On a sunny Saturday afternoon recently in Atro City, Wisconsin, a working class village near the outskirts of Milwaukee, a huge fight broke out among a hundred or so grown men as they took part in a weekly social gathering. These men, and their fathers and grandfathers before them, had gathered peacefully in the Atro City Park every Saturday afternoon during the summer for nearly seventy-five years to swap stories, share laughter, and drink conservatively from the keg of cold beer donated as a good will gesture by the local brewery. Often, as the day progressed, arm wrestling, foot races and other good-natured, low key physical contests took place and a good time was had by all. Until this year.

About three hours into the event this particular weekend, a bloody, knock down-drag out brawl erupted and soon spilled outside the boundaries of the park and into the streets. Nothing like this had ever happened before in this quiet community.

There were only six policemen on duty to quell the violence, so the fight continued to escalate until dozens of men were down, bleeding and moaning in the gutters. By the time the state police arrived in full riot gear and called a halt to the melee, more than 50 revelers were injured, some critically. Ambulances were summoned, hospitals worked double time and police were completely stumped. One man nearly died as a result of the tragedy.

Town people were in shock. A complete and thorough investigation ensued.

How could this have happened? A gathering that had always been intended as a release for the tensions and problems of the work week - a place to let one's hair down so to speak - turned ugly, and many people were hurt as a result. In addition to physical injuries, there were many bruised egos and strained friendships because of the riot.

During the investigation, some interesting facts came to light. Detectives discovered that there was lots of beer at the event, but not from the traditional donated keg. In the litter barrels, there were hundreds of empty beer cans bearing labels of one or the other of two distinctly different brewers. Several eye witnesses reported seeing three or more crews moving among the participants, video taping everything that was going on, including the fight that broke out. One of these witnesses, himself involved in the fracas, further reported that, upon arrival, everyone was given a free T-shirt bearing the same major beer trademarks as the cans in the litter barrels. He swore that those cameramen were wearing jackets with the beer company logos on the back. It didn't take the investigators very long to get to the bottom of the whole affair. They concluded that the battle was not accidental, but carefully planned.

(Continued On Page 2)
...You Should Have Been There!

and executed by the beer companies to promote their products. The Atro City party goers were merely dupes in the whole sordid affair.

Spokesmen for the brewing companies, when contacted by investigators, did not deny their complicity. Both said their ad agencies were inspired by an earlier human interest piece on the Atro City gathering filmed by 43 Minutes, a national TV news magazine. The two ad agencies, one contracted to Sudwasser, the Sheik of Beers, the other to Mauler Low Life, the Chairman of Brew, simultaneously, and independently, decided that this event could possibly reap some promotional benefits for the beer companies. Neither brewer was any longer content to only produce commercials like those starring talking lizards, NASCAR stars or flatulent horses. Strangely, these commercials seemed to have lost their appeal with TV viewers.

The CEO of Sudwasser, Hardly A. Lager, granted an exclusive interview with television anchorwoman K.D. Courage and, when questioned about his motives, surprisingly defended their use of alcohol-fueled violence to drive home an advertising message. "Hey, it's nothing more than reality TV taken to the outer limit," stated Lager. "People eat up those brain-dead shows where they bury some washed-up rock star up to his nose in scorpions, or some idiot agrees to drink a gallon of pig blood. We're just applying reality-based thinking to ads. It's revolutionary when you realize we're actually transferring the animosity between us and that other brewer right into the minds and hearts of the beer drinkers themselves. All it took was a little pushing and shoving among those party dudes and the fight was a piece of cake. I can't wait for the commercial footage of that fight to air."

Courage asked, "Aren't you worried about the adverse effect ads like this might have on the programming you end up sponsoring?"

"Let me tell you something young lady," rumbled Lager. "Nobody gives a rip about the programs or the viewers anymore. It's all about the sponsors. Ever try to order your favorite cola in a restaurant anymore? Do you think people actually tune in to the Super Bowl to see the football teams do battle? No! They tune in to watch our simulated game between bottles of Suds and Suds Light! Do you really believe drag race fans care whether the Sudwasser Sheik top fueler beats the Mauler car? Heck no! When those two cars pair up these days the announcer even calls it the battle of the beers, and all the fans want is for one of them to crash and burn while trying to exceed the speed of sound in four seconds. It's like I said before, it's all about the beer." Further proof? We can take an average driver and put our name on his car and he's like a god. And, don't forget all this belligerent stuff that's going on with the stock car boys and the soft drink companies right now."

Courage queried, "What future do you see for your company's heavy involvement in motorsports like drag racing and 'cup' racing?"

"Since it's all about beer...or soap...or candy... or motor oil...or automotive sponsors, I think we'll all stay as long as we can make a return on our buck."

"Do you see yourselves as an important part of the racing scene?"

Lager responded, "Lady, we ARE the racing scene. In the beginning, we needed racing and it needed us. That's no longer true. We're the ONLY important thing now. Racing still needs us, but we don't really need racing."

"What do you mean?", asked Courage.

"Right now, we're the only identity racing has got. In drag racing, the top fuelers all look - and explode - alike, and the funny cars look more like giant cat litter scoops on wheels than they do real cars. NASCAR's so-called stock cars have the same problem. Fords look just like the Dodges and both of them look just like the Chevys and Pontiacs. The race car haulers are more like huge rolling billboards. The drivers all have that same dull, boring clean cut look. And, every racer who wins ends up wearing seven different hats while he's interviewed after the race, and his litany of thanks is endless. I know you've heard them say 'Yup, well, the Sudwasser, Cat Doodles, Cool House, Hot Dawg bowl cleaner? Must we always have to deal with the beer drinkers everywhere will be finally able to stand up and really fight for the beer they think is best. It will be a great day. Just think of it...living advertising!"

So, what do you think folks? Has the advertising overshadowed our favorite motorsports? Is anyone else tired of the contrived thank yous and outrageous advertising stunts like the winner having to force down vile, blue stuff that looks like toilet bowl cleaner? Must we always have to deal with this as part of racing? Isn't there a happy medium where advertisers and spectators can both derive some satisfaction from what still can be one of the greatest spectacles in the universe. We sure hope so! AMSR
Allstar Gas Pedal Assemblies

Any circle track racer who has experienced a stuck throttle will tell you that when this problem occurs the wall around the track looms very large and does so very quickly. That’s why gas pedals for circle track race cars have always had a handle positioned above the driver’s foot. Now Allstar Performance offers two versions of this style pedal - one traditional (ALL54100), the other with a nylon roller (ALL54101) for smooth throttle control - which may be mounted through the foot box, or to brackets on the dash bar.

Driveshaft U-Bolt Kit (ALL69015)

When replacing U-joints or driveshafts, it’s always wise to replace the U-bolt assembly as well. Allstar Performance now offers a kit to secure driveshafts with 1310 Series (3-1/4”) joints to the pinion yoke. U-bolts have 5/16”-24 threads and a 1.415” center-to-center distance. Kit includes two U-bolts and two nuts with lock washers.

U-Bolt Pads with Single Shock Mount

Everyone from street rodders to modified racers who use leaf springs on the rear will appreciate the Allstar Performance U-Bolt Pads with built-in single shock mounts. For many years, this was a factory-only part, and as most rodders who needed them will attest, most dealerships did not keep them on the shelves because they were parts that never needed servicing. Available in right (ALL60036) and left (ALL60037) configurations for all 3” diameter axles.

Fogging Oil (ALL78220)

Racers and rodders here in the Midwest, where the climate can go from tropical to arctic with the simple turning of a calendar page, can attest to the severe problems wrought by the condensation that accompanies abrupt temperature changes. One of the most damage prone items on any car that sees storage for a number of months is the engine. Any residual lubricants hanging on rings and bearings can be rendered useless by extreme cold, making a perfect spot for corrosion to form. Of course, once parts become corroded, they stick and become immovable or they are subject to galling and scuffing when the engine is re-fired. Allstar Fogging Oil can be misted liberally into intake and spark plug openings where it can reach every internal component to protect from moisture and corrosion. Sold in 12 oz. cans, it’s darn cheap insurance against needless engine damage.

NOTE: New Allstar Catalog Due Soon!

Like what you see here? The newest Allstar Performance Parts and Accessories Catalog is at the printer and will soon be arriving at your door very soon. You might just be amazed at the outstanding number of new and highly functional items that have been gathered under the Allstar Performance banner since the last catalog.
Charlie Jobber’s New Product Of The Month

In case anyone has ever gotten the mistaken impression that yours truly only chooses high profile, high dollar items for POM, rest assured that nothing could be further from the truth. Price usually has little or nothing to do with my choices. I make my choices based upon the true value the products offer by virtue of their usefulness to the hot rod and race car builder. We all know that there are certain items that have come down the pike over the years that were outrageously expensive, but did absolutely nothing for the car except sit there in constant need of polishing, cleaning, or explanations (Why’d you put that on there?). Conversely, other items have been developed that may only cost a buck or two, but in terms of their functionality are worth a million bucks (Where can I get one?). Big dollar or low dollar, I choose ‘em because I’d use ‘em.

This is the case with Allstar Performance Weld-in Nut Inserts. They supply a quick and easy method for bolting brackets and mounts to any chassis when the backside of the components is inaccessible and they are very reasonably priced in packets of four. Two sizes are available to accept 3/8"-16 (ALL18550) and 1/2-14 (ALL18552) fasteners. Both are designed to be inserted into 3/4" diameter holes and the 1/4" shoulder eases welding.

I seem to remember a project years ago where we completely boxed a pair of Model A Ford frame rails, which were as willowy as a newborn giraffe in stock form, and then discovered that we had a ton of drilling and fitting to perform in order to attach anything to the frame. If only we’d had these handy little numbers, we’d have been way ahead of the game.

Dedenbear has now introduced Lightning (DEDDL1) and a Lightning Plus (same features - 250% larger display - DEDDL2) billet aluminum delay boxes that are the smallest multiple function delay boxes currently available. Compatible with 12 or 16 volt systems and any ignition, boxes have modes for crossover, interface, crosstalk and “super start” automatic starting line control supplemented by two four-stage timers, lighted keypad, adjustable transbrake lockout, scroll-up or -down, remote display dial-in board, how late timer and crossover compensation. NHRA approved.

JAZ Products has recently introduced a nifty molded plastic, acid-resistant battery box that will accept group 24 batteries and keep everything neat and clean. Ideal for rods and race cars, the new battery box meets NHRA/IHRA requirements by virtue of its 3/8" hold down hardware. Furnished with grommets for mounting.

C-Clip Eliminator Kits

At an all-Chevy event several years ago we witnessed a crash in which a beautiful big block Chevelle went out of control and barrel rolled several times after a factory C-clip let go, causing one axle shaft/wheel/tire assembly to come right out of the housing. Fortunately, the driver was not seriously injured, but he could have just as easily been killed. Any GM 10- or 12-bolt or Ford 7.5”/8.8” rear axle assembly needs Moser Engineering’s new C-Clip Eliminator which, in effect, adds safety hubs to the rear axle. Kit must be used when converting to Moser or other aftermarket axles. Kits are available for GM 10- and 12- bolt rears with stock axles w/ 1.400” seat (MEI9000), GM with Moser axles w/ 1.533” seat (MEI9200), and Ford w/ stock axles and 1.400” seat (MEI9300).
We all crawled before we walked. No, this isn’t the lead-in to the annual Charlie J. cliche festival, but as trite as this quote may seem it does sum up a hot rodder’s developmental process. Take yours truly for example. My first car - one that I could actually drive, anyway - was a mundane ’55 Plymouth Plaza two-door sedan. It was a hand-me-down when my folks bought a new car. Since I thought a poor ride was better than a first class walk, I was happy to get it. I learned many things of an automotive nature from that car, and sometimes I wish I still had it.

I decided early on that I would mildly customize my little Mopar with external modifications, opting for the cheap and easy route and foregoing the real hot rod type modifications that I dreamt of everyday in study hall. Considering my meager finances in those days, this was a no-brainer.

Decroming was still a customizing trick in vogue in 1964, and in my Plymouth’s case a very easy one to accomplish. My dad was not a believer in paying extra for chrome trim on his cars. “They just rust out quicker,” he’d always told me, and the bottom-of-the-line Plaza was as close as a car could get to being “chromeless.” By popping the Plymouth emblems off the hood and trunk spare, and the Plaza scripts off of both front fenders, the entire decroming process took about forty-five minutes. A quickie bondo fill job followed by some judicious sanding and priming erased the holes left behind by the emblems and I was good to go. I never did spray on a finish coat, and the primer spots were still there when I sold the car two years later.

Further customizing, and I use the term customizing loosely here, included dummy spotlights, chrome dual tailpipe tips (one was a fake), and ’57 Plymouth style “cone” wheel covers, all ordered right out of a trusty J.C. Whitney catalog. J.C. had it all, and I often lusted for the universal Continental kit he offered, but never could quite come up with the ninety-eight bucks plus shipping that it would take to get it to my doorstep. The tail drag look on the old Plymouth was achieved for free by placing three old truck batteries in the center of the trunk. Lucas “Flamethrower” headlights were the rage on the show cars in ’65, but not very practical for a country boy’s home brew hot rod. A pair of small pewter colored drawer pulls from the local hardware and stuck to the stock headlights with some foul smelling McCormick’s Iron Glue, gave me the “Lucas look” for about a buck and a half. The whole custom job was finished off with a set of stainless ventvisors, a “No Club-Lone Wolf” plate, and a pair of chrome wiper wings.

That ’55 Plymouth did not stand out in the crowd, but it blended in nicely with the similarly customized ’54 Chevys, ’55-56 Fords and the like that cruised the local drive-ins. All these machines had one characteristic in common: everything that had been done was external. No milled heads, no cam and lifter upgrades, no tuned exhaust headers - in short, they were “lookers” and not “goers.” Most of us recognized that we were doing what we could with what we had, and that some day, if we were still into cars, we would step up to a machine with “suds” under the hood to match the glitter on the outside.

I am constantly reminded of my economy custom days whenever I see the assortment of customized cars driven by today’s youngsters. Most of these modern day “customs” are based on popular sport compacts, but a fair number of medium and large sedans have been altered too. The dummy spotlights and fancy wheel covers of my era have been replaced by dummy, rear-mounted aero wings and teeny, low profile tires mounted on rims that have scary positive offsets. Regardless of size, one thing these “new wave” econo-customs have in common with the cruisers we ran around in forty years ago is that the engines are completely stock, enhanced (Continued On Page 8)
The 17th annual Performance Racing Industry Trade Show will open Thursday December 9 at 9:00 a.m. and run through 5:00 p.m. Saturday December 11 at the Indiana Convention Center in downtown Indianapolis, Indiana. This year’s show will kick off with the Grand Opening Breakfast at 8:00 a.m. Thursday morning. This year's keynote speaker will be the President and CEO of Evernham Motorsports, Ray Evernham, the man responsible for bringing Dodge back into the NASCAR fold after a long absence. Ray will share his views on professional auto racing today and will likely include several racing stories as well. The annual Industry Reception will take place in the Marriott Downtown Ballroom beginning at 6:00 p.m. Thursday evening.

**PRICE GUIDE PRO SEMINAR AT PRI**

Dan Kibby and Scott O'Toole, our Price Guide Pro go-to guys are becoming as much of a fixture at the Performance Racing Industry Trade Show in Indy as the race cars themselves. They will once again be conducting a free seminar on the new Price Guide 5.0 for any Motor State customers who want to learn more about this remarkable pricing and purchasing tool. Times and locations have still not been determined so stay tuned for further information. The November-December Motor State Performance Report will have all the details.

**DANA CORPORATION SELLS AUTOMOTIVE AFTERMARKET BUSINESS; KEEPS ENGINE PRODUCTS DIVISION**

Dana Corporation has agreed to sell its Automotive Aftermarket Division to The Cypress Group for approximately $1.1 billion in cash. The transaction is expected to close in the third quarter of 2004, subject to the purchaser's receipt of financing from committed sources and the approval of regulatory groups. The Cypress Group is a New York based private equity group which manages two private equity funds with more than $3.5 billion in commitments. Investments made by Cypress include Cinemark, MedPointe Inc., and Meow Mix.

Dana spokespersons were quick to point out that this sale does not in any way affect distribution and marketing for their Automotive Systems Group which they will retain. Dana Automotive Systems Group products include piston rings, gaskets, and engine bearings.
Back in 1980, participants and spectators at the annual Road Atlanta road racing event could not quite believe their eyes when Fred Baker wheeled an ancient 1965 E-Type Jaguar to victory in the C Production class. Proving it was no fluke, he went on that year to win the SCCA C Production National Championship. Along the way to the crown, the venerable Jaguar scored 11 national wins in a row and set track times that are still records today, nearly 25 years later. The man responsible for the car’s performance: Lou Fidanza.

Building a world champion car takes a world champion builder and, in the case of the “over-the-hill” Jag, Lou Fidanza was the man for the job. Now Motor State Distributing customers can take advantage of Fidanza Engineering’s commitment to customers to supply quality parts that set them apart from the competition. At Fidanza, products are designed by racers, for racers, and from initial concept through final manufacture, the emphasis is on design, quality, ease of use and performance. Through the introduction of new products and the expansion of existing lines, Fidanza Engineering is providing the parts customers want and need to improve the performance of their sport compact cars. In addition to parts for the common makes and models, Fidanza is dedicated to designing and manufacturing performance enhancing products for the very latest model cars that other manufacturers choose to ignore.

In another section of this newsletter, Charlie Jobber rattles on about the need for a change of attitude among sport compact enthusiasts, and the fact that if they are going to survive as modern day hot rodders, they’d better start beefing up the powerplants in their rides and performing appropriate driveline modifications to handle the power derived from those modifications. Fidanza Engineering’s bulletproof CV shafts and aluminum flywheels are certainly up to this task...that’s why we are now stocking them.

FIDANZA CV SHAFTS
Engineered for maximum strength and performance, Fidanza Engineering Constant Velocity (CV) Shafts start with 30% larger center tubes to which 4340 chrome moly steel outer joint stubs and “Rzeppa-style” outboard joints - 30% stronger than stock joints - are added. Add rugged yellow boots, packed with high temperature, high pressure synthetic grease and the shafts are good for up to 300 horsepower. Shafts are available for Acura/Honda, Dodge Neon, Eagle Talon and Chevy Cavalier.

FIDANZA ALUMINUM FLYWHEELS
Compared to stock flywheels, Fidanza CNC-machined aluminum flywheels will dramatically reduce moment of inertia to provide more horsepower and relieve internal engine stress. Extra weight has been eliminated through the use of 6061-T6 or 2024-T3 aluminum - depending upon use - with a high carbon alloy friction surface attached to the flywheel with aerospace quality fasteners or stainless steel rivets. The 1050 steel friction surface is very durable and entirely compatible with organic, Kevlar or sintered iron clutch discs. Each ring gear is heat-treated and secured to the flywheel with Grade 10 fasteners. All flywheels meet stringent SFI specifications.

®MSR
only by the addition of mufflers that look like toma-
to juice cans and give the exhaust note an ominous
snarl. “Lookers, not goers.”

On the subject of sport compacts: I think the time
has come for the enthusiasts to “get off the pot”
with regard to the bolt-on versus bolt-in approach.
It’s time to supplement the non-functional wings
and yards and yards of flames, splashes and varied-
width striping tape with some muscle under the
hood. Forty years ago we grew bored with the cus-
tom look and began seeking out good deals on cars
that were worthy of hot engine swaps, suspension
upgrades and smooth paint jobs. Stock exteriors
instead of stripped off chrome trim, larger wheels
and tires with stock fender openings mildly mas-
saged to accommodate them and brutish horse-
power beneath the hood became the norm as we
gave up on the “crawling” and got on with the
“walking” as far as rodding was concerned. Most
of our earlier “customs” eventually became faster,
and eventually a lot more innocent appearing, too.
It’s time for the sport compact crowd to do like-
wise. If the movement is to be more than just a
passing fancy, they’ve got to get beyond the gim-
mickry and dedicate themselves to putting their
dollars into creating power. Spoilers, tape treat-
ments and glow-in-the-dark valve stems are OK by
themselves, but a bit reminiscent of the dying days
of the muscle car/pony car movement in the early
seventies when spoilers, scoops, and six inch wide
multi-color stripes along the rocker panels were
supposed to keep us so happy that we’d not notice
the loss of about a hundred horsepower. The
stripes and such were like a neon sign that said, “I
am a slug.” I’d hate to see that happen with the
sport compacts. Aftermarket companies are busy
making stouter cranks, blocks, rods and a host of
other goodies for the sport compact engines, and
others are building better transmissions and drive-
line components to stand up to the extra power.
With this stuff coming on the market, wouldn’t
everyone rather see a stone stock appearing Civic
- with no wing and no graphics - wasting a Z06 at the
stoplight? I sure would. Time to quit the crawling
and get on with some stylish but stealthy walking
gang! MSR