



## Big Bill: The Life and Times of NASCAR Founder Bill France Sr. (Hardback)

By Herbert Branham, H A Branham

Fenn-Ms, United States, 2015. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. The first major authorized biography of NASCAR founder, Bill France Sr. Big Bill is the consummate insider book on the life and legend of NASCAR founder Bill France and tells the tale of a classic American success story. France Sr. brought his family to Daytona Beach, Florida, in 1934, put down roots and immersed himself in the business of racing, both as a driver and an owner. Nicknamed Big Bill because of his 6-foot-5 stature, he made significant contributions to the racing world - he founded NASCAR in December 1947, built Daytona International Speedway in 1959 and built Talladega Superspeedway in 1969, and landed the landmark R.J. Reynolds/Winston sponsorship deal in 1971 that not only transformed NASCAR but also transformed corporate sponsorship of sports in America. The France family has spent the last 30 years gathering a vast collection of files and material about their family patriarch and has turned over countless interviews -- both written and taped -- as well as NASCAR documents, memorabilia, memos, letters and various other materials to the author for this definitive biography. Big Bill offers NASCAR...

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