



Finding Aid for

OCEAN TO OCEAN RACE RE-ENACTMENT SUBSERIES, 1959
Accession 717

Finding Aid Published: March 2012



Electronic conversion of this finding aid was funded by a grant from the Detroit Area Library Network (DALNET)
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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: 717

CREATOR: Ford Motor Company. Archives.

TITLE: Ocean to Ocean Race Re-enactment subseries

INCLUSIVE DATES: 1959

QUANTITY: 2.2 cubic ft. and 4 oversize boxes

LANGUAGE: The materials are in English.

ABSTRACT: In 1959, Ford Motor Company re-enacted a 1909 transcontinental race that had been won by a Model T. The re-enactment celebrated the 50th anniversary of the race and the construction on the 50 millionth Ford. The collection contains promotional materials, newspaper clippings and maps from the re-enacted race.

ADMINISTRATIVE INFORMATION

ACCESS RESTRICTIONS: The collection is open for research. Original audio or visual materials are not available for use. Digital copies are available for use in the reading room.

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: Ford Motor Company Archives donation, 1964.

RELATED MATERIAL: Related material held by The Henry Ford:
Part of the Special events series, which includes:
- Fiftieth Anniversary Tributes subseries, Accession 129
- Henry Ford Centennial subseries, Accessions 899 and 1139

PREFERRED CITATION: Item, folder, box, accession 717, Ocean to Ocean Race Re-enactment subseries, Benson Ford Research Center, The Henry Ford

PROCESSING INFORMATION: Collection processed by Ford Motor Company Archives staff, April 1964 and reprocessed by Benson Ford Research Center staff, March 2007

DESCRIPTION INFORMATION: Original collection inventory list prepared by Ford Motor Company Archives staff, April 1964 and updated by Benson Ford Research Center staff, March 2007

Finding aid prepared by Elyssa Bisoski, March 2012, and published in March 2012.

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

HISTORICAL NOTE

The 1909 "Ocean to Ocean Automobile Endurance Contest for the M. Robert Guggenheim Trophy" was a cross country race from New York to Seattle. The race was held in part to help advertise the Alaska-Yukon-Pacific Exposition opening on June 1, 1909. On that day only six cars were entered and ready at the New York starting line, two of which were Fords.

Ford No. 1 and Ford No. 2, named in the order of their entry, were 20 horse-power Model Ts weighing in at 950 pounds. The remaining cars were an Acme, a Shawmut, an Itala, and a Stearns. At 3:03 PM on June 1st the cars began their race to Seattle. Ford No. 2 broke the tape in Seattle the afternoon of June 23rd and was the first car to drive across the country.

As the 50th anniversary of this race approached, Ford Motor Co. decided to stage a re-enactment of the historic race. They would use this opportunity to advertise the past, present and future of their automobiles as well as the production of the 50 Millionth Ford on April 29, 1959.

With better roads and improved automobiles, they would not be running a true race. Rather, a caravan consisting of a duplicate of the 1909 Model T racer, the 50 Millionth Ford, a 1959 Thunderbird, and a traveling exhibit would make their way across the country. Following the same schedule as the 1909 cars, the caravan made promotional stops along the route for photo opportunities, dinners, galas and other campaigns.

SCOPE AND CONTENT NOTE

The Ocean to Ocean Race Re-enactment subseries is organized into four sub-subseries. The **Planning sub-subseries** contains a notebook used in 1959 to organize and plan the re-enactment. Maps make up a large portion of this sub-subseries, some of which are road maps showing the route. The majority are rolled, large scale, detailed maps that give the times and other 1959 route information. These are housed in the oversize boxes. The **Advertising sub-subseries** includes press releases, printed brochures, photographs and two proclamations. The script for a 1959 television program is included here, a film advertising the race, and recordings from a dinner held in June of 1959. The film and sound recordings have access copies available for use (originals are restricted).

Henry E. Edmunds, the Research and Information manager at Ford, sent requests to every city the original race passed through for newspaper articles relating to the 1909 race. All of the requests and articles received are organized in the **Clippings sub-subseries**. The **1959 Artifacts sub-subseries** includes promotional materials such as flags, buttons and vests. Items given to Ford as they passed through towns such as awards and keys to cities are found in this sub-subseries as well. The oversize folder holds original sketches and advertising artwork for the race. A trophy originally in the collection has been removed to the artifact collection and can be found through the collection management software at The Henry Ford.

SUBJECT TERMS

Names, Personal and Corporate

Ford, Henry, 1863-1947

Ford Motor Company--History

Ford Motor Company. Archives.

Ford Motor Company--Anniversaries, etc

Ford Motor Company--Public relations

Subjects

Archives

Ford automobile

Ford Model T automobile

Automobile racing

Press releases

Transcontinental journeys

Genre or Form

Maps

Motion pictures

Photographs

Sound recordings

CONTAINER LIST

Box no.	Description
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PLANNING

Box 1

Planning notebook, 1959 (10 folders)
History of 1909 race, 1959
Maps, 1959 (2 folders; see also oversize boxes 8, 9)

Box 2

Exhibit, 1959 (see also oversize box 10)

ADVERTISING

Press releases, 1959 (10 folders)
Photographs, 1959 (9 folders; see also oversize box 10)
Television program, film, and dinner recordings, 1959
Photographs (see oversize box 10)

Box 3

Film and sound recordings, 1959 (DVD use copy)

Box 4

Film reels and sound recordings, 1959

Box 5

Printed material, 1959 (2 folders; see also oversize box 10)

CLIPPINGS

Requests and replies for 1909 clippings, 1959 (14 folders arranged in order of route)
Clippings received, 1959 (5 folders arranged in order of route; see also oversize box 10)

Box 6

Clippings received, 1959 (15 folders arranged in order of route)

Box 7 (oversize)

ARTIFACTS

Finish line checkered flags
48 star American Flags
Pennants, red, white, blue, "Ocean-to-Ocean with Ford"
Vests, "Ocean-to-Ocean with Ford"
Buttons, "Ocean-to-Ocean with Ford"
Metal Tag "Ocean-to-Ocean with Ford," 1959
Plaque from Junction City, Kansas, 1959
Keys, Boise, Auburn, Rochester and Buffalo, 1959

Box 8 (oversize)

PLANNING

Maps, 1959

Box 9 (oversize)

Maps, 1959

Box 10 (oversize)

Exhibit drawings and signage, 1959

ADVERTISING

New York Proclamation, 1959

Printed material, 1959

Photographs, 1959

Television program photographs, 1959

Original sketches and advertising artwork

CLIPPINGS

Clippings received, 1959