



Finding Aid for

**BOBBY UNSER PAPERS, 1930-2009**

**Accession 2009.123**

Finding Aid Republished: August 2015



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## OVERVIEW

**REPOSITORY:** Benson Ford Research Center  
The Henry Ford  
20900 Oakwood Blvd  
Dearborn, MI 48124-5029  
www.thehenryford.org  
research.center@thehenryford.org

**ACCESSION NUMBER:** 2009.123.0

**CREATOR:** Unser, Bobby, 1934-

**TITLE :** Bobby Unser papers

**INCLUSIVE DATES:** 1930-2009

**BULK DATES:** 1960-1985

**QUANTITY:** 32.3 cubic ft., 22 oversize boxes, 8 volumes, 1 roll, 3 sound recordings, 74 reels and 1 video tape

**LANGUAGE:** The materials are in English

**ABSTRACT:** Bobby Unser is one of automobile racing's elite performers. As a driver, he piloted every category of professional race car to success from karts and dirt track racers to Formula 1 and stock cars. The Bobby Unser papers contain correspondence, technical data and photographs documenting his extensive racing career.

## ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS:** The papers are open for research
- TECHNICAL RESTRICTIONS:** Access to original audio, film and video recordings are restricted and may require production of digital copies for reading room use. Researchers interested in this material should contact Research Center staff in advance at [research.center@thehenryford.org](mailto:research.center@thehenryford.org).
- COPYRIGHT:** Copyright has been transferred to The Henry Ford by the donor. Copyright for some items in the papers may still be held by their respective creator(s).
- ACQUISITION:** Donation, 2009
- ALTERNATE FORMS:** Digitized material from the collection is available at: <http://collections.thehenryford.org/Collection.aspx?keyw=ds=%22Bobby+Unser+collection%22>
- RELATED MATERIAL:** Related material held by The Henry Ford:  
- Oral history interview with Bobby Unser, recorded January 7, 2009. Transcript and video available from <http://www.oninnovation.com/innovators/detail.aspx?innovator=Unser>  
- Three-dimensional objects contained in the Museum collections under Accessions 2009.123 and 2009.171
- SEPARATED MATERIAL:** Books have been transferred to the Research Center Library collection and are cataloged separately.
- PREFERRED CITATION:** Item, folder, box, accession 2009.123, Bobby Unser papers, Benson Ford Research Center, The Henry Ford

**ADMINISTRATIVE INFORMATION continued:**

PROCESSING INFORMATION: Papers processed by Peter Kalinski, November 2011.

Flow Bench Service and Testing Manuals and Catalogs series added December 2013 with following changes: Extent changed to 31.6 cubic ft., 7 volumes and 6 oversize boxes; Container list updated with addition of boxes 39 and 40.

Promotional Items, Posters, Sound Recordings, Motion Pictures, and Digital Access Copies series added April 2014. Extent revised to reflect additional materials.

DESCRIPTION INFORMATION: Original inventory list prepared by Peter Kalinski, January 2012, and published in May 2013.

Finding aid written by Peter Kalinski, January 2012, and published in December 2013. Revised by Brian Wilson in December 2013 and April 2014 to reflect additional series. Revised by Brian Wilson in August 2015 to correct spelling and formatting inconsistencies.

Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

## BIOGRAPHICAL NOTE

Bobby Unser is a three-time Indianapolis 500 winner, a record-holding 13-time champion of the Pikes Peak Hill Climb and two-time USAC and CART national champion. He has driven every category of professional racecar to success from karts and dirt track racers to Formula 1 and stock cars. It is in the open wheel, United States Auto Club (USAC) and Championship Auto Racing Teams (CART) Indy cars, however, that Bobby left his mark. Bobby retired from driving in 1981 fifth in all-time CART wins and considered by fans and fellow drivers alike to be one of the best and most tenacious competitors in American racing.

Although many today think that Unser racing started with Bobby and his younger brother Al, the tradition dates to the infancy of the automobile itself at the beginning of the 20<sup>th</sup> century. Bobby's father, Jerry Unser, moved the family from Colorado Springs to Albuquerque in 1936 and opened a gas station and repair shop along Route 66. Jerry Unser and Bobby's uncles, Louis Jr. and Joe already had run races, even after Uncle Joe's death testing a car for the 1929 Indianapolis 500. Jerry Unser taught all his sons, twins Jerry Jr. and Louie, Bobby and Al, to drive by the time they were 10 and 11 years old, and they were racing on local dirt tracks in their teens.

Bobby's older twin brothers, Jerry Jr. and Louie, were the first to participate in racing on a professional level and took their shot at Indy in 1958. Unfortunately, Jerry Unser Jr. wrecked during a practice run at Indy in 1959 and died from his injuries. Louie Unser briefly stepped away from racing after Jerry's death but returned to stock car racing and Pikes Peak in 1960. As talented a driver as Louie was, it was as an engine builder, mechanic and tuner that earned his reputation. In 1964, Louis was diagnosed with multiple sclerosis and although the disease limited his mobility, he spent the rest of his life consulting, designing and building high-performance racing engines for his younger brothers Bobby and Al.

Bobby's first road race was the 1949 Mexican Panamericana Road Race even though according to the rules, at 15 years old, he was too young to participate. Throughout the 1950s, Bobby worked with his brothers under the direction of their father at the Unser garage repairing cars and building their own modified stock cars. The brothers primarily raced open-wheeled sprint cars on dirt tracks across the Plains and Southwest gaining valuable experience in handling and tactics. It was at Pikes Peak that the brothers all established themselves as bold and talented drivers. The Pikes Peak International Hill Climb proved to be the "Unser Race." Between 1946 and 1970, an Unser won their class or the overall championship 14 times, with Bobby Unser claiming nine of his 13 Pikes Peak titles during this period.

After mastering sprint, stock and dirt track cars, Bobby turned his attention to American racing's most challenging event, the Indianapolis 500. His first assault on the Indianapolis brickyard in 1963 ended almost as soon as it began; he wrecked on the second lap of the race and did not finish. Bobby would go on to race in 19 consecutive Indy 500 races and become one of racing's most elite drivers; a three-time winner raising the Borg-Warner Trophy in 1968, 1975 and 1981.

Bobby's competitiveness, his desire to race in any and every race he could, led him to earn his pilot's license to allow him to fly to races rather than spend hours driving throughout the

Southwest. As a self-taught mechanic working in his father's garage alongside his brothers, Bobby earned a reputation as a focused and demanding driving professional whose feel and instinct for tuning a chassis and engine led him to be on the cutting edge of tire, engine and aerodynamic racing design and development.

In addition to racing open-wheel Indy cars, Bobby also piloted Sports Car Club of America (SCCA) sports cars, dirt track sprint cars and NASCAR stock cars. Throughout his career, Bobby drove for some of racing's premier teams but with Roger Penske's team he achieved some of his most noted Indy car victories including his third and final Indy 500 win in 1981. Bobby officially retired from racing in 1982 but even in "retirement," he still managed to keep his hand on the wheel, racing in a handful of events and winning the inaugural Fastmasters Championship series in 1993.

After retirement, Bobby pursued many interests including race commentator, entrepreneur, race team manager, racecar designer and engine builder, motivational speaker, private pilot and expert witness. Bobby has remained intimately involved with the design and development of safer tires for racecars and passenger cars. Bobby is also a guiding force in the Unser family's racing dynasty as his own children, Bobby Jr., Robby and his daughter Jeri and his nephews Johnny, Jason Tanner and Al Unser III keep the Unser name at the pole position of American auto racing.

## SCOPE AND CONTENT NOTE

The Bobby Unser papers are arranged in eleven series.

The **UNSER FAMILY PHOTOGRAPHS AND CLIPPINGS SERIES, 1930-2008** (7.0 cubic ft.), is made up of two subseries. The **Photographs subseries**, consisting primarily of black-and-white and color photographic prints, contains two subsubseries. The **Racing subsubseries** includes photographs highlighting races in which Unser family members participated, including races run by Louis Unser Jr. and Bobby Unser's father Jerry Unser. Races include early Pikes Peak Hill Climb races, dirt track sprint races, midget races, Indy car races, stock car races and Formula 1 races. The photographs are arranged chronologically. The **Family subsubseries** is made up of photographs of a more personal nature and includes vacations, school and some early races. The subsubseries includes many Unser family members including Louis Jr., Jerry, Bobby's brothers Jerry Jr., Louis and Al Sr., as well as Bobby's children, nephews and nieces. The photographs are arranged alphabetically by name or subject. Researchers should note that a substantial portion of the photographic prints contained in the Photographs subseries have been digitized with images available for viewing at <http://collections.thehenryford.org/index.aspx>. The **Clippings subseries** is made up of loose magazine and newspaper clippings covering automobile racing in general as well as various Unser family member's racing careers. Of special note are clippings related to Bobby's mother Mary Unser and her participation in the family's racing and marketing activities. The clippings are arranged chronologically and by name and subject.

The **CLIPPING BOOKS, PHOTO ALBUMS AND SCRAPBOOKS SERIES, 1949-1987** (3.0 cubic ft., 14 oversize boxes and 8 volumes), is made up of three subseries. The **Clipping Books, Large Format subseries** is made up of eight oversized volumes and 1 box of newspaper and magazine clippings assembled by various Unser family members. The clipping books document Bobby Unser's racing career and are arranged chronologically. Researchers should note that these large format volumes have been digitally scanned and are available for research in the Benson Ford Research Center Archives and Library Reading Room. The **Clipping Books, Small Format subseries** is made up of four volumes arranged chronologically which document various aspects of Bobby Unser's racing career. The **Scrapbooks subseries** is made up of nine scrapbooks primarily containing racing or race-related mounted photographs. The scrapbooks are arranged chronologically. The **Photo Albums subseries** contains various sized photo albums that include racing and family photographs. The albums are arranged chronologically.

The **PERSONAL RECORDS SERIES, 1951-2005 (bulk 1960-1985)** (5.9 cubic ft.), is made up of four subseries. The **Endorsements and Publicity subseries** consists of correspondence, racing campaign material, press kits and financial statements related to driving and endorsement agreements that Unser had entered into throughout his career. In addition, the subseries includes printed samples of many of the products or businesses on whose behalf Unser acted and samples of several biographical projects produced throughout Unser's career. The **General Personal Materials subseries** is made up of correspondence, awards, certificates, commemorative materials, and calendars and daybooks. The **Races and Racing subseries** consists of clippings, press kits, programs, photographs, competition rulebooks, and notebooks and reports related to myriad races that Unser and other members of the Unser family participated in. Of special interest are the photographs covering Unser's participation in many Pikes Peak Hill Climb races between 1955 and 1968.

The **Contracts and Litigation subseries** includes three subsubseries. The **Contracts subsubseries** is made up of contracts and legal agreements related primarily to Bobby Unser's career as a driver, spokesperson and television commentator. The **General Legal Materials subsubseries** includes incorporation documents for Bobby Unser Racing, Inc., endorsement and appearance payments and employee service agreements. The bulk of the subsubseries consists of material related to Bobby Unser's pleadings before the United States Auto Club Court of Appeals over sanctions against Unser that originally stripped him of his 1981 Indianapolis 500 race victory. Unser and Penske Racing, the team Unser was driving for, won their appeal and Unser earned his third and final Indianapolis 500 victory. The subsubseries also includes four videotapes of Unser demonstrating low- and high-speed turning maneuvers in his role as an expert witness. The **Litigation subsubseries** is made up of correspondence, legal briefs, notes and court documents related to Unser's lawsuit against one of his primary sponsors, AMS/Oil Corporation. The subsubseries also includes transcripts and other court documents in which Unser was either acting as an expert witness or as litigant.

The **RACE TEAMS SERIES, 1966-1988** (3 cubic ft. and 1 oversize box), is arranged in seven subseries and contains correspondence, catalogs, technical reports, and race data related to races and racing teams that Bobby Unser was associated with as a driver, developer and owner. Included is material from Bobby Unser Racing, Inc., Garza Racing, Patrick Racing, Penske Racing, Unser-Galles-Friday Racing, and some material related to Robby Unser's early Kart

racing. Of special interest is the material related to Theodore Racing Ltd. between 1983 and 1984, when Bobby Unser was originally hired to be a consultant and ultimately oversaw the dismantling of the race team midway through the 1984 season.

The **PUBLISHED MATERIALS SERIES, 1939-2009** (13 cubic ft. and 1 oversize box), is made up of two subseries. The **Equipment Catalogs, Parts and Price Lists subseries**, contains equipment catalogs and price guides related to Bobby Unser's various racing and race development activities. The **Programs and Other Publications subseries**, contains race programs from many of the races that Bobby Unser participated in, including his long association with the Pikes Peak Hill Climb race.

The **FLOW BENCH SERVICE, TESTING MANUALS AND CATALOGS SERIES, 1950-1974** (0.4 cubic ft. and 1 oversize box), contains testing manuals and forms, parts price lists and technical specifications related to automobile service and repair and engine testing equipment.

The **PROMOTIONAL ITEMS SERIES** (2 oversize boxes) is made up of three subseries. The **Patches subseries** consists of embroidered cloth patches featuring various corporate and sponsor logos. The **Buttons and Fobs subseries** consists of a Bonneville 200 MPH Club key fob and a button labeled "Ready Mixed Concrete Co." The **Decals and Stickers subseries** consists of adhesive-backed stickers and decals featuring various corporate and sponsor logos.

The **POSTERS SERIES** (2 oversize boxes, 1 roll and 3 items shelved separately) consists of posters and graphics illustrating vehicles, races, award ceremonies and other events related to Bobby Unser's racing career.

The **SOUND RECORDINGS SERIES** (3 recordings) consists primarily of recordings of the radio broadcasts for the 1968 and 1981 Indianapolis 500 races. The series also contains a single recording of a radio commercial.

The **MOTION PICTURES SERIES** (74 reels and 1 videocassette) consists primarily of professional produced films related to Bobby Unser's Pike's Peak and Indianapolis race involvement. Also included are several commercials featuring Bobby Unser and a group of 8mm and Super 8 home movies.

The **DIGITAL ACCESS COPIES SERIES** (1 oversize box) consists of compact discs (CDs) and digital video discs (DVDs) containing digital copies of selected items from the Clipping Books, Photo Albums and Scrapbooks series and the Motion Pictures series. Produced by The Henry Ford these digital copies are intended as an aid to researchers accessing the collection in the Benson Ford Research Center Reading Room.



## ARRANGEMENT

The Bobby Unser papers consists of eleven series:

1. Unser Family Photographs and Clippings series
  - Photographs subseries
    - Racing subsubseries
    - Family subsubseries
  - Clippings subseries
2. Clipping Books, Photo Albums and Scrapbooks series
  - Clipping Books, Large Format subseries
  - Clipping Books, Small Format subseries
  - Scrapbooks subseries
  - Photo Albums subseries
3. Personal Records series
  - Endorsements and Publicity subseries
  - General Personal Materials subseries
  - Races and Racing subseries
  - Contracts and Litigation subseries
    - Contracts subsubseries
    - General Legal Materials subsubseries
    - Litigation subsubseries
4. Race Teams series
  - Bobby Unser Racing subseries
  - Garza Racing subseries
  - Patrick Racing subseries
  - Penske Racing subseries
  - Robby Unser Jr. subseries
  - Theodore Racing Ltd. subseries
  - Unser-Galles-Friday Racing subseries
5. Published Materials series
  - Equipment Catalogs, Parts and Price Lists subseries
  - Programs and Other Publications subseries
6. Flow Bench Service, Testing Manuals and Catalogs series
7. Promotional Items series
  - Patches subseries
  - Buttons and Fobs subseries
  - Decals and Stickers subseries
8. Posters series
9. Sound Recordings series
10. Motion Pictures series
11. Digital Access Copies series

## **SUBJECT TERMS**

### Names, Personal and Corporate

Unser, Bobby, 1934-

Bobby Unser Inc.

Theodore Racing, Ltd.

### Subjects

Automobile racing--Rules.

Automobile racing drivers.

Automobiles, Racing--Motors

Automobiles, Racing--Chassis

Automobiles, Racing--Models

Automobiles, Racing--Motors Testing

Automobiles, Racing--Aerodynamics

Automobiles, Racing.

Trials, litigation, etc.

Drag racers.

Endorsements in advertising.

Formula One automobiles.

Indy cars.

Pikes Peak Race to the Clouds.

Sprint cars.

Stock car drivers.

Stock cars (Automobiles)

### Genre and Form

Audiocassettes

Brochures

CD-ROMs

Contracts

Decals

Digital images

DVDs

Embroidery (visual works)

Financial records.

Manuals (instructional materials)

Motion pictures

Operating manuals

Periodicals

Phonograph records

Photograph albums

Photographs

Photographic prints

Photographic negatives

Posters

Promotional materials

Genre and Form terms continued:

Sales catalogs

Scrapbooks

Souvenir programs

Sound recordings

Stickers

Technical manuals

Telegrams

Trade catalogs

Videocassettes

## CONTAINER LIST

**Box no.      Description**

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### UNSER FAMILY PHOTOGRAPHS AND CLIPPINGS

#### Photographs

(Selected images from this subseries are also available for viewing at

<http://collections.thehenryford.org/index.aspx> )

#### Racing

#### Box 1

1930-1945 (2 folders)  
1946-1953 Speedway Park (4 folders)  
1954  
    Speedway Park  
    Sprint car racing  
1955  
    Speedway Park  
    Pikes Peak  
1956  
    Pikes Peak  
    Sprint car racing  
    Speedway Park  
1957  
    The Boys  
    Pikes Peak  
    Speedway Park  
1958  
    Miscellaneous  
    Pikes Peak  
    Pikes Peak album  
1959 Pikes Peak (2 folders)  
1960 Pikes Peak  
1961  
    Pikes Peak  
    Sprints (2 folders)  
1962  
    Miscellaneous (2 folders)  
    Pikes Peak  
    Sprints (2 folders)  
1963  
    Indy car and sprints (4 folders)  
    Pikes Peak  
    Sprints  
1964  
    Indy car (3 folders)  
    Pikes Peak wreck

Pikes Peak  
Sprints  
1965  
Indy car (2 folders)  
Pikes Peak  
Sprints  
1966  
Indy car (2 folders)  
Sprints  
Pikes Peak  
1967  
Indy car (2 folders)  
"Goodstone and Fireyear" jacket  
Sprints  
1968  
Indy car first win (3 folders)  
Indy banquet

**Box 2**

Other races  
Stock car  
Formula 1  
Write-up of *Winning* movie  
Magazine articles  
Basketball tournament  
Pikes Peak  
Sprint/Midget  
1969  
Indy car (4 folders)  
Stock car  
Pikes Peak / Torino  
Sprint car  
1970  
Indy  
Sprint  
1971  
Indy  
Stock  
Argentina  
1972  
Indy (3 folders)  
Indy album  
Stock  
1973  
Indy  
Stock

1974  
    Indy  
    Stock  
    Pikes Peak stock  
1975  
    Indy (2 folders)  
    Miscellaneous  
    Stock  
    IROC  
1976  
    Indy  
    IROC  
    Chili cook-off  
1977  
    Indy  
    Indy album  
    Mint 400, Bobby Unser and Roger Mears  
    Stock  
1978  
    Indy (3 folders)

**Box 3**

    Stock  
    Synergy #1  
1979-1981 Indy (3 folders)  
1982  
    Indy car development  
    Father/Son race  
1984 Indy car restoration  
1985  
    Formula 500 Indy car-Palm Springs  
    NBC Sports  
1986 Pikes Peak (3 folders. Folder 3 contains photographic negatives)  
1987 Turbo Wash promo  
1988 Robby Unser Pikes Peak (2 folders)  
1989 Promo / CBC Brian Williams  
1990 Pirelli Tires Rally, Europe  
1991  
    Promos  
    ADT  
1992  
    Disneyland album  
    Miscellaneous  
1993  
    Bonneville Mod D cat record (2 folders. Folder 2 contains photographic negatives)

Fastmasters Championship  
1994  
Ice race, Canada  
TV program  
1995-1997 Promotional photographs  
1999-2001 Promotional photographs (3 folders)

**Family (undated except as indicated)**

ABC Television  
Al Unser Jr. (Nephew)  
Al Unser Sr. (Brother) (2 folders)  
Albuquerque race cars, 1950  
Bobby Unser  
Bobby Unser Jr. (3 folders. Folder 3 consists of clippings and other printed material)  
Bobby Unser, military  
Bobby Unser, miscellaneous promos  
Boys' old school photos  
Burro, donkey, dog  
Cabin in the mountains, 1944  
Clayton Dynamometer  
Hunting trips  
Jeri Unser  
Jerome, military  
Jerry Unser Jr. (Brother)  
Jerry Unser Jr., stock car

**Box 4**

Jerry Unser Motor Company  
Jerry Unser Sr., Pikes Peak, 1936 (contains 1 compact disc)  
Joe Unser (Uncle)  
Johnny Unser  
Louis Unser (Brother)  
Miscellaneous old cars  
Mom and Dad  
Mom and Dad Unser (2 folders)  
Mom, Dad and the Boys  
Pikes Peak  
Robby Unser (2 folders)  
Speedway Park  
Uncle Louis Unser, Pikes Peak  
White House  
Robby Unser and Bobby Unser Jr. album  
Mexican road race album  
Miscellaneous photographs

**Clippings**

General

**Box 5**

1962-1977

**Box 6**

1978-2008

Family

**Box 7**

Al Unser Jr., 1988-1993

Jeri Unser, 1998

Jerry Unser, 1955-1969

Johnny Unser, 1989-1998

Louis Unser, 1969-1988

Mary "Mom" Unser, circa 1955-1974

Pikes Peak, circa 1955-1989

Robby Unser, 1987-1989

Undated

**CLIPPING BOOKS, PHOTO ALBUMS AND SCRAPBOOKS**

**Clipping Books, Large Format**

(See also Box 58 for digital access copies available for use in the Benson Ford  
Research Center Reading Room)

**Volume 1**

Clipping book, 1968-1971 (Object ID 2009.123.13)

**Volume 2**

Clipping book, 1972 (Object ID 2009.123.14)

**Volume 3**

Clipping book, 1973 (Object ID 2009.123.15)

**Volume 4**

Clipping book, 1974 (Object ID 2009.123.16)

**Volume 5**

Clipping book, 1975-1976 (Object ID 2009.123.17)

**Volume 6**

Clipping book, 1975 (Object ID 2009.123.18)

**Volume 7**

Clipping book, 1977-1980 (Object ID 2009.123.19)

**Volume 8**

Clipping book, 1981-1985 (Object ID 2009.123.20)



**Box 8**

Clipping book loose pages (large format; Object ID 2009.123.21)

**Clipping Books, Small Format**

**Box 9**

Mexico Road Race, 1951 (Object ID 2009.123.1)

Clipping book, 1971 (Object ID 2009.123.10)

Clipping book, 1972 (Object ID 2009.123.11)

**Box 10**

Clipping book, 1955-1960 (Object ID 2009.123.2)

**Scrapbooks**

**Box 11**

Pike's Peak, 1961 (Object ID 2009.123.3)

Scrapbook, 1963 (Object ID 2009.123.5; includes material related to 1963 and 1964 Indianapolis 500 races)

**Box 12**

Scrapbook, 1962 (Object ID 2009.123.4)

Scrapbook, 1963 (Object ID 2009.123.6)

**Box 13**

Pike's Peak Hill Climb Scrapbook, 1963-1964 (Object ID 2009.123.12)

Pikes Peak Photos, 1963-1964 (includes material up to 1968 and other races; autographed 1966 Indy 500 Victory Banquet program)

**Box 14**

Scrapbook, 1965 (Object ID 2009.123.8)

Scrapbook, 1965 (Object ID 2009.123.7)

**Box 15**

Bobby Unser, 1966 (Object ID 2009.123.9)

**Box 16**

Scrapbook loose pages

**Photo Albums**

**Box 17**

1973-1974

1975

**Box 18**

1975-1977

1977

**Box 19 (oversize)**

1978-1980

**Box 20 (oversize)**

1980-1981

**Box 21 (oversize)**

1982-1983 (Family)

**Box 22 (oversize)**

1984

**Box 23 (oversize)**

1986

**Box 24**

ABQ Stock - P.P., 1949-1957  
Bobby Unser, 1960s-1970s  
Mexico, 1952  
Sprint and Dirt, 1959-1965  
Pike's Peak, Sprint and Indy car, 1935-1970

**PERSONAL RECORDS**

**Endorsements and Publicity**

Endorsements

**Box 25**

AMS/Oil, 1983-1987  
Audi, 1986-1988 (4 folders)  
Leadercards statements, 1968-1970  
Mary Unser/Ortega, 1977  
QMI Oil, 1990 (2 folders)  
Renault Spokesman study, 1974  
Ultra-Seal, 1979  
Press kits and media samples  
Agajanian Enterprises (Bobby Unser Jr.), 1977  
AMS/Oil, 1980  
ARCOgraphite Eagle Racing, 1978  
Clayton Manufacturing, 1978  
Essex-Penske Racing, 1980  
Galles Racing, 1981  
Goodyear Tires, 1968 and 1975  
Gould Racing, 1981  
Indianapolis 500, 1978  
Jones 21st Century Intercable, 1988  
Jorgensen-Eagle, 1975

Mazda Motor Sports Pikes Peak Hill Climb, 1987  
Norton racing, 1980  
Olsonite-Eagle press releases, 1971-1975  
Ortega, circa 1975  
Pepsi Challenge, 1981  
PPG Automotive Indy Car World Series, 1980  
Renault advertising campaign, 1975-1976  
STP, 1982  
Toyota, 1977  
Viceroy racing, 1972

Publicity

**Box 26**

Biographical material

*Born to Speed: The Bobby Unser Story* script and production materials,  
1970

*Unser, An American Family Portrait* biography material, 1987-1988

*Winners Are Driven* marketing materials 2003

**Box 27**

Prints and clippings, circa 1958-2007

**General Personal Materials**

**Box 28**

Awards and certificates, 1957-1991 (includes sketch on restaurant napkin signed  
by artist Leroy Neiman; also see Oversize Box XX)

Bobby Unser National Fan Club newsletter, 1978

Calendars and daybooks, 1969-1999 (3 folders)

Commemorative materials, circa 1950-1990 (2 folders)

Correspondence, 1958-1998

Correspondence, Indy 500, 1987

Indy 500 Victory and Parade, 1968

Manuscript, *Introduction to and History of US National Championship and Indy  
Car Racing*, John Printz, circa 1973

Photographs, circa 1940-1965

**Races and Racing**

Alabama International Motor Speedway Speed Chart, undated

Bonneville Salt Flats, 1993

Carrera Pan America Mexican Road Race, 1951-1952 (3 folders)

Competition rulebooks

CART/PPG Indy Car World Series, 1979-1980, 1982, 1988

NASCAR, 1984

Pikes Peak, 1979-1982

Sports Car Club of America, 1983

United States Auto Club. 1978, 1981

## Box 29

Fastmasters Championship, 1993  
Indianapolis 500  
    Al Unser time trials, 1989  
    Bobby Unser Prize money, 1979  
    General race data, 1977 (2 folders)  
Pikes Peak  
    General race information, 1976-1994 (7 folders)  
    Jeri Unser, 2003  
    Photographs, 1955-1968 (12 folders)  
Race lap times, 1979-1981, 1983 (4 folders)  
Race reports and entry lists, 1967-1987  
Speed conversion charts, undated  
Track publications, undated  
USAC Newsletter, 1977-1978

## Contracts and Litigation

### Contracts

## Box 30

ABC-ADT  
    ABC Television, 1987  
    ADT/Alarm Supply Co., 1988-1995  
Ai-Al  
    Aimsat, 1985  
    Alcoa, 1984-1987  
    All Season Industries, 1974  
    All-American Racers, 1971-1975  
Am-Au  
    American Gas Association, 1988  
    AMS/Oil, 1990-1991  
    AMT Corp., 1974  
    Anlon Press, 1987  
    Ashland Oil Inc., 1973  
    Atlantic Richfield Co., 1977  
    Audi of America, 1986-1987  
B-F  
    Bilstein Corp. 1984-1987  
    BKP/SFW Productions, 1987  
    Bombardier Snowmobiles, 1987-1989  
    Cadillac, 1991  
    Champion Spark Plug Co., 1984  
    Chaparral Industries, 1971  
    Citcorp Services, 1978  
    Clayton Manufacturing Col, 1977-1979  
    Comfort Craft, 1974  
    Creative Photo Craft, 1982-1983

**Box 30 continued:**

Dawes, Ron, 1981  
Diamond P Sports, 1984  
Farah Garments, 1980  
Fletcher Racing Team, 1976  
Good Year Tire and Rubber Co., 1968-1970, 1973-1976  
G-I  
Garnette Group, 1976  
Garza Racing, 1981-1982  
Handyman Magazine, 1981-1983  
Harley Davidson, 1975  
Henry McGrew Co., 1979  
Henry Regency Col. 1970  
Iesert, Jerry, 1981  
Intst-Tune, 1977-1978  
J-O  
Jim Bean Distilling Company, 1974  
Jones 21st Century, 1988  
Jones, Ron, 1979  
K&P Manufacturing, 1975  
Kelly Springfield Tire Co., 1972  
Kiekhaefer Mercury, 1971  
KYB Corp., 1978, 1982-1984  
Leader Cards, 1969  
Leibig, Bill, undated  
Lionstone Distilleries, 1973  
Lubri-Lon, 1979  
Manzanares, Ruben, 1977  
Mechanical Industries Inc., 1970, 1973  
Merv Griffin Show, 1975  
MESA Air Coolers, 1980  
Mid-Western Transportation, 1986  
Millican, Ron, 1977  
NBC Sports, 1983-1986  
Northwestern Bell, 1972  
Ortega, 1976  
P-R  
Penske Racing, Inc., 1978-1982  
Polaris E-Z-Go, 1981  
Premier Pacific Inc., 1974  
QMI, 1990  
Racing Promotion Management (RPM), 1973, 1978  
Ranshaw, Dan, 1981  
Reich, Norman, 1975  
Renault of America, 1975

S-X

S&K Tools, 1971, 1976  
Scalzo, Joe, 1977  
Snyder, Bobby, 1984  
State Engineering Division, 1981  
Stop-A-Flat Tire Sealant, 1979  
Stokley Transportation Systems, 1984  
Super 8 Motels, 1983  
Topper Corp., 1969  
Townel, Michael, 1977  
Travel-Sat., 1987-1990  
Triplett, Gary, 1980  
Turbo-Tek, 1985-1990  
Ultra Seal, 1981  
Unser, Bobby Jr., 1981  
Valvoline Oil Co., 1974-1977  
Vexilar, 1978  
Vista Rubber Corp., 1972  
Waters, John, 1981  
Wink Corp., 1983  
Wolff Systems, 1985  
Woziwodski, Thaddeus, 1982  
XRG Corp, 1980

Contract Samples

**General Legal Materials**

Bobby Unser Racing Inc., 1971-1975  
Endorsement and appearance payments, 1982-1988  
Ford Explorer evaluation, 1996 (2 folders; 4 videocassettes, VHS format)  
Garza Racing Team releases, 1983  
Penske Racing/Bobby Unser versus USAC Court of Appeal  
    Andretti appeal, 1981-1982 (2 folders)  
    Appellants Brief Reply, 1981  
    Appellants' Combined Memorandum, 1981

**Box 31**

Brief of USAC Race Stewards, 1981  
Declarations, 1981-1982  
Deposition transcripts, 1981-1982  
Findings, 1981  
Reply brief of Stewards, 1981  
Service Agreements, undated  
Sports Headliners Inc., 1970-1973  
Unser race account, Southwest National Bank, 1983-1987

## **Litigation**

Unser v. AMS/Oil  
    AMS/Oil Appeal of Judgment, 1986-1990  
    Attorney's fees and associate costs, 1986-1990  
    Lawsuit initiation, 1976-1986  
    Payment schedules, 1983-1984  
    Promotional material, undated  
    Response to appeal, 1986-1990  
    Settlement, 1987-1990  
Robby Unser competition license, 1984  
Jackson versus Ford  
    Bobby Unser deposition, 2005 (Transcript and CD-ROM)  
    Transcripts and exhibits, 2005  
Unser v. SCCA (Sports Car Club of America), 1984  
Unser v. Wink Corp., 1983

## **RACE TEAMS**

### **Bobby Unser Racing**

#### **Box 32**

Dynamometer calculator and relative humidity tables, undated  
Dynamometer, Superflow SF800 manual, undated  
Dynamometer test sheets, miscellaneous engines, 1976-1980  
Engine dynamometer sheets, 1979-1981 (3 folders)  
Engine parts and equipment catalogs and manuals, undated (2 folders)  
Flow Stand Time, 1980  
Flowbench Testing Data and Manuals, 1978  
Formula Ford (F-F 1600) Lyoning engine teardown and compression ratio formulas, 1981  
Hy-per-lube test data, 1988  
Log books and inventory sheets, 1977-1981  
McClintic Industries engine specifications and data test sheets, 1966-1979  
Mercury Mountaineer-Goodyear Tire tests, 2004 (DVD)  
Pikes Peak and sprint car engine dynamometer sheets, 1979-1983  
Pikes Peak cars chassis specifications and tire tests, 1966-1982  
Race inspections, chassis spec sheets, 1979-1980  
Log books and inventory sheets, 1977-1981  
Radiator tests, 1981  
Tunnel flow test data, 1982 (2 folders)  
Weisman gearbox data, undated  
Miscellaneous Technical Materials, 1979-1983

### **Garza Racing**

Cosworth engine data, 1982 (6 folders)  
McLaren engine rebuild schedule, 1982  
PC-9 parts sale, 1982

Raybestos brake lining test results, 1982  
Season schedule and tunnel tests, 1982

**Patrick Racing**

Correspondence, 1982-1983

**Penske Racing**

Bill Alsup race data, 1982  
Chassis race specifications, 1978-1979  
Indianapolis tests, 1983  
PC-9 tests and race setup sheets, 1980  
PC-9 test and race setup sheets, 1981  
PC-10 Indianapolis photographs, 1982  
PC-10 tests and race setup sheets, 1981-1982  
Rick Mears race data, 1981  
Special projects tests, 1979  
Winter Tests, 1980-1981

**Robby Unser Jr.**

**Box 33**

Go-kart dynamometer sheets, 1980-1983  
Go-kart parts and service catalogs, 1982-1983  
Stock car dynamometer sheets, 1982-1984  
Unlimited Stock Car Racing, 1984

**Theodore Racing Ltd., 1983-1984**

Air transportation and insurance  
American Fletcher National Bank  
American Rubbish removal  
AMI Racing  
Associated Insurance Companies  
Bobby Unser Enterprises statements  
CART racing, general information  
CART sponsorship  
Commercial towel  
Correspondence (2 folders)  
Cort Furniture  
Cosworth DFX drawings  
Cosworth Engineering  
Decature Electronics  
DHL Delivery  
E & J Travel  
Employee Contracts, payments  
Finley, Bill  
Freight and Shipping  
Goodyear Tire and Rubber Co.



Hosea Circle  
Hotels  
Indiana Bell Telephone Co.  
Industrial NDT Services  
Indy season planning, 1982-1983  
K & K Insurance  
Koni America, Inc.  
Mechel Inc.  
Mine Weld Co. of Indiana  
Miscellaneous statements and receipts (5 folders)

**Box 34**

Neff Engineering  
Parts testing data  
Petty cash receipts  
Phoenix tests  
Pink, Ed  
Race checklists and equipment lists  
Race setup sheets  
Races  
    Cleveland Grand Prix, 1984  
    Indianapolis 500, 1984  
    Laguna Seca Quin's Cooler 300K, 1984  
    Long Beach Grand Prix, 1984  
    Michigan 500, 1984  
    Michigan Detroit News Grand Prix, 1984  
    Mid-Ohio, 1984  
    Phoenix Jimmy Bryan Memorial, 1984  
    Pocono, 1984  
    Quebec, 1984  
    Road America, 1984  
Season announcement. 1984  
Springs and Dampers  
T. L. Clowes Insurance  
Team dissolution  
Team travel (3 folders)  
Team Uniforms  
Tel Trans National  
Telexes (3 folders)  
Tony's Trailer Services and Sales  
Tool Warehouse Co.  
Transamerica Delaval  
Unitrans International Corp.  
USAC insurance  
Vern Atkins Enterprises  
W. W. Grainger

Warner-Ishi  
Western Union  
Westfield Steel  
Wheel stock lists  
Wolf & Swickard

**Unser-Galles-Friday Racing**

Equipment inventory lists, 1978  
Pinto 2.0 liter engine dynamometer sheets, 1979-1980 (2 folders)

**Box 35 (oversize)**

Technical Materials (includes Howard Millican wing design, circa 1983, and undated  
Horsepower Correction Chart)

**PUBLISHED MATERIALS**

**Equipment Catalogs, Parts and Price Lists**

**Box 36**

10,000 RPM Speed Equipment  
3-Phase Adapter Industries

A

AAEN Snow Performance Parts  
Alemite Wheel Alignment  
American Dibranetics, Inc.  
ARCO Graphite Broach  
ARE Engine Developments

Alarm Supply

B

Balker Bearings  
BEST Maximum Performance Equipment Company  
Black & Decker tools  
Bookstone Tools  
Brawfield  
Brown & Sharp Shop Tool Manual  
Brown & Sharpe Shop tool manual

C

Camshaft catalogs  
Carolina Tool & Equipment  
Carrillo Industries, Inc.  
Check-It Electronics, magnetic plugs  
Childs & Albert  
Chiltons Motor Age  
Clayton Manual (DynoTune) News Release  
Competition Cams  
Co-Ray-Vac Heating Systems  
Cornwell

**Box 36 continued:**

Crower Camshafts  
D  
Davis Motorcar Company  
Dayton Heaters  
Daytona MIG Inc  
Delaval Gems liquid level switches  
Ditzler Repaint  
Doug Nash Equipment and Engineering Corp.  
Dunlop Tires  
Dyno-Tune  
E  
Ed Iskenderian Racing Cams  
Electro-Magic Cleaning Systems  
F  
Fel-Pro Interchange list, Gasket/Chemicals  
Flowrator Interaction Bulletin  
FS100 Fiberscope  
G  
Goodyear tires  
GP (Grand Performance) parts  
H  
Halibrand Racing Equipment  
Hoosier Racing Times  
Hurst Brakes  
Hyper-Lube test data  
I  
Iskenderian Camshafts  
J  
Jericho Manufacturing Co.  
Jet Equipment  
Jones Instrument Corp.  
Jones Intercable  
J-P Tools  
K  
Knox Industrial Supplies  
Kraco Enterprises  
L  
Leichtung Tools  
Loc-Tite  
M  
Mallory Ignition  
McClintic Industries data specifications  
McCreary Racing Tires  
Mechanical Industries  
Miller Electric Mfg. Co

**Box 37**

Mitutoyo Measuring Instruments  
Monroe Shocks  
Moroso Parts  
Motocross airbrakes owner's manual

**N**

NAPA Engine Bearings  
NASA Airflow testing reports

**O**

Oil Parts and Fittings  
Omega Engineering Temperature Measurement Handbook

**P**

Polycell Foam  
Pop Rivet Systems  
Power-Vac  
Premier Screws

**Q**

Quarter Master Clutch

**R**

Racing clutches  
Raybestos  
Rockwell Corp.  
Ron Minor's Auto Racing Specialties  
Roper Whitney Metal Working Tools and Machinery

**S**

Sandia Aerospace  
Schwitzer  
Sealed Power Replacements Group  
SEMA Master Catalog  
Setrab Aluminum Oil Coolers  
Springs to Dampers  
Stewart-Warner  
Stock Car Products Co.  
STP Filters  
Stuska Engineering Co.  
Stuska Engineering Company-Dynamometer  
Sunnens Products Co.  
Superflow Corp.

Sybron-Taylor

**T**

Total Seal  
TransGo  
Tri-Mil Industries  
Tufoil

**U**

U.S. Air Tool Co., Inc

Ultradyne Racing Cams  
UltraSeal

V  
Valve Timing for Maximum Output  
Victor Welding & Cutting Division  
VW Parts List  
VW Performance Products

W  
W. A. Ford Tools  
Wag-Aero  
Warn Industries  
Weatherplate Industries  
Weisman gearbox  
Welding data book  
Wyson Foot Shears

Y  
Yates products

### **Programs and Other Publications**

**Box 38**

1938-1966

**Box 39**

1967-1968 (see also oversize Box 49)

**Box 40**

1969-1971 (see also oversize Box 49)

**Box 41**

1972-1973 (see also oversize Box 49)

**Box 42**

1974-1976

**Box 43**

1977-1979

**Box 44**

1979-1982

**Box 45**

1983-1987

**Box 46**

1988-1995

**Box 47**

1996-2004

**Box 48**

2005-2009

**Box 49 (oversize)**

Speedworld International, Volume 2 Number 1, July 1968  
Automundo, Number 302, March 1971  
Automundo, Number 303, March 1971  
Seventh Annual Victor Awards Banquet program, 1973

**FLOW BENCH SERVICE, TESTING MANUALS AND CATALOGS**

**Box 50**

Black and Decker Valve and Valve Seat Rod Specifications, 1952  
Flow bench airflow calculator, 1974  
Pennzoil service stickers, undated  
Shurhit Tune-up chart and replacement parts guide, 1962  
Sun Electric Corporation  
American Passenger Car Test Specifications, February 1957  
Automotive Test and Service Equipment Catalog, circa 1955  
Distributor Tester: Standard and Master Models, Operators Manual, undated  
Dwell-Tach Tachometer Tester Operator's Manual, 1950  
Electrical System Test Specifications, 1960  
Engine Testing Specifications and Standards, 1958-1960  
Master Motor Tester Manual, 1954  
Master Motor Tester Test Procedure Manual, 1952  
Service Equipment Test Specifications, 1955  
Tune-up Handbook, circa 1960  
Tune-up Tester Instruction Manual, 1955  
Tune-up Tester Specifications, 1957

**Box 51 (Oversize)**

Autolite Parts Price List, 1955  
Engine test report forms, undated

**PROMOTIONAL ITEMS**

**Box 52**

**Patches**

A-B  
C  
F-G  
H, J-L  
M-O  
P-S

U  
V-W

**Buttons and Fobs**

Key fob, "Bonneville 200 MPH Club"  
Button, "Ready Mixed Concrete Co. / Pando, Colo. / 10"

**Box 53**

**Decals and Stickers**

A  
B  
C  
D  
E-F  
G  
H, J-L  
M, O, P  
R-T  
U  
V-W  
United States Auto Club (USAC)

**POSTERS**

**Box 54 (Oversize)**

Posters, 1968-2003 (25 items; Object IDs 2009.123.23 - .27, .29 - .32, .33.1 - .33.4, .34 - .36, .38.1 - .38.7, and .40 - .41)

**Box 55 (Oversize)**

Drawing, Indy Car Side View (framed)  
Lap Speed Chart, 1970 Indy 500

**Roll 1**

Posters, 1969-2004 (43 items)

**Shelved Separately**

Advertising Poster, "Racing Days are Here Again, Time for Sterling Beer," 1968 (Object ID 2009.123.28)  
Poster, "Indianapolis--Bobby Unser Wins the 500 on Goodyear Tires" (Object ID 2009.123.37)  
Advertising Poster, "Indianapolis - Bobby Unser - Goodyear," 1968 (Object ID 2009.123.39)

## **SOUND RECORDINGS**

### **Box 56**

1968 Indianapolis 500 Radio Broadcast (9 phonograph records; 33 1/3 LP format; recording of WIBC Radio race broadcast)

### **Box 57**

1981 Indianapolis 500 Radio Broadcast, 24 May 1981 (5 audiocassettes; recording of the Indianapolis Motor Speedway Radio Network race broadcast)

### **Shelved Separately**

Chevrolet radio commercial, 1977 (1 open reel audio tape; Object ID 2009.123.208)

## **MOTION PICTURES**

(See also Box 58 for digital access copies available for use in the Benson Ford Research Center Reading Room)

### **Box 57**

Pike's Peak "King Of The Hill", undated (1 videocassette; U-matic format)

### **Shelved Separately**

"#1 Bardahl Car w/ Bobby Unser" (Object ID 2009.123.144)  
"1958 Pike's Peak" (Object ID 2009.123.173)  
"1959 Pike's Peak Hill Climb" (Object ID 2009.123.189)  
"1960 Pike's Peak Hill Climb" (Object ID 2009.123.146)  
"1961 Pike's Peak" (Object ID 2009.123.174)  
"1964 Pike's Peak Hill Climb" (Object ID 2009.123.184)  
"1964 Pike's Peak Hill Climb" (Object ID 2009.123.198)  
"1968 Hanford 200 Mile Race" (Object ID 2009.123.181)  
1972 Indy Qualifying (Object ID 2009.123.178)  
"1974 Indy Commercial for ABC Wide World of Sports" (Object ID 2009.123.183)  
"1974 Triple Crown of Auto Racing: Ontario, Indy & Pocono" (Object ID 2009.123.188)  
"American Lung Association" (Object ID 2009.123.158)  
"Bardahl Indy Car Unveiling" (Object ID 2009.123.151)  
"Bobby Unser Crash" (Object ID 2009.123.179)  
"Bobby Unser- In Car - 1966 Pike's Peak" (Object ID 2009.123.180)  
"Bobby Unser in Hospital / Phoenix Sprint Car" (Object ID 2009.123.170)  
"Count Down to 500" (Object ID 2009.123.212; 1979 Indianapolis 500)  
"Diary of Courage" (Object ID 2009.123.191; 1965 Indianapolis 500)  
"Eagles with Wings - 1972 Indy 500" (Object ID 2009.123.209)  
"Eagles with Wings" (Object ID 2009.123.207; 1972 Indianapolis 500)  
"Evil Knievel Motorcycle" (Object ID 2009.123.154)  
"Firestone's Hottest 500" (Object ID 2009.123.203)  
"Follow the Leaders" (Object ID 2009.123.201)  
"Follow the Leaders" (Object ID 2009.123.211)  
"Four Kings, Ace High" (Object ID 2009.123.196; 1971 Indianapolis 500)



**MOTION PICTURES shelved separately continued:**

- "From the Eagle's Nest" (Object ID 2009.123.166; 1973 Indianapolis 500)
- "Garage, Race Shop, Bobby & Cindy" (Object ID 2009.123.169)
- "Get It On" (Object ID 2009.123.145; race at Phoenix, 1977)
- "Indianapolis 500 Mile, 1958, and Al's Modified" (Object ID 2009.123.171)
- "Indy, 1973, Camera on Car" (Object ID 2009.123.147)
- "Knights of the 500" (Object ID 2009.123.194; 1978 Indianapolis 500)
- "May 14, Car No. 6 Wrecks" (Object ID 2009.123.57)
- "Modifieds 1954 or 1958" (Object ID 2009.123.176)
- "No Margin for Error" (Object ID 2009.123.199; 1957 Pike's Peak Hill Climb)
- "Once Upon a Friday" (Object ID 2009.123.210; 1969 Indianapolis 500)
- "Ontario - Inaugural Year / Norma" (Object ID 2009.123.172)
- "Phoenix 100 Mile, 23 April 1961" (Object ID 2009.123.168)
- "Phoenix 150 Crash Scene" (Object ID 2009.123.150; Aired on KOOL-TV News, 11/3/1973)
- "Phoenix Race / Unser at SCAT Track, Phoenix" (Object ID 2009.123.156)
- "Pike's Peak, 1956" (Object ID 2009.123.56)
- "Pike's Peak, Bobby & Cindy, Swimming & Bonanza Air Plane / Snack Shack" (Object ID 2009.123.175)
- "Polaris - 1980-Jan. - Bobby and Al" (Object ID 2009.123.182)
- "Preview For the Future" (Object ID 2009.123.213; 1968 Indianapolis 500)
- "Race for Professionals" (Object ID 2009.123.195; 1975 Indianapolis 500)
- "Race To the Clouds - 1965" (Object ID 2009.123.186)
- "Race To the Clouds, 1966 Pike's Peak Climb" (Object ID 2009.123.148)
- "Racing Revolution" (Object ID 2009.123.185; 1968 Indianapolis 500)
- "Renault Commercials Made at Ontario Motor Speedway, Jan. 1975" (Object ID 2009.123.155)
- "Riding High" (Object ID 2009.123.59; 1956 Pike's Peak Hill Climb)
- "Sno-Go-Ers" (Object ID 2009.123.214)
- "Snowmobile Racing, 1970" (Object ID 2009.123.167)
- "Strategy for Speed" (Object ID 2009.123.202)
- "Talk About Toronado" (Object ID 2009.123.200)
- "The Champion's Way" (Object ID 2009.123.163)
- "The Circle of Racing" (Object ID 2009.123.190; 1967 racing season)
- "The Eagles Fly At Indy" (Object ID 2009.123.164; 1968 Indianapolis 500)
- "The Eagles Fly At Indy" (Object ID 2009.123.215; 1968 Indianapolis 500; Note: film can be labeled as "The Challenge of Champions")
- "The Fastest Indy 500 - 1967" (Object ID 2009.123.162)
- "The Gambling Man" (Object ID 2009.123.187)
- "The High Challenge" (Object ID 2009.123.165; Oldsmobile)
- "The Unser Story" (Object ID 2009.123.193)
- "To Reach the Top" (Object ID 2009.123.204; 1974 Pike's Peak Hill Climb)
- "To Reach the Top" (Object ID 2009.123.206; 1974 Pike's Peak Hill Climb)
- "Unser Navy Spot" (Object ID 2009.123.160)
- "Way of a Champion" (Object ID 2009.123.192; 1964 Indianapolis 500)
- "Way to Go" (Object ID 2009.123.161; 1971 Soap Box Derby)

**MOTION PICTURES shelved separately continued:**

- Bobby Unser / "Regency" (Object ID 2009.123.157)
- Harley Davidson Helmet Commercial (Object ID 2009.123.197)
- Topper Toys commercial, "Bobby Unser" (Object ID 2009.123.58)
- U.S. EPA Public Service Announcement, "Doug Costle" (Object ID 2009.123.149)
- U.S. EPA Public Service Announcement, EPA Mileage ratings change (Object ID 2009.123.152)
- Untitled (Object ID 2009.123.153; Business card inside film can from Andy Cassells, WHIO News, Dayton, Ohio)
- Untitled (Object ID 2009.123.159; undated Pike's Peak race)
- Untitled (Object ID 2009.123.177)

**DIGITAL ACCESS COPIES**

**Box 58**

Digital access copies (digital copies of large-format scrapbooks and motion pictures created from selected collection items by The Henry Ford and intended for researcher use in the Benson Ford Research Center Reading Room; compact disc (CD) and digital video disc (DVD) formats)