



Finding Aid for

PCGCAMPBELL FORD RACING TRANSPARENCIES, 1985-1987
Accession 88.208

Finding Aid Published: 1 December 2016



Benson Ford Research Center, The Henry Ford
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OVERVIEW

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

ACCESSION NUMBER: 88.208

CREATOR: PCGCampbell

TITLE: PCGCampbell Ford Racing Transparencies

INCLUSIVE DATES: 1985-1987

QUANTITY: 1.65 cubic ft. (approximately 2,000 photographic slides)

LANGUAGE: The materials are in English.

ABSTRACT: The PCGCampbell Ford Racing Transparencies, 1985-1987, contains photographic slides that document Ford Motor Company's automobile racing program from 1985-1987. Images include drivers, vehicles, and logos.

ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS:** The collection is open for research.
- TECHNICAL RESTRICTIONS:** Use of original video and audio tapes, floppy disks, and compact discs contained in the collection is restricted. Access may be unavailable due to lack of appropriate software and hardware, or use copies may need to be produced unless otherwise noted. Researchers interested in this material should contact Benson Ford Research Center staff (research.center@thehenryford.org).
- COPYRIGHT:** Copyright has been transferred to The Henry Ford by the donor. Copyright for some items in the collection may still be held by their respective creator(s).
- ACQUISITION:** Donated to The Henry Ford, 1988.
- RELATED MATERIAL:** Related material held by The Henry Ford:
-PCGCampbell Ford Motorsports Photographs and Motion Pictures, Accession 2009.1.1959

-Ford Motorsports Collection, Accession 1930
- PREFERRED CITATION:** Item, folder, box, accession 88.208, PCGCampbell Ford Racing Transparencies, 1985-1987, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Brian Wilson and Monica Starrett, June 2014.
- DESCRIPTION INFORMATION:** Original collection inventory list prepared by Monica Starrett, June 2014, and published in June 2014.

Finding aid written by Janice Unger, December 2014, and published in December 2016.

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

BIOGRAPHICAL/HISTORICAL NOTE

PCGCampbell, formerly known as Campbell & Co., is a marketing and public relations agency located in Dearborn, Michigan. Beginning in the 1980s, this agency provided creative services, such as photography, promotional materials, and video recordings, to the Ford Motor Company.

The beginnings of the Ford Motor Company's association with racing can be traced back to 10 October 1901, when Henry Ford defeated Alexander Winton in a race at the Detroit Driving Club in Grosse Pointe, Michigan. Within 2 years, another Ford automobile, the 999, managed to achieve a record speed of 60 mph at the Indiana Fairgrounds track. Since that start, Ford Motor Company has continued to be a major player in the world of automobile racing around the world.

Note content adapted from the following sources:

-“PCGCampbell to Become Campbell Marketing & Communications on Jan. 5,”
accessed 15 May 2015 at <http://www.campbellmarketing.com/post/pcgcampbell-become-campbell-marketing-communications-jan-5>

-“Our History,” accessed 15 May 2015 at <http://corporate.ford.com/company/history.html>

SCOPE AND CONTENT NOTE

The PCGCampbell Ford Racing Transparencies is a collection of 35mm color photographic slides documenting drivers associated with Ford Racing, as well as the vehicles used for competition and advertising logos. The first box contains samples of each image included in the collection. The other boxes are organized by topic (driver, vehicle, or logo).

SUBJECT TERMS

Names, Personal and Corporate

PCGCampbell

Campbell & Co.

Campbell Marketing & Communications

Ford Motor Company

Subjects

Automobile racing

Automobile racing drivers

Mustang automobile

Thunderbird automobile

Genre and Form

Photographic prints

Slides (photographs)

CONTAINER LIST

Box no.	Description
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Box 1

Overview image selection (consists of one copy of each transparency, about 150 in total, housed separately for ready reference use; for some images, this is the only copy in this collection)

Box 2

Headshots

Arrington, Buddy (1 container; Object ID 88.208.35)
Bernstein (1 container; Object ID 88.208.67)
Carter, Pancho (1 container; Object ID 88.208.5)
Halsmer (1 container; Object ID 88.208.2)
Halsmer (1 container; Object ID 88.208.37)
Jenner (1 container; Object ID 88.208.26)
Kneifel, C. (1 container; Object ID 88.208.56)
Kneifel (1 container; Object ID 88.208.4)
Kneifel (1 container; Object ID 88.208.20)
Kulwicki, Alan (1 container; Object ID 88.208.38)
Ludwig, Klaus (1 container; Object ID 88.208.55)
Martin, Mark (1 container; Object ID 88.208.15)
Miller, M. (1 container; Object ID 88.208.40)
Miller, Mike (1 container; Object ID 88.208.41)
Ribbs, Willy T. (1 container; Object ID 88.208.66)
S. Roush (1 container; Object ID 88.208.52)
Rudd, Ricky (1 container; Object ID 88.208.73)
Yarborough (1 container; Object ID 88.208.70)
Yarborough (1 container; Object ID 88.208.71)

Box 3

Hat Shots

Elliott (1 container; Object ID 88.208.51)
Esquerra, Manny (1 container; Object ID 88.208.49)
Moore, B. (1 container; Object ID 88.208.31)
Petty, Kyle (1 container; Object ID 88.208.54)
Rudd (1 container; Object ID 88.208.47)
Schrader, Ken (1 container; Object ID 88.208.11)
Shoppe, Dave (1 container; Object ID 88.208.62)
Stroppe, Bill (1 container; Object ID 88.2008.53)
Valdez, Willie (1 container; Object ID 88.208.63)
Yarborough, C. (1 container; Object ID 88.208.25)

Box 4

Vehicles

Mercury/Capri (1 container; Object ID 88.208.28)
Mercury/Capri (1 container; Object ID 88.208.6)

Mercury/Capri (1 container; Object ID 88.208.39)
Merkur-Mike Miller (1 container; Object ID 88.208.19)
Merkur-M. Miller (1 container; Object ID 88.208.36)
Merkur r-l (1 container; Object ID 88.208.42)
Merkur r-l (1 container; Object ID 88.208.48)
Merkur (1 container; Object ID 88.208.65)
Motorcraft Merkur (1 container; Object ID 88.208.44)
Mustang r-l (1 container; Object ID 88.208.16)
Mustang r-l, Folger's (1 container; Object ID 88.2008.17)
Mustang, Folger's ¾ front (1 container; Object ID 88.208.1)
Mustang, Raintree (1 container; Object ID 88.208.9)
Mustang r-l, Santa Domingo (1 container; Object ID 88.208.10)
Mustang r-l, ¾ front (1 container; Object ID 88.208.23)
Probe Front View, Miami (1 container; Object ID 88.208.22)
Probe Side View, Miami (1 container; Object ID 88.208.24)
Schrader, K., #90 Car On Banking (1 container; Object ID 88.208.60)
Yarborough Cale, #28 Front View (1 container; Object ID 88.208.50)
Yarborough, Cale, #28 On Banking (1 container; Object ID 88.208.58)

Box 5

T-Bird Side, Elliot (1 container; Object ID 88.208.45)
T-Bird, Bill Elliot (1 container; Object ID 88.208.46)
T-Bird, Arrington (1 container; Object ID 88.208.34)
T-Bird, P. Carter (1 container; Object ID 88.208.12)
T-Bird '86, Glidden (1 container; Object ID 88.208.32)
T-Bird, Kulwicki (1 container; Object ID 88.208.29)
T-Bird, Martin (1 container; Object ID 88.208.7)
T-Bird, Petty (1 container; Object ID 88.208.59)
T-Bird, Rudd (1 container; Object ID 88.208.61)
T-Bird, Rudd (1 container; Object ID 88.208.33)
T-Bird, 5C (1 container; Object ID 88.208.43)

Box 6

Esquerra Ranger action (1 container; Object IDs 88.208.57 and 88.208.3)
Shophe truck action (1 container; Object ID 88.208.64)
Truck 3C (1 container; Object ID 88.208.13)
Truck 3C (1 container; Object ID 88.208.18)

Box 7

Logos

Superteam color logo (1 container; Object ID 88.208.8)
Superteam color logo (1 container; Object ID 88.208.21)
Superteam black and white logo (2 containers; Object ID 88.208.69)
Superteam poster (1 container; Object ID 88.208.3)
Superteam composite (1 container; Object ID 88.208.30)
Miscellaneous, Unidentified person (1 container; Object ID 88.2008.4)