

# Speed: The Last Ten Years

## Do You Remember?

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During the past ten years the speed and custom automotive aftermarket has jerked, pulled, pushed, squeezed and grown, changing direction slightly, but, in the long run, always moving forward.

It has seen changes in its functions that make the movements of other business endeavors appear minor adjustments. The specialty automotive market has survived adverse legislation, expanded competition from other market segments and economic recession. It must be doing something right! It's still here, and looks as though it will stay.

While other industries counted growth by volume and mass and by marketing programs that few can comprehend without geometric charts and slide rule calculations, the high performance, customizing business has based its success on what it can do tomorrow. The people in this industry have not been known to sit around gloating over past performances.

Nonetheless, the editors of SCD thought a look backward might give its readers some insight as to what has allowed the industry to survive, expand and grow. If nothing else, a brief summary of the past may help in judging the present position of specialty automotives, and what that position will be in the future.

If history repeats itself, as wise men say, and if we've done something right in the past, maybe we can continue to do it in the future. And if all this logic fails to meet your critical demands, just sit back and enjoy a look at the industry's past. It could be fun. And this industry is based on people who like to have fun, isn't it?

### 1966

*Speed & Custom Dealer* began publishing in June. The speed and customizing industry was just a baby in the automotive aftermarket. But it was making its young voice heard across the nation.

Don Raleigh, DSS, Inc. made headlines. He expanded his warehouse to a

whopping 11,000 square feet . . .

Don Baker, then Managing Editor, did a story on a growing Speed Shop in Ohio, Jeg's, owned by—Bob Jeg? What happened to Jeg Coughlin? Guess we goofed . . . ?

SEMA, then called the Speed Equipment Manufacturers Association, was three years old, and on the brink of "show biz . . ."

Dan Borre appointed vp, tech services at Sperex . . .

Don Garlits' hemi-powered Dart, driven by Emery Cook, did not make 200 mph. Don went on to achieve some success. Ha! Ha! . . .

December SCD carried coverage of the first annual SEMA show, which was held in January . . .

### 1967

Chevy was slated to discontinue the old stand by—283 . . .

GM and Chrysler were working on "double engines, combining gasoline and electric motors . . ."

February, 1967, SCD printed its first edition of the SEMA Show Photo coverage issue. The show was held in Dodger Stadium. "Sey Hey!" . . .

The first of "SMOG" rulings were talked about in regards to the high performance industry—in SCD, of course. (See page 37 of the April issue: "Smog, Is This Your Problem?" . . .)

Joe Shackelford, SCD West Coast editor, did an article on SEMA and the SCEDA (the what?). Shackelford's column noted that Willy Garner of Trans-Dapt, was the only nominee for SEMA president . . .

George Hurst was given the U.S. Navy's "Meritorious Public Service Citation" for the efforts in forming Hurst's Armed Forces Club . . .

Record business sales during this year caused Mr. Gasket to seek larger facilities. Such a problem! . . .

The NHRA began recognizing the auto firm that had the winningest stock cars in drag racing—they presented a Manufacturers Cup Award. The organization celebrated its fourth

birthday.

Crane Engineering (Crane Cams, Inc.) announced they would take the social responsibility of placing chemical rest rooms at the 1967 Bonneville Nationals. Relief is on the way!

Karl E. Ludvigsen recommended to the Automobile Manufacturers Assn. that they voluntarily limit speedometer readings as a psychological curb on high speed driving. A foot in the mouth is worth two on the pedal . . .

Major helmet producers formed the Safety Helmet Council of America . . .

Hurst built the bridge of speed at Indy . . .

"Gentleman Joe" Shubeck, founder of Lakewood Chassis, announced his retirement from driving . . .

Vic Edelbrock, Jr. announced that Edelbrock would be moving to larger quarters . . .

Harvey Crane added 10,000 square feet to his shop in order to improve testing facilities and increase manufacturing capabilities . . .

### In 1968

WHERE? The Springnationals were held in Englishtown, N.J. . . .

Central States Equipment began offering marketing consultations to its jobber customers, according to Irving Uze . . .

The Holley family sold their \$40-million operation to Colt . . .

Ed Elliot, familiar around the race track as a photographer and enthusiast, passed away. He was a partner in the Elliot-McMullen Ad Agency . . .

After a twenty-year Naval career, John Scafidi became Hurst's Eastern Regional Sales manager. He was also responsible for National accounts . . .

A combination of drag racing and surfing on ABC's "Wide World of Sports" drew more than 8 million viewers, doubling the audience watching a golf program. The drag racing segment was better received than the surfing program, polls shows . . .

George Bozanic was appointed sales manager of Cragar . . .

SCD published its first annual Buyer's Guide . . .

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