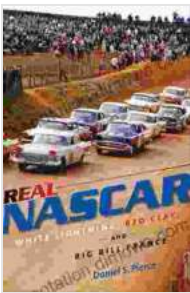


# White Lightning, Red Clay, and Big Bill France: The Untold Story of NASCAR's Founding Father

Bill France Sr. was a man of contradictions. He was a bootlegger who became a pillar of the American sports establishment. He was a self-made millionaire who never forgot his humble roots. And he was a visionary who created one of the most successful sports organizations in the world.



## Real NASCAR: White Lightning, Red Clay, and Big Bill

**France** by Daniel S. Pierce

★★★★☆ 4.8 out of 5

Language : English  
File size : 2297 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 360 pages



In *White Lightning, Red Clay, and Big Bill France*, acclaimed author Neal Thompson tells the full story of France's life, from his early days as a moonshiner to his rise as the founder and CEO of NASCAR.

Thompson's book is based on extensive research, including interviews with France's family, friends, and colleagues. The result is a fascinating and revealing portrait of a complex and enigmatic figure.

France was born in 1909 in Daytona Beach, Florida. His father was a carpenter and his mother was a schoolteacher. France dropped out of high school at the age of 16 and began working as a mechanic. In the early 1930s, he started bootlegging moonshine to make extra money.

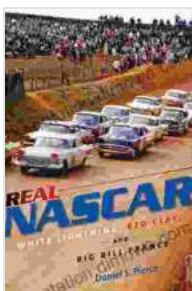
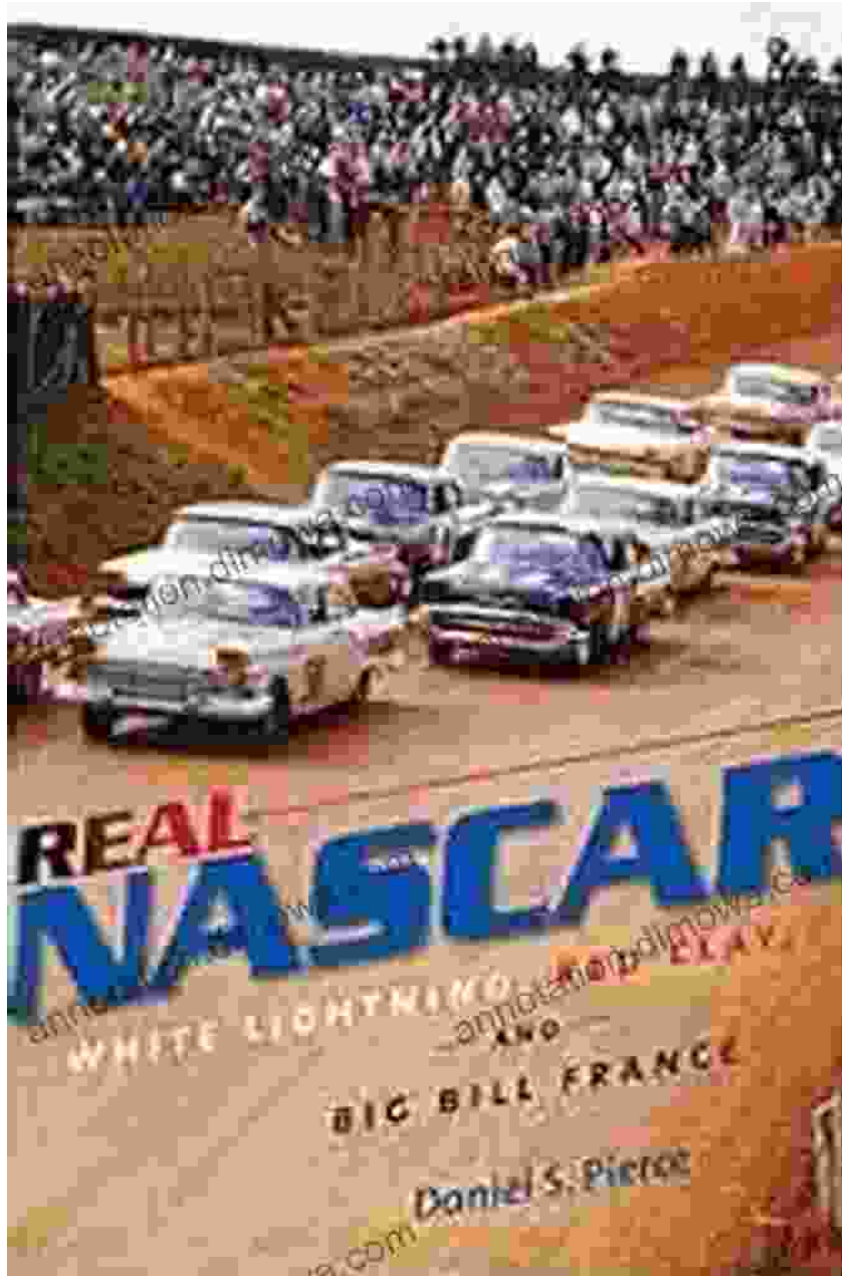
In 1938, France organized the first stock car race in Daytona Beach. The race was a huge success, and it marked the beginning of NASCAR.

NASCAR grew rapidly under France's leadership. In 1959, he opened Daytona International Speedway, which quickly became one of the most famous race tracks in the world. In 1960, he started the Daytona 500, which is now the most prestigious race on the NASCAR circuit.

France was a shrewd businessman and a gifted promoter. He was also a tireless worker who was always willing to go the extra mile.

By the time he died in 1992, France had built NASCAR into a multi-billion dollar industry. He was also one of the most respected figures in American sports.

*White Lightning, Red Clay, and Big Bill France* is a must-read for anyone who is interested in NASCAR or the history of American sports.



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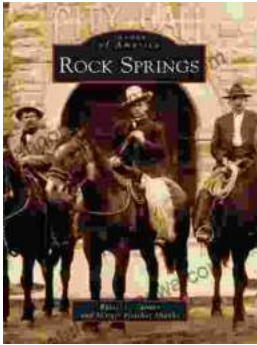
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