

Run It Back, Turbo: The Creation of NASCAR, 1947

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A Letter From Your Chairs

Dear Delegates,

Welcome to Run It Back, Turbo: The Creation of NASCAR, 1947! As your chairs, we are thrilled to see how all of you contribute to the engaging and dynamic atmosphere of committee, and the future of NASCAR. Each and every one of you will represent equally important positions on this committee, from NASCAR organizers and founders to famous racecar drivers and businessmen. This committee takes place in the year 1947, and the first topic delves into the legality of the organization due to the controversial past and legacy of NASCAR - moonshining – which originates from the illegal acts of bootlegging and modified racing cars. Our second topic addresses the need for regulatory oversight and proper governance/administration in NASCAR, as well as strategies for commercializing the organization and popularizing the motorsport to cater to viewers and fans.

As both topics are especially relevant to stock car racing and NASCAR in general, we are particularly seeking delegates who bring well-researched perspectives, articulate solutions to the forefront, and who can present impactful and content-filled speeches that push committee forward. We are also looking for delegates who can foster discussion and cooperation to effectively resolve the issues at hand. It's imperative that you collaborate with others to reach common ground and also remain engaged and committed to representing your role from start to finish - from the 1st committee session to the last public directive. If you have any questions or concerns, please reach out to us at nascartechmun2025@gmail.com.

Best regards,

Adarsh Iruvanti & Abhiram Chavali

Co-Chairs, Run It Back, Turbo: The Creation of NASCAR, 1947

Topic A: Regulation of Illicit Influence and the Impact of Moonshining on NASCAR's Future

Background Information

The National Association for Stock Car Auto Racing, or NASCAR, is a stock car racing organization and premier motorsport league in the United States, and it is one of the most anticipated events throughout the year. However, the conception of NASCAR is influenced by an unconventional origin: moonshining. During the Prohibition Era, moonshiners and bootleggers used their fast driving skills in order to evade law enforcement while transporting illegal liquor and alcohol. This was especially prevalent during the Great Depression as bootleggers sought to make money by conducting moonshining operations. As it became increasingly difficult to escape law enforcement, moonshiners started modifying and developing their stock cars with speed and stability enhancements in order to have a better chance at outrunning police cars. Even after Prohibition ended in 1933, moonshining - particularly in the South and in the Appalachian regions - continued to occur due to the existence of a heavy federal alcohol tax which upset many and incentivized illegal transport of whiskey and alcohol.

Throughout the 1930s and 1940s, moonshiners and many of these drivers began transitioning from illicit liquor running to organized racing, particularly dirt racing, finding an outlet for their evasive driving skills in informal competitions and leagues. However, the introduction of racers into motor racing leagues has sparked controversy regarding the participation of those who have committed illegal actions in the past, raising concerns about corruption, rule-breaking, and the need for regulation as the sport became more legitimate. While many embraced the rebellious spirit of moonshining, others viewed the topic as a stain on stock car racing's legitimacy. Original Equipment Manufacturers (OEMs), public and private sponsors,

and racing organizations, all wanted the publicity in order to make profits and to achieve popularity in the racing world, but were concerned about supporting events that were rooted in illegal activity. In addition, many who were bootleggers in the past would also eventually become racers in NASCAR. For example, one of the sport's first stars, Junior Johnson, who along with others had ended up in NASCAR's Hall of Fame decades later, used to be a former moonshine driver who had gained his auto racing skills through bootlegging and driving. Previously in 1935, authorities arrested his father after finding and confiscating more than 7,000 gallons of whiskey, which was considered to be the one of the largest seizures of illegal alcohol within the U.S at the time. According to *Real NASCAR: White Lightning, Red Clay and Big Bill France*, by Daniel S. Pierce, a large number of mechanics, dealers, car owners, promoters and businesses, and track constructors/owners all had some sort of a tie to illegal alcohol businesses or specially enhanced car modifications. Aside from the drivers and the founding of racing leagues themselves, many used money from bootlegging in order to invest in the creation of enterprises that ran service stations, tracks, events, and in general, the sport of stock car racing. Although the origin of NASCAR was the outlawing of moonshine smuggling and the racing skills of former moonshine drivers, supporting such participants or embracing this illegal activity would raise ethical concerns and may or may not harm the organization. Ultimately, it is a decision of whether celebrating NASCAR's illegal roots would undermine efforts to make it more commercially viable and popular, or whether regulations and eliminating support of that history would risk alienating fans and drivers who have taken part or who appreciate NASCAR's beginnings.

Possible Solutions

Multiple solutions need to be implemented in order to address the controversy and debate regarding illegal moonshining and origins from such activities within NASCAR. First, NASCAR's branding and marketing strategies towards stock car racing fans and the general public alike, should either be maintained as they are or refined to have more of a support towards NASCAR's past or a change in the way NASCAR is represents; such strategies need to express a balance between racing traditions and origins and creating a corrected, innovative organization in order to popularize stock car racing without any unnecessary difficulties or hurdles with respect to drivers and business investments. Second, the organization's governance and either the development or the reduction of regulatory oversight is vital in order to create the foundational structure for the sport, rules, leagues, and even sponsorships to prevent any remaining illicit influence from impacting modern operations, and to reinforce NASCAR's legitimacy, while also not overshadowing the sport's beginnings, growth, fanbase, and participants who care deeply about it. Additionally, policies within the organization to prevent and avoid corruption amongst drivers, investors, sponsors, and others who work to make public races possible in the future, and maintain a good image in front of the press, is necessary in order to protect the organization's public and financial interests. Since moonshining was an initial pathway for drivers to get interested in car modifications and stock car racing competitions, structure pathways can be created for future generations in order to cement NASCAR's legacy and maintain a legal process in how racers can join and compete in potential NASCAR leagues and tournaments.

Questions To Consider

1. How has moonshining shaped the development of NASCAR, both culturally and structurally? What are the potential risks, if any, with the association of moonshining with NASCAR's legacy?
2. How can NASCAR balance honoring its historical roots while ensuring a professional, modern, and legal image in front of the public?
3. How could NASCAR improve financial transparency between sponsors, businesses, investors, and other private entities that make track racing possible for stock car racers?
4. How should NASCAR leverage its marketing techniques?
5. How should NASCAR work to improve public perception, interest, and legacy given its moonshining past by reducing its influence or using it to its advantage?
6. How should NASCAR's governance structure legitimize all entities that work to support its foundation, and how should it regulate sport transparency?

Some Helpful Links

1. <https://www.history.com/news/how-prohibition-gave-birth-to-nascar>
2. <https://whiskyadvocate.com/Whiskey-s-Road-to-NASCAR>.
3. <https://www.nascarhall.com/blog/moonshine>

Topic 2: Commercialization and Control in the Economic and Political Struggle Over NASCAR's Expansion

Background Information

As the popularity of stock car racing began to grow, a proper regulatory structure, corporate interests, and media partnerships became central to its expansion. Racing organizations are typically governed by a set of rules and regulations that are administered and supervised by the governance of the organization itself. As stock car racing was relatively new, races were often disorganized or included inconsistent rules, where different tracks and associations had their own definition for what racing entailed. The creation of NASCAR would change the racing world, being one of the first prominent stock car racing organizations and leagues in the U.S and arguably the world, and as such, would need to have some regulatory oversight over all of its operations. However, there are concerns about whether it should be centralized (with organizational input being mainly controlled by a few organizers and investors, or shared amongst track owners, drivers, and sponsors. Additionally, NASCAR needs to be funded in order to grow and expand its racing leagues, gain deals and sponsorships, construct tracks, organize events, etc. Doing so would require investment sponsorship interests from businesses and media publicity, but methods on how to achieve those goals in addition to what exactly needs to be done have not been unanimously agreed upon.

Current Situation

Prior to NASCAR (the main stock car racing organization), the American Automobile Association (AAA) and the Automobile Club of America (ACA) were the primary bodies that sanctioned races and stock car racing. The AAA had established the first motorsports automobile races through the AAA Contest Board in 1904. The AAA had also sanctioned the Indianapolis

Motor Speedway (IMS) through the Indianapolis 500, along with the 1905 National Motor Car Championship, establishing itself as one of the earliest main governing bodies that oversaw the rise of organized motor car racing championships. However, after a series of crashes, the AAA had to withdraw from organizing motorsport car racing almost entirely. Additionally, the AAA competitions were mainly for open-wheel racing as opposed to stock car racing. There was a growing concern between using stock racing cars and purpose-built cars, which was why rules written in 1910 by the Manufacturers' Contest Association (MCA) aimed to address equal rules for manufacturers in order to commit to using stock cars. Additionally, it made some manufacturing improvements and reforms from dividing cars into different price ranges and categories - benefitting all players.

In 1908, the ACA, created the American Grand Prix, which started tensions with the AAA as both had their racing leagues - emphasizing the importance for central organizations and transparency from potentially such as NASCAR. In addition, many controversies existed regarding the AAA Contest Board (1905 - 1919). Record keepers changed the results of some seasons and declared national champions in years they were not even there. All in all, there was quite a bit of concern regarding how NASCAR would improve the stock car racing industry and program and make it entertaining for everybody while maintaining internal stability within the organization as much as possible.

Another point of concern is mass commercialization through the media. As a young organization, NASCAR would have to find sponsors from large investors and other businesses with corporate interest in order to commercialize further and create a league that is entertaining for everyone. Overall, it is imperative that NASCAR establishes a good governance and

regulatory oversight structure that organizes matches, games, and events for how NASCAR championships work as well.

Possible Solutions

There are many possible solutions to these issues. First and foremost, the main topics are the issues of commercialization and control. Controlling NASCAR by structuring the organization and its different tasks into setting rules and regulations regarding the sport; from measures that prevent corruption or internal mistakes and support transparency amongst private enterprise and investors that are looking for success, to policies that increase public popularity via the media, are all important indicators of a stable stock car racing organization that is about to take off. It is up to the members of the committee to discuss and find a way to create the most efficient and best way of administering the NASCAR association.

Another solution would be towards a slightly different issue - commercialization. In order to expand, NASCAR needs to commercialize, meaning a change in marketing strategies in order to creatively attract public audiences and gaining interest in stock car racing and other motorsports. These marketing strategies could actually serve as a gateway to sponsors and companies that are interested in investing in NASCAR - from track infrastructure to race events. It should also serve as a medium to increase publicity of stock car racing, and specifically how NASCAR's innovative approach to motorsport would make it all the more exciting and appealing to those of all generations who are interested in engineering, cars, racing, or all of the above.

Questions to Consider

1. How can NASCAR creatively market and popularize stock car racing culture to the general public?
2. How should NASCAR publicize itself and approach the media?
3. What steps should NASCAR take in order to commercialize by gaining investments, funding, and support from private enterprise?
4. Should NASCAR create a rigid governing body (like AAA) or maintain flexibility for regional promoters and racers?
5. What sets of rules, regulations, policies, and structures must be implemented within NASCAR's governance in order to administer the organization and ensure proper racing safety, car technology, and overall security? How much influence should race promoters and drivers have in shaping NASCAR's rules and policies?

Helpful Links

1. <https://transmissionadapters.com/blogs/blog/the-history-of-stock-car-racing>
2. [https://wikipedia.nucleos.com/viewer/wikipedia_en_all/A/AAA Contest Board](https://wikipedia.nucleos.com/viewer/wikipedia_en_all/A/AAA_Contest_Board)
3. <https://www.cambridge.org/core/journals/journal-of-advertising-research/article/abs/nascar-phenomenon-auto-racing-sponsorships-and-shareholder-wealth>

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Dossier

Note: All characters listed are real historical figures who played significant roles in NASCAR's past.

Bill France Sr.

Often referred to as “Big Bill,” he was the driving force behind unifying various stock car competitions under one governing body. France organized critical meetings in 1947 that led to the founding of NASCAR, shaping the sport's initial rules and business model.

Raymond Parks

A successful businessman and prominent car owner in early stock car racing. Parks financed top drivers and invested heavily in bringing legitimacy to the sport, playing a vital role in NASCAR's formation and growth.

Red Vogt

A legendary mechanic and engine builder whose technical innovations elevated the performance of early race cars. Vogt's expertise and support for standardized rules proved instrumental during NASCAR's formative discussions in 1947.

Red Byron

The first NASCAR Strictly Stock (now Cup Series) champion in 1949, Byron was a skilled driver who served as a test case for the viability of stock car racing as a professional sport. His early success helped bring credibility to NASCAR.

Lloyd Seay

Known as one of the most naturally talented drivers of the pre-NASCAR era, Seay's fearless style and frequent wins in local races inspired many to see stock car racing as a serious competitive endeavor.

Roy Hall

A moonshine runner turned racer famous for his daring driving style. His exploits in the Southern racing scene brought widespread attention to the sport's colorful roots, influencing NASCAR's early cultural identity.

Bob Flock

One of the pioneering Flock brothers who dominated stock car events before and shortly after NASCAR's founding. His prominence and victories showcased the potential popularity of organized racing.

Fonty Flock

Another of the famed Flock siblings, Fonty's showmanship and consistent performance on the track helped draw fans and media to the early NASCAR races, bolstering the sport's entertainment value.

Tim Flock

The youngest Flock brother, Tim became one of NASCAR's first superstar drivers. His success in the 1950s traced back to the grassroots competitions of the 1940s, underscoring the depth of talent fueling NASCAR's birth.

Lee Petty

Patriarch of the Petty racing dynasty, Lee's competitive spirit and on-track success in the late 1940s and 1950s helped solidify NASCAR as a commercially viable motorsport.

Gober Sosebee

A prominent racer in the late 1940s, Sosebee's victories on dirt tracks and early NASCAR circuits showcased the skill level and popularity of Southern drivers, drawing more spectators to sanctioned events.

Sara Christian

The first woman to compete in a NASCAR race, Christian challenged societal norms by proving that female drivers could excel in stock car racing. Her participation broadened the sport's appeal.

Bill Blair

A well-known competitor in early stock car events who advocated for stronger organization and fairness in racing. Blair's backing of consistent rules contributed to the discussions that led to NASCAR's formation.

Buck Baker

Noted for his adaptability and consistency, Baker's early successes boosted NASCAR's reputation. His championships in later years demonstrated the professional potential of stock car driving.

Marshall Teague

Known as the "King of the Beach" for his dominance at Daytona's beach-road course. Teague was a force in the late 1940s, lending star power and prestige to the newly formed NASCAR.

Curtis Turner

A charismatic driver and businessman who became one of NASCAR's first major personalities. Turner's fearless racing style and off-track promotions drew large crowds and endorsements.

Glenn Dunaway

Briefly credited with winning the first NASCAR-sanctioned race before a disqualification, Dunaway's story highlighted the importance of clear regulations and consistent enforcement in the sport's early days.

Enoch Staley

Founder of North Wilkesboro Speedway in North Carolina, one of NASCAR's earliest tracks. Staley's venue became a cornerstone of the circuit, helping to establish NASCAR's tight-knit regional fan base.

Smokey Yunick

An innovative mechanic, engineer, and team owner who pioneered many performance and safety breakthroughs. Yunick's famous "Best Damn Garage in Town" was central to NASCAR's technological evolution.

Clay Earles

Built and opened Martinsville Speedway in 1947, a track that became a staple on the NASCAR schedule. Earles's commitment to fan experience and track quality influenced future venue standards.

Harold Brasington

Inspired by the Indianapolis 500, Brasington built Darlington Raceway in 1950. Though slightly after 1947, his early planning and innovative track design stemmed from the same movement to professionalize stock car racing.

Ed Otto

A key promoter and early NASCAR official who worked closely with Bill France Sr. Otto helped organize races and brought larger sponsorship deals, contributing to NASCAR's financial stability.

Louise Smith

A pioneering female driver who entered her first race in 1949. Smith's fearless attitude and crowd-pleasing style drew media attention, showcasing the broadening inclusivity of NASCAR culture.

Fireball Roberts

Began racing in the late 1940s, Roberts earned the nickname “Fireball” from his baseball pitching style. He became a NASCAR legend, demonstrating the caliber of talent that emerged as the sport gained structure.

Speedy Thompson

A formidable competitor during NASCAR’s early years, Thompson’s multiple wins and consistent performances helped reinforce the notion that stock car racing was more than just a regional pastime.

Joe Weatherly

A colorful driver who started in the 1950s, Weatherly was influenced by the establishment of NASCAR in the late 1940s. His fun-loving personality and competitiveness embodied the sport’s early charm.

Wendell Scott

Broke racial barriers by becoming the first African American driver to race full-time in NASCAR. While he officially debuted in the 1960s, Scott’s perseverance was shaped by the open, if challenging, environment of earlier stock car racing.

Ralph Moody

Began his career as a driver before co-founding the famed Holman-Moody team. Moody’s engineering approach and hands-on expertise bridged the gap between grassroots racing and a professional motor sport.

Bill Tuthill

An early NASCAR official responsible for maintaining competition integrity. Tuthill’s enforcement of fledgling regulations helped shape the standardized rulebook necessary for NASCAR’s nationwide growth.

Jimmie Lewallen

A hard-nosed competitor from North Carolina’s dirt tracks whose steady presence in the late 1940s underscored the deep talent pool that coalesced under NASCAR’s banner.

Ethel Mobley

Sister to the Flock brothers, Mobley competed briefly in NASCAR events. Though her career was short, her participation highlighted women’s evolving role in motorsports.

Leonard Wood

Co-founder of the Wood Brothers Racing team, which would dominate in later decades. Leonard's mechanical innovations and pit stop strategies had roots in early NASCAR's atmosphere of experimentation.

Glen Wood

The driving half of Wood Brothers Racing, Glen was both a talented racer and a co-innovator of advanced pit techniques. His involvement stretched back to the late 1940s, influencing race-day operations.

Ralph Earnhardt

Began racing after World War II, laying the foundation for the Earnhardt legacy. Known for his mechanical savvy and consistent finishes, he set a family precedent for success in NASCAR.

Pee Wee Martin

A short-track standout in the post-war Southern racing scene. Martin's regular appearances and strong performances brought attention to the local circuits, feeding into NASCAR's larger network.

Frankie Schneider

Dominated short-track racing in the Northeast before transitioning to NASCAR's bigger events. Schneider's adaptability underscored how regional talents could thrive under a unified national system.

T Taylor Warren

An iconic motorsports photographer whose work began capturing stock car races in the 1940s. Warren's imagery helped market NASCAR by bringing the excitement of the track to newspapers and magazines.

Banjo Matthews

Started as a driver in the late 1950s but quickly became a revered car builder, drawing on knowledge gained from the formative NASCAR years. Matthews's engineering approach significantly advanced car construction and safety.

Ned Jarrett

Though his prime came in the 1960s, Jarrett's early interest in stock car racing was directly inspired by the progress NASCAR made in the late 1940s. Known as "Gentleman Ned," he brought a level-headed professionalism to the sport.

Junior Johnson

Grew up running moonshine on North Carolina backroads, learning the driving skills that would later make him a NASCAR legend. Johnson's early experiences, though he debuted officially in the 1950s, were shaped by the 1940s racing culture and its transition into the organized NASCAR framework.