

Elapsed Times

IS BACK FOR 2012

WITH MORE OF WHAT OUR READERS WANT.



Elapsed Times is a look back at the glory days of drag racing starting in the '60s with the Chrysler Maximum Performance effort and continuing through the muscle-car era of 1964-72 when door slammers ruled dragstrips across the country. **Elapsed Times** immortalizes the early days of the funny car with original photography from the legendary *Car Craft Magazine* photography archives.

Elapsed Times also revisits the *Car Craft All Stars* awards, exploring the history of former

winners with photography and personal anecdotes from a time when a group of enthusiasts could run a racing campaign using nothing more than ingenuity and spare parts.

Old becomes new again with coverage of current nostalgia drag racing events, and rebuilt and born again floppers, funnies, and super stocks showcasing the quickly growing retro phenomenon.

Elapsed Times will also include:

- **Cackle:** A full-page color spread of nitro engines old and new
- **Where are they now?** We'll find the original cars and drivers and share their personal photos and memories in the pages of the magazine
- **Action Showcase:** A moment in time captured with fire from the zoomies and wrinkles in the slicks
- **The History of...** Vintage wheels, national races, and the birth of the speed parts industry



- **Vintage cars:** Stardust, Revell, Snake and Mongoose, and many more favorites
- **Plus:** Plenty of photos of the people and cars of the era, vintage advertisements, art, and clothing

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When you sign up early for 2012.

FOR A LIMITED TIME RUN ONE AD & GET A SECOND FROM BACK IN THE DAY FREE!

'69 SUPER BEE COOL IT

As you know, the Dodge '67-68 Super Bee is a classic. It's a classic in design language, too. It's a classic in the way it's built. It's a classic in the way it's driven. It's a classic in the way it's loved. It's a classic in the way it's remembered. It's a classic in the way it's built. It's a classic in the way it's driven. It's a classic in the way it's loved. It's a classic in the way it's remembered.

COOL IT

'69 SUPER BEE CAN LOWER YOUR FUEL AND YOUR POINTS AT THE SAME TIME

As you know, the Dodge '67-68 Super Bee is a classic. It's a classic in design language, too. It's a classic in the way it's built. It's a classic in the way it's driven. It's a classic in the way it's loved. It's a classic in the way it's remembered. It's a classic in the way it's built. It's a classic in the way it's driven. It's a classic in the way it's loved. It's a classic in the way it's remembered.

HOW TO PARTICIPATE IN *Elapsed Times*

RUN ANY 2/3 OR FULL PAGE and get a reduced version of your company's ad from the 60's—90's **for FREE!**

Double your exposure and promote your company's longtime involvement with the great sport of Drag Racing for one low price!

CAM WARS

Story by Ed Zinke / Photography SM Archives

THE E.T. CHOPPER.

CRANE ENGINEERING

ISKENDERIAN CAMS

The Camfather Makes The Right Cam...Just For You!

ISKENDERIAN CAMS

TRACTION IN ACTION!

M & H RACEMASTER SLICKS

M & H RACEMASTER SLICKS

RACEMASTER

scores sensational sweep at national drags!

RACEMASTER

'68 DODGE CHARGER R/T SANDRO

'69 DART SWINGER

'69 DART SWINGER FOR LESS THAN \$3,000

6,000 RPM FOR LESS THAN \$3,000

DODGE

AD SAMPLES FROM THE FIRST ISSUE