

UNJ SPECIAL EDITION, AN ODE TO SPONSORS:

## Is boat racing a hobby, or is it a business?



Sandy Ross Collection

In 1947, *Miss Pepsi V* won the Gold Cup and the national title, and also started a controversy about advertising.

BY ANDY MUNTZ

**F**or the past 75 years there has been a fundamental question lurking about within the sport of unlimited hydroplane racing: Is operating a race boat a business, or is it a hobby?

Today, the sport has clearly become commercialized. It would be extreme-

ly difficult, if not impossible, for a race team to survive without the help of sponsors. But, in the sport's beginning, it was clearly a hobby—for wealthy people. The transition from one concept to the other occurred mostly behind the scenes during a 20-year period that followed World War II, a time in the sport that

some people still refer as the Golden Age.

The sport of boat racing essentially began when people put the newly invented internal-combustion engines into boats that featured the most advanced designs for going fast through the water. For the most part, these were well-heeled members of New York yacht clubs—the

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**In their world,  
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commercialism  
would have been  
a serious breach  
of etiquette.**



Hydroplane and Raceboat Museum

**ABOVE:** The Dossin brothers got involved in the sport in 1946 when they agreed to help pay some of the expenses for a boat named *Dukie*. Little did they know what would result when they decided to paint *Pepsi-Cola III* on its side.

**BELOW:** The three Dossin brothers with some of the trophies they collected. From the left, Walter, Russell, and Roy Dossin.

likes of William Vanderbilt, Herbert Leighton, and Edward Thomas—who found it great fun to tinker with clattering engines and race each other. And so, the American Power Boat Association was created, rules were written, and yacht clubs began to hold speedboat races.

The privileged gentlemen who competed in these events never would have considered the cost of racing as a business expense. There was no income to be had. Race organizers typically awarded the winner a silver cup, a sterling plate, or some other trinket—rarely any prize money. And, if a cash prize was offered, it was nowhere near

enough to cover the owner's actual costs.

As for getting sponsorship money, that wasn't even a remote possibility. Certainly, these wealthy men must have realized that their boats could have publicized their businesses. As the years went on, the famous *Miss America* boats could have just as easily been named "Miss Gar Wood Industries," Lord Charles Wakefield's *Miss England II* could have been "Miss Castrol," and Zalmon Simmons might have named his boat the "Simmons Beautyrest Special" rather than *My Sin*. Yet, if they ever had such a temptation, they resisted it. In their world, such crass commercialism would have been a serious breach of etiquette.

## The Dossin Brothers

**T**he first crack in that attitude appeared when Walter, Roy, and Russell Dossin decided in 1946 to help cover some of the expenses for a hydroplane named *Dukie*. The manufacturer and distributor for Pepsi-Cola in Michigan and northern Ohio, operating bottling plants in three cities, the brothers figured that in exchange for their help they'd have the name *Pepsi-Cola III* painted on the side of the boat, just as their personal cabin cruiser was named *Pepsi-Cola II*. What could be wrong, they reasoned, with having the name of their product seen by thousands of people on the shore watching the boats and thousands more reading about the race in the newspapers and magazines?

But the sport's traditionalists were horrified.

After their *Pepsi-Cola III* finished third in the 1946 President's Cup, the Dossin brothers were so enthused that they decided to get deeper into the sport, bought a former 7-litre craft from Lou Fa-



Sue Roy

geol, had it rebuilt to use an Allison engine, and planned to race it as *Miss Pepsi* in 1947. But two things stood in the way of their plan.

First, owning the largest Pepsi-Cola franchise in the world, the brothers thought they might be able to convince the Pepsi-Cola Company's board of directors to help finance the cost of campaigning the boat through a sponsorship agreement. But the proposal was turned down by just one vote, which led the Dossins to do the sponsoring themselves.

The biggest problem they faced, however, was the American Power Boat Association. The issue of them naming their previous boat *Miss Pepsi-Cola III* had blossomed into a full-blown controversy that was led primarily by Mel Crook, a former racer from Lake George, New York, a columnist for *Yachting* magazine, and one of the sport's leading race officials.

The idea of commercialism in boat racing was a blasphemy, as far as Crook was concerned, and he convinced the sport's biggest personality, the famous bandleader Guy Lombardo, to agree with him. So, when the matter of sponsorship came before the leaders of the APBA before the 1947 season, Lombardo denounced the idea. He wanted speedboat racing to remain an amateur pastime—within the reach of most people, he reasoned, ironically. So, the suggestion of allowing sponsors was tossed aside. Instead, a rule was adopted to forbid any product names on the boats.

That didn't stop the Dossins, though. They adopted a countermove. The boat was sent back to the factory, the "i" in Pepsi was removed from the name on the side of the boat, a Roman numeral

"V" was added to represent the five-cent cost of a bottle of Pepsi-Cola, and a curly-cue from the capital "P" was added in such a way that it swept under the other letters and emerged upwards right behind the "s." While the boat was registered with the appropriately non-commercial name of *Miss Peps V*, the fans who looked at it saw the name as "Pepsi," despite what the race officials saw on the paperwork.

The Dossin brothers built a new boat in 1948 and wanted to name it *Miss Pepsi*, so the APBA formed a committee to determine whether that would be allowed. No doubt finally realizing that holding back the tide of commercialism was folly, the committee approved the name by a three-to-two vote.

But some die-hards still didn't like the idea. Crook, for instance, refused to call the boat by its name on the pages of *Yachting* magazine, instead referring to it by its registration number: G-99. He did the same for the Dossin's next *Miss Pepsi*, too—until the brothers complained to the APBA.

### Stanley Sayres

A few years later, Stanley Sayres took the concept of commercialism to the next level when he tried to convince the Internal Revenue Service that the racing of his hydroplane was a legitimate business enterprise.

In August 1949 he had transferred the ownership of *Slo-mo-shun III* and *Slo-mo-shun IV* to his American Properties, Inc., with the idea that the company would be in the business of building and selling fast boats. In filing the 1949 and

**Stanley Sayres took the concept of commercialism to the next level when he tried to convince the Internal Revenue Service that the racing of his hydroplane was a legitimate business enterprise.**

Stanley Sayres's "Grand Old Lady," *Slo-mo-shun IV* brought the sport of unlimited racing to the Pacific Northwest when it set a world straightaway speed record and won both the Gold Cup and the Harmsworth Trophy in 1950.



Bob Carver Photos



Stanley Sayres

1950 income tax forms for the corporation, he then tried to deduct \$25,000 in expenses related to the operation of the boats—claiming they were an “ordinary and necessary business expense.” But the IRS disagreed, saying his racing efforts were actually a hobby, not a business, and were therefore not deductible. So Sayres appealed that decision to the U.S. Tax Court.

Perhaps the most devastating testimony in that case was an incident that followed *Slo-mo IV*’s victory in the 1950 Gold Cup, when Horace Dodge approached Ted Jones with a proposal to buy two boats for \$100,000—an amount that would be the equivalent of almost \$1.2 million today. Sayres turned that offer down, even despite the supposed goal of American Properties to build and sell race boats.

That, and other testimony offered during the case, led the court to side with the IRS. In its opinion, the court concluded that “during the years in question the activities of the petitioner [Sayres] and the corporation with respect to the boats were not conducted with the intention of making a profit and that such activities did not constitute the conduct of a trade or business by either the petitioner or the

corporation.” Rather, it said, Sayres spent the money for his “personal pleasure or to gratify his personal or civic pride.”

## Joe Schoenith

**N**ext to take a stab at the business/hobby question was Joe Schoenith, the owner of an electrical contracting company named W.D. Gale, Inc., and the owner of a series of hydroplanes named *Gale II*, *Gale IV*, *Gale V*, etc. The case involved Schoenith’s personal and business federal income tax returns for 1953, 1954, and 1955, where he had deducted a total of more than \$208,000 of expenses related to his boat-racing activities.

Schoenith claimed the cost of labor, repairs, depreciation, and travel amounted to an ordinary and necessary business expense. But the IRS again saw the issue differently, saying the money was not a business expense, but was instead spent to support Schoenith’s boat-racing hobby.

The matter went before a judge in the Tax Court who heard testimony from Schoenith as to why he felt the cost of his boat racing program was a legitimate business expense. He claimed he was racing his boat as a business and also as a way to promote W.D. Gale, Inc. But the judge was not convinced, especially by the claim that his participation in the sport was a professional enterprise.



Joe Schoenith

“The boats were not raced for money,” he wrote in his opinion. “Usually the winners received a cup, tray or some other similar trophy.” As for the idea that the boat racing was done to promote the business, the judge questioned that claim after reviewing more than 400 pages of newspaper and magazine clippings that the Schoenith family kept in five scrapbooks.

“The focus of the publicity was upon Joe and his son Lee as sportsmen with most of the publicity appearing on the sports pages and some on the social pages,” the judge wrote. “We think that even

Joe Schoenith won the 1953 national championship with his *Gale II*.

a casual reading of the clippings leaves the overwhelming impression that Joe owned and sponsored the boats and that they were driven by his daring son, Lee. It is clear from this evidence that the corporation received no substantial publicity from the Gale racing program.”

The judge issued his denial of the tax deduction in September 1960 and that decision was upheld by the U.S. Court of Appeals, Sixth Circuit, in December 1961.

## Unlimited Racing Commission

**M**eanwhile, Lee Schoenith led an effort to reorganize the sport itself. Since the end of World War II, the adoption and enforcement of rules, the arranging of race sites, and all the other administrative business of unlimited hydroplane racing had been done through a branch of the APBA called the Inboard Racing Commission. But according to the people who participated in unlimited racing, the people on that commission were mostly concerned with the smaller limited-class boats and were too entrenched in the sport’s traditions to comprehend the growing professionalism among the unlimiteds or the

increasing influence of sponsors.

Then, after taking almost three months to determine who had won the 1956 Gold Cup, most unlimited owners and drivers became convinced that the commission couldn’t deal with their difficult problems in a timely fashion. In June 1957, the unlimited owners and drivers overwhelmingly voted to break away from the Inboard Racing Commission and establish their own APBA category to be managed through an organization called the Unlimited Racing Commission (URC).

George J. Trimper of Buffalo, New York, a veteran boat racer and world record holder who had been instrumental in organizing races for the Buffalo Launch Club in the late-1940s and early-’50s, was elected to serve as the organization’s first commissioner. Then, after Trimper announced his retirement, Lee Schoenith was elected to the post in 1962.

As Schoenith took on the duties of his new job, he resolved more than anything else to address one issue—making the sport more professional. More specifically, he wanted to address the problem that the federal judge had seen two years before when he ruled in his father’s case that participating in the sport couldn’t be a business because there wasn’t a way to make any money.

Schoenith especially took to heart the judge’s comment about cups, trays, and trophies and, almost immediately upon taking office, convinced the URC to issue an edict proclaiming that all race sites must offer at least \$10,000 in prize money. This was a vast departure from the norm; only half of the races held in 1961 even had a purse.

What’s more, reversing a tradition that had been in place since the Gold Cup was established in 1904, the URC decided that the host of the prestigious race would henceforth go to the city making the highest bid. In other words, the honor of hosting the Gold Cup, a reward that was so bitterly coveted over

the past sixty years by the civic interests of New York, Detroit, and then Seattle, would now simply be a matter of finance. The change rendered the hometown affiliation of a hydroplane to be almost meaningless.

The race organizers, mostly non-profit civic organizations with little money, reacted swiftly to Schoenith’s decision. In February, for example, the organizers of the Detroit Memorial and the Silver Cup announced that their races would be canceled. In fact, as the 1962 season approached, only four races were on the schedule: Coeur d’Alene, Idaho; Madison, Indiana; Seattle; and Lake Tahoe. Finally, after much arm twisting by Schoenith, Detroit and Washington, D.C., decided late in the game to also hold races that season, but the transition to prize money was not easy for many race sites.

## George Simon

**A** third court case to resolve the business/hobby question involved George Simon, who owned a business named U.S. Equipment Company, which began as a dealer for war-surplus machinery. At one point



Lee Schoenith



George Simon



Hydroplane and Raceboat Museum

George Simon's *Miss U.S. II* was the winner of the 1956 Silver Cup in Detroit.

Simon asked his customers for ideas on how to increase his business and one suggested he should campaign an unlimited hydroplane as part of his marketing program—because, as he was told, it would interest mechanically minded people.

Simon mulled it over, contacted Dan Arena to find out how to get a hydroplane, and Arena told him he'd build one for \$12,500. So, he ordered the boat, which was named *Miss U.S.*, and it was shipped to Seattle in time for the 1953 Gold Cup. Eventually, other *Miss U.S.* hydroplanes followed.

A few years later, when he submitted the 1956 tax return for his U.S. Equipment Company, Simon claimed a deduction of \$7,550 for depreciation and operating expenses related to running his hydroplanes *Miss U.S. I* and *Miss U.S. II*. A deduction of \$18,862 appeared again a year later, this time for *Miss U.S. I* and *Miss U.S. IV*, and another for \$44,059 in 1958.

The tax collectors again cried foul, saying the costs were not legitimate business expenses. So, like Sayres and Schoenith, Simon appealed that decision to the U.S. Tax Court—and this time, the result would end up having as great an impact on the sport of unlimited hydroplane racing as any champion driver or design innovation the sport had ever seen.

The case came before Judge Howard A. Dawson, Jr., who, at forty-one years old, was a graduate of the George Washington University School of Law and had been appointed to the court by President John F. Kennedy the year before. Judge Dawson was known for his meticulous record keeping and would continue to serve for so long and with such distinction that the tax court's case management system is now named in his honor.

Unlike the others, Simon presented a much stronger case for the idea that an unlimited hydroplane could be a legitimate advertising tool. During his testimony before the court, he described how his racing publicity had been targeted to the mechanics and engineers who purchased the tools and production machinery sold by his U.S. Equipment Company.

He pointed out that his boats were all named *Miss U.S.*, that the company's shield was displayed in a prominent place on the deck or tail fin, and that the boats were depicted in the company's trade journal advertisements, as well as on specialty advertising giveaways such as ashtrays and measuring tapes. Most persuasive was the testimony from some of his customers who said they were attracted to the business after seeing Si-

mon's hydroplane in advertisements.

Judge Dawson announced his verdict on September 26, 1963. "We think the primary purpose of George Simon in undertaking boat racing ... was to publicize and promote the business of that company," he wrote in his opinion. "The evidence ... establishes that the boat racing program was reasonably calculated to call attention to the corporation's business in a manner that might be reasonably expected to produce patronage benefit."

Then, at the bottom of the ruling were the words Simon and other hydro-racing participants had hoped to see. "Accordingly," Dawson wrote, "after full consideration of all the evidence, we hold that the deductions for the racing expenses and depreciation are allowable in their entirety as ordinary and necessary expenses incurred by the corporation in advertising and promoting its business."

The door leading to full-blown commercialism within the sport of unlimited hydroplane racing had been flung wide open. ❖

FROM THE UNJ VAULT:

# O.H. FRISBIE

O.H. Frisbie was born on a farm in Yankee-town, Indiana, and, after graduating from high school in Boonville (near Evansville), he attended Indiana University. Frisbie spent his summer months working in Detroit and eventually transferred to the University of Detroit, where he completed his college degree. Following graduation, Frisbie went into business for himself, “pedaling ice and coal,” as he describes it. He then went into the moving business, beginning a career that took him to the top rung within the Atlas Van Lines company.

In the years that Atlas Van Lines sponsored unlimited hydroplanes, Frisbie was a regular figure at race sites. He was more than a sponsor—he was a fan who enjoyed the sport for its spectacle, its thrills, and its publicity. The following interview was conducted by Craig Fjarlie while the two were at the 1977 race in Madison, Indiana, and it was originally published in the July 1977 issue of the *Unlimited NewsJournal*.

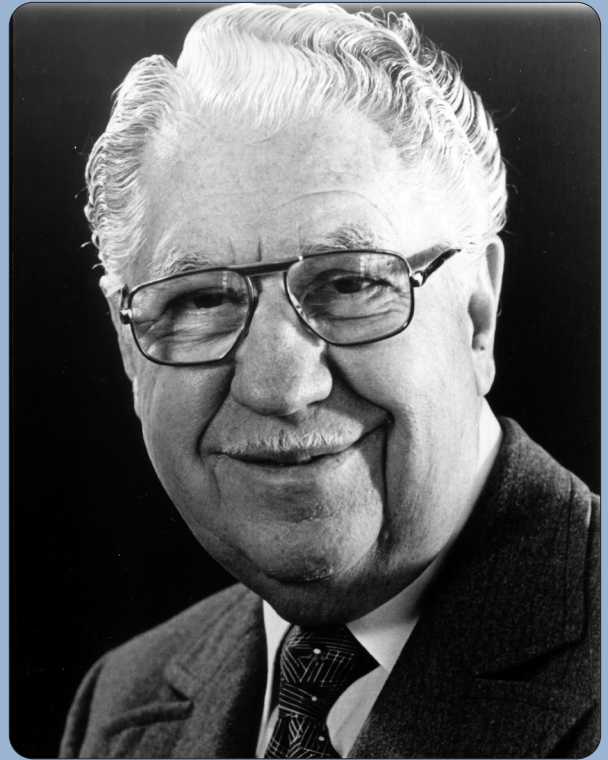
**UNJ: Growing up and going to school in Detroit, you must have gotten interested in boat racing at a fairly young age.**

Frisbie: Yes, very early. When I first came to Detroit, I believe it's been 40 or more years ago, I used to watch Gar Wood race Kaye Don on the Detroit Riv-

er. And that was a great, international affair. People used to line both sides of the river to watch the Harmsworth Races. Then later I moved down on the Detroit River and my apartment is right in the middle of the racecourse. Each year I had customers down watching the races.

**How did Atlas Van Lines get involved as a sponsor?**

Well, 10 years ago I “conned” my board of directors into making a small investment in boat racing. None of them knew anything about it, nor were in favor of it. Our budget that first year, to Norm



Hydroplane and Raceboat Museum



**TOP:** The first boat to carry the name *Atlas Van Lines* was owned by Norman Manson in 1967. The hull was built in 1959 as *Maverick* and also was the first boat to carry the name *Miss Budweiser*.  
**MIDDLE:** The second *Atlas Van Lines* was the U-35, which in 1968 was owned by Bob Fendler.  
**ABOVE:** In 1969, another Fendler boat had the name *Atlas Van Lines*. The boat was built in 1957 as *Miss Rocket* and also saw competition as *Coral Reef*.

Manson, was \$15,000. The board of directors said, "We don't have that kind of money to spend on a sport like boat racing, and if you're so interested in it, you'll have to put up \$5,000 of the \$15,000," which I guaranteed.

**How did some of the other departments in Atlas feel about your entry into racing?**

Our marketing and public relations departments were violently against it. Both wrote me very strong letters telling me what a great mistake we were making getting involved with racing of any kind. At that time, you'll recall, there was a lot of propaganda against speed. There was quite a drive on nationally to cut back on speed. Boat racing was speed, and they felt this was a very bad image.

**How did you and Norm Manson get together?**

Phil Cole heard we were interested in boat racing. I had an apartment at that time down in Hollywood, Florida. Phil called me up one evening, said he understood I was interested, and said he'd like to show me some pictures. From that, one thing led to another, and finally we signed a contract with Manson.

**Do you have any recollections of that first year with Manson?**

We didn't race very well, but we had a boat out on the water at every race, getting some exposure. Our agents started getting interested, particularly our marketing department. But Manson couldn't come up with equipment we thought could be competitive, so we went with Bob Fendler and stayed with him for a couple years.

**Several years later, when you sponsored Lee Schoenith's boats, you got your first victory in the 1971 President's Cup. Do you remember that win?**

That was quite a day, I'll never forget it! That was the first race Bill Muncey won for us. It came at a time when we were all feeling pretty discouraged. It was a time when, if we didn't start winning, I couldn't continue to recommend the expenditure to my company.

**1972 was an especially good year for you.**

That's the year Bill won six out of seven. That was an excellent year. Of course, that helped me a lot with my board and my agents. Naturally, we got a lot of attention with the different news media.

**The next couple years weren't so good again. How did you feel when Schoenith switched over to the turbo-charged Allison?**

Well, I was excited about it, because Lee Schoenith had a lot of background experience. He had a good supporting crew and I had confidence in what they were doing. He spent an awful lot of money—Lee never tried to save money. He went in every direction he could to make the equipment operate. But he just couldn't put it together.

**So, eventually you split with Schoenith.**

There came a time when we couldn't continue with that type of equipment, and I told him so. He would have to prove to us before the season started that he had a boat that could be competitive. We wouldn't go into the season again hoping to perform some miracle.

**This was after the '75 season?**

Well, early '76, about January. I told him if he did think he had his equipment perfected, he'd have to prove it to me and Bill Muncey.

**Is that what prompted Schoenith to retire?**

I think he was convinced that they couldn't put it together, and the Gale company was losing money, he said. They couldn't justify spending the additional money. He felt going back to Rolls would cost him \$100,000 to \$150,000 to gear up for that. It also meant a new hull. The hull he had was a little heavy, wasn't competitive with the *Pay 'n Pak* and *Budweiser* boats. I think he didn't know where to go to put it all together.

**How do you feel about the current arrangement with Bill Muncey?**



Hydroplane and Raceboat Museum



Randy Hall



Randy Hall

**TOP:** The fourth *Atlas Van Lines* was another craft that Bob Fendler owned. The boat was built in 1970 by Fred Wickens and featured a cabover design, a pickle-fork bow, and was powered by twin Chrysler Hemis. **MIDDLE:** The *Atlas Van Lines* name moved to the race team of Joe and Lee Schoenith in 1971 and to another new boat. Bill Muncey drove the boat for four years and won the 1972 national championship. **ABOVE:** The Schoenith's built another new *Atlas Van Lines* in 1975 that was also driven by Muncey.



Hydroplane and Raceboat Museum

**ABOVE:** The Schoeniths retired from racing after the 1975 season and, with O.H. Frisbie's encouragement, Bill Muncey purchased the Pay 'n Pak race team from Dave Heerensperger. Muncey drove the former Winged Wonder, now called *Atlas Van Lines*, to the national title in 1976.

**RIGHT:** Muncey then introduced the Blue Blaster *Atlas Van Lines* in 1977. Over the next five seasons, the boat became one of the most successful in the sport's history.



Randy Hall

**“We had some good drivers, but none that measure up to Bill Muncey, in my opinion. Certainly, he’s the best driver who has ever driven for us.”**

It’s worked very well for us. As you know, when Bill isn’t driving, he works for our company in public relations. He’s salaried, a vice president. He goes all over the country visiting our agents, calling on national accounts, making public appearances with pictures of the races. He does an excellent job. Couple that with the success we’ve had in boat racing, and we’re very happy with the arrangement. Bill has done a fine job putting a good team together. The equipment he’s driving this year is superior, I believe, to the old boat. This boat is a little lighter and a little quicker, particularly on the turns.

**Are you convinced that Bill Muncey is the best driver to handle an *Atlas* boat?**

Oh, yes, I don’t think anyone can question that. We had some good drivers, but none that measure up to Bill Muncey, in my opinion. I won’t say he’s the best driver who’s ever driven, although

his record speaks for itself. Certainly, he’s the best driver who has ever driven for us.

**What kind of benefit does your company get from sponsoring a hydroplane?**

Well, it’s public attention, primarily. It’s a brand identity thing. Like the automobile companies—they keep that name out before the public all the time. Keep the public’s attention. That’s what we’re trying to do. We go into market after market, and *Atlas Van Lines* gets attention. Today, in the Louisville paper, there’s a headline on the front page and a caricature of Bill Muncey and his broken foot.

Being very frank, we enjoy this sport. We enjoy the association with some very fine people, but we couldn’t justify spending a couple hundred thousand dollars every year if we didn’t get that kind of publicity.

**Is winning the most important way of get-**

### ting this attention?

If you don't run one-two in this sport, you don't get much publicity, as you know. We don't feel we have to win races, but we have to be competitive to get the proper exposure.

### Is it possible to win too much?

I suppose, sometimes, it gets to the point that you get too much saturation in a particular market, or you win too much. It's peculiar, you can win so much that people may turn against you.

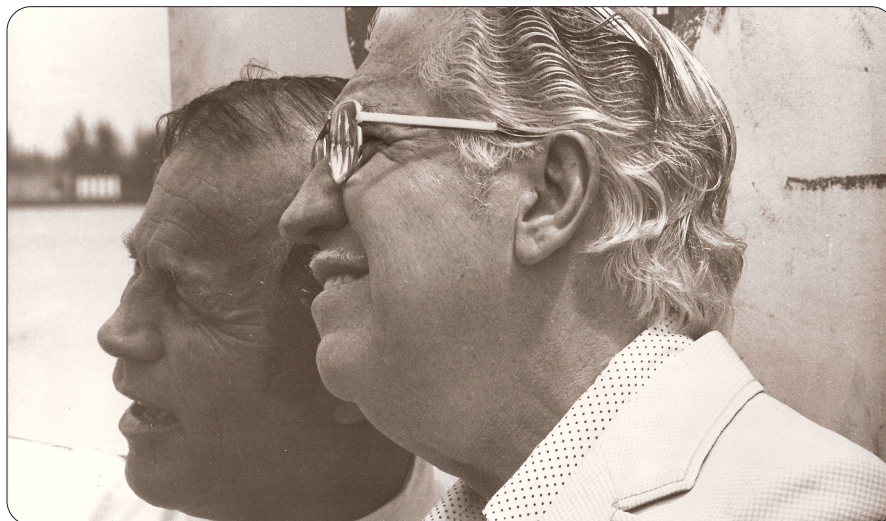
**To that extent, maybe it was good for you to have those down years with Schoenith.**

Maybe so, that's right. We had a couple of very bad years there when he was fooling around with the turbocharged Allison.

**Do you see any way to get more sponsors for more boats? That seems to be a problem.**

Well, I don't understand why. From where we sit and from where Budweiser sits, I think it's the perfect vehicle for public attention. I think the biggest problem has been that we have not gotten conscientious owners. I won't say who I'm talking about. They have taken advantage of some very good potential sponsors. When they don't get a fair shake, they're going to back out of it. That happened too many times.

The equipment, of course, is scarce. Because it is aircraft engines, they are very hard to find, and it's hard to find crewmen to put the whole thing together.



Hydroplane and Raceboat Museum

Bill Muncey (left) and O.H. Frisbie

er. We are fortunate to have three or four of the best men around today.

**We mentioned that when you first got into racing, your advertising and public relations departments were opposed to it. How do they feel now?**

Oh, they think it's the greatest thing that ever happened. Bill Muncey gets all the support in the world, within reason. He's well liked. Generally speaking, 90 percent of our agents are very, very pleased with the results we receive from our exposure.

The support I get now—our agents fly in with their own private planes to watch the races. I had five out of six members of our board of directors at Detroit. I used to have to go to great trouble to get them to even consider coming to a race. As an example of the support

we're getting, we had 560 customers and agents that came to the Detroit race as our guests. That's a pretty good turnout.

**If you were not chairman of the board, would Atlas stay involved?**

I think it would. Of course, like everything else, it needs somebody to provide some leadership in this area. But I think they would continue in it. There would be no question that they would continue their contract with Bill Muncey to the end. We have three more years to go. They would not back out of it nor try to.

**In conclusion, what do you see for the future of the unlimiteds?**

I don't know. Of course, the critical thing is the engine equipment. I don't know where they'll go. They keep digging up these old engines, putting them together. Fortunately, we have a pretty good supply of engines that will last us for several years.

I think, like everything else, there's always something new that comes along. Maybe the turbines will be the answer as they become more economical. The time is coming when there will be more turbines on the market. I don't think the automobile engine will ever do it. The equipment's too big. It takes too much horsepower. I don't see them building bigger automobile engines. The trend is in the other direction. ♦



Rick Sullivan

The last Atlas Van Lines hydroplane during its launching in 1984.

# What's in it for you?

## Why do hydroplane sponsors do what they do?

The following article appeared in the August 1979 issue of the *Unlimited NewsJournal*:

**F**or the last 15 to 20 years, unlimited hydroplane racing has come to rely heavily on the commercial sponsor. Simply put, without corporate backing, big-time boat racing as we know it would cease to exist. The financial requirements of operating a competitive unlimited on the entire circuit are ever-escalating.

With the cost of operating a competitive unlimited hydroplane hovering near the quarter-million dollar a year mark, one may easily ask why a sponsor would choose to spend such huge sums of money on a race boat.

To find an answer to that question, the *NewsJournal* sought out a representative sample of boat sponsors. Their comments appear below, but before we present them, a few distinctions are needed.

Of the major sponsors, there are two



Hydroplane and Raceboat Museum

The *Miss Circus Circus* at its launching at Seattle in 1979. Circus Circus Hotel & Casino sponsored hydroplanes from 1978 to 1981, again from 1988 to 1990, and then in 1993.

varieties. First, there is the pure corporate sponsor that simply underwrites the operation of an unlimited hydroplane. Atlas Van Lines and Budweiser fall into this category. The pure corporate sponsor

is a desirable entity, and more than one owner has dreamed of landing such a prize. Few are lucky enough to do so.

Second, there is the owner-sponsor. This type of arrangement is much more common. A presiding corporate officer decides to go boat racing and his company, through no small coincidence, sponsors the boat he owns. The bulk of big-money hydroplane sponsors fall into this category.

A final group involves the small- and medium-budget sponsors. They may fit into either of the above two categories. Their financial resources, however, are severely restricted. They have a chance to take advantage of the exposure gained by unlimited hydroplane racing, they can rub shoulders with some well-heeled individuals, and they can have a little fun along the way. It is also unlikely they will ever win a race or pose a serious competitor.



Sandy Ross Collection

The *Squire Shop* in 1979 with Chip Hanauer driving. The Seattle clothing store sponsored hydroplanes from 1978 to 1986.

itive challenge to the top dogs.

Following are the comments of four individuals who explain their reasons for sponsoring an unlimited hydroplane:

**O.H. Frisbie of Atlas Van Lines:** “We go into market after market, and Atlas Van Lines gets attention ... From where we sit, I think it’s the perfect vehicle for public attention ... Being very frank, we enjoy this sport. We enjoy the association with some fine people, but we couldn’t justify spending a couple hundred thousand dollars a year if we didn’t get that kind of publicity.”

**Mel Larson of Circus Circus:** “Circus Circus became involved because it’s an exciting sport. We thought if we got involved, we’d have a lot of fun, we’d let people know about our product, and we could contribute to the sport instead of just taking from it. ... We think we would benefit from it, but we think we have something to contribute to it in the way of our particular expertise and promotion and publicity.”

**Lynne Freeman of The Squire Shops:** “Bob Steil and George Wade are in it because they have purchased [the boat] for the employees. They feel it’s a great morale builder. All the employees feel they’re a part of it. ... It would be hard to completely isolate what the hydroplane



Barney Armstrong's Machine in 1980, the fourth boat sponsored by the rock band.

does for us in sales. All we can say is we know our sales are increasing all the time. Being merchandisers, we can do a lot of things around the hydroplane. We have [hydroplane-related merchandise] in the stores, so we have one more marketing tool within the stores to talk about hydroplane racing.”

**Walt Johnson of Barney Armstrong's Machine:** “We’ve seen a continued interest in our group. It keeps us going business-wise. There are so many bands, it takes something special. You have to be more than a good band to succeed. It’s a fun thing to participate in. It’s

not like taking out an ad in a magazine. That doesn’t get you any enjoyment. It gets you promotion, but racing combines the two.”

On the surface, each of the four is involved for slightly different reasons. Below the surface, the differences melt away. For some businesses, racing is their only significant advertising avenue. For others, it is one of several avenues. Regardless, whether the interest is large or small, complex or simple, unlimited hydroplane racing is a unique marketing tool that makes advertising fun. ❖

## The race boats have been brought to you by ...

Jim Sharkey is known to devoted hydro fans for producing the *Hydro Who's Who*, a detailed directory that tracks every hydroplane hull and driver. Many consider it the Bible of the sport and (Good News!) a new edition will be coming out soon. The following is a list that he developed that categorizes all of those who have sponsored a hydroplane.

**Adult Entertainment:** Deja Vu, Heartbreakers Gentleman's Club, The Doll Houses of America.

**Advertising/Public Relations:** Design 360, Miss Carpenter Communications, R. Mikulski Advertising.

**Airlines:** Horizon Air, Miss Pride Air.

**Auto Dealerships:** Acura of Bellevue, Acura of Seattle, Al Deeby Dodge, Boyland Nissan, Chaplin's Bellevue/Mazda/Subaru, Chaplin's Bellevue Volkswagen, Coberly Chevrolet Special, Crusin' Auto, Dallas Motor Coach, Dr. Toyota, Fox Hills Chrysler-Jeep, Frank Kenney Toyota/Volvo, Gilmore Chevy, Holset Miss Mazda, Jerry Mickowski Buick, Joe Ricci Special, Joe Ricci Spirit of America, Joe Ricci Spirit of Detroit,

Kenny Kent Chevrolet, Lady Lexus, Lynnwood Honda, Miss Al Deeby, Miss Al Deeby Chrysler, Miss Bellevue Mazda, Miss Car Pros, Miss Carstairs, Miss Chrysler Crew, Miss Chrysler Jeep, Miss Crown Nissan, Miss Demaree Automotive Group, Miss Detroit Ford Dealers, Miss Expert Automotive, Miss Foxhills Chrysler-Jeep, Miss Pontiac-GMC, Miss Renault, Miss Roy O'Brien Ford, Miss Warner Auto Sales, Norm Pressley's Truck Center, Pacific Datsun, Performance Chevrolet, Pflueger Honda, Ric Gunite Chevrolet Special, Richard Buick Special, Toyota of Kirkland, Truckgear, Tveten's TV Mart.

**Auto/Batteries:** Interstate Batteries, Miss Exide.

**Auto/Lubrication:** By-Rite Oil/Somerset Inn Special, Hilton

Hy-Per-Lube, Kendall Motor Oil, Miss Bardahl, Miss Valvoline, Poly-Dyn Engine Treatment, T-Plus Engine Treatment.

**Auto/Radio:** Advanced Audio Limited, Audio Bahn, BASF/Unlim-iteds Detroit, Infinity Car Audio, Mr. Auto/Ms. Radio 1, Risley's Audio/Video.

**Auto Services:** Burien Pit Stop, Central Coast Airbrush, Com-petition Specialties, Extreme Performance Products, Jasper Engines and Transmissions, Matrix System Automotive Finishes, Miss Airbag Services, Miss Auto Sun Roof, Miss Busler Enterprises, Miss Commer-cial Sealant, Miss Detroit Radiographic, Miss Motorcraft, Miss Procraft Windows, Modern Hard Chrome, MSD Ignition, Risley's Express, Ron's Rods & Custom, Tad Dean's Body Shop, The Brake Shop.



Ed Krupinski

**Auto /Tires:** Les Schwab Tires, Master Tire, Miss Belle Tire, Miss Raben Tire, Tire Factory.

**Auto/Window Tinting:** Llummar Window Film, Rocky Mountain Window Tint.

**Banking/Financial:** Buffalo Federal Savings Bank, Chase Build-ing Group, First Choice, Hoss Mortgage Investors, Household Finance, Lincoln Thrift, Michigan Mortgage, Miss HAPO Credit Union, Miss HomeStreet, Miss Sun Harbor Mortgage, Mister Home Loan, Perfor-mance Mortgage, The Loaner, Tri-Cities Savings & Loan, Znetix.

**Bars:** Aunt Mary's Tavern, Jack-Son's Sports Bar, Jerry's Tavern, Jose Murphy's, Miss Broadway Tavern.

**Barbershop:** Columbia Clipper.

**Business Services:** American Speedy Printing, Ms. Manage-ment and Business Seminar, Pinnacle Peak Consulting, Solutions Plus.

**Casinos:** Chelan's Mill Bay Casino, Diamond Lil's, Fiesta Bowl & Casino, Freddie's Club, Golden Nugget Casino, Harrah's Club, Miss Circus Circus, Miss Grand Central Casino, Silver Dollar Casino, Skyway Park Bowl & Casino, Snoqualmie Casino.

**Charity:** Miss Easter Seals.

**Cities/Towns/Geographic Areas:** Burien Lady, Chesapeake Cat, City of Kent, Clear Lake 4-Star, Florida Lady, Greater Peninsula, Lil Ole Lake City, Miss America, Miss Ashington, Miss Birmingham, Miss Buffa-lo, Miss Burien, Miss Canada, Miss Cincinnati IV, Miss D.C., Miss Delhi Hills, Miss Detroit, Miss Everett, Miss Ford Island, Miss Grays Harbor, Miss Grosse Point, Miss Havasu, Miss Houston, Miss K.C., Miss Lewis-ville, Miss Lynnwood, Miss Madison, Miss Miami, Miss Michigan, Miss Mission Bay, Miss Moses Lake, Miss Northwest, Miss New Hampshire, Miss Orange County, Miss Owensboro, Miss Reno, Miss Sacramento, Miss Sammamish, Miss San Diego, Miss Seattle, Miss Shenandoah, Miss Spokane, Miss Spring Lake, Miss Stockton, Miss Tri-Cities, Miss United States III, Miss Wahoo, Miss Wayne, Miss Windsor, Ms. Everett, Nevada Palace, Owensboro's Own, Phoenix Spirit, Spirit of Hawaii, Spirit of Lake Chelan, Spirit of Qatar, Spirit of San Diego, Spirit of South Park, Spirit of Tri-Cities, St. Regis, Tahoe Miss, Utah Miss, Whatcom Lady.

**Communications:** A2 Communications, Miss Columbia Com-munication.

**Computers:** Appian Jeronimo, Computers & Applications, Delta Realtrac, Jacky Cooper Enterprises, Miss Freei, Seal Shield.

**Consumer Goods:** Kirby Classic, Miss Skyway, Miss Technicolor, Miss Timex, Tide, Ultra Bold and Dash.

**Construction:** Miss Fairweather Masonry, Miss Kentuckiana Paving, Miss Lakeridge Paving, Miss EMCOR.

**Cosmetics/Personal Products:** Degree Men, Edge Superior Performer, Gargoyles Nitro, Hawaiian Tropic, Myrna Kay, Wildroot Charlie.

**Education:** Ingraham Class of '69, National School of Travel, Notre Dame.

**Engineering Services:** Fluid System Engineering, Gale, Short Circuit.

**Equipment Rental:** All Access Rentals, Miss Ahern Rentals, Miss Lynnwood Equipment, Miss Rent-It Shops.

**Festivals/Events:** Houston Gold Cup, Miss Bayfair, Miss Century 21, Miss Epic Events, Miss Freedom Festival, Oryx Cup, Spirit of Detroit.

**Food/Beverages:** Miss Activwater, Miss Dixi Cola, Miss Pepsi, Miss POG, Miss Schweppes, Miss Vernor's, Super Cinders II, Town Club Beverage.

**Food Products:** Eagle Snacks, Gold'n Crust, Kellogg's Frosted Flakes, Lowrey's Beef Jerky, Miss Ginger Honey, Miss Pure D'Lite, Oh Boy! Oberto, Such Crust, Sunny Jim Jam, What-A-Pickle.

**Food Service:** Don Campbell's Food Service, Miss Van's P-X, Rich Plan Food Service, Sunnee Brand.

**Fuel:** Coral Reef, Miss Rocket, Miss Supertest, Seaco Aviation Fuels.

**Home Construction:** Boitano Homes, Hallmark Homes, Miss Cascade Homes, Santa Rita Homes.

**Home Repair and Improvement:** ARC Construction, Charles Stanley Handyman, Designer Shower and Glass, Electricraft, Empire Contractors, Evergreen Roofing, Jarvis Properties Restoration, Miss Do-ver Environmental, Miss Northwest Tank Service, Miss Paddock Pools, Miss Sundek, Miss Tri-Arc Electric, Schrader Wood Stoves, Servpro, Tri-City Tile and Masonry.

**Home Repair/Plumbing:** Miss B&L Plumbing, Miss Beacon Plumbing, Miss Fox Plumbing, Miss LaJolla Plumbing, The Plumbing Joint.

**Home Security:** Miss Island Security Systems, Security Race Products.



Sandy Ross Collection

**Hotels/Resorts:** By-Rite Oil/Somerset Inn Special, Captran Resorts, Days Inn Traveler, Executive Inn, Gaylord's at Kilohana, Grand-view on the Lake, Hawaii Ka'i III, Kauai Aloha, Lighthouse Inn & Resort, Louie's on the Lake, Mariann Travel Inn, Miss Bahia, Miss Hanalei Hotel,

Miss Marina, Miss Maxim, Miss Outrigger, Miss R.S. Eastin Hotel, Miss Red Dot/Silver Cloud Inn, Miss Royal Hotel, Miss Trendwest, River's Inlet Resort, The Old Ox, Thousand Trails, Vacationville.

**Insurance:** Conover Insurance, PayneWest Insurance.

**Leisure Activities:** Ellis Park Special, Miss Go Bowling, Skyway Park Bowl & Casino, Super Range Golf, Totum Trailer Sales, Waterworks Park.



Kirk Johnson

**Liquor/Beer/Wine:** Budweiser Light, Budweiser Malt Liquor, Coors Dry, Coors Light, Gerst Amber, Hamm's Beer, Lite All Star, Miller American, Miller High Life, Miss Budweiser, Miss Busch Bavarian, Miss Coors, Miss Cott Beverages, Miss Golden Gate, Miss Michelob, Miss Molson, Miss Molson Dry, Miss Smirnoff, Miss Stroh Light, Miss Tosti Asti, Natural Light, Olympia Beer, Pete's Wicked Ale.

**Manufacturing:** Aluminum First, Dalton Industries, Ellstrom E-Lam Plus, Fasteners Inc., Garret Turbo, Holset Turbo, Miss AIM Plastics, Miss Bell Forklift, Miss Industrial Air Tool, Miss Lapeer, Miss Red Dot, MYR Sheet Metal, Nitrogen, Parco's O-Ring Miss, PVS Chemicals, Rent-on Coil Springs, Savair's Mist, Savair's Probe, York.

**Marine/Boat Building:** Formulaboats, Mariner Too, Mirage-boats, Princess Yachts.

**Marine Services:** Bob Murphy's Marine, Boss Marine Sports, Evans Marine, Knight & Carver Yacht Center, Lakeshore Marine, Miss Nicole Marie Yacht Charters, Miss Mercruiser, Miss Sound Propeller Services, Precision Marine, Sportboat Northwest.

**Medical/Health Care:** Detroit Radiographics, Miss Chirochoice, Miss D.O.C. Acuvue, Miss D.O.C. Ray-Ban, Miss Gill Chiropractic, Miss Midmark Distributors, Miss Wellborn Health Plan, Miss Wellness Plan, West Pasco Dental Family.

**Military:** Spirit of the Air Force, Spirit of the Navy.

**Motorcycle Dealer:** Team Yamaha Kelowna.

**Moving and Storage:** Atlas Van Lines, Dobson The Mover, Huling's People Mover, Mallory's Red Ball Express, Smyth the Smoother Mover.

**Performers:** 25centcolor.com, Barney Armstrong's Machine, The Marshall and the Lady, See-Saw Band.

**Pet Food:** Elliot Dog Ration.

**Publishing:** Boatracing Magazine, Tri-City Sun.

**Radio/TV Stations:** 97 Rock, Cutie Radio, KGMB Channel 9, KISW/Miss Rock, KOLroy, KWIK Filler Thriller, KWWW Radio, Miss CKLW, Miss Kiss 106, Miss KPOI, Miss KUHA, Miss KYYX, Miss WABX 107.5, Miss WIKY, Primestar, WGAB 1180, WRTB/Miss Rock.

**Real Estate:** Century 21, Miss Specialty Leasing, Re/Max, Windermere Real Estate.

**Restaurants:** Arby's, Domino's Pizza, Edge/Hunan Harbor, Mike Gordon's Seafood Restaurant, Miss Bello's Pizza, Miss Crab Legs, Miss Crazy Tomato, Miss DiJulio, Miss J&M Cafe, Miss Outrigger, Miss Pizza

Time, Miss Round Table, Miss Sahara Pizza, Miss Tony Roma's, Pat O'Grady's Lake Shore, Pietro's Pizza, Pizza Pete, Pizza Time, Race Rock Motor City Diner, Riggins Crab House, Shakey's Special, Sinbad's Roostertail, Sizzler, Taco Time, The Dole Cannery, The Roostertail, Tubby's Grilled Submarines, Waffle House.

**Retail/Apparel:** Alvey's American Eagle, FEDCO, International News, Miss Cascade West Sportswear, Miss Esquire, Ms. Clotheshime, The Squire Shop, The Squire Shop/Britannia, TapOut.

**Retail/Appliances:** Albert Lee Appliance, Bruno's Appliance.

**Retail/Auto Parts:** Area Code/Meyers' Auto Tech, Buehler Buy-Low, Fleury Auto & Truck Parts, Meyer's Auto Tech, Miss KAMT/AA Auto Parts.

**Retail/Electronics:** Miss Bayswater Bulk.

**Retail/Furniture:** Miss Spring Air Mattress, Miss Waterbed World, Mr. United Furniture Warehouse.

**Retail/Grocery:** Jackpot Food Mart, Kroger's Special, Mark & Pak, Miss 7 Eleven, Miss Great Scot, Miss Thriftway, Miss Von's, Pantry Pride.

**Retail/Hobby:** Burien Hobby Center.

**Retail/Home Improvement:** Handyman Home Centers, Griggs Miss Ace Hardware, Miss Cost Less Carpet, Miss Eagle Electric, Miss Lumberville, Pay 'n Pak.

**Retail/Jewelry:** Weisfield's

**Retail/Music:** Haney's Stereo, Chet's Music Shop.

**Retail/Sporting Goods:** Big 5 Sporting Goods, Valken Sports.

**Retail/Variety:** Michael's Pride, Miss B&I, Miss Pay 'n Save, Pocketsavers Plus, Target Stores, Valu-Mart.

**Shipping:** Graham Trucking, Peter's & May.

**Telecommunications:** Close Call, Executone, Feek's Beepers, Miss Cellular One, Miss Sprint, U.S. West Cellular.

**Tobacco Products:** Red Man, Smokin' Joe's, The Vantage Ultra, Winston Eagle.



Jim Dunn

**Tools/Machining:** Blue Chip, C&H Machine Special, DeWalt Tools, J&D's, Miss Cadillac, Miss Great Lakes, Miss Meta-Lax, Miss North Tool, Miss U.S., Mister Fabricator, Performance Tools, PICO American Dream, Reliable Diamond Tool/J&D's.

**Transit:** Rapid Transit.

**Travel Services:** Kawaguchi Travel Services, Miss Visit Tri-Cities.

**Yacht Club:** Miss D.Y.C.

# Remembering a friend.



Lopez Family

**D**an Lopez was our good friend. For decades, Dan was a member of Unlimited Unanimous (UU), the publishers of the *Unlimited NewsJournal*. In fact, he was a former president of UU and was our current secretary. Over the years he wrote features and many *UNJ* race reports—from races in Barrie, Ontario, to Tri-Cities, Wash. He was an Army veteran and, a couple of years ago, retired after more than 30 years as a letter carrier for the U.S. Post Office. Our friend passed away suddenly and peacefully on January 25, at age 64.

Friends describe Dan Lopez as kind, gentle, quiet, and curious. Hydro friends respected him for his detailed knowledge about hydroplanes. At the race in Seattle, Dan would give pit tours and sometimes serve as the pit-tour dispatcher. On Saturday night, before the Tri-Cities race, The Royal Order of the Turbine (ROTT) club meets each year for dinner and an auction to benefit the Hydroplane and Raceboat Museum; “Turbine” Lopez always volunteered to be the auction treasurer.

He had a keen eye for details and caught and corrected content and photo errors that sometimes our *UNJ* editor and proofreaders missed. For the past three decades, after UU meetings, some

members go to dinner and Dan was part of the group. I quickly learned that an Arnold Palmer, a combination iced tea and lemonade, was Dan’s favorite drink. We all valued our time and dinner conversation with Dan.

In the 1990s, I went to the unlimited hydro races in Hawaii several times, but one race was most memorable. The race was held at Pearl Harbor and for the first few years one had to take a ferry to Ford Island to view the race (later the ferries were replaced by a floating bridge).

Dan Lopez went one year, too. I knew that Dan had enlisted in the Army after he graduated from high school, but at the race in Hawaii, I learned he was also a military history buff. We got on the small ferry operated by the Navy to head to Ford Island. The path of the ferry cruised along the area where so many ships were bombed and sunk during the World War II attack on Pearl Harbor. Where each ship had been moored, there was a marker that identified the name of the ship.

As we passed by each marker, Dan told me about the ship and crew that had been there during the attack and what happened to each ship after the war. It was like having my own docent giving me a detailed personal tour.

That year the replica *Hawaii Kai* was brought over to give rides and, when he saw that they were short staffed, Dan volunteered to help out with pit operations with that boat. Saturday night during that race weekend a group of about 20 of us from the Seattle area, including Dan, all went to dinner at the Spaghetti Factory in Honolulu and had a grand time. But the story does not end there.

Dan was curious about that active volcano in Hawaii, so before heading back to Seattle, he flew to the Big Island and went to Volcano National Park to see the volcano, walk through lava tubes, and learn more about volcanoes. His



Lon Erickson

curiosity did not end there. Each time he’d head to a hydro race in any part U.S or Canada, before or after the race, he’d visit local attractions and, especially, major league baseball stadiums in the general vicinity.

In 2018, I ran for the legislature in Tri-Cities, Wash. After the Tri-Cities race, a bunch of us went to dinner and I mentioned to Dan that my wife and I were going to wave my political signs on George Washington Way in Richland on Monday morning. We were waving signs on Monday morning and Dan drove up and parked. He said he was not in a hurry to get back to Seattle and grabbed a sign and waved signs for 1.5 hours with us.

Dan rarely talked politics and I have no idea if he was a Republican, Democrat, Independent, or not political, but he wanted to help me—his friend. Our hydro buddies are more than friends, much more.

Dan is survived by his two sisters and their families.

RIP, Daniel Wesley Lopez. Next time our UU group goes out to dinner, I’ll order an Arnold Palmer in your honor.

Christopher Tracy, President  
Unlimiteds Unanimous, publishers of the  
*Unlimited NewsJournal*

# COMMENTS FROM H1

Jan Shaw, Director of Operations



Preparations for the 2022 season are well underway. While we are still negotiating with many of the race sites, we're optimistic we will have five events this season, plus an exhibition at a site we hope to add to our schedule in the future.

Everything is looking positive for our exhibition event on the Columbia River in Vancouver, Wash., on Friday, May 20. For those not familiar with Pacific Northwest geography, the racecourse will be directly on the other side of the river from Portland, Oregon. The people in Vancouver are excited to host the unlimited hydroplanes, and we are certainly excited to bring them the "Greatest Show on H-2-O." Fingers crossed, it will all come together soon.

Our biggest announcement recently was that Guntersville, Alabama, will host the APBA Gold Cup on June 25 and 26. Many thanks to Katy Norton and her team for making this happen. The remainder of the schedule is still tentative (contracts haven't been signed) but likely will be as follows: Madison, Indiana, on

July 1 to 3; Tri-Cities, Wash., on July 29 to 31; Seattle on August 5 to 7; and San Diego on September 16 to 18.

The H1 Board of Directors has recently elected Darrell Strong to be on the board. Strong is the owner of the Strong Racing Team, which campaigned both the U-8 *Miss Tri-Cities* and the U-9 *Pin-nacle Peak Consulting* last season and won three of the four races. With his addition, the H1 Board now has six members.

The Board also has approved the updated Rules and Regulations for the 2022 season. The rules are now contained within four separate documents: the General Rules, the Racing Rules, the Technical Manual, and the Race Site and Promoter Requirements. The Board also has adopted two policy manuals.

The biggest change is in the section of the General Rules about high points and championships. National points can no longer be transferred from one boat to another unless the original hull is either destroyed or declared unseaworthy. In addition, the rule allowing for back-

up hulls within a team has been deleted.

Another new rule outlines a procedure that officials will use to prevent two consecutive heats from having an identical match-up of boats. Also, to be eligible for prize or tow money, a boat must complete at least three laps during time trials or, if relying on a Chairman's Option, must complete at least one preliminary heat.

Other changes incorporate into the rule books the Competition Directives that were approved recently by the Board and cover various technical matters, such as who attends certain meetings. The only changes to the Racing Rules regard the use of radios and update the references to other sections of the rules.

In the Technical Manual, if a boat is assessed a flagrant N2 or fuel-flow violation during time trials, the attempt will now be noted as "Time Not Recorded." If the boat does not meet the minimum standard during a later run, it will need a Chairman's Option to compete. ♦

**EDITOR:** Andy Muntz

**ASSOCIATE EDITORS:** Craig Fjarlie, Chris Tracy, Dick Sanders

**HYDROFILE EDITOR/WEBMASTER:** Lon Erickson **HISTORIAN:** Bob Greenhow

**EDITORIAL BOARD:** Clint Newman II, Bob Senior

The Unlimited NewsJournal, established in 1973, is published by Unlimiteds Unanimous, an enthusiast club interested in promoting and documenting the sport of unlimited hydroplane racing.

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Letters are welcome, but may be edited for clarity and space.

**PLEASE JOIN US AT THE NEXT MEETING OF UNLIMITEDS UNANIMOUS**

Check our website for more information.