn.) native, Hayes saved the best for last in the 1976-77 SnoPro campaign. Racing for Team Bombardier on Ski-Doo snowmobiles last season, Doug captured the 440X event in the season finale at West Yellowstone while finishing second in Super Mod I and



Hot new Super Mod Ski-Doo snowmobiles feature new Bombardier-Rotax liquid cooled rotary valve engines and new independent front suspension. The sleds, featured by the Ski-Doo Racing Team and other standout racers on the SnoPro Circuit, have all new design for the 1977-78 season.

III.

Bobby Donahue, 20, of Wisconsin Rapids, Wis., joined the Ski-Doo Racing Team this season after competing as an independent in the USSA Central Division Masters circuit and selected SnoPro events the past two

years.

Last season, Bobby recorded victories in Super Stock II events in St. Paul, Minn., Bangor, Me., and Portland, Me., and Super Stock III wins at Peterborough, Ont., and Milwaukee, Wis.

Team Manager Dick Bahr, 37, also of Crandon, assisted Lee Russell in Team Bombardier coordination last year. He worked closely with Bombardier-Rotax engineers in racing engine development the past year at Gunskirchen, Austria.



Something hot on a cold winter night.

Inside, there's a lot to keep you warm.

Outside, there's your new Blizzard® 6500 Plus by Ski-Doo®, standing sleek and ready.

So you do what you have to do. You sling your leg over that Blizzard. You hit the hammer. That

liquid-cooled Rotax comes alive!

It handles. It moves. It rides like no other sled.

A 340 Rotary Valve twin Rotax engine. Matched Mikuni carbs. Torque Reaction* slide suspension.

Even though you're the one in the driver's seat—you still can hardly believe it.

Then you're back by the fire

again. You've got it good.

Something hot on a cold winter night.

Go 'doo it.



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World's #1 selling snowmobile.

SSCC CERTIFIED





New Super Stock Blizzard snowmobiles such as this one by Ski-Doo are being driven by top independent racers throughout the snowbelt this season. The sled includes independent front suspension and increased horsepower.

Flying Dutchmen on Ski-Doo SnoPro, Super Stock Blizzards



Peter Van Dolder



Andy Van Dolder

The Flying Dutchmen snowmobile racing team, comprised of brothers Peter and Andy Van Dolder, is again a force to be reckoned with in Ontario Snowmobile Racing Federation and other major events.

The Flying Dutchmen are competing in all major events sponsored by the OSRF in conjunction with the newly formed Canadian Snowmobile Racing Federation, and in selected SnoPro events.

They are racing aboard new Super Mod and Super Stock Blizzard snowmobiles by Ski-Doo.

The 1976-77 season saw the Van Dolders powering their Ski-Doo snowmobiles

New Team Destroyer Puts Navy Colors On Ski-Doo

There's a new Team Destroyer, flying U.S. Navy colors on sizzling new Super Stock Blizzard snowmobiles from Ski-Doo, in Super Stock racing competition this winter.

Team Destroyer headlines 27-year-old Glenn Erlandson, ex-Navy man who is coming off 1976-77 injury problems; 24-year-old Roger Antonovich, first in USSA Central Division Mod Stock III and Mod II last year; and young John Erlandson, Jr., 16, nephew of Glenn and a high school junior with good racing savvy.

Team Destroyer races Super Stock Blizzard sleds which meet standards of all sanctioning bodies and feature lighter weight, newly designed frame, independent front suspension and increased power and handling. The body features the familiar bold yellow color made famous by Ski-Doo.

Paul Johnson, 37, of Brainerd, Minn., is team manager and chief mechanic. Other mechanics are Tommy Thompson and Les Harkonen.

to capture 22 trophies, with major cups including the Quinte Cup at Belleville; the Kawartha Cup at Lindsay; the Bonnechere Cup at Eganville; and the Jim Adema Memorial Outstanding Driver Award.



Glenn Erlandson



Roger Antonovich



John Erlandson, Jr.

Final season standings showed Andy winning the overall points race for modified stock class and finishing third in open modified class. Peter took the open modified overall title while finishing third in super stock.

Stan Hayes Leads Blizzard Oil Team in X-Country Action

The Blizzard Oil racing team comprised of Stan Hayes, along with Russ Anderson, and Gerry Karpiak will carry the black and yellow of Ski-Doo this season in the International Cross Country Snowmobile Federation races throughout the midwest.

The team will race in the ICCSF east central zone, riding specially fitted RV 340 snowmobiles by Ski-Doo which feature new reinforced

skis and suspension, high wrap around windshield for added driver protection, and engine modification to reduce horsepower to the ICCSF maximum 45. The sled and special cross country kit are manufactured by Bombardier Ltd., Valcourt, Quebec.

Other top independents also are on Ski-Doo and Moto-Ski cross country snowmobiles, adapted to meet ICCSF specifications.



Specially kitted RV 340 snowmobile by Ski-Doo for cross country.

SNOWMOBILING

KING OF THE HILL



Riding the side of the hill, this new 1978 Olympique 340 snowmobile by Ski-Doo shows why snowmobiling can be so much fun. Just ride the steed side saddle!



Two can ride as easily as one in this new side-by-side bucket seat Elite snowmobile by Ski-Doo, the industry's first built-to-order machine. It features rear liquid-cooled engine, full instrumentation, forward-reverse gear, comes made to order with buyer's monograms.

3 New Ski-Doo Snowmobiles Liquid Cooled

Three new high-performance snowmobiles with liquid-cooled engines, including a luxurious new built-to-order Elite with the industry's first side-by-side bucket seats, headline eight series of 1978 Ski-Doo snowmobiles introduced by Bombardier Limited for winter snow enjoyment.

The Elite is joined in the liquid-cooled class by a new Everest 444 L/C stretch-track snowmobile ideal for one or two persons and a low-slung, fast-moving Blizzard 6500 Plus, a sleek black 65-horsepower sled with rotary-valve engine for the experienced trail and cross country rider.

The Elite has radiator and fan design. The engine cylinders and head of the Everest L/C and Blizzard are cooled by Bombardier's new system utilizing heat exchangers in the aluminum chassis tunnel above the track.

Two other Everest models, 340 and 440, both with fan cooled engines, also are available for '78 from Ski-Doo.

The line is varied to give snowmobilers a choice of sleds to fit their needs. There are two lightweight Elans, 250 single and twin-cylinder 250 DeLuxe, with suggested

PACKAGE PLANS

Snowmobiling resort week-end, midweek, and vacation package plans, offering all-around fun that includes accommodations, excellent snowmobile and cross country ski trails and areas, delightful dining, shops, and special activities, are available through Universal Travel, Inc., 310 Northwestern Skyway Building, St. Paul, Minn. 55101.

North Central and Northwest Airlines are tying in special packages with Universal Travel for those who want to fly. Ski-Doo snowmobile and apparel rentals are available at key Winter Oasis areas for those who go by air, or who drive without sleds.

retail price of \$995 for the 250 single.

The '78 Olympique series includes a 300 twin-cylinder and 340 twin with manual or electric start. The snow-skimming TNT 340 FA (Free Air) and T'NT 440 FC (Fan Cooled) models have popular squared front end with chromed bumpers. Rounding out the line are the low-slung RV 340 for high performance on the trail and the twin-track Alpine 640 designed for farm, ranch, and special utility tasks.

All '78 Ski-Doo sleds except the Elans, Olympique 300, and Alpine have Torque Reaction adjustable slide suspension, shocks on skis and suspension, Mikuni carburetors, self-adjusting disc brakes, Instant Torque drive, and quiet 78 dba or lower operating levels.



It's called the Blizzard 6500 Plus, all black with yellow, orange, ice orange striping, and a Bombardier-Rotax 340cc engine that features new liquid cooling, and it's a snowmobile designed for the experienced rider looking for performance-plus.

Winter Oasis Snowmobiling Areas Offer All-Around Fun

If you're a snowmobiler looking for new places to enjoy the sport . . . or if you love the winter outdoors but have never tasted the enjoyment of snowmobiling and its



New '78 Elan snowmobile by Ski-Doo is designed for real snow fun, with light weight that makes it easy for gals as well as guys to handle.



After snowmobiling time at many Winter Oasis resorts includes a fun dip in the pool.



Unique gathering places add enjoyment to Winter Oasis outings.

attendant fun . . . Winter Oasis is for you!

Bombardier Corporation, distributor of Ski-Doo and Moto-Ski snowmobiles, and its president, Warren Daoust, became the leader in Winter Oasis two years ago.

This winter you'll find Winter Oasis fun at four key areas — Brainerd, Minnesota . . . Northwoods, Wisconsin . . . Traverse City-Cadillac, Michigan . . . and West Yellowstone, Montana. All offer good snowmobiling plus availability of the kind of apres activities downhill skiers long have enjoyed. All have areas that also provide cross country skiing, cook-outs, campouts, and other outdoor activities.

For those who don't want to drive to Winter Oasis areas, North Central and Northwest Orient Airlines have developed packages with Universal Travel, Inc., 310 Northwestern Skyway Building, St. Paul, Minn. 55101. Ski-Doo rental snowmobiles are available at key areas for those who fly, or who drive and either don't own snowmobiles or don't want to trailer their sleds.

IT'S PLEASURE TIME



It's pleasure time when you can take your living quarters with you for a weekend snowmobile outing. More and more outdoors enthusiasts are winterizing their RVs for year-'round use.

Bombardier's New 'Great American Snowplaces' Details More Than 500 Funplaces To 'Go 'Doo It'

There's enjoyment galore awaiting snowmobilers and would-be snowmobilers at more than 500 "Great American Snowplaces" featured in a new four-color, 80-page snowmobile resort and vacation guide with that name.

The guide provides information about where to stay, dine, relax, and enjoy snowmobiling for a vacation, long weekend, or just a few days away, using your own or rented snowmobiles.

Accommodations from luxury to economy, dining from gourmet to fast foods, entertainment from live bands to disco and country music . . . it's all in the guide, along with information on places for cross country skiing, ice

fishing, sledding, tobogganing, sleigh rides, and snowmobiling on trails or other areas.

"Bombardier Corporation has published this new Snowmobile Resort and Vacation Guide to help apprise snowmobilers of the already-vast network of Winter Oasis resorts offering a wide range of enjoyment surrounding the sport of snowmobiling," said President Warren Daoust. "It is an indication of what is ahead in the continuing growth of snowmobiling resorts, which can be reached by car, motor home or plane."

Four key Winter Oasis areas are highlighted in this first edition of "Bombardier's

Great American Snowplaces." They include Brainerd, Minnesota; 11 Northwoods counties of Wisconsin; Traverse City and Cadillac, Michigan; and West Yellowstone, Montana. Other top snowmobile resort spots across the United States and Canada are also included, with information needed to provide individual family and group weekends or vacations.

"Bombardier's Great American Snowplaces" guide is available for \$1.00 at the Ski-Doo snowmobile dealerships and selected newsstands. It can be obtained for \$1.00 plus a 25¢ handling charge from Bombardier Corp., Box 6106, Duluth, Minnesota 55806.

Winter '78

great american SNOWPLACES

MORE THAN 500 PLACES to Stay, Dine, Relax & Have Fun

BOMBARDIER'S \$1.00



MAN CANNOT LIVE BY SNOW ALONE.

Now, for the first time, the most complete winter vacation guide ever compiled. This new book from Bombardier® is packed with over 500 listings of great places to stay, dine, relax and have fun in the snow.

Here is the first guide ever prepared exclusively for snowmobilers, skiers, ice fisherman and prospective winter travelers. Bombardier's "Great American Snowplaces" is a 4 color digest of 80 pages filled with easy-to-read listings. The best restaurants, finest accommodations. Things to see and do. Unique pit stops. Over 500 places in all to eat, drink, relax and have fun. Minnesota, Wisconsin, Michigan, Montana... discover snowplaces only the locals know. Map information, snowmobile rentals, cross country ski information, everything you need to plan your best winter vacation ever! 'Doo it now. And get set for the time of your life this winter. At your Ski-Doo® dealer or...

SEND \$1 PLUS 25¢ FOR HANDLING TO: Great American Snowplaces, c/o Bombardier Corporation, P.O. Box 6106, Duluth, Minnesota 55806

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WINTER FUN FASHIONS

But It's Still Designed For Warmth

New Snowmobiling Apparel Stylish, Colorful

Winter fun fashions for the outdoors guy and gal can



Running in the snow, or riding a snowmobile, she'll catch the eyes in this new Snowbuff Jacket, yellow with black accents. Great for around town, too.



He'll be warm in a Blizzard, this newest jacket from Ski-Doo, orange with yellow, black, white highlights. It's also available in white or black with striping accents.

be stylish and colorful, as well as warm, if this winter's snowmobiling apparel is any criterion.

Bombardier Sportswear, for instance, is offering Ski-Doo and Moto-Ski jacket styles for men and women — and some two-piece outfits, too—which are flattering enough to wear around town to keep out the winter chills.

Last winter's frigid blasts emphasized the No. 1 requirement of well-designed snowmobile clothing — warmth and comfort. New Bombardier Sportswear has those features. Suits, jackets and pants are Oxford woven waterproof nylon exterior material, with linings of polyester fiberfill quilted to nylon, designed to insulate from winter.

Fashions for men and women are more form-fitting than in the past. Basic blacks are highlighted with vivid yellow or with yellow, orange and orange ice accents on arms, legs, bodice. There are white, orange, or yellow jackets and two-piece suits, all with varying colorful highlights.

The snowmobiling gal can choose between Ski-Doo waist-length and fingertip-length jackets and from such inviting names as Fashion, T'NT, Snowbuff, Olympique, and Total. Men can find coordinated Racer suits in black and yellow with bright paneling down arms and legs, or Blizzard, T'NT Ball, and Bombardier jackets. For the whole family, there are Vagabond one and two-piece outfits in black with orange, yellow, and white shoulder insets.

Moto-Ski Sportswear offers comparable styling but in brilliant tangerine and

navy tones to blend with the snowmobiles of the same name.



Waist-length jacket, high bib pants are classic yellow, with black teardrop accents, striping, collar and cuffs on this appropriately-named Fashion Suit from Ski-Doo. Wear it shopping in cold weather, too, and heads will turn!



Former Miss U.S.A., Karen Morrison, and new 1978 Everest 444 L/C liquid cooled snowmobile by Ski-Doo make a sharp combination. Karen's black two-piece T'NT outfit is accented by yellow, orange, ice orange striping. Everest is yellow with black highlights.

Tri-Colors Highlight New Sweaters

High crew necks, turtle-necks, full-zippered cardigans and three-button flyaway collar styles combine with colorful stripes and 100 per cent orlon comfort in the new sweaters from Sportswear by Ski-Doo for snowmobiling, winter sports and sportswear.

The sweaters offer warmth and casual beauty in basic yellow and black hues, with eye-appealing tri-color stripes or insets in orange, ice orange, and white.

The T'NT sweater, for both men and women, features turtleneck design and is black with orange, ice orange and yellow striping on the sleeves.

Providing a sporty look is the new yellow Racer sweater for men and women.

For the gals, Sportswear by Ski-Doo offers the Bombardier Cardigan with full-zippered design, in black with yellow accent or the reverse.

And for guys and gals, there's a handsome black Shangrila sweater with high crew neck, yellow, orange and ice orange tri-color stripes at the neckline, on the raglan sleeves, and around the waist.

Warm ways to 'doo it.

The day was meant for snowmobiling. Just enough wind from the west to set the new powder swirling. Endless blue sky. A million miles of freedom over unbroken worlds of white.

A tough new Ski-Doo® snowmobile to go 'doo it on. And suddenly you see him. He's The Man, and you know he's gonna 'doo it like no one has before.

He's got the "look." It's in his eye. It's the way he slings his leg over the saddle. It's the sleekness of his Racer Suit. The impact of black. The yellow that says Ski-Doo. The drama of contrasting panels on chest, sleeves and pants. And the dynamite racing stripes on that mean black helmet.

Just by the way he looks, there's no doubt that he's gonna 'doo it. That's the kind of gut reaction people get when you suit up with Bombardier® Sportswear for 1978. Styles for men. For women.

Even the young 'uns can 'doo it in style with their own Bombardier-created Sportswear.

Just one thing more. We didn't say that Bombardier sportswear is warm. Warm? You'll 'doo it in weather that would stop others *cold*.

Bombardier Sportswear.



Go 'doo it.



World's #1 selling snowmobile.

*Trade Marks of Bombardier Limited



New Luxury Futura Tops '78 Moto-Ski Snowmobiles

The top-of-the-line Futura snowmobile series has an added dimension of luxury with the addition of a liquid-cooled Futura 444 L/C model which highlights four series and nine models of 1978 Moto-Ski snowmobiles from Bombardier Limited.

The '78 Moto-Ski lineup, in varied combinations of bold orange and deep blue colors, includes the Futura 444 L/C, 440 and 400; the Spirit; the Nuvik 340; and the Sonic. The Futura 440 and 400 and the Nuvik 340 are available in either manual or electric start models.

The Futura 444 L/C's liquid cooling uses a heat transfer extrusion system rather than a radiator. The other models in the 1978 Futura series, the 400 and 440, utilize fan cooling of the engine.

The lightweight, low-priced Spirit snowmobile by Moto-Ski, with dry weight of only 280 pounds, is a lead-



She's ready for trail-riding fun in her new belted Nuvik jacket from Moto-Ski, navy with tangerine shoulder design and white piping, matching navy high pants, and tangerine helmet and mitts.

er in many snowmobile riding conditions.

Rounding out the '78 line of snowmobiles from Moto-Ski is the sleek and powerful Sonic sled, ideal for cross country and trail riding.

BRIGHT NEW STRIPES



The stripes have it in these chic new sweaters from Sportswear by Ski-Doo. Left: Her T'NT turtleneck and his Shangrila crew neck pullover, both in basic black, feature matching orange, ice orange, yellow striping on sleeves, with the same colors also at neck and waist of his sweater. Right: New Bombardier Cardigans for the gals have shirt style collars, full zippers, yellow with black accent or the reverse and stripes on sleeves.

New Snowmobilers: Join A Club

If you're new to snowmobiling and want to get in on the real camaraderie of the sport, a good way is to locate and join a snowmobile club in your area, suggests War-

ren Daoust, president of Bombardier Corporation. "If you're in doubt whom to contact, check with your local Ski-Doo or other snowmobile dealer," said Daoust.

HI-PERFORMANCE SNOWMOBILE ACCESSORIES

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**TRACK
STUDS**

**TRACK
STUDS**



Putting a new world record on ice.

At 1 p.m. on January 1, twin Scorpion Whips began circling on the ice of Michigan's Gun Lake. Very fast. And when they came to a final stop at 1 p.m. the following afternoon, Scorpion had set a new Manufacturer's World Endurance Record of 1,172 miles in 24 hours. At an average speed of 48.83 mph.

Sparking this new USSA-sanctioned record were Champions. The spark plugs most of the world's racing champions use to run circles around the competition.

And that, we hope, will give you another good reason to always buy Champions for your sled. Champion—the world's No. 1 seller.



**Fill 'er up
with Champions.**

Champion Spark Plug Company
Toledo, OH 43661



Polaris Presents The Midnight



Jerry Bunke
Sno Pro Number 1
High Point Driver



Steve Thorsen
World's Champion 1977
Sno-Pro Number 2
High Point Driver



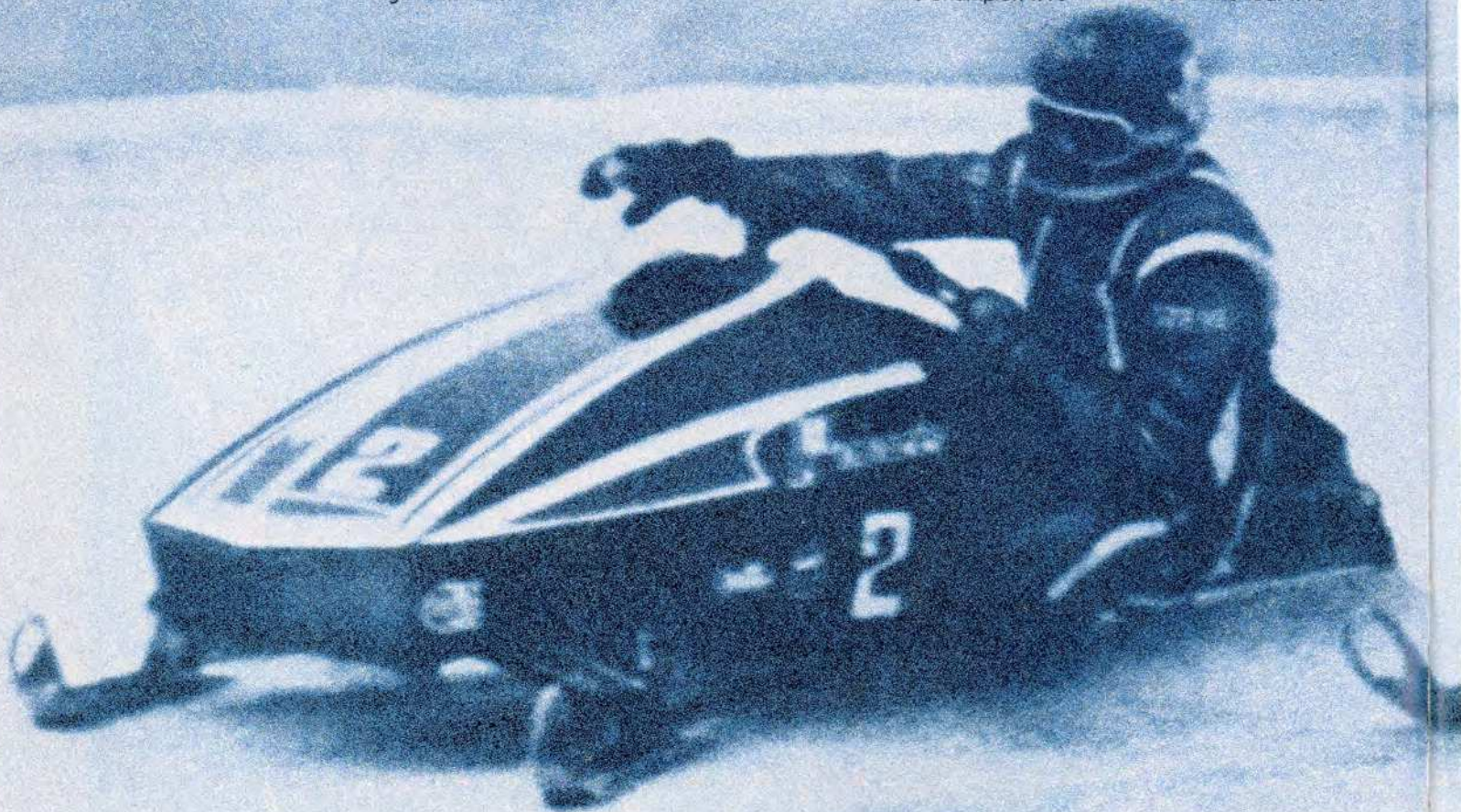
Brad Hulings
Sno-Pro Number 3
High Point Driver



Jim Bernal
Race Team
Assistant Manager
World's Champion 1975



Bob Eastman
Race Team Manager
World's Champion 1973
Driver of the Year 1970



This is the team that took it all in 1976-77—the Midnight Blue Express. The Polaris Sno Pro team won the World Championship at Eagle River, and practically everything else on the circuit with a combined total of 42 wins, 36 second places and 28 thirds. In many events Team Polaris members came in one, two and three. And that's exactly how they finished in the final

point standings at the end of the year—the three high point drivers in USSA Sno Pro competition. It may be impossible to equal a record like that, but the Midnight Blue Express will be out there trying. It's the same fine team, with new Sno Pro sleds. The defending champions will give you their best effort, and a good show, and they thank you for your support.

Blue Express!



Photography courtesy of Race & Rally

How the Midnight Blue Express earned its name...



The year of Polaris. What a year it was!

It began in Anchorage, Alaska in late October, and ended 17 weeks later in West Yellowstone, Montana, in the middle of March.

The Sno Pro oval circuit stretched for thousands of miles across the snow belt of the United States and Canada, through Maine, New York, Ontario, Michigan, Wisconsin, Minnesota, Manitoba, Saskatchewan, Montana and Alaska.

Throughout those thousands of miles, throughout those weekends of racing, the Polaris Sno Pro Team — the Midnight Blue Express — dominated the Sno Pro competition as no one had ever dominated it before.

Highlights of a record setting year

Anchorage, Alaska, October 30-31, 1976
POLARIS...first, seven out of eight times to kick off the season.

Ironwood, Michigan, December 12-13, 1976
POLARIS...first, four out of four times, and winner of the Olympus World Trophy Cup.

Alexandria, Minnesota, December 18-19, 1976
POLARIS...first, three out of four times, and winner of the Hetteen Cup and the 440-X Championship.

Hartford, Michigan, January 1-2, 1977
POLARIS...first, two out of four times, and winner of the Kalamazoo Cup.

Peterborough, Ontario, January 8-9, 1977
POLARIS...first, seven out of seven times, and winner of the Kawartha World Cup.

Eagle River, Wisconsin, January 15-16, 1977
POLARIS...first, four out of four times, and winner of the World's Championship.



On January 16, 1977, Steve Thorsen won the 15-lap feature race at Eagle River, and was crowned World's Champion of snowmobile racing. It was a big day for the Polaris Sno Pro Team—the first time in the 14-year history of the World's Championship Derby that any manufacturer had swept all Super Modified classes.

When the season was over, the Midnight Blue Express had taken the checkered flag 42 times, capturing 81 per cent of all first places in USSA Sno Pro competition! And in the final Sno Pro individual driver standings, Polaris drivers won the top three high point places.

Milwaukee, Wisconsin, January 22-23, 1977
POLARIS...first, four out of four times, and winner of the Wisconsin Trophy Cup.

St. Paul, Minnesota, January 29-30, 1977
POLARIS...first, four out of four times, and winner of the Minnesota Open Trophy cup.

Bangor, Maine, February 5-6, 1977
POLARIS...first, two out of four times, and winner of the Paul Bunyan Trophy.

Portland, Maine, February 12-13, 1977
POLARIS...first, three out of four times, and winner of the "Spectacular 5000" feature race.

Weedsport, New York, USSA World Series, February 18-20, 1977
POLARIS...sweeps the first three places in all four classes.

Beausejour, Manitoba, February 26-27, 1977
POLARIS...sweeps the first three places in Sno Pro I, II and III and takes first and second in 440-X.

Waldheim, Saskatchewan, March 5-6, 1977
POLARIS...first, three out of four times, and sweeps 1-2-3 in the 10-lap feature.

West Yellowstone, Montana, March 12-13, 1977
POLARIS...first, two out of five times, and winner of the 440 Super Mod Open feature.

Blue Express

For the Record

USSA Sno Pro Competition Major Wins During 1976-77 Season

Jerry Bunke—Number One High Point Driver.

International Championship
(Alexandria, MN, Dec. 19)
Kawartha World Cup
(Peterborough, Ont., Jan. 9)
Wisconsin Trophy Cup
(Hales Corner, WI, Jan. 23)
Minnesota Open (St. Paul
MN, Jan. 30)
Paul Bunyan Trophy
(Bangor, ME, Feb. 6)
Super Series Championship
(Waldheim, Sask.,
Mar. 6)

Steve Thorsen— Number Two High Point Driver

440-X Feature
(Peterborough, Ont.,
Jan. 9)
World's Championship
(Eagle River, WI Jan. 16)
Spectacular 5000
Feature (Portland, ME,
Feb. 13)
440X Super Mod Open
Feature (West Yellowstone,
MT, Mar. 13)

Brad Hulings—Number Three High Point Driver.

World Trophy Cup (Ironwood,
MI, Dec. 13)
Hefteen Cup (Alexandria, MN,
Dec. 19)
Kalamazoo Cup (Hartford, MI,
Jan. 2)
"Star of the Series" (World
Series, Weedsport, NY,
Feb. 20)

North American
Championship
(Beausejour, Man., Feb. 27)



Lightning speed on the race track means better performance on the trail.

At Polaris, racing is a vital part of R & D. As John Dwyer, vice president of Polaris engineering puts it, "Racing is the heart of our research and development effort. It's the best test track we know of."



Proof of the importance Polaris places in racing is found in our research team. Staff members include the expert "wrenches" that provide such essential race day support, the race team managers and even Jerry Bunke, one of the top Polaris Sno Pro racers.

And the bottom line is this. Such in-depth race track technology puts Polaris way out front in the development of top performance and dependability on the trail. Because many of the best features on Polaris trail sleds grew out of engineering innovations originally developed for, and tested on, the race track.

You say you've heard the same line from other manufacturers? OK...but consider this. These engineering breakthroughs also helped Polaris attain an outstanding record in professional snowmobile racing over the last ten years! So we're not talking about also-ran snowmobile technology.



We're talking about proven, winning engineering advances. The ones that got us consistently into the victory column, season after season.

There's the Star engine you find in every Polaris sled. Its ability to turn out

The Polaris adjustable slide rail suspension system, developed in long-haul cross country racing, gives a smoother ride and more stability to our trail-riding machines.

Hydraulic disc brakes, first intro-



more horses per cc's and its dependability under stress was first developed and tested in tough, hard-nosed racing competition.

The same holds true for our Torque Balanced Drive System. Our racing effort shows that here is an extremely efficient and durable transmission system. A clutch that squeezes out maximum power transfer from engine to track.

duced on Polaris racers, give our consumer sleds an extra margin of safety with positive braking control.



These are just a few of the many features that have emerged from a combined engineering and racing research effort. They showed up best on the track. And they show up best on the trail. Simple as that.

We think it's worth repeating. Polaris race-track technology really does put you ahead of the pack in top performance on the trail.





Lightning Strikes Twice!



Turn the '78 TX loose, and you've got nothin' but thunder and lightning! Take it on a pretzel trail and watch the TX unwind. At every turn, it handles like it's part of you. And now, TX performance comes in liquid lightning, too! Last season, the TX-L zapped just about everybody in enduro competition. This season, it's as hot to go for the trail. With a liquid-cooled SuperStar 340 for more consistent power in all temperatures. The '78 Polaris TX and TX-L. Proof that lightning strikes twice. And at the same place. Your Polaris dealer's.

Polaris **TEXTRON**

Polaris E-Z-Go Division of Textron Inc.

The NEW Polaris RXL 340 Oval Racer

This year there's
**Sno Pro performance
for independent
drivers, too!**



You'll see more Polaris racers on the oval circuit this year—the top independent drivers will have them, too!

For this season's racing, Polaris has produced a limited number of ultra high performance RXL 340 sleds, machines with independent front suspension and the same capabilities as the racers driven by the Polaris Sno Pro Team.

The RXL, designed for experienced independent drivers, has an improved version of the 340 Polaris engine that dominated

Super Mod II last season and won many of the 440 events entered.

The RXL has been made available in response to repeated requests for a machine that could compete with factory team sleds in Sno Pro, be a winner in the Masters Super Mod class, and still meet USSA specifications for Super Stock.

Polaris believes that by providing more of the best drivers with Sno Pro caliber racing machines, it will help broaden the base of top-level competition and bring new excitement to oval racing.

The new Polaris RXL qualifies for these USSA classes: 340 Super Stock, 440 Super Stock, 340 Super Mod, 440 Super Mod, 340 Sno Pro, 440 Sno Pro and 440X Sno Pro.

Pardon our pride!

Even though this is a Sno Pro program, we just gotta tell you how Polaris "stocked" it to 'em in cross country last season. Polaris stock TX-L's swept the first nine places in the St. Paul to Winnipeg 500, and...

Won first and second, and 15 of the top 20, at the Balsam Lake (Wis.) Classic.

Won 5 of the top 6 in the South Dakota Governor's Cup 250.

Won first and second, and 7 of the top 10, at the Eagles Heartland Grand Prix, Park Rapids, Minn.

Won first, second and third, and 7 of the top 10, in the Regina to Minot International 250.

Won first and second, and 7 of the top 10, in the Grand 200 Cup Race at Detroit Lakes, Minn.



On a stock Polaris TX-L, Archie Simonson, an independent driver from Grand Forks, N.D., won the grueling St. Paul to Winnipeg International 500. The next eight drivers across the finish line, and 15 of the top 20, were also on Polaris machines.



Cobra **Catch one if you can!**

Catch a Cobra and you've caught the real meaning of pure performance. Under the hood we tucked in a new fan-cooled Star engine that pours out steady, dependable power and thrust in all temperatures. Then we gave it an extra long track for greater stability and hill climbing traction. And stretched out the seat so two riders could share the performance. The all-new Polaris Cobra for '78. Catch one if you can! The place to start is at your Polaris dealer's!

***Polaris* TEXTRON**

Polaris E-Z-Go Division of Textron Inc.

Winning Style. Winning Performance. Get it all together from Polaris.



Be a Style Winner in Polaris Action Snowclothes.

At the track or on the trail, stay out front in Polaris action snowclothes. Polaris lets you set the pace with a colorful selection of trim, sharp-looking one and two piece suits. They're custom-tailored exclusively for Polaris and are designed for those who put a high premium on style and comfort. Match up your stylish Polaris snowclothes with Polaris boots, helmets, knitwear, headwear and gloves, and you've got yourself a winning combination all winter long.



Be a Performance Winner with Polaris Quality Accessories.

Your Polaris dealer has everything you need to get maximum fun and enjoyment from your Polaris snowmobile. You'll find a wide selection of optional equipment including carbide trail or racing skags, and many types of Snow Biter studs. In addition, your Polaris dealer has all the extras — instruments, gauges, switches, hitches, covers and a whole lot more. Plus a huge inventory of parts and expert, reliable service. So keep that winning Polaris performance going for you...with Polaris action accessories.



We've come a long way together



Allan Hetteen, founder of Polaris, with the 1954 Sno-Traveler. This was the snowmobile industry's first two-passenger style sled to be commercially manufactured and sold to the public.

Polaris, and snowmobiling, began together in 1954 when we built the first Sno-Traveler. It was revolutionary in its day, but a far cry from the high performance machines you are seeing today, on the track, or at your Polaris dealer. One thing has not changed. Polaris is still a pioneer, still out in front. We're proud to be an important part of snowmobiling. It's a great sport, whether you're a racer, spectator, trail rider, or all three. We hope this will be another winning season for Polaris, and for you, too. Have a good day at the races, and thanks for coming.

**Since 1954, thanks
for your support!**

Polaris **TEXTRON**

Polaris E-Z-Go Division of Textron Inc.



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The Greatest Show on Snow!

We all like to watch the very best in any sport. Major league baseball, football, hockey, etc. are all very successful because fans are attracted to sheer excellence.

Another super spectator attraction anywhere in the world is racing. It doesn't make any difference whether it's horses, cars, powerboats, motorcycles or whatever, fans come to watch the action, thrills and excitement. Events such as the Kentucky Derby and the Indianapolis 500 are in a class by themselves and draw the very largest crowds. Watching the very best perform is only part of the attraction. The whole scene of the grounds, the crowds of fans, the famous drivers, and their super equipment just wets the appetite for the surge of raw excitement when the competitors round the final turn.

In snowmobile racing the very best equipment and the finest drivers mean SNO PRO — the most exciting racing of any. But even though Sno Pro has been exciting in the past, it will even be more so this year because of many changes made in the format. This year Sno Pro will generally have its own show. In the past Sno Pro was most likely a part of a weekend of watching everything from novices on up through factory professionals. However, research has shown that the majority of the fans come to watch the big names and their super equipment. With just a couple of exceptions, Sno Pro this year will have its own weekend of just Super Stock and Sno Pro events.

Why? Really very simple. Running novices and pros on the same day may offer a contrast, but it also detracts, confuses, and clutters up the program. The Kentucky Derby doesn't include plow horses in their program and you don't see street cars racing at Indianapolis either. Fans aren't inclined to drive hundreds of miles and stand out in the cold to see them run — so it is far better for each level to have a show of its own.

A really great year is expected with the new format. The new Sno Pro has many new approaches. Instead of all the prize money being paid out in the final, part of it is actually paid to independent drivers simply to sign up for the events. And, there are no entry fees! Each sponsor has to put up a \$10,000 purse for a two-day Sno Pro event, plus any other additional prizes and awards he has for any "special events".

The factories are furnishing independents with comparable equipment to which their team members will be running. More drivers mean even greater competition, so look for even more action, excitement and thrills than ever before.

This year the race day scheduling is fairly uniform with practically identical programs everywhere. Also, to aid in even further uniformity, the USSA has picked a crew to man the key positions at each race. These positions include the announcer, the flagman, the race director, pit marshall, technical inspector, and the chief scorer.

All of these changes and improvements were made for the benefit of Sno Pro racing, the drivers, and to bring more enjoyment to the fans — the most important people of all.

The complete schedule is shown below. Find the race closest to you for the most exciting winter spectacle anywhere — Sno Pro, the greatest show on snow.

DECEMBER 10 - 11

Sno Pro 78 Round #1
Sault St. Marie, Michigan
(Kinross Race Track)

DECEMBER 17 - 18

Dayco Holiday Spectacular
Alexandria, Minnesota

DECEMBER 31 - JANUARY 1

Toronto, Ontario, Canada
(Markham Fairgrounds)

JANUARY 6

STP Kawartha Internationals
Peterborough, Ontario, Canada

JANUARY 7 - 8

North American Snow Racing Showdown
Hartford, Michigan

JANUARY 14 - 15

Montreal, Quebec, Canada

JANUARY 21 - 22

Eagle River World Championship
Eagle River, Wisconsin

JANUARY 28 - 29

The Battle of Saratoga
Saratoga, New York

FEBRUARY 4 - 5

The Maine Event
Portland, Maine

FEBRUARY 11 - 12

Pabst Wisconsin State Open
Milwaukee, Wisconsin

FEBRUARY 18 - 19

Waldheim Provincial
Waldheim, Saskatchewan, Canada

FEBRUARY 25 - 26

Canadian Power Toboggan Championship
Beausejour, Manitoba, Canada

MARCH 5

Polar Grand Prix Snowmobile World
Championship Finals
Ostersund, Sweden

MARCH 6

Polar Grand Prix Snowmobile World
Championship Finals
Umea, Sweden

Greetings Race Fans!

It is a pleasure to extend greetings on behalf of our municipal governments to the thousands of participants and spectators gathered in Beausejour for the 16th annual Canadian Power Toboggan Championships.

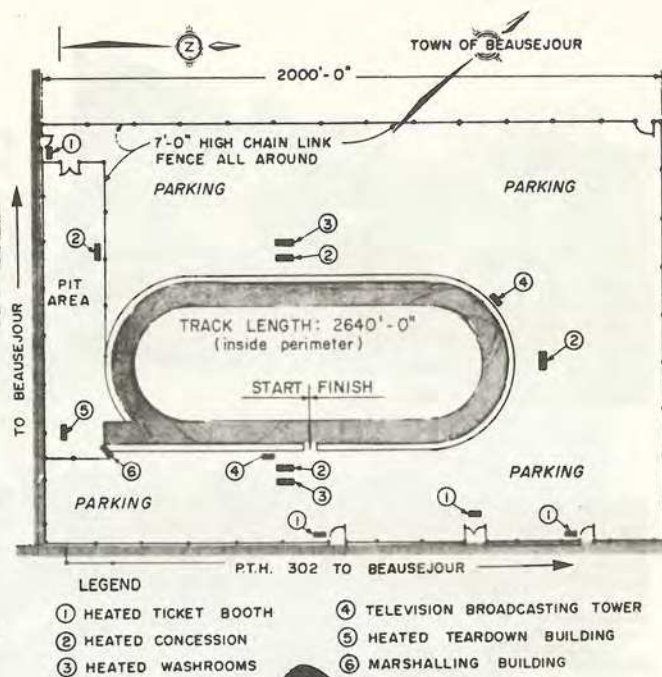
The energetic citizens of Beausejour and area are once again living up to their well-earned reputation for hospitality and enthusiasm in hosting these first-rate events. They must also be commended for their efforts over the years which have helped to build and promote snowmobiling into one of Canada's foremost winter sports.

It is gratifying to note that this year's event will mark the 5th annual running of Sno Pro in Beausejour. The addition of top professional racers, handling experimental models of tomorrow's snowmobiles, together with the matching of skills by non-professional enthusiasts, should make for a very exciting day.

A special word of welcome is extended to those who have come to Beausejour from centres outside of Manitoba. To all, our sincere good wishes for a most successful meet and for your continued interest in this invigorating winter sport.

E. Walteson
Mayor of Beausejour

C. Baker, Reeve
R.M. of Brokenhead



Canadian Power Toboggan Championship, Inc.
"THE GREATEST SHOW ON SNOW"

Miss Dominion of Canada



Miss Dominion of Canada, Marianne McKeen, will be appearing in Beausejour in conjunction with C.P.T.C. and Winter Farewell events, February 23 - 27, 1978.

Since being selected as Miss Dominion of Canada by a distinguished panel of judges, she has been busy travelling throughout Canada, the United States of America and abroad. Miss McKeen, a twenty-three year old university graduate and model attained the title of Miss Dominion of Canada representing South-Western Ontario. Miss McKeen, prior to becoming Miss Dominion of Canada, held the title of Miss Comber and Miss Southwestern Ontario.

Miss Dominion of Canada annually represents her country in the Miss Universe, Miss World, Miss International and Queen of the Pacific pageants, which are held in Mexico, England, Japan and Australia.

An irresistible smile and a lively personality attained for her the title of Miss Dominion of Canada before television and motion picture cameras and media from throughout Canada and the United States of America.

Miss McKeen is one of five children and was born in Leamington, Ontario. She enjoys all types of sports, singing, piano and guitar. She has completed her University Education and has a Bachelor of Physical Education and hopes to do graduate work, and eventually teach and coach at the University level.

Her story is so typical of the contestants competing during the nineteen-year history of the Miss Dominion of Canada Pageant held annually in Niagara Falls at the Sheraton Brock Hotel.



Interlake Demolition Derby Association

The people of the Beausejour Brokenhead area are pleased to announce that they will be providing a somewhat different form of entertainment throughout the summer of 1978. The Interlake Demolition Derby Association and Canadian Power Toboggan Championships, Inc. met during the Fall of 1977 to discuss the possibility of holding demolition derbies at the Race Complex near Beausejour. The plans provided for the running of seven derbies throughout the summer and also the running of one derby in mid-March to open the season.

Now that negotiations have been completed, and the contract is being finalized, a unique form of entertainment will be enjoyed by countless sports fans throughout the province.

Look for times and postings of our newest addition, Demolition Derbies, coming soon to the Beausejour-Brokenhead Recreational Complex.

Former Winners of C.P.T.C.'s Annual "Canadian"

1963 LARRY O'NEIL	WINNIPEG, MANITOBA
1964 CLAYTON McDONALD	DRYDEN, ONTARIO
1965 ALAN HETTEEN	ROSEAU, MINNESOTA
1966 STEVE AVE	HURLEY, WISCONSIN
1967 GERALD REESE	ROSEAU, MINNESOTA
1968 GERALD REESE	ROSEAU, MINNESOTA
1969 ALAN FANSET	WINNIPEG, MANITOBA
1970 LARRY MAUWS	PORTAGE LA PRAIRIE, MANITOBA
1971 STAN SPENCER	LORETTE, MANITOBA
1972 YVON DUHAMEL	VILLE DE LA SALLE, QUEBEC
1973 GILLES VILLENEUVE	MONTREAL, QUEBEC
1974 JACQUES VILLENEUVE	MONTREAL, QUEBEC
1975 GILLES VILLENEUVE	MONTREAL, QUEBEC
1976 BOB ELSNER	NEW LONDON, WISCONSIN
1977 LARRY OMANS	RICHMOND, BRITISH COLUMBIA
1978	

ALL THE
ACTION
ISN'T
ON THE
TRACK



Busy in the pits.



LARRY OMANS far right, lines up for qualifying run in the 1977 "Canadian"

WE FIRED STEVE FOR THIS



Steve Thorsen drove his snarling Polaris to the 1977 World Championship. His sled—like every Polaris now made—was fired up with NGK spark plugs. In fact more sleds in the United States come with copper core NGKs as original equipment than any other brand.

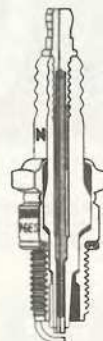
Ordinary plugs have iron cores. But copper dissipates heat as much as five times faster than iron. At high speeds the copper works to prevent pre-ignition, detonation and burning. Thanks to the copper core we're also able to fight fouling at low speeds by using a longer-nosed insulator than that found on other plugs. The final

result is a plug with a wider heat range. And wider heat range means better performance at any speed, under any conditions. And longer life.

If you take your riding seriously, ask for NGKs. They get the job done.



The Copper Core
gives you more.



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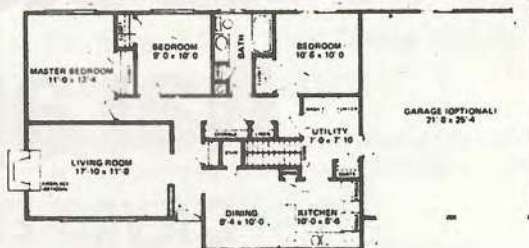


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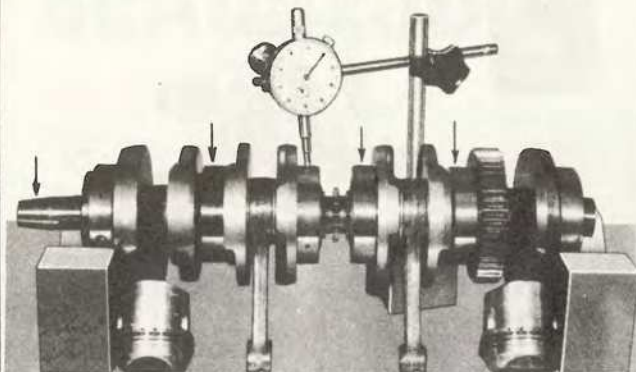
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Ray Gretsinger

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Sonic.*

Wide-stance race-inspired machine has a gutsy rotary-valve Bombardier-Rotax twin engine—harnessed to a feather-light all-aluminum frame.

Futura.*

Introducing the new liquid-cooled 444L/C flagship of the Futura fleet which also includes 440 and 400 models. Electric starter available, factory installed.

Spirit.*

Lightweight sled floats easily over soft-snow conditions. It's the least expensive machine in the lineup—ideal as a second sled if you already own a trail machine.

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Garson, Manitoba

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Snowmobilers—you're invited

to drop into my showroom, enjoy a cup of coffee, and check out my lineup of new Moto-Ski snowmobiles that have just arrived.

You don't have to put in an order to be welcome here. The way I see it, my shop is headquarters for anyone who loves to ride the snow.

Ask about the new Moto-Ski
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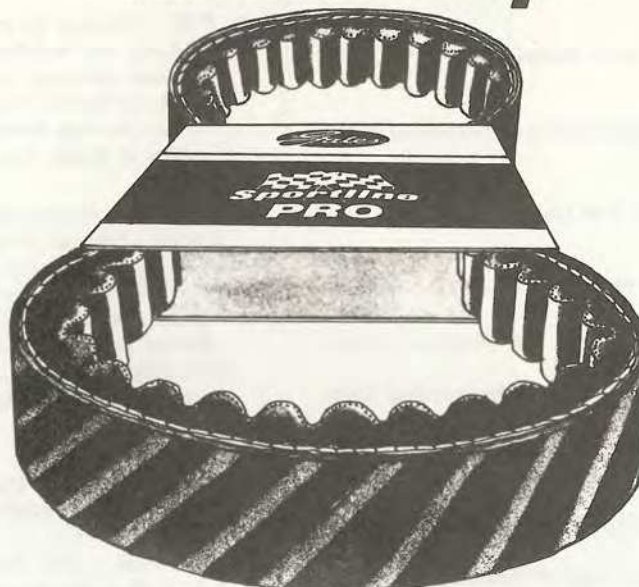
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The tough one earned its stripes the hard way.



There has to be something special about a belt designed to outlast competitive brands and merit the Green Stripe.

It has to be tough enough to get you back from the roughest terrain and worst snow conditions. And it has to prove itself in the labs where the experts show no mercy. They pound it. They stretch it. They submit it to every torture imaginable.

Only a belt rugged enough to take it gets the Green Stripe — the universal symbol of Gates quality. (The same stripe found on belts specified by fleet supervisors of the world's biggest trucking firms for more than 50 years.)

There is such a belt. Serious snowmobilers rely on it — Gates Sportline Pro... made with a fibre so shock-resistant, it's actually five times stronger than steel... pound for pound. This is Kevlar®, the miracle high-strength organic fibre by DuPont. And that's why our Sportline Pro will absorb the most severe shocks without failing. And why this winner is backed by the greatest war-

ranty in the business — a no-nonsense, no-time-limit guarantee that means what it says in clear bold print.

Gates doesn't fool around with a symbol like Green Stripe. We only put it on the most deserving — on the ones who come up the hard way. We've given Sportline Pro the Green Stripe because we know it'll get you there and back. And then some.

Where to buy it? At the Gates Snowmobile Belt dealer displaying a Green Stripe banner.

Let Gates work for you.



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**EXPERIENCED SNOWMOBILERS CHOOSE
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Schedule of Events

Winter Farewell Activities

FEBRUARY 20 - 26

Monday, Feb. 20/78

10:00 A.M. - Judging of Snow Sculptures.

Wednesday, Feb. 22/78

10:00 P.M. - Perogie Eating Contest At Beausejour Hotel.

Thursday, Feb. 23/78

7:00 P.M. - Treasure Hunt For Children 7-15 yrs.

Friday, Feb. 24/78

2:00 P.M. Arts And Crafts Show And Sale at Beausejour Town Hall.

7:00 P.M. - Torch Light Parade and Modified Poker Derby at Senior High School

9:00 P.M. -Ukrainian Culture Show at Beausejour High School.

Saturday, Feb. 25/78

7:00 A.M. - Pancake Breakfast.

10:30 A.M. - Arts and Crafts Show and Sale at Beausejour Town Hall

11:00 A.M. - Soup Kettle - in front of Beausejour Town Hall.

1:00 P.M. - Novelty Events

- Mens Log Sawing Contest
- Wood splitting Contest
- Wheel Barrow Race (2 Persons)
- Tire Rolling Contest
- Egg & Spoon Race

2:00 P.M. - Snowmobile Slalom - Mens And Womens Events - held at Beausejour-Brokenhead Centennial Grounds. Winner Receives the "Macleods Trophy".

7:15 P.M. - Schomocky Night - Beausejour Arena

- Round One - Mothers Vs. Termites

- Round Two - Town Fathers Vs. Wpg. Specialty Team - including members of Blue Bombers.

- Judging of Beard Growing Contest.

Sunday, Feb. 26/78

7:00 A.M. - Wake Up Call

12:00 NOON Childrens Film Festival - Beausejour High School.

10:30 A.M. - Arts And Crafts Show and Sale.

8:00 P.M. - Manitoba NHL Old Timers vs. Beausejour Industrial All Stars - At Beausejour Arena.

MASTERS and SNO PRO RACES

CPTC GROUNDS BEAUSEJOUR

FEBRUARY 25 and 26

"THE GREATEST SHOW ON SNOW"

"We're Greater than Great for '78"



It gives us great joy to welcome all of you to the 16th annual running of the Canadian Power Toboggan Championships.

As you enjoy our two-day program, it becomes apparent that we have come a long way in sixteen years and this year is no exception as you will notice from our motto.

In order to make this event a success, it requires two ingredients: Spectators and the Racers who put the show on for the Spectators. We would like to extend our warmest thanks to both the Spectators and the Drivers and hope they enjoy the full weekend of events.

Without hard work and the long hours of our volunteers we would have not been able to run an event of this size, and it is to these people we owe our greatest thanks.

We must also thank our Advertisers and Sponsors, all the people who donated equipment and all levels of government who assisted us throughout the year.

Our Sincere Thanks
Board of Directors
C.P.T.C.



ROE OCO

Canadian Power Toboggan Championship, Inc.

"THE GREATEST SHOW ON SNOW"

memo



memo

Program

SATURDAY

Fastest 440 - X Time _____

Driver _____

SUPER STOCK WINNERS

250

1. _____
2. _____
3. _____
4. _____
5. _____

440

1. _____
2. _____
3. _____
4. _____
5. _____

340

1. _____
2. _____
3. _____
4. _____
5. _____

440 - X Finalists

SUNDAY

SNO PRO WINNERS

250

1. _____
2. _____
3. _____
4. _____
5. _____

440

1. _____
2. _____
3. _____
4. _____
5. _____

340

1. _____
2. _____
3. _____
4. _____
5. _____

440 - X

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

Enjoy the show and let's hear it
for your favorite driver !

TEAM ARCTIC

Pro sled



BICK MAGIC

That's the stuff that Arctic's new Sno Pro sled is made of. A suspension system designed to work like those used in Indianapolis race cars. A chassis built of titanium, magnesium, aluminum and chrome alloy tubing. And styling that follows function, not just pretty lines. The asymmetrical hood, the air dam and the slanted driver's seat are all designed with speed, low wind resistance and comfort in mind. The wind tunnel, the computer and the experts tell us that it all checks out on paper. And time will tell us whether it checks out on the track.

When the starting flag drops, the "G" forces on a Sno Pro sled collapse your stomach wall against your spinal column. It's all you can do just to hang on. But in split seconds, you lean into the first turn. Hard.

Arctic Enterprises is in Sno Pro racing to win. But that's only one of the reasons. Competition is as much a part of the American cultural experience as Mom, the flag and quarter pounders with cheese. It's the time you tested your U.S. Keds against the P.F. Flyers worn by the kid next door. It's the backbone of our economy, the lifeblood that keeps it moving and the stuff that better products are made of.



RACING IS NOISY, SMELLY, DANGEROUS, EXPENSIVE AND TOTALLY BEAUTIFUL.

Each of the twelve hand-built Sno Pro sleds that comprise Arctic's entry on the



race circuit this year costs about the same as a Porsche 924. And each of them can lap the oval faster than a Porsche 924. Today's Super Mod II sleds can easily out-run the old 800cc King Cats. And they do it with an engine almost half the size.

It's a whole new ball game.

With the new format, Sno Pro racing should take its place alongside the other major events in auto, motorcycle and boat racing...like Indy,

Daytona, Monaco and America's Cup. Within five years, Sno Pro racing should entertain over a million fans a year. And for good reason.

The new format eliminates the lengthy support classes. What used to take two days is now boiled down to an action-packed three hours or so. The experience of Sno Pro will be like a tense and exciting afternoon of football, soccer or

Grand Prix. It'll be a crowd pleaser: non-stop competition by truly professional drivers racing with sophisticated racing teams.

Arctic's continued participation in Sno Pro racing represents a commitment of not just dollars, but of dedication and support to snowmobiling, its fans and better consumer products as well.



Arctic Cat

22



“ARCTIC STARTED RACING WHEN THE SECOND MACHINE CAME OFF THE ASSEMBLY LINE.”

Those were the good old days. Top speeds weren't that top. And maneuverability was something the driver did: not something the machine had.

It was sandlot racing. Only instead of a sandlot, it was somebody's snow-covered lower forty. Two guys would make a bet and off they'd go, high tailin' it down two lanes of a corn field scarin' up pheasants, rabbits and who knows what else.

Organized racing didn't start until the early sixties.

Back then, the race team would arrive at the race town, ride their machines out in the country all morning, pull onto the track at race time, take the flag and go racing.

In 1964 Roger Skime, a wiry Arctic engineer, won the 1st World Championship (under 9 hp class) on an 8 hp 100 deluxe Arctic Cat. Roger is now Vice President of engineering at Arctic Enterprises.

As the years advanced, the competition got stiffer, the machinery got more sophis-

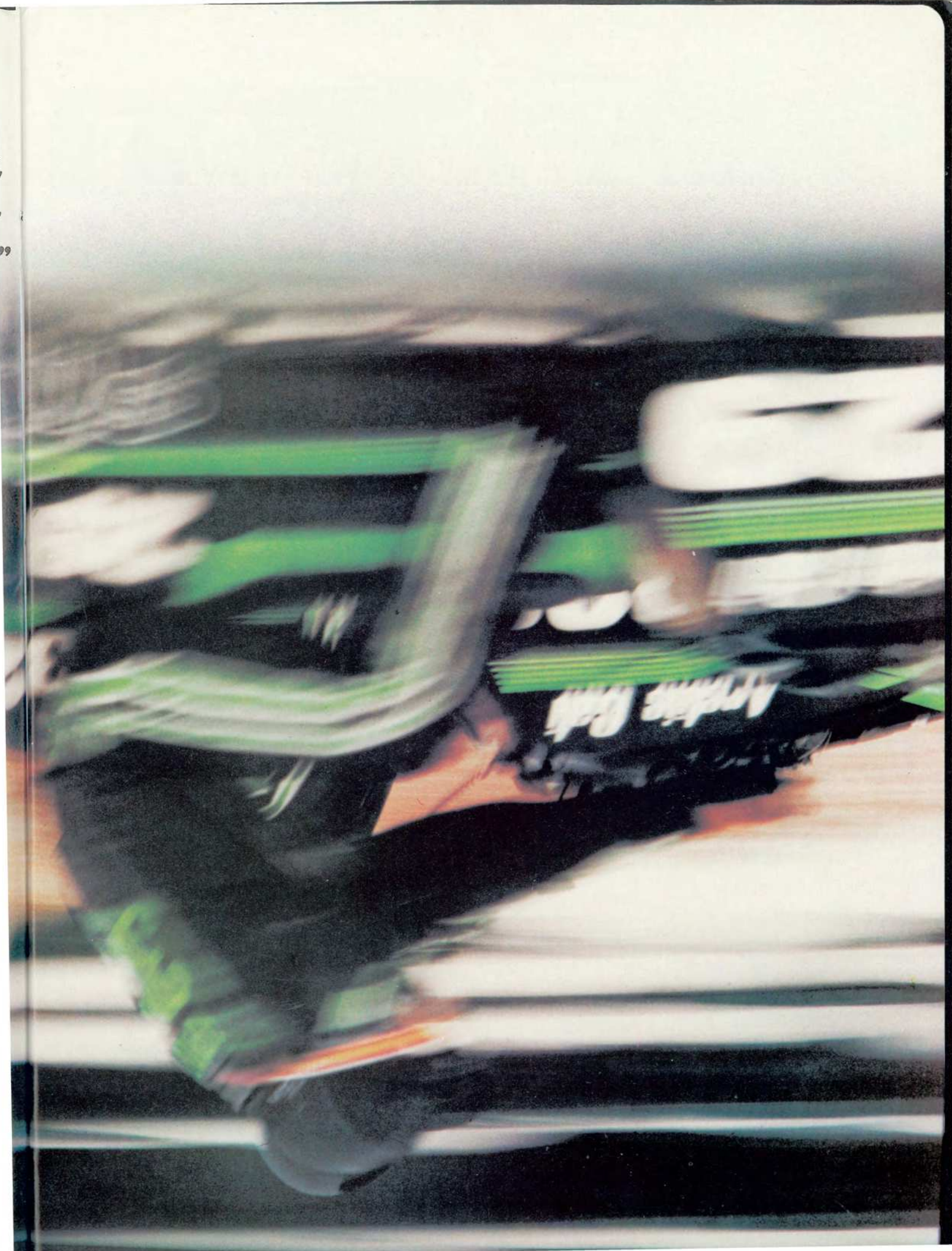


ticated, the drivers got more skilled, the mechanics got serious and the fans began to turn out in unprecedented numbers.

Then in 1966, Arctic Cat electrified snowmobile racing with the aluminum chassis Panther. This advanced machine, in the hands of a group of talented drivers, showed race fans what the Cat was all about. The Cat took top honors at Eagle River, Peterborough and Booneville as well as a host of other oval and cross-country

titles. The Cat established a reputation that teams from Arctic have been living up to ever since.

Virtually every major championship and "cup" has fallen into Team Arctic's grasp. Including the World's Championship, The Hetteen Cup, USSA's Driver of The Year, The Adirondack Cup, The Canadian Championship, the Wisconsin State Championship and many, many more.





Larry Coltom, Bob Elsner, Jim Dimmerman

Out of the over 7000 drivers who race snowmobiles every year, only 3 are good enough to make Team Arctic.

And since there's been a Team Arctic, there's never been a driver who defected to race on a competitor's team. Call it loyalty or whatever. The truth stands. Arctic's relationship with their race team is a good one. And every other race team on the circuit knows it.

When a race sled is built for Larry Coltom, it's built for Larry Coltom...by Larry Coltom. It's his machine. An extension of the man. And that's true for every other man on the race team as well.

Every team member knows every nick, nook, scratch and cranny on every spark plug, carbide and ski tip on their machine. Their lives depend on it.



Larry Coltom.

Look out for number one. Larry is the winningest driver ever in snowmobile racing. Research is underway to document that fact for the Guinness Book of World Records. He brought home his first trophy back in 1969 when he captured the Kawartha Cup with several class wins at Peterborough, Ontario.

Larry turned in regular high finishes year after year since, but it wasn't until the 1975-76 season that Larry displayed his total mastery of the art of oval tracking.

In that record setting season he recorded points-paying 1st, 2nd and 3rd place

finishes at every event he entered. And won the USSA's coveted Driver of The Year award.

Bob Elsner

Bobby is a big 6 feet and 180 pounds of tough-minded determination. Turn him loose and he brings home the honors. The year his teammate, Larry Coltom, took driver of the year, Bob was only 3½ points behind.

In his first full season on the Team, Bob galloped to victories at virtually every event on the circuit.

Last year, despite tougher and faster competition, Elsner continued to "give 'er" at event after event. He won at International Falls, Bangor, Portland and Waldheim to finish No. 1 overall in USSA's Central Division Super-Mod III competition.



Jim Dimmerman

He's a "Rookie" with a record. 24 year old Jim Dimmerman of White Bear Lake, Minnesota will start his 8th consecutive season of snowmobile racing as the newest member of Team Arctic.

Racing Arctic Cats in three out of the past four years, Jim has earned four consecutive top-ten season records in USSA Masters competition. He finished the '77 season 2nd overall in 340 stock, 4th overall in 440 stock and wrapped up another coveted gold racing bib in USSA racing.

He's a familiar name to thousands of oval track fans throughout the midwest. If his record in snowmobile racing to date is any indication, Jim will be adding yet another dimension to the '78 challenge by Team Arctic.



"RACE DRIVERS ARE A SPECIAL BREED. WHAT APPEARS TO BE INSANITY TO THE SPECTATOR IS REALLY PRECISE DELIBERATE ACTION THAT ONLY A HANDFUL OF MEN IN THE WHOLE WORLD CAN DELIVER."

"ARCTIC'S 'WRENCHES' ARE SOCKETS AND THE ELBOWS DOWN"



Durmont Wahl Dave Thompson Duane Gram

You ain't seen nothin' till you've seen sweat running off the face of a 'wrench' at 20 below zero. They don't call it the pits for nothin'. The head bolts on a race engine get hot enough to boil snow. Yet Team Arctic's pit crew has been known to change an entire engine between the 1st and 2nd heats of a race...bare handed.

It's no easy chore. You gotta be strong, smart, fast and perfect. Anything less just won't make it. When you add up the years that Durmont Wahl, Duane Gram and Dave Thompson have been building and tuning race machinery, the total is



nearly three decades. That's 29 years and some months of testing, studying, adjusting, tuning, experimenting and never letting up.

Team Manager Dennis "Z" Zulawski and his crew of ace mechanics plan a full competition season. And the

machinery they'd helped develop will be capable of shattering lap time records all over North America.

The secret will be what happens in the corners. 60% of the time in any given lap of any given race is spent there.

If the sled can be built to go into the corner at 80-85 mph., rather than 70 mph., the results will be checkered flags and trophies. And that's what you can expect from Team Arctic this year.

Teamed with their drivers,

it's Duane Gram with Larry Colton, Durmont Wahl with Bob Elsner and former Team driver, Davy Thompson, with Team Arctic's newest member, Jim Dimmerman.



Elsner



**"WE'RE GOING TO SEE A WHOLE
NEW ERA IN SNO PRO RACING.
INTERNATIONAL IN SCOPE.
UNPRECEDENTED IN SPECTATOR
POPULARITY."**

Plans call for the addition of several new multi-million dollar race tracks. The inclusion of Sno Pro events in Europe. And the development of a 2½ to 3 hour racing program packed with tense, non-stop action.

Country by country, the northern hemisphere of our planet is showing enthusiasm and support for extending the reach of Sno Pro racing.

Beginning this year with Umea and Osterson, Sweden... Germany... Ireland... England... France... Switzerland... Austria...



Italy and Norway will eventually join the United States and Canada as hosts for Sno Pro events.

Arctic Enterprises is excited about the future of Sno Pro racing and looks forward to continuing their active involvement as Sno Pro racing gains in worldwide popularity.



THE HETTEEN CUP.



Originated in 1974, The Hetteen Cup is one of Sno Pro's most coveted trophies. Named in honor of Edgar Hetteen, the founder of Arctic and a key pioneer in the development of the snowmobile industry, this five-foot-high trophy goes to the racer who compiles the best total point score in the Alexandria Race after competing in the three super-modified engine classes: 250 c.c., 340 c.c., 440 c.c.

USSA APPROVED FACTORY BLENDED RACING FUEL

See Your Dealer

KLOTZ POWER TO GO

Klotz Special Formula Products, Inc.
P.O. Box 1343, Dept.
Ft. Wayne, IN 46801

Have you ever wondered what the factory riders are using for fuel?

This is it. A factory blended, high-energy racing gasoline-based fuel. It's pre-mixed with a 20:1 ratio of highest quality racing 2-cycle lubricant. Extensive dyno and field testing has shown a healthy horsepower increase over low octane pump grade automotive gasoline.

The quality is carefully controlled to provide constant performance and stability under all weather conditions.
See your dealer.



Kyotee Racers



TOUGH COMPETITION makes for a BETTER PRODUCT

For the sixth year, and the fifth year of Sno Pro competition, Kalamazoo Engineering of Grand Rapids, Michigan will be out on the Sno Pro tour with the Kyotee Racers. They are also sponsored by other manufacturers in the after market area including the Wiseco Piston Co., Inc., Klotz Oil Company and General Electric Carboly Systems Division. This year's Kyotee sleds will be the same as the team Arctic is running, except that they will be the familiar Red of the Kyotee Racers.

Driving for Kalamazoo is Jon Berard of Wausau, Wisconsin who is in his second year of Sno Pro Competition, having raced on the U.S. Army team last year. Jon is presently a sophomore at the River Falls division of the University of Wisconsin and takes the winter term off to make the Sno Pro tour. He has been involved in snowmobile racing for the last eight years so is really no newcomer to the whole snow racing scene.

Tom Marks will be the race director. Tom has been a long-term member of the Sno Pro tour, having been Arctic Enterprises' race team director in 1973, the first year of Sno Pro. Last season, Tom teamed with Mario Ito to work on Yamaha's first independent front suspension snowmobile.

With the overall balance of Tom

Marks' long experience and knowledge, and Jon Berard's experience and youth, the Kyotee Racers could well be in for one of their more productive seasons. Both Tom and Jon know from past experience that it is not going to be easy. Sno Pro never is; that's what makes it great.

Kalamazoo Engineering has always believed in selling its product at the top, where the competition is the toughest. Tough competition makes for a better product. Sno Pro is where the competition is; and to develop a better product, it is the only place to race. Hundreds of thousands of snowmobilers are enjoying better and safer snowmobiling, thanks to Kalamazoo Traction Products. There is no other product that has made a greater impact on snowmobile racing, and snowmobiling in general, than Traction Products. It all starts on the little red Kyotee Racer — sometimes the new product works; sometimes it doesn't. We hope our performance today will be a good one; because if it is, you will have a better traction product tomorrow.

Stop and see us at the truck any time; we'd like to hear from you. If you need a stud pattern for your sled or just want to see what's going on, please feel free to call on us or write us at . . .



Jon Berard



Tom Marks

KALAMAZOO ENGINEERING, INC.

Box 8056 • Grand Rapids, Michigan 49508 • 616-532-3661

YOU WILL FIND THAT KALAMAZOO DOES CARE ABOUT YOU!

What's red and white and wins all over?

Last year, the Yamaha SRX 440 dominated race tracks everywhere. In fact, it was the winningest production race sled in the entire world.

This year, we've taken the famous liquid-cooled SRX and made it even better. We've refined and improved it to deliver winning performance on lakes and trails, too.

Its unbeatable power comes from a race-proven 439cc two-stroke parallel twin engine.

A specialized, dual cooling system keeps everything running smooth and steady, through the hottest contests.



THE SRX 440

comfortable seat, a big seven-gallon gas tank and complete instrumentation. Monoshock Suspension, wide-stance skis, light multiple leaf springs and water-resistant ski shocks put you in total control. No matter how rough the going gets.

So if you want to be the one to beat in your neck of the woods, get yourself a Yamaha SRX 440 Snowmobile. And come out with flying colors.

For long-range riding, the 1978 SRX has a new and more

Thickly padded and contoured seat gives you extra comfort where you need it most.

High-performance 439cc engine puts out the kind of power needed for winning on lake or trail.

Strong aluminum Monocoque chassis yields excellent stability and high-speed handling, even in deep snow.



Fully internal, double-sprocket drive track provides longer life and a more comfortable ride.

When you know how they're built, you'll buy a Yamaha.

Meet the Yamaha S



Ed Schubitzke

Ed Schubitzke returns to Yamaha after a year's absence from the camp that assisted him to the 1976 Eagle River World's Championship. Ed will campaign the 340 and 440 Sno Pro class on his factory prepared Yamaha SSR Snowmobile.

Career Highlights:

1974-1975 Season

Super Mod III – Ed took first place at International Falls, Minnesota; first place at Rhinelander, Wisconsin; first place at St. Paul, Minnesota.

Stock II – First place at Rhinelander, Wisconsin; first place at St. Paul, Minnesota.

Mod Stock II – First place at Rhinelander, Wisconsin; first place at Alexandria, Minnesota; two firsts at Peterborough, Ontario; first place at Eagle River, Wisconsin; second place at St. Paul, Minnesota; first place at Shawano, Wisconsin.

Super Mod II – First place at Shawano, Wisconsin; first place at St. Paul, Minnesota; second place at Chilton, Wisconsin; first place at Ironwood, Michigan.

440X – First place at St. Paul, Minnesota; second place at Alexandria, Minnesota.



Ed Schubitzke
1976 Eagle River
World Champion

1975-1976 Season

Finished season in fourth place in the Master's Circuit while taking impressive victories in the *Super Mod III* Class at Rhinelander, Wisconsin; at Shawano, Wisconsin; at St. Paul, Minnesota.

Stock II First place at Thief River Falls, Minnesota. *Mod Stock II* – First place at Rhinelander, Wisconsin; first place at Eagle River, Wisconsin; first place at St. Paul, Minnesota; first place at Thief River Falls, Minnesota.

440X Class – First place in Rhinelander, Wisconsin; first place in St. Paul, Minnesota; first place in Thief River Falls, Minnesota.

Schubitzke's most impressive victory was at Eagle River, where he earned the World Championship Cup on a Yamaha SRX440.

1976-1977 Season

Finished season in sixth place, Sno Pro standings, while compiling 624 points in snowmobile racing's Central Division.

Ed's victories included: *Super Mod III* – First place at Hartford, Michigan; *Super Mod II* – Second place at Alexandria, Minnesota; and *440X* – Second place at Milwaukee, Wisconsin.



Frans Rosenquist

Frans Rosenquist exploded into national prominence during the '76-'77 series. Like Schubitzke, Rosenquist will campaign the 340 and 440 class during the upcoming year.

Career Highlights:

1975-1976 Season

Super Stock I – First place at Ironwood, Michigan. Won points title.

Mod Stock I – Won points title.

Super Stock III – Second place at Ironwood, Michigan. Second place in world series of USSA. Won points title.

Super Stock II – Finished season second in standings for points title.

Mod Stock II – Finished season third in standings for points title.

Mod Stock III – First place at Eagle River, Wisconsin. Won points title.

ASA Driver of the Year – Awarded Bib No. 1

1976-1977 Season

Finished season with a first place standing in the Central Division with 1,938 points. Will carry Central Division's No. 1 gold bib for the coming year.

Super Stock I – Second place at Ironwood, Michigan. Second place at Hartford, Michigan. First place in Oshkosh, Wisconsin. Fourth place in Milwaukee, Wisconsin. Fourth place at St. Paul, Minnesota.

a Sno-Pro Racing Team.



Frans Rosenquist
1977 Adema Cup

Super Stock III — Second place at Ironwood, Michigan. First place at Alexandria, Minnesota. First place at Hartford, Michigan. First place at Oshkosh, Wisconsin. Fourth place at Eagle River, Wisconsin. First place at St. Paul, Minnesota. First place at Fondulac, Wisconsin.

440X — Fifth place at Fondulac, Wisconsin.



Yoshihisa Atsumi
Tuner For Schubitzke

Yoshihisa Atsumi ranks highest in Yamaha snowmobile tuning staff. Atsumi has worked with Ed Schubitzke since '72.



Allan Rummel
Tuner For Rosenquist

Allan Rummel has been racing and tuning with Frans Rosenquist for eight years. His close association and experience with Rosenquist make him invaluable to the team.



**When you know how
they're built, you'll buy a Yamaha.**

The 1978 Exciters: Now they make your cheeks red in

Ever since we first introduced our Yamaha Exciters, they have consistently proven they were aptly named. But, we still try very hard every year to make them even better.

For 1978, you'll notice one big improvement as soon as you sit on an Exciter 340 or Exciter 440.

The seat.

It's plush and comfortable. And well it should be. We completely redesigned it. Contoured it. Added extra foam padding. And then wrapped it all in a very durable cover that stays soft. Even when the weather isn't.

But that's only the beginning. The gas tank is new for 1978, too. It's a large-capacity, eight-gallon size for long weekend rides. With a handy flip-up top and convenient level gauge.

Next, there's new instrumentation. The big, easy-reading speedometer and tach are solidly mounted right up where they belong. And bright orange illumination makes for fast, accurate reference in

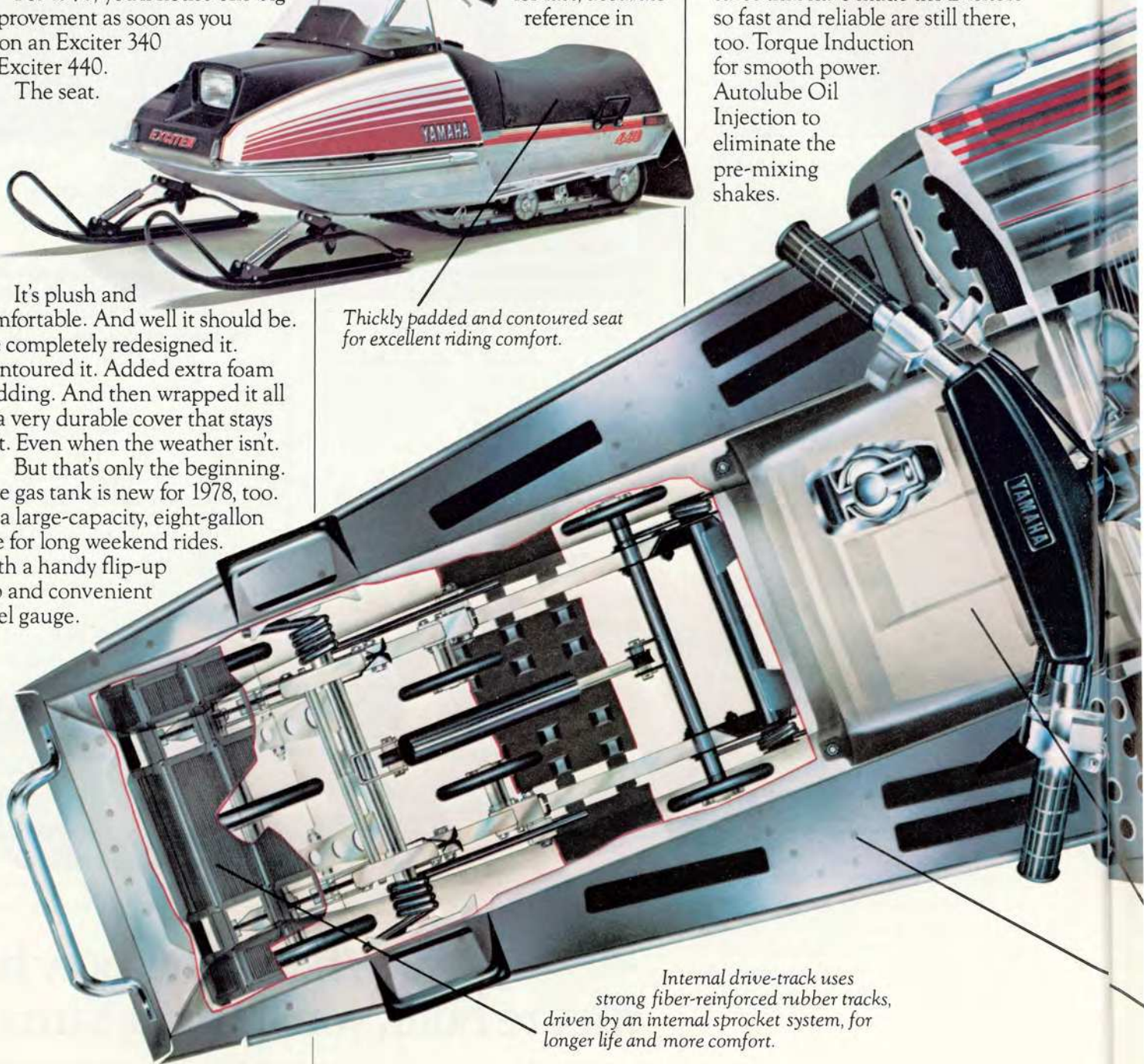
any weather. Day or night.

There's also a new carburetor that improves gas mileage and requires less throttle pressure for riding ease.

Naturally, all the unique features that have made the Exciters so fast and reliable are still there, too. Torque Induction for smooth power. Autolube Oil Injection to eliminate the pre-mixing shakes.

Thickly padded and contoured seat for excellent riding comfort.

Internal drive-track uses strong fiber-reinforced rubber tracks, driven by an internal sprocket system, for longer life and more comfort.



the only thing that will is the weather.

Wide-stance skis. Monoshock® Suspension System. Aluminum Monocoque tapered chassis.

Capacitor Discharge Ignition.
And the list goes on.

It wasn't easy to make the 1978 Exciters better. But at Yamaha we realize that to get to the top, you've got to start at the bottom.

Yamaha's performance clutch gives you positive power transfer for smooth take-offs and quicker shifts.

Yamaha's Autolube Oil Injection totally eliminates pre-mixing and greatly reduces oil consumption.

Capacitor Discharge Ignition delivers a hot, clean spark for less plug fouling and maintenance.

Wrap-around steel bumpers protect the hood and provide convenient handles for lifting the sled.

New butterfly-float carburetor means easier, more precise throttle response and better gas economy.

Hood is formed in matched metal dies for a smooth finish and a precision fit.

New large, easy-to-read speedometer and tachometer located at eye level.

Large 8-gallon gas tank lets you ride longer and further between stops.

Strong, lightweight aluminum Monocoque chassis with tapered tunnel gives excellent stability, even in deep snow.

When you know how they're built, you'll buy a Yamaha.

When you know how they're



Enticer 250

ENGINE

Type	2-Stroke, Fan-cooled, Single
Bore & Stroke	73x59 mm (2.874x2.323 in.)
Displacement	246 cc (15.01 cu.in.)
Carburetor	KEIHIN CDX38-34 Single
Lubrication System	Autolube
Max. Horsepower	23 bhp @ 6,500 rpm

STARTING SYSTEM	Manual with recoil starter
------------------------	----------------------------

DRIVE SYSTEM

Track	Internal drive rubber track 15 in. in width
Suspension	Slide rail with idler wheels
Transmission	Automatic variable with belt

DIMENSIONS

Overall Length	2,385 mm (93.9 in.)
Overall Width	896 mm (35.3 in.)
Overall Height	965 mm (38 in.)

LIGHTING

Headlight	12V-60/60W with high/low beam
Taillight	12V-8W with reflectors
Stoplight	12V-23W

BRAKE	Disc
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FUEL TANK CAPACITY	4.7 gal.
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OIL TANK CAPACITY	2.3 qt.
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TACHOMETER	Accessory
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SPEEDOMETER	Accessory
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Enticer 340



ENGINE

Type	2-stroke, Fan-cooled, Parallel Twin
Bore & Stroke	60x59.6 mm (2.362x2.346 in.)
Displacement	338 cc (20.62 cu.in.)
Carburetor	MIKUNI B38-34 Single
Lubrication System	Autolube
Max. Horsepower	32 bhp @ 6,500 rpm

STARTING SYSTEM	Manual with recoil starter
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DRIVE SYSTEM

Track	Internal drive rubber track 15 in. in width
Suspension	Slide rail with idler wheels
Transmission	Automatic variable with belt

DIMENSIONS

Overall Length	2,585 mm (101.8 in.)
Overall Width	970 mm (38.2 in.)
Overall Height	1,040 mm (40.9 in.)

LIGHTING

Headlight	12V-60/60W with high/low beam
Taillight	12V-8W with reflectors
Stoplight	12V-23W

BRAKE	Disc
--------------	------

FUEL TANK CAPACITY	6 gal.
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OIL TANK CAPACITY	2.5 qt.
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TACHOMETER	Accessory
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SPEEDOMETER	Accessory
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Exciter 340

ENGINE

Type	2-stroke, Fan-cooled, Parallel Twin
Bore & Stroke	60x59.6 mm (2.362x2.346 in.)
Displacement	338 cc (20.63 cu.in.)
Carburetor	KEIHIN BD44-38 Single
Lubrication System	Autolube
Max. Horsepower	38 bhp. @ 7,000 rpm

STARTING SYSTEM	Manual with recoil starter
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DRIVE SYSTEM

Track	Internal drive rubber track 15 in. in width
Suspension	Slide rail with idler wheels
Transmission	Automatic variable with belt

DIMENSIONS

Overall Length	2,520 mm (99.2 in.)
Overall Width	980 mm (38.6 in.)
Overall Height	995 mm (39.2 in.)

LIGHTING

Headlight	12V-60/60W with high/low beam
Taillight	12V-8W with reflectors
Stoplight	12V-23W

BRAKE	Disc
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FUEL TANK CAPACITY	8 gal.
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OIL TANK CAPACITY	3 qt.
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TACHOMETER	Standard
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SPEEDOMETER	Standard
--------------------	----------

rebuilt, you'll buy a Yamaha.

Exciter 440



ENGINE

Type	2-stroke, Torque Induction, Fan-cooled, Parallel Twin
Bore & Stroke	68x59.6 mm (2.677 x 2.346 in.)
Displacement	433 cc (26.4 cu.in.)
Carburetor	KEIHIN BD44-38 Single
Lubrication System	Autolube
Max. Horsepower	48 bhp @ 7,000 rpm

STARTING SYSTEM	Manual with recoil starter
------------------------	----------------------------

DRIVE SYSTEM

Track	Internal drive rubber track 15 in. in width
Suspension	Slide rail with idler wheels
Transmission	Automatic variable with belt

DIMENSIONS

Overall Length	2,520 mm (99.2 in.)
Overall Width	980 mm (38.6 in.)
Overall Height	995 mm (39.2 in.)

LIGHTING

Headlight	12V-60/60W with high/low beam
Taillight	12V-8W with reflectors
Stoplight	12V-23W

BRAKE	Disc
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FUEL TANK CAPACITY	8 gal.
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OIL TANK CAPACITY	3 qt.
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TACHOMETER	Standard
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SPEEDOMETER	Standard
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SRX 440

ENGINE

Type	2-stroke, Liquid-cooled, Parallel Twin
Bore & Stroke	68.5x59.6 mm (2.697 x 2.346 in.)
Displacement	439 cc (26.79 cu.in.)
Carburetor	MIKUNI VM 36 Double
Lubrication System	Pre-mixed

STARTING SYSTEM	Manual with recoil starter
------------------------	----------------------------

DRIVE SYSTEM

Track	Internal drive rubber track 15 in. in width
Suspension	Slide rail with idler wheels
Transmission	Automatic variable with belt

DIMENSIONS

Overall Length	2,515 mm (99 in.)
Overall Width	1,010 mm (39.8 in.)
Overall Height	935 mm (36.8 in.)

LIGHTING

Headlight	12V-60/55W with high/low beam (Halogen lamp)
Taillight	12V-8W with reflectors
Stoplight	12V-23W

BRAKE	Disc
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FUEL TANK CAPACITY	7 gal.
---------------------------	--------

TACHOMETER	Standard
-------------------	----------

SPEEDOMETER	Standard
--------------------	----------

THERMOMETER	Standard
--------------------	----------

Designing and engineering a great snowmobile is by no means an easy task. The end result must be a machine that will withstand the tortures of rough terrain and extreme weather conditions. It must be strong enough to take it, yet lightweight enough to float in deep snow. A snowmobiler demands comfort and easy operating features without sacrificing durability and ruggedness. The machine must have the power to climb mountains or perform across the flats and still have the ability to react gently from a standing start. Those who know snowmobiles depend on Yamaha for the development of quality equipment. Compare the engineering features on other snowmobiles before you buy. We're confident — When you know how they're built, you'll buy a Yamaha.

* Specifications subject to change without notice

When you know how they're built, you'll buy a Yamaha.

For product information please write to: Yamaha Motor Corporation, U.S.A. Public Relations Department, P.O. Box 6620, Buena Park, California, 90622.

You've tried our machines on for size, now try our apparel.

One-Piece Snowmobile Suits

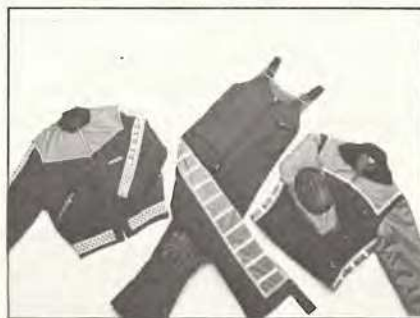
This season's snowmobile outfit is the ultimate in warmth and convenience. Both the men's and the women's suits feature double-snap snowcatchers for each leg and flared pantbottoms with elastic boot straps for a snug fit inside or outside your boot. And, its raglan sleeves allow freer movement of arms and shoulders. For warmth on the trails, this suit sports a black cowl collar, 8 ounces of polyester fill, 200 denier nylon shell, double reinforced seats and knees, snap-over wind flaps, high collar, and recessed cuffs. Each snowmobile suit is 100% washable and dry cleanable.

Jackets — Women's and Men's Featuring Inside Vests

Jackets have a fitted look and trim styling. Each has 4" elastic gathers on the waist and a full-fitted belt with the Yamaha insignia on the buckle. Welting trim accents the back for a slimmer look and style. Men's and women's distinctive jackets are warmer this season, with 8 ounces Dacron polyester fill and a 200 denier nylon (Super K urethane-coated) weatherproofed shell. Raglan sleeves with colored trim offer more room for arms and shoulders. Heavy duty plastic zippers won't freeze up or rust. Men's jackets have the exclusive feature of an inside vest, offering a 100% nylon shell with a 3.2 ounce polyester fill insulation. All jackets are machine washable and dry cleanable.

Racing Accessories

Yamaha offers caps, hats, mittens, and socks in different styles and colors to accent and complement your racing outfit. All caps and hats are one size fits all and are fully washable. Leather mittens and gauntlets are made of genuine cowhide leather and are lined with moisture absorbent nylon. The leather is oil treated to resist moisture and ensure long life. They are 100% poly foam filled and have a 2-ply liner for maximum insulation. Racing team gloves are 100% white cotton and have a knitted elastic wrist for a snug fit. Nylon polyester socks feature a terry cloth interlining to resist dampness. All accessories are washable.



Racing Jacket and SRX Jacket and Pants

The popular and sporty racing jacket is lightweight and warm. Built in for warmth and protection are a 4 ounce polyester filled lining, tapered cuffs, and a large, heavy duty plastic zipper that won't freeze up or rust.

The SRX jacket and pants outfit is designed for the racing enthusiast. The jacket is lined with a warm, red fleece lining, has the same trim styling found in all Yamaha jackets, and features a Western style yoke with piping, and a wind guard around the waist. Yamaha's high style pants, with racing graphic and two way zipper have adjustable shoulder straps for comfort and better maneuverability. Additionally, there are reinforced knees, a double seat, snap snowcatchers, flared pant-bottoms, and a vertical front pocket. All are machine washable and dry cleanable.

Snowmobile Helmets and Goggles

All helmets have the same high safety specification features with sturdy fiberglass construction, offering the utmost in protection, style and comfort. Racing and reflective helmets are available in both standard and full coverage models. Racing helmets meet DOT, ANSI and SHCA safety specifications. Children's helmets are also ANSI and SHCA approved. Reflective helmets offer attractive, functional graphic design. Sturdy, plastic frame standard goggles feature a wide field of vision. They have an automatic venturi ventilation system, and an optically polished lens for greater vision. The double lens goggles provide insulated air space between the lenses to reduce fogging. The anti-fog goggles can be worn over glasses. Wide angle frames maximize peripheral vision when racing. Comfortable foam-face cushions seal the frame against the face with a lever action strap-bracket and wide, elastic headband. The goggles lens absorbs moisture, reduces fogging, and resists scratching. All frames are available in black and white.

When you know how they're built, you'll buy a Yamaha.

For apparel information please write to: Yamaha Parts and Distributors, Inc. Public Relations Department, P.O. Box 6610, Buena Park, California, 90622.

Two sleds are better than one.



Put two people on one snowmobile, and you've cut the fun more than half. Because no sled can perform as well with two-up, as it does with one rider.

But, Yamaha has engineered a solution to eliminate this problem. Without eliminating speed, handling and your savings account.

Introducing the all-new 1978 Yamaha Enticer 250.

\$2190* a pair.

Here is a compact, lightweight machine that costs about half the price of other top quality sleds. Yet, it still delivers just as much speed, agility and reliability. And that means a lot more fun for everybody.

The Enticer 250 weighs a good deal less than most conventional sleds. This is accomplished by its unique size and Yamaha

Monocoque construction, where the body is the frame. Except for a protective steel nosepan, the frame unit is built entirely from super-strong, lightweight aluminum.

Let there be light.

Such a dramatic reduction in weight results in an equally dramatic increase in performance and handling. Wide-stance skis, forward mounted on waterproof shocks, yield excellent comfort and control. The seat is deep, soft and functional.

Full side-rail suspension is supported by Yamaha's Mono-shock System, incorporating a single, high-efficiency nitrogen/oil shock absorber. Totally internalized dual-drive features a

deep-cleated rubber track for surer traction in deep snow or ice.

A powerful proposition.

Power comes from a fan-cooled 246cc, two-stroke single. A 340cc version is also available. Torque is outstanding and rivals that of machines twice the size. Messy, inconvenient pre-mixing of gas and oil has been completely eliminated by Yamaha's Autolube System. And starting is easy in any temperature.

All in all, the 1978 Enticer from Yamaha proves it is possible for two people to sled as cheaply as one. And, have fun while they're at it.

*Manufacturer's suggested retail price excluding freight, dealer prep, title and taxes. Subject to change without notice, good only in U.S.

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We wish to acknowledge all those who have
participated in snowmobile racing with
Yamaha.



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