



Finding Aid for

BOBBY UNSER PAPERS, 1930-2009

Accession 2009.123

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OVERVIEW

REPOSITORY: Benson Ford Research Center
The Henry Ford
20900 Oakwood Blvd
Dearborn, MI 48124-5029
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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.
- 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?keywods=%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 20th 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

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
Sunn 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)