



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the James W. Holmes Karting Collection

NMAH.AC.0787

Alison Oswald

2002

Archives Center, National Museum of American History

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	James W. Holmes Karting Collection
Date:	1961-1979
Identifier:	NMAH.AC.0787
Creator:	Holmes, James W. Di Nozzi, Robert
Extent:	2 Cubic feet (7 boxes)
Language:	English .
Summary:	Collection documents James Holmes, an advertising agent who specialized in advertising for the Karting industry. Holmes created magazine advertising, product catalogs and event promotional materials as well as logo and patch designs for manufacturers and karting sport sanctioning organizations.

Administrative Information

Immediate Source of Acquisition

Collection donated to the Archives Center, National Museum of American History by Robert DiNozzi, January 16, 2002. Items donated are from the personal collection of Mr. James Holmes of the James Holmes Advertising Agency

Processing Information

Processed by Alison Oswald, 2002.

Preferred Citation

James W. Holmes Karting Collection, 1961-1979, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

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Biographical Note

The first go-kart was built in southern California by Art Ingels in 1957. Three other individuals Bill Rowles, Duffy Livingstone, and Roy Desbrow founded GoKart Manufacturing Company in 1957, and offered the first commercially available kart, the GoKart 400. James Holmes was a prominent advertising agent involved

with the karting industry in the midwest from the 1960s to 1980s. He created magazine advertising, product catalogs and event promotional materials as well as logo and patch designs for manufacturers and karting sport sanctioning organizations. Some of Holmes' clients included: G.E.M. Products, Evans Supply Company, Max-Torque, Inc., Rolfe Aircraft Associates, Rupp Mfg., and Simplex Mfg.

Scope and Contents

The collection spans the years 1961-1979, but the majority of the documentation is from the 1960s. The collection is arranged into seven series.

Series 1: James W. Holmes Advertising Agency, 1979, consists of invoices from the Holmes Advertising Agency.

Series 2: Manufacturers, ca. 1960s, is arranged alphabetically by manufacturer name (clients Holmes handled) and consists of negatives and some photographs of parts produced by the manufacturers. The negatives were used to create catalogs for various companies selling go-karts.

Series 3: Go-Kart Races, 1961-1978, undated, is arranged alphabetically by the race site. Almost exclusively negatives, there are some photographs and two microfilm reels depicting races throughout the United States.

Series 4: Go-Kart Associations, 1964-1968, undated, contains documentation on associations, councils and clubs associated with the go-karting industry. Of interest are seven issues of the *Grand Prix Press*, a newspaper published by Meadowdale International Raceways, Inc.

Series 5: Miscellaneous, undated, consists of one folder of material which includes newspaper clippings, business cards, art work, and articles.

Arrangement

Collection is arranged into five series.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Go-Karts
- Karting
- Karts (Automobiles)
- advertising

Types of Materials:

- Black-and-white negatives
- Black-and-white photographic prints -- Silver gelatin -- 1950-2000
- Business records -- 1950-2000
- Correspondence -- 1960-1990
- Decals
- Design drawings
- Microfilms
- Newsletters -- 1950-2000
- Posters -- 20th century
- Programs -- Sports

Specifications

Container Listing

Series 1: James Holmes Advertising Agency Invoices, 1979

Box 5, Folder 1

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Series 2: Manufacturers, circa 1960s

Subseries 2.1: Bystrom Instrument Service, circa 1960s

Box 5, Folder 2

Subseries 2.2: E & R, circa 1960s

Box 1, Folder 1	Negatives for catalog (includes Northside Metal Company and Bystrom Thermocouple), undated
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Subseries 2.3: Evans Supply Company, circa 1960s

Box 5, Folder 3	Product literature, undated
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Box 1, Folder 2	Negatives for catalog, undated
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Subseries 2.4: G.E.M. Products, circa 1960s

Box 1, Folder 3	Negatives of advertising, text and logos, undated
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Box 1, Folder 4	Negatives of running gear mounts, undated
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Box 1, Folder 5	Negatives of exhausts, undated
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Box 1, Folder Unknown	Negatives of air filters and stuffers, undated
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Box 1, Folder 7	Negatives of fuel systems, undated
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Box 1, Folder 8	Negatives, unidentified, 1973?
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Box 1, Folder 9	Negatives, unidentified, 1973-1974?
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Box 2, Folder 1	Negatives, unidentified, undated
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Box 2, Folder 2	Negatives, unidentified (obsolete), undated
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Box 2, Folder 3	Negatives, unidentified (miscellaneous), undated
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Box 5, Folder 4	Product literature, undated
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Box 5, Folder 5	Photographs of parts, undated
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Box 5, Folder 6	Christmas greeting cards, undated
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Box 5, Folder 7	Poster, undated
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Subseries 2.5: Max Torque, Inc., circa 1960s, 1976

Box 5, Folder 8	Correspondence, undated
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Box 5, Folder 9	Minutes of Board of Directors, 1976
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Box 5, Folder 10	Asset and Liability Accounts, 1976
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Box 5, Folder 11	Centrifugal clutch, undated
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Box 5, Folder 12	SPL, undated
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Box 5, Folder 13	Materials for catalog mock-up, undated
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Box 5, Folder 14	Product literature and parts lists, undated
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Box 5, Folder 15	Decals and numbers, undated
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Box 5, Folder 16	Christmas greeting cards, undated
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Box 2, Folder 4-5	Negatives, clutches, undated
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Box 2, Folder 6	Negatives, karts, undated
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Box 2, Folder 7-8	Negatives, unidentified, undated
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Box 3, Folder 1	Negatives, unidentified, undated
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Box 3, Folder 2	Negatives, converters, undated
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Subseries 2.6: North American Clutch (NORAM), circa 1960s

Box 5, Folder 23

Subseries 2.7: Pro Distribution, circa 1960s

Box 3, Folder 3

Subseries 2.8: Rolfe Aircraft Associations, circa 1960s

Box 5, Folder 24

Subseries 2.9: RSK, circa 1960s

Box 3, Folder 4
Box 5, Folder 25

Subseries 2.10: Volkswagen, circa 1960s

Box 3

Subseries 2.11: Unidentified photographs and negatives of karts and parts, undated

Box 5, Folder 26-29

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Series 3: Go-Kart Races, 1961-1978, undated

Box 4, Folder 1	Chicago Ampitheater, 1962
Box 4, Folder 2	Chicago Ampitheater, January 1963
Box 4, Folder 3	Chicago Ampitheater, March 1963
Box 4, Folder 4	Chicago Ampitheater, undated
Box 4, Folder 5	Anssett, Johnny, December 1965
Box 4, Folder 6	Blackhawk, 1969-1970
Box 4, Folder 7	Atlanta, January 1968
Box 4, Folder 8	Atlanta (drags), July 1968
Box 4, Folder 9	Broadhead (Nationals), 1965
Box 4, Folder 10	Broadhead, July 1965
Box 4, Folder 11	Cape Girardeau, 1963
Box 4, Folder 12	Chicagoland/Riverside, October 1965
Box 4, Folder 13	Detroit, 1964
Box 4, Folder 14	Detroit, March 1965
Box 4, Folder 15	Detroit, undated
Box 4, Folder 16	Grand Rapids, April 1966
Box 4, Folder 17	Indianapolis, September 1965
Box 4, Folder 18	Jox, 1966
Box 4, Folder 19	Lyndale, Wisconsin, October 1965
Box 4, Folder 20	Mansfield, Ohio (Endoro, meaning a long race), 1963
Box 4, Folder 21	Mansfield, Ohio (IKO), September 1965
Box 4, Folder 22	Mansfield, Ohio, undated
Box 4, Folder 23	Meadowdale, October 1964

Box 4, Folder 24	Meadowdale, August 1965
Box 4, Folder 25	Meadowdale, September 1965
Box 4, Folder 26	Meadowdale, October 1965
Box 4, Folder 27	Oklahoma City, August 1978
Box 4, Folder 28	Purdue Grand Prix, 1966
Box 4, Folder 29	Quincy (Sprint Nationals), 1966
Box 4, Folder 30	Quincy Territ, July 1965
Box 4, Folder 31	Rockford, Illinois (Nationals), 1963
Box 4, Folder 32	Rockford, Illinois, undated
Box 4, Folder 33	Sebring/Mannix, 1966
Box 4, Folder 34	Spring Green Stree, undated
Box 4, Folder 35	St. Louis/Meadowdale, July 1965
Box 5, Folder 36	St. Louis, July 1965
Box 5, Folder 37	Utica, New York (Nationals), 1961
Box 5, Folder 38	VIR, November, 1965
Box 5, Folder 39	Worlds Fair Karts, September 1965
Box 5, Folder 40	Unidentified, October 1965
Box 7, Folder Unknown	Microfilm reels of races,, 1966-1967

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Series 4: Go-Kart Associations, 1964-1968, undated

Box 5, Folder 30	Dart Kart Speedway, 1964
Box 5, Folder 31	Karting Industry Council, undated
Box 6	Meadowdale International Raceways, Inc. (Grand Prix Press), 1967-1968
Box 5, Folder 32	National Karters Association,, 1965-1966
Box 5, Folder 33	Karting Patches, undated

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Series 5: Miscellaneous, undated

Box 5, Folder 34

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