

COMING OFF A FANTASTIC '69 SEASON WHERE THEY WON JUST ABOUT EVERYTHING IN SIGHT, S & M PREPARE FOR ANOTHER SUPER YEAR WITH THEIR WILD '70 'CUDA



Photos by Don Hunter

SOX & MARTIN

9-SECOND Match Race 'Cuda

After an all conquering season in 1969, many more 'believers' were added to the "How do you beat Sox & Martin?" group. Seemingly, Ronnie Sox and Buddy Martin improve each year as their fleet of Plymouths won five of seven AHRA and NHRA major championships entered, along with a host of 'magazine meets' and regional races in 1969.

Ronnie said the '69 season was his best ever, but he expected to improve on it in 1970 with the all-new Barracuda. With optimism like this and a formidable team of experienced mechanics (not to mention the help from Plymouth), it appears that Sox & Martin will again be the dominant force in Super Stock racing in the new decade.

To give our readers an insight into the Sox & Martin setup, *Popular Hot Rodding* was present for the construction of the S & M '70 Plymouth Barracuda 'Heads-Up' racer.

The S & M plan to build one car really involves two cars. A brand-new '70 'Cuda was picked off a dealer's showroom to aid in the four-week building program. Meanwhile a bare steel-shell body was delivered to S & M in Burlington, North Carolina. Following along? With the complete car and a bare body, all Jake King and the S & M mechanics had to do was switch the necessary components and parts to the bare body.

Such a plan is much easier since removal of sound deadener, insulation and other unnecessary items is not involved in this switch. Starting with only a body shell without the complete second car would not be practical since so many fasteners, nuts, bolts and small items are required on a super stocker. Being able to swap parts to the body shell insured that nothing not necessary was on the finished car.



Here's a familiar sight! Ronnie Sox pulls the front wheels of his just-completed '70 'Cuda match racer and records a 9.72-second ET at 140 mph on the second run. Watch out, Jenkins!