

## 2008 Hall of Fame Inductee

Since 1969, the SEMA Hall of Fame has paid homage to the industry leaders who have contributed to the health and success of the automotive specialty equipment market. The induction of the four newest individuals brings the total SEMA Hall of Fame membership to 125, a relatively small and elite group in a \$36.7 billion industry. One of the newest members, Bob Cook, is a member of PWA. We are very proud of Bob and what he has contributed to our industry.



**Bob Cook**

Bob Cook began his career as a delivery boy for a NAPA store. After working retail for nearly a decade, he moved over to a rep agency and eventually formed Bob Cook Sales. In addition to leading his agency to being named SEMA Rep of the Year Award five times, Cook volunteered time to advancing the industry by serving on the SEMA Board of Directors and participating on several SEMA committees.

### NEW PRODUCTS

#### NEW PLATINUM SERIES ALUMINUM MASTER CYLINDERS FROM TUFF STUFF PERFORMANCE ACCESSORIES LTD



Customize your hot rod, muscle car, resto rod or showcar with the new Platinum Series aluminum master cylinder from Tuff Stuff Performance

Accessories, Ltd. Each custom designed casting is carefully hand polished or triple chrome plated to absolute perfection! This flawless beauty fits many GM's and customs and is available in dual or drivers side ports models in disk/disk, disk/drum and drum/drum applications with 1" or 1 1/8" bores. It's a perfect compliment to Tuff Stuff's wide range of brake boosters!

### Support PWA!

Put a PWA logo in your ads, catalogs and flyers!

### IN MEMORIUM

#### JEROME VERNON FORSBERG

**Jerome** (known all his life as Jerry) was born December 25th, 1940 in Willmar, Minnesota and was the second son of Vernon and Florence Forsberg. In 1942 the family moved to Oakland, California when his father went to work in the ship-

yards. In 1947 he saw his first race at the Oakland Speedway circle track. At the age of 15 he had earned enough to



buy his first shotgun and went duck hunting along San Francisco Bay. In 1956 he and his older brother Denny went to their first drag race. In 1958 he graduated from Hayward High School. He also bought his first car, a Model A roadster. In 1959 he, his brother and engine owner Tom Odgers raced the roadster at all the Northern California drag



strips. This was the first of the Forsberg Bros. record setting drag cars. From 1960 to 1963 with Al Hubbard's

engines, they set six 1320 Drag News national records, five with cars they had built, including a B fuel dragster that they built that held the #5 ranking on the 1320 Drag News top 10 rankings in 1962. In October of 1960 Jerry set a speed record of 164.60 MPH in the B fuel roadster class that was not broken until September 1964. In December of 1960 Jerry was burnt after an engine explosion in the B fuel roadster. That was the last time Jerry would ever drive again.

In 1962 he married Judie Light (daughter of Jerry Light, owner of Vic Hubbard's Speed Shop). In 1963 he went to work at Vic Hubbard's and not to soon after, started a family, Lisa born in 1964 and Jill born in 1966. The last dragster he raced with his brother driving was in 1967. Jerry was an officer for both Vic Hubbard's and Speed Warehouse. He enjoyed working the retail counter at Vic Hubbard's for over 45 years. In 1992, when nostalgia drags started, Jerry and his 4 brothers would always attend, watch and reminisce with other pioneers of drag racing. Jerry lost his 3 year battle with cancer on May 4th, 2008.