



The Evolution of Sports

History, culture and changes
to sports over time

What do you
know about
NASCAR?

KAHOOT TIME!

Kahoot!

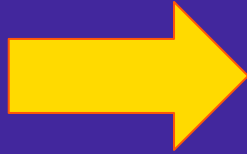


History of NASCAR

THIS IS TALLADEGA



NASCAR's origins



NASCAR was founded was 1948, though the roots of stock car racing actually date to the Prohibition era.

NASCAR's origins: Prohibition



Photo credit: Library of Congress



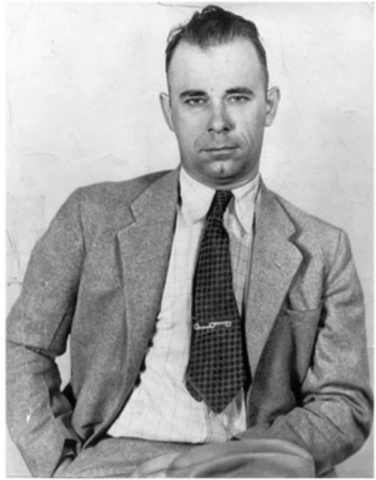
Stock car racing dates to the Prohibition era, which began in 1920. Small, fast vehicles were used to transport moonshine or smuggle alcohol across the border from Canada to the U.S..

NASCAR's origins: Prohibition

Cars that looked normal on the outside were modified:

- To improve speed & handling, swapping out engines, carburetors, & adding extra intake manifolds.
- With extra suspension springs to handle & disguise the alcohol's added weight.
- And often floorboards and seats were removed to store the bootlegged alcohol. Tanks were sometimes built into the frame of the car that could be filled with moonshine.
- With spy-like features such as flipping license plates and toggle switches that made it possible to disable the car's lights to avoid detection. Some even had push buttons that released smoke screens, oil slicks and even bucket loads of tacks to puncture the tires of their pursuers





"Minneapolis Minnesota dated May 6 7 p. m.

Dear Mr. Ford -

I want to thank you for building the Ford V-8 as fast and as sturdy a car as you did, otherwise I would not have gotten away from the coppers in that Wisconsin, Minnesota, case.

Yours till I have the pleasure of seeing you,

John Dillinger"

The notorious bank robber, John Dillinger, went so far as to write to Ford to compliment him on the speed & reliability of the V-8 engine, crediting it with helping him evade the police.

As bootleggers modified their cars to increase their speed, law enforcement had to do the same to keep up.

The Ford Flathead V-8 engine introduced in 1932 quickly became popular with police & criminals. It was fast, rugged and had a big trunk & backseat, perfect for carrying moonshine.

Bootlegging → hot rod & custom car culture



- The performance modifications & skilled driving required for successful bootlegging also turned out to be fun!
- Rumrunners & folks who appreciated fast cars began gathering on country backroads to test their skills & wheels against each other.
 - Eventually, fair promoters caught on and started selling tickets; soon those secluded dirt paths were traded for permanent tracks with built-in spectator seating.

- At the same time as bootleggers were rigging their cars to outrun the police, race car enthusiasts were flocking to Daytona Beach, FL, to see drivers compete in events to see which cars were the fastest.
- Daytona had a 4.1 mile course that featured a 1.5-2 mi stretch of beach as a straightaway and a beachfront highway as another feature of the course.
- Daytona was one of many locations hosting races, and it was the most famous & well-organized. Numerous land-speed records were challenged & broken in Daytona.

NASCAR's origins: Daytona Beach



Car racing in the post-Prohibition Era



- Nationally, stock car racing grew in popularity through the 1920s-1940s.
- Even after Prohibition was repealed (1933), production & transport of illegal alcohol continued on for years as people tried to avoid the high prices, high taxes, and red tape of legal alcohol sales.
 - This meant bootleggers were ever building/modifying faster cars & drivers themselves were getting better skilled to continue to evade the police.
- As cars got faster, the racing scene in Daytona and other local hotspots around the country reaped the benefits and

Bootleggers → Nascar personnel



Johnson ->

- Many former bootleggers became NASCAR drivers.
- Hall of Famer Junior Johnson was an example of a driver who got his start bootlegging illegal moonshine in the 1940s.
 - As a bootlegger, Johnson pioneered a move called the "Bootleg Turn" in which he slammed on his brakes and turned the car 180 degrees and hit the gas heading in the other direction.

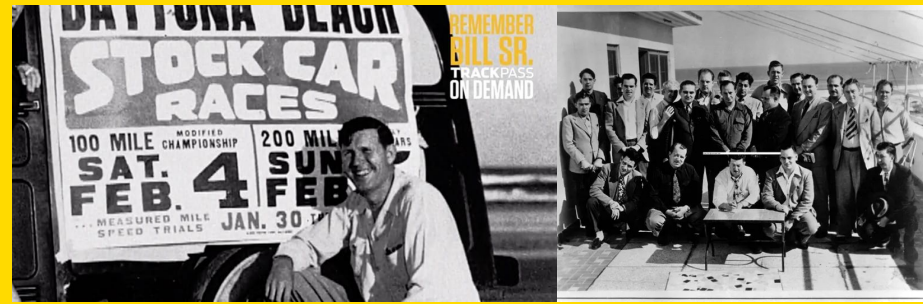
- A large percentage of the early mechanics, car owners, promoters, and track owners had deep ties to the illegal alcohol business.
- Raymond Parks was the first person to put together a formalized, legitimate racing team.
 - Parks made a fortune bootlegging & invested those earnings in legitimate enterprises such as service stations and the growing sport of stock car racing. His 2 top drivers themselves were the top moonshine runners in Georgia.



<- Parks

NASCAR's Founder

- Stock car racer turned businessman, William “Bill” France was the founder of NASCAR. France first moved to Daytona Beach in 1935 & began racing in 1936.
- In 1938, France took over running the course & began to recruit some of the top racers from the Carolinas, Virginia & Georgia to come south.
- France wanted to promote and standardize racing. So in 1947, he hosted a meeting of the leading stock car racers, mechanics and owners in Daytona Beach, FL. Together the group agreed upon standardized rules and agreed to the formation of NASCAR.



- France worked to distance NASCAR from its bootlegging roots & moonshine investments, choosing instead to embrace corporate sponsorships.
 - “France saw an opportunity to develop NASCAR into more of a family-friendly sport that could make more money over time, and to do that he needed to downplay the connection between that sport and its illegal roots,” says Neil Thompson, author of *Driving with the Devil: Southern Moonshine, Detroit Wheels, and the Birth of NASCAR*. “He worked very quickly in the 1950s to whitewash the connection between the sport & moonshiners.”

Original NASCAR Divisions

Roadster

This division was quickly dropped due to a lack of interest from fans.



Strictly Stock



The first NASCAR Strictly Stock Series race took place on June 19, 1949, at Charlotte Speedway in NC before a crowd of around 13,000. Racer drove 200 laps (150 miles), and cars reached top speeds of around 68 mph.

Modified

Initially made up of participant modified passenger cars. What started out as minor modifications to the cars (glass removed, a roll cage installed, or a souped-up motor,) eventually turned into big changes (i.e., the bodies were lowered, car builders mixed & matched components from different car makers, etc.)



The 1st official NASCAR
race in Charlotte, NC
(June, 1949)



**The first NASCAR
'Strictly Stock' race**

NASCAR Stats & Fun Facts

Petty has the most wins (200) and ties in championships. (The person in 2nd place only has 105 wins.) He also holds the records for most wins in multiple tracks.

The top speed recorded in a NASCAR race. The record was set in Talladega in 1987 by Bill Elliott. Due to changes in regulations & the addition of restrictor plates, the record might never be broken.



**Richard
Petty**



**212.809
mph**



**Wendell
Scott**



**Danica
Patrick**

On December 1st, 1963, at the Jacksonville Speedway, Scott beat Buck Baker & became the 1st African-American to win a premier series. (He was also the first black NASCAR hall of fame inductee.)

Patrick is the most famous female NASCAR driver in recent times. In 2013, she became the first woman to win a NASCAR Cup Series pole. Patrick holds the record for most top-10 finishes by a female driver, with 7. She has never won a NASCAR race (her highest finish was 6th in 2014.)

Dale Earnhardt's death led to changes in safety procedures

- 7-time champion Dale Earnhardt died in 2001 after a crash at the Daytona 500. The crash devastated the racing world, and led to changes to ensure it didn't happen again,
 - Changes include the HANS device (protects the neck), SAFER barrier, carbon seats, cockpit cocoons, data recorders to analyze every hit, and others.
 - The results? Zero fatalities since.



1948



The NASCAR logo, featuring a stylized checkered flag pattern in yellow, red, and blue, followed by the word "NASCAR" in a bold, blue, sans-serif font.

2019





NASCAR's evolution

1959 - The Daytona 500 takes place on the newly opened Daytona International Speedway.

1979 - The Daytona 500 becomes the first 500-mile race to be televised live in its entirety.

May 14, 1994 - France Jr. announces the creation of the NASCAR Craftsman Truck Series, then called the NASCAR SuperTruck Series.

2004 - NASCAR introduces a new system for deciding a champion. After a 26-race regular season, the top drivers compete for the championship. The driver who has the most points at the end of the final 10 races is the Cup Series champion.

NASCAR today

The stock car's large engine today allows it to reach speeds exceeding 200 mph (vs the 65-100mph of the late 1950s.)

Today, NASCAR sanctions more than 1500 races around the world.

The distance of race tracks can vary from .526-mile to 2.66-mile in the Cup Series and 4.048-mile in the Xfinity Series.

June 10, 2020 - NASCAR bans the display of the Confederate flag from all races and events.



Sponsors include Sears/Craftsman, Camping World, R.J. Reynolds' Winston brand, Anheuser Busch, Nationwide Insurance, the NRA, Monster Energy, etc.



NASCAR today (cont.)

Nationwide NASCAR fans can be described as predominantly male (78%), married (73%), with an average age of 42 years, homeowners (81%), with 3.4 cars per household. The median household income range of NASCAR fans is between \$35,000 – \$50,000 and almost all are employed full time (87%).

Kyle Busch has the most all-time career wins across the three national series, with 213 wins (as of November 2020).

NASCAR has different colored flags, each with different meanings, to direct drivers. The most common flags are:

- Green: Signals the beginning of the race and any restarts.
- Yellow: Signals an accident or debris caused by contact or mechanical failure, or weather-related issues. The track is not clear. Slow down and hold your position behind the pace car.
- Red: Cars must go to a designated location and stop immediately due to a safety issue.
- White: There is one lap remaining in the race.
- Black and White Checkered: The race is over.

Richard Petty has the most NASCAR Cup Series career wins of any racer, with 200 wins. He is known as the “King” of stock car racing.

Why all this talk about NASCAR?

**Well, this is your
introduction to
our next
mini-unit on the
evolution of
sports.**



In this unit, you are going to learn about how sports have changed over time.

[Link to the assignment](#)

Sport in Society
Cobbett/Shen

Points: 10 pts notes, 30 pts final project

Evolution of Sports Project

Have you ever wondered what your favorite sport was like 50 years ago or 100 years ago? OR Are you curious about a sport but never knew much about it? Well, this is your chance to learn all about it! For this project, you will choose a topic in sports and explore how that topic has changed over time. Ultimately, you are going to share your research with the class.

STEP 1: Choose a topic (this list is not exhaustive - if you want to add a topic to the list, you may)

- Lacrosse
- Tennis
- Esports
- Football
- Boxing
- Soccer
- Tennis
- Pickleball
- Extreme sports (i.e., surfing, motocross, mountain biking, skateboarding, etc.)
- Origins & evolution of an Olympic event (choose 1)
- Esports (rise & evolution of videogaming)
- Role of technology in a specific sport (choose 1)
- Rugby
- Skating
- Skiing
- Track/x-country
- Gymnastics
- Cheerleading
- Rowing
- Rule changes & reasons for those shifts in a specific sport
- Evolution of women's participation in sport (choose a specific sport/area)
- Audience for & place of sport in American social hierarchy/culture (choose a specific sport/area)

ALL TOPICS MUST BE APPROVED.