



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Andy Granatelli Collection

NMAH.AC.1403

Alison Oswald

2021

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Andy Granatelli Collection
<b>Date:</b>	1932-2008
<b>Identifier:</b>	NMAH.AC.1403
<b>Creator:</b>	Granatelli, Andy, 1923-2013 (Creator) Granatelli, Vincent, 1944-2022 (Donor) Grancor Automotive Specialists Hurricane Hot Rod Association Studebaker Corporation
<b>Extent:</b>	66 Cubic feet (108 boxes, 16 map-folders)
<b>Language:</b>	Collection is in English. Some materials in Dutch, French, German, Japanese, and Spanish.
<b>Summary:</b>	The collection documents Granatelli's lifelong involvement with automobiles, from his youth through his career as an auto industry executive, and as a racing car owner, designer and promoter.

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## Administrative Information

### Acquisition Information

Collection donated by Vincent J. Granatelli, 2017.

### Related Materials

#### **Materials in the Archives Center**

Warshaw Collection of Business American, Series: Automobile Industry (NMAH.AC.0060)

Winton-Anderson Scrapbook Collection (NMAH.AC.0122)

Sam DeVincent Collection of Illustrated American Sheet Music, Series 1: Transportation (NMAH.AC.0300)

Evan Rangeloff Collection of Punchboards and Liggett & Myers Tobacco Sales Materials (NMAH.AC.0716)

#### **Materials at the National Museum of American History, Division of Work and Industry**

The Division holds artifacts related to STP and the STP-Paxton Turbo Car. Included are key chains, trophies, STP stickers, TuneUp Masters stickers, belt buckle, and patch. See accession 2017.3043.

STP-Paxton Turbocar, 1967. See accession 1978.0418.

#### **Materials at the National Museum of American History, Division of Cultural and Community Life**

Division holds artifacts related to Andy Grantelli's racing career such as helmets, goggles, trophies, and coveralls and vests with the STP logo. See accession 2017.0092.

## Processing Information

Collection processed by Alison Oswald, archivist, 2020-2021. An arrangement scheme for the papers was imposed during processing in the absence of a usable original order. Original file folder titles were retained in most cases.

## Preferred Citation

Andy Granatelli Collection, Archives Center, National Museum of American History.

## Restrictions

Collection is open for research. Viewing film and audio portion of collection requires special appointment. See repository for details.

## Conditions Governing Use

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## Biographical / Historical

Andy Granatelli (1923-2013) was an automobile racing promoter, a race car engine designer and an automotive innovator. Two of his cars, a 1967 turbine engine race car and the 1969 Indianapolis 500 winner, are in National Museum of American History's Division of Work & Industry collection. More than any other racing figure, Granatelli bridged the realms of garage tinkerers and professional motorsports, and he stimulated public interest in auto racing on a national level. His STP Corporation became a high-profile sponsor of Indianapolis 500 and NASCAR race cars, with Granatelli appearing in ads and commercials. His larger-than-life personality and flair for the dramatic made him an American cultural phenomenon. His career is well summed up in the profile written for his 2003 induction into the Automotive Hall of Fame.

Racer, entrepreneur, engineer, promoter, business executive. This is how one begins to describe the career of Andy Granatelli. But the title Mister 500 is the one that befits him most, for it describes a lifelong dream to conquer the famous 500-mile race in Indianapolis.

It was a preposterous dream for the scrappy kid growing up in the slums of Chicago, whose mother had died when he was twelve, and two years later, at the age of fourteen, dropped out of school to help his father feed the family. Andy Granatelli began his quest for Indy 500 fame at the age of 20 in 1943, when he and his brother pooled their meager, hard-earned money and purchased a Texaco gas station on the north side of Chicago, which he called Andy's Super Service. Andy, always the promoter, needed a gimmick to set himself apart from other service stations. His gimmick? Granatelli initiated the first pit stop service station, utilizing four or five mechanics to work on a car at one time.

Customers appreciated the true super service experience and would often wait in line for this unique treatment. With this unique service and Andy's P.T. Barnum style it was no wonder that the station was prosperous, and just two years later, in 1945, he formed the Granatelli Corporation, known as Grancor Automotive Specialists. As the head of Grancor, Andy Granatelli pioneered the concept of mass merchandising performance products and power and speed equipment to a generation of Americans who were discovering the joys of hot rodding.

Andy quickly learned that if you give the customer what he needs, you can make a living; give him what he wants, and you can make a fortune! Granatelli's racing career began in 1946, when he built the first rocket-powered car to race on an oval track. That same year, he took his first car to the Indianapolis 500--a pre-war Harry Miller--designed Ford.

When Andy Granatelli wasn't burning up tracks, he was tearing up the business world. In 1958, Andy and his brother Joe purchased Paxton Products, a failing engineering firm that made superchargers. With Andy at the helm, Paxton Products became profitable in seven months. In 1961, Andy sold Paxton Products to Studebaker Corporation and stayed on as Paxton's CEO. Two years later, Studebaker management wanted Granatelli to work his magic on

an under-performing division called Chemical Compounds Corporation. Chemical Compounds had only one, little known product . . . STP Oil Treatment. With virtually no advertising budget, Andy created a four-pronged approach to turn the company around: a recognizable corporate logo (the STP oval), a product (oil treatment), a product spokesman (himself) and a reason for existence (racing). The STP logo became one of the best recognized in history. STP could be found in virtually every venue of speed: on land, on the water or in the air. Andy Granatelli once said that in the 1960s, virtually every kid in America had an STP sticker on his bedroom door, his notebook or his lunchbox, and he was probably right!

Back at Indianapolis, Granatelli entered a revolutionary race car of his own design - one with a turbine engine in 1967 and 1968. Even though the car failed to finish both years due to mechanical failure, the cars demonstrated superior speed and performance. At the end of the 1968 season, the U.S. Auto Club revised engine specifications, effectively outlawing Granatelli's turbine car. Undeterred, Granatelli returned to Indy the following year with a conventional car and proceeded to win his first Indianapolis 500 with Mario Andretti at the wheel. Four years later, in 1973, Andy won his second and last Indy 500 with a car driven by Gordon Johncock. Andy Granatelli's childhood dream of conquering Indy was fulfilled, not once, but twice.

### **Source**

Andy Granatelli Biography, Automotive Hall of Fame (last accessed January 29, 2020 <https://www.automotivehalloffame.org/honoree/andy-granatelli/>)

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## **Scope and Contents**

The collection documents Granatelli's lifelong involvement with automobiles, from his youth through his career as an auto industry executive, and as a racing car owner, designer and promoter. The collection consists primarily of files, photographs, scrapbooks, and drawings. Some of the earliest files relate to Grancor, a company founded by Granatelli and his two brothers in 1945, which customized cars for clients. Other things contained in the files include meeting minutes, articles of association, business and financial records, legal records and profit and loss statements. Also included are papers relating to an organization he started called the Hurricane Hot Rod Association.

A large portion of the files relate to Granatelli's term as President of STP, a division of the Studebaker Corporation, from 1961-1974. These files detail the internal workings of the company during this period, and include papers relating to such things as strategic planning, sales, marketing, advertising and competitors' products. Additionally, this portion contains STP's Board of Directors' minutes, documents on policies and procedures, papers documenting advertising campaigns, comparative sales figures, sales manuals, and Granatelli's business correspondence. The largest part of the files relate to the Indianapolis 500 race. There are detailed files on the drivers and race teams he assembled for the annual race, but these files also include design drawings, specifications, test data, lap logs, performance statistics, and reports documenting the implementation of design changes. The scrapbooks in the collection contain clippings, biographical materials, and other documents relating to auto racing in America and especially the Indianapolis 500. Finally, the collection contains a large number of photographs covering all aspects of Granatelli's career.

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## **Arrangement**

Collection is arranged into nine series.

Series 1: Biographical Materials, 1946-2006

Series 2: Granatelli Corporation, 1943-1975

Series 3: Studebaker Corporation, 1935-1991

Series 4: United States Auto Club (USAC)

Series 5: Novi Engine, 1949-1971

Series 6: Product Literature, 1949-1972

Series 7: Racing Programs, Publications, and Ephemera, 1940s-2007

Series 8: Photographs, 1932-2008

Series 9: Audiovisual Materials, 1960-2001

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## Names and Subject Terms

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

### Subjects:

- Automobile driving
- Automobile industry and trade
- Automobile industry executives
- Automobiles
- Automobiles -- Design and construction
- Automobiles, Racing
- Engines, automobile
- Hot rods
- Publications
- Slides

### Types of Materials:

- Advertisements -- 20th century
- Business records -- 20th century
- Clippings -- 20th century
- Correspondence -- 20th century
- Design drawings -- 20th century
- Drawings
- Financial records -- 20th century
- Legal records -- 20th century
- Minutes -- 20th century
- Photographs -- 20th century
- Scrapbooks
- Speeches

### Names:

- Afrons, Arthur Eugene "Art", 1926-2007
- Afrons, Walter Charles "Walt", 1916-2013
- Agajanian, Joshua C. James , 1913-1984
- Agnew, Spiro T., 1918-1996
- Anderson, Eddie "Rochester", 1905-1977
- Andretti, Mario, 1940-
- Banks, Henry, 1913-1994
- Bishop, Joey
- Bridges, Lloyd
- Carson, Johnny, 1925-2005
- Carter, Jimmy, 1924-

Chapman, Anthony Colin Bruce , 1928-1982  
Clark, Jim, 1936-1968  
Cole, Hal, 1912-1970  
Cooper, Earl, 1886-1965  
Cooper, Leroy Gordan, 1927-2004  
DePaolo, Peter, 1898-1980  
DeVito, Danny  
Derr, Ernest Virgil "Ernie" , 1921-  
Douglas, Kirk, 1916-2020  
Egbert, Sherwood, 1920-1965  
Ford, Gerald R., 1913-2006  
Foyt, A. J., 1935-  
Gable, Clark, 1901-1960  
Garagiola, Joe  
Goulet, Robert, 1933-2007  
Grissom, Virgil I.  
Guerrero, Roberto, 1958-  
Hartke, Vance, 1919-2003  
Hill, Graham, 1929-1975  
Holland, Willard, 1907-1984  
Hurtubise, Jim, 1932-1989  
Indianapolis Speedway Race  
Kennedy, Edward M. (Edward Moore), 1932-2009  
Kladis, Danny, 1917-2009  
LaMotta, Jake  
Lasorda, Tommy  
Leno, Jay (comedian)  
Leonard, Joe, 1932-2017  
Lorenzen, Fred, 1934-  
Luyendyk, Arie  
Malone, Art, 1936-2013  
Marcenac, Jean  
Marciano, Rocky  
Mays, Rex Houston, 1913-1949  
McCain, John  
McElreath, Jimmy, 1928-2017  
Miller, Chet, 1902-1953  
Murphy, Paula, 1928-  
Nixon, Richard M. (Richard Milhous), 1913-1994  
Palin, Sarah, 1964-  
Parsons, Johnnie, 1918-1984  
Petty, Richard, 1937-  
Pickens, T. Boone (Thomas Boone)  
Pollard, Artie Lee, 1927-1973  
Quayle, Dan, 1947-  
Rathman, Royal Richard "Jim", 1928-2011  
Reagan, Ronald  
Robbins, Marty  
Russo, Paul, 1914-1976  
Soldier Field (Chicago)  
Studebaker Corporation. STP Division  
Tremulis, Alex S.

Unser, Bobby  
Weld, Greg, 1944-2008  
Williams, Carl, 1930-1973



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## Container Listing

### Series 1: Biographical Materials, 1946-2006

Scope and Contents: Series includes typescript biographical sketches and chronologies for Andy Granatelli, awards and citations, certificates of racing achievement (United States Auto Club, and Motor Trend), speeches, writings and invitations. There is an interview transcript for an interview conducted by Henry Astor with Andy Granatelli in 2006 for the *Story Slug: American Hot Rod: Andy Granatelli*.

Box 1, Folder 1-2	Biographical sketches, 1962-2002
Box 1, Folder 3	Identification and business card, 1945, 1949, 1956-1957, undated
Box 1, Folder 4	Speeches, 1973-1974
Box 1, Folder 5	Certificates for racing achievement, 1959-1971, 1983
Box 1, Folder 6	Awards, 1973-2004
Box 1, Folder 7	International Motorsports Hall of Fame, induction, 1992
Box 1, Folder 8	International Motorsports Hall of Fame, membership, 1999
Box 1, Folder 9	Indianapolis 500 Legends, transcript, 2000
Box 1, Folder 10	Award nominations, 2001
Box 2, Folder 1	Granatelli records at Indianapolis, 1946-1967
Box 2, Folder 2	Interview transcript for Andy Granatelli, 2006
Box 2, Folder 3	Writings by Andy Granatelli, undated
Box 91, Folder 21	They Call Me Mister 500, 1969
Box 2, Folder 4	Invitations, 1969, 1990, 1994
Map-folder 10	Invitation to Inauguration of George Herbert Walker Bush, 1989
Box 94, Folder 4	Awards, United States Air Force Recruiting Service, 1973-05-11
Box 94, Folder 5	Boys' Towns of Italy, Inc., Notta Fiorentina Gala, Man of the Year Award, 1973
Box 94, Folder 5	Bonneville 200 MPH Club Honorable Recognition, 1984

Box 95, Folder 1	Honors and citations, 1969-1994
Map-folder 10	Certificate for Presidential Conference on Physical Fitness and Sports, 1970
Map-folder 10	Certificate from Italy, 1993
Map-folder 10	Letter and photo from Richard Nixon, 1968
Map-folder 10	Letter from Richard Nixon, 1969
Map-folder 3	Ladera Heights, Unit 12, Los Angeles Investment Company, Tract 25383, undated

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## Series 2: Granatelli Corporation, 1943-1975

**Scope and Contents:** Andy Granatelli formed Grancor Automotive Specialists in 1945 in Chicago, Illinois. The name Grancor was formed from combining the "Gran" from Granatelli with "cor" from corporation. Grantaelli sold Grancor Automotive Specialists in 1957 and moved to California where they incorporated Grancor, Inc.

The series contains documentation about the company through correspondence, financial data, advertising, and photographs. Also included is Andy Granatelli's involvement in auto racing in the Chicago metro region. Reprints of "How to Hop Up Your Car" from *Mechanix Illustrated*, 1949 are found here.

The correspondence files consist of typescript and handwritten letters and notes, car service policies, calendars, receipts and bills of sale (for automobiles, parts, and equipment), insurance information advertisements, trade literature, race flyers for the Chicago International Amphitheatre, financial data, specifically driver earnings for Hurricane Racing and information for the AAA Midget Auto Racing Program, 1954.

The Grancor, Inc. materials consist of minutes and an agreement with George Holt Bates to purchase 1/3 interest in a partnership with Andy and Joseph Granatelli, 1957. The minutes detail an action to unanimously adopt the name "Grancor."

The Novi Equipment Company file contains correspondence with Jean Marcenac, chief mechanic, and Lewis Welch, race car sponsor, drawings, a fact sheet, and receipts.

### Subseries 2.1: Grancor Automotive Specialists, 1943-1962

Box 2, Folder 5	Andy's Super Service, balance sheet, 1944-05
Box 2, Folder 6	Motor vehicle titles, 1948-1951
Box 2, Folder 7	Advertising mast for catalog, 1943-1948
Box 2, Folder 8	Advertisements, 1940s
Box 2, Folder 9	Certificate of registration for Grancor Automotive Specialists, 1948
Box 2, Folder 10	Corporate branding and logo, undated
Box 2, Folder 11	Articles, 1949-1950, 1954
Box 2, Folder 12	Blank invoices, undated
Box 2, Folder 13	Balance sheets, 1956-1957
Box 2, Folder 14	Appraisal of equipment, 1956
Box 2, Folder 15	Mortgage and title documentation for Chicago properties, 1956-1958

Box 2, Folder 16	Appraisal of Grancor Automotive Specialists by Marshall & Stevens, Inc. Valuation Engineers, 1954
Box 2, Folder 17	Appraisal of Grancor Automotive Specialists by Marshall & Stevens, Inc., Valuation Engineers, 1955
Box 2, Folder 18	Appraisal of Grancor Automotive Specialists by Marshall & Stevens, Inc., Valuation Engineers, 1956
Box 3, Folder 1	Grancor Automotive Specialists, correspondence, 1944-1945
Box 3, Folder 2	Grancor Automotive Specialists, correspondence, 1948-1949
Box 3, Folder 3	Grancor Automotive Specialists, correspondence, 1950
Box 3, Folder 4	Grancor Automotive Specialists, correspondence, 1951
Box 3, Folder 5	Grancor Automotive Specialists, correspondence, 1952
Box 3, Folder 6	Grancor Automotive Specialists, correspondence, 1953
Box 3, Folder 7	Grancor Automotive Specialists, correspondence, 1954
Box 3, Folder 8	Grancor Automotive Specialists, correspondence, 1955
Box 3, Folder 9	Grancor Automotive Specialists, correspondence, 1956
Box 3, Folder 10	Grancor Automotive Specialists, correspondence, 1957
Box 4, Folder 1	Correspondence, 1958
Box 4, Folder 2	Correspondence, miscellaneous, undated
Box 4, Folder 3	List of employees, 1958
Box 4, Folder 4	Photographs, 1950s
Box 4, Folder 5	Car registrations (Rockford, Chicago, and Milwaukee), undated
Box 4, Folder 6	Chicago Auto Racing, artwork, undated
Box 4, Folder 7	Hurricane Hot Rod Racing Association (formerly Racing Enterprises Inc.), 1949
Box 4, Folder 8	Hurricane Racing Enterprises, inc., 1950-1954
Box 4, Folder 9	Half Day Speedway (drag racing), 1962-09-12

Box 4, Folder 10	Wind test data, undated
Box 4, Folder 11	List of automotive supply companies, undated
Box 4, Folder 12	Chicago Auto Racing entry sheets, 1955
Box 99, Folder 2-5	Grancor Automotive Specialists scrapbook, 1946 Notes: Includes black-and-white photographs of Andy, Joe, and Vincent Grantaelli, views of the Grancor garage, race cars, Soldier Field, advertisements, and newspaper clippings.
Box 107, Folder 6	Grancor Automotive Specialists, notes, [1950]
Box 107, Folder 6	Chicago Auto Racing advertisement, 1955

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### Subseries 2.2: Grancor, Inc., 1951-1975

Box 4, Folder 15	Articles of Incorporation and By-Laws, 1975
Box 4, Folder 13	Staff minutes, 1957
Box 4, Folder 14	Minutes and agreement with George Bates, 1957
Box 4, Folder 16	Grancor cylinder heads and dual manifolds (images), undated
Box 4, Folder 17	Novi Equipment Company, 1951-1959
Box 97, Folder 1-3	Grancor ledger sheets, 1945-1949
Box 99, Folder 1	Early advertising, 1940s

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## Series 3: Studebaker Corporation, 1935-1991

### Subseries 3.1: Paxton Products, 1953-1976

Scope and Contents: Paxton Products was founded by Robert Paxton McCulloch of McCulloch Corporation, an engineering firm which manufactured a supercharger and began offering them in the late 1930s. McCulloch sold Paxton to Andy Granatelli in 1958 who in turn sold it to Studebaker Corporation in 1962.

The correspondence file in Box 5/Folder 5, includes a growth plan with an organization re-alignment chart for Paxton Products Division. The employee information contains a memo about expense accounts, payroll procedures, lists of employees and salaries, and an employee agreement.

Box 5, Folder 1	Corporate logo and branding, undated
Box 5, Folder 2	Valuation report, 1958
Box 5, Folder 3	Memoranda, 1962-1963
Box 5, Folder 4	Correspondence, 1956-1964
Box 5, Folder 5	Correspondence, 1963-1964
Box 5, Folder 6	Contracts (for drivers), 1953, 1961
Box 5, Folder 7	Corporate franchise tax return, 1976
Box 5, Folder 8	Corvair Automatic Transmission, 1961
Box 5, Folder 9	Invoices, 1964-1968
Box 5, Folder 10	Payroll and paystubs, 1958, 1967
Box 5, Folder 11	Air flow data, 1965
Box 6, Folder 1	Horsepower testing data, 1963
Box 6, Folder 2	Harry Ferguson Research Ltd., 1963
Box 6, Folder 2A	Ferguson Formula News, 1967
Box 6, Folder 3	Employee information, 1965
Box 6, Folder 4	Insurance, 1958, 1964
Box 6, Folder 5	United States Automobile Club inspection reports for race cars and equipment, 1961

Box 6, Folder 6	Drawings for 1953 Packard, 1953-1955
Box 6, Folder 7	Sales agreement (to Studebaker) draft, undated
Box 6, Folder 8	Parts and price lists, 1964
Box 6, Folder 9	Inventory, 1962
Box 6, Folder 10	Inventory lists, 1963
Box 6, Folder 11-12	Inventory, 1964
Box 6, Folder 13	Parts and Price lists, 1964
Box 6, Folder 14	Press kit (STP-Novis Special), 1965
Box 6, Folder 15	Bill Cheesebourg, driver agreement, 1961
Box 6, Folder 16	Ernie Derr, agreement for promoting Paxton, 1965-1966
Box 6, Folder 17	Jim Hurtubise, drivers agreement, 1961-1962
Box 6, Folder 18	Art Malone, drivers agreement, 1962-1964
Box 6, Folder 19	Bobby Marshman, drivers agreement, 1962
Box 6, Folder 20	Bob Marvin, drivers agreement, 1962
Box 7, Folder 1	Dalton Powerdoor Installation Manual (Dalton Controls Company), 1961
Box 7, Folder 2	Paxton electronic garage door operator, undated
Box 7, Folder 3	The Sentry, electronic garage door operator, undated
Box 7, Folder 4	Telectron electronic controls for garage door operators, 1967
Box 7, Folder 5	Press releases, [1961?]
Box 7, Folder 6	Paxton Products supercharger kit parts price lists, 1960
Box 7, Folder 7	Paxton Products supercharger and fuel systems, circa 1990s
Box 7, Folder 8	Superchargers, undated
Box 7, Folder 9	Eddie Sachs, drivers agreement, 1961
Box 7, Folder 10	Chuck Stevenson, driver agreement, 1961

Box 94, Folder 3                      Granatelli 300, Paxton Products Supercharged, 1960s

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### Subseries 3.2: Chemical Compounds, 1951-1973

**Scope and Contents:** Chemical Compounds was established in St. Joseph, Missouri, on May 1, 1954 by three businessmen, Charles Dwight (Doc) Liggett, Jim Hill and Robert De Hart, with \$3,000 in start-up capital in Saint Joseph, Missouri. Their sole product was STP Oil Treatment; the name was derived from "Scientifically Treated Petroleum." In 1961, the company was acquired by the Studebaker-Packard Corporation.

This series consists primarily of correspondence, both inter-office and with outside companies and a subject file, arranged alphabetically. The inter-office correspondence deals with internal policies, objectives and issues such as staffing, responsibilities, liability, management operating plans, job objectives, and meeting minutes. Correspondence with outside companies primarily relates to STP films, STP sponsorship inquiries, and inquiries for STP branded items such as calendars, decals and hats.

The subject files cover a wide range of topics and consist of files about individuals, organizations, programs, and other activities related to STP.

Box 7, Folder 11	Corporate logo and branding, undated
Box 7, Folder 12	Purchase/assignment agreement of Chemical Compounds to Studebaker-Packard Corporation, 1961
Box 7, Folder 13	Studebaker Corporation, annual report, 1962
Box 7, Folder 14	Prospectus and common stock, 1963
Box 7, Folder 15	Securities and Exchange Commission Form S-1, 1964
Box 7, Folder 16	Organizational chart, 1964
Box 7, Folder 17	Correspondence, 1960-1967
Box 7, Folder 18	Correspondence (inter-office), 1963-12-1964-08
Box 8, Folder 1	Correspondence (inter-office), 1964-09-1964-12
Box 8, Folder 2	Correspondence (outside companies), 1962-1963
Box 8, Folder 3	Correspondence (outside companies), 1964-01-1964-03
Box 8, Folder 4	Correspondence (outside companies), 1964-03-1964-04
Box 8, Folder 5	Correspondence (outside companies), 1964-05-1964-07
Box 8, Folder 6	Correspondence (outside companies), 1964-08



Box 8, Folder 7	Correspondence (outside companies), 1964-09
Box 8, Folder 8	Correspondence (outside companies), 1964-11
Box 9, Folder 1	Correspondence (outside companies), 1964-12 Notes: File includes images of a crowded beach and boardwalk at Atlantic City, New Jersey, 1964.
Box 9, Folder 2	Corporate memoranda, 1963, 1965
Box 9, Folder 3	Advertising, 1964
Box 9, Folder 4	Advertising agencies, 1964
Box 9, Folder 5	Art Afrons, 1965
Box 9, Folder 6	Walt Afrons, 1964-1965
Box 9, Folder 7	Agreements to use name, photograph or statement, 1964
Box 9, Folder 8	Amante, proposed fuel system and crankcase additive, undated
Box 9, Folder 9	Anti-trust liability in price fixing, 1963
Box 9, Folder 10	Applications for employment, 1964
Box 9, Folder 11	Appreciation letters, 1964
Box 9, Folder 12	Area code 812, 1964
Box 9, Folder 13	Art Textile Corporation (uniforms), 1964
Box 9, Folder 14	Applications of STP, undated
Box 9, Folder 15	Ashland Oil log, 1964
Box 9, Folder 16	Atlanta International Racing Network, 1964
Box 9, Folder 17	Auto Blitz (Amoco 541 gasoline additive), 1960, 1962
Box 9, Folder 18	Automotive Products Performance and Promotion Department, 1964
Box 9, Folder 19	Automotive Fleet Market & Media Data, 1964
Box 9, Folder 20	Automobile Manufacturers Association specifications for Studebaker Lark six cylinder, 1962

Box 9, Folder 21	Avanti roadster, drawing, 1962
Box 9, Folder 22	Avanti engines, R3 and R4, 1964
Box 9, Folder 22A	Test data and notes on prototype of Carbumeter Model G-1 installed on Studebaker-Avanti, 1963
Box 9, Folder 22B	Avanti Custom Service brochure, 1963-03
Box 9, Folder 23	Basil D. Bacon, sales reports, 1963-1964
Box 10, Folder 1	Bell and Howard Projector, 1964
Box 10, Folder 2	Bender, Roy B., 1964
Box 10, Folder 3	Berkebile Oil Company (Catherine Berkebile), 1965
Box 10, Folder 4	Bonneville National Speed Trials, 1961, 1963-1964
Box 10, Folder 5	Bonneville Nationals, Inc., records for cars 99 and 1361, 1968
Box 10, Folder 6	Borg & Werner Corporation, clutch driven plate, 1963
Box 10, Folder 7	Budget, 1964
Box 10, Folder 8	Burlingame, B.A. (division president), 1963-1964
Box 10, Folder 9	Brangham, Brewer, Holzer, Inc. Advertising, 1963
Box 10, Folder 10	Brochures, product literature, 1960s
Box 10, Folder 11	Cablegrams, 1964
Box 10, Folder 12	Chemical Specialties Manufacturers Association, 1964
Box 10, Folder 13	Carload and truckload rates, 1964
Box 10, Folder 14	Canadian tax information, 1963
Box 10, Folder 15	Calendar, STP Novi, 1964
Box 10, Folder 16	Car leasing program, 1963
Box 10, Folder 17	Centex Industrial Park, Chicago, 1964
Box 10, Folder 18	Chapman, Colin, 1964

Box 10, Folder 19	Christmas cards, lists, and party, 1964
Box 10, Folder 20	Chrysler Corporation Turbine car, 1963-04
Box 10, Folder 21	Comparison sales data, 1964
Box 10, Folder 22	Comptrollers Conference, 1963-09
Box 10, Folder 23	Cooke, William A., agreement, 1964
Box 10, Folder 24	Cox, W.W., comptroller, 1963
Box 10, Folder 25	Continental Can Company, Inc., 1964
Box 10, Folder 26	CRC L-38 Lubricant Evaluation Report (Southwest Research Center), 1962
Box 10, Folder 27	Dalton Foundries Inc., 1963
Box 10, Folder 28	Daily reports and billings for STP orders, 1964
Box 10, Folder 29	Diesel Blitz, super concentrated fuel treatment, 1955-1961

## Distributors

Box 11, Folder 1	Automotive Warehouse, 1964
Box 11, Folder 2	Berkebile Oil Company, 1963-1964
Box 11, Folder 3	Beckham Distributing Company, 1964
Box 11, Folder 4	Big State Distributing Company, 1963-1964
Box 11, Folder 5	Big Fair Auto Supply, 1964
Box 11, Folder 6	Glen Blankenbaker, Inc., 1964
Box 11, Folder 7	Bohanan, W.J., 1964
Box 11, Folder 8	Bruhn Company, 1964
Box 11, Folder 9	Chemical Compounds, Overland Park, Kansas, 1964
Box 11, Folder 10	Cole Distributing, 1964-1965
Box 11, Folder 11	Cole, James, 1964

Box 11, Folder 12	Echo Distributors, 1964
Box 11, Folder 13	Fidelman, Morris, 1964
Box 11, Folder 14	Green, Paul E., 1964
Box 11, Folder 15	Nilor Sales, Inc., 1965
Box 11, Folder 16	Josco, Inc., 1964
Box 11, Folder 17	Kleckley, H.K., 1964
Box 11, Folder 18	Madison, Jack, 1964
Box 11, Folder 19	Maltby Company, 1964
Box 11, Folder 20	Modlin Oil Company, 1964
Box 11, Folder 21	Nicolai Enterprises Inc., 1965
Box 11, Folder 22	Don Smith Company of Utah, 1964
Box 11, Folder 23	Southwest Diesel Injection Company, 1964
Box 11, Folder 24	Specialty Distributors, 1964
Box 11, Folder 25	STP Oil Company, Inc. (Oklahoma), 1964
Box 11, Folder 26	STP Publishing Company, Washington, 1964
Box 11, Folder 27	Target for STP, Inc., 1964
Box 11, Folder 28	Underwood, Davis, 1964
Box 11, Folder 29	United Auto Parts, Inc., 1964
Box 11, Folder 30	United Auto Supply, 1964
Box 11, Folder 31	Walker Distributing Company, 1964
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Box 11, Folder 32	Dredge, William C. (clipping service and public relations), 1964
Box 11, Folder 33	W.B. Doner and Company, 1964-1965
Box 11, Folder 34	Driver compensation, schedules A-L, 1962

Box 11, Folder 35	Eltra Corporation, annual report, 1963
Box 11, Folder 36	Employee information, 1963-1964
Box 11, Folder 37	England trip, 1964
Box 11, Folder 38	Enjay Chemical Company, 1962-1964
Box 11, Folder 39	Esso Research & Engineering Company, 1964
Box 11, Folder 40	Division presidents, 1964 Notes: File details specific responsibilities for division presidents and the discontinuance of the Patent Department.
Box 11, Folder 41	Federal Trade Commission, 1963
Box 11, Folder 42	Feitl, Ray (United Products Corp), 1964
Box 11, Folder 43	Harry Ferguson Research Ltd., 1964
Box 11, Folder 44	Film list, 1964
Box 11, Folder 45	Film, Indianapolis Race, 1964
Box 11, Folder 46	Film, The 1,000 Mile Circle, 1964
Box 11, Folder 47	Film, Way of a Champion, 1964
Box 11, Folder 48	Firestone Tire and Rubber Company, 1964
Box 12, Folder 1	Florida State Fair, 1964 Notes: Includes photographs of race car driver, Paula Murphy's appearance at the fair.
Box 12, Folder 2	Foil can for liquids, 1963
Box 12, Folder 3	Four Wheels, financial statement, 1963
Box 12, Folder 4	Franklin Electrical Division, 1964
Box 12, Folder 5	Fuel ratio data, 1964
Box 12, Folder 6	General "A" mailing list, 1964
Box 12, Folder 7	Goodyear Tire and Rubber Company, agreement, 1964
Box 12, Folder 8	Harrison radiator, undated

Box 12, Folder 9	Hoosier Hundred, entries, 1962
Box 12, Folder 10	Horsepower ratings, 1963
Box 12, Folder 11	Humble Oil and Refining Company, 1964
Box 12, Folder 12	Imagineering, Inc., 1964
Box 12, Folder 13	Indianapolis 500, prize list, times and averages, 1963
Box 12, Folder 14	Indianapolis 500 garage list, 1964
Box 12, Folder 15	Indianapolis 500, drivers contract, 1965
Box 12, Folder 16	International Motor Contest Association (IMCA) Newsletter and Yearbook, 1963-1965
Box 12, Folder 17	Indianapolis Motor Speedway Corp., 1953, 1964-1965
Box 12, Folder 18	Indianapolis Motor Speedway Motel, 1964
Box 12, Folder 19	Indianapolis 500, ticket list, 1965
Box 12, Folder 20	Indiana Wire and Specialty Co. Inc., 1964
Box 12, Folder 21	Industrial Bio-Test Laboratories, Inc., toxicity samples of STP, 1962
Box 12, Folder 22	International Oil Industry Convention, 1963
Box 12, Folder 23	Invoices, 1964
Box 12, Folder 24	Isola, Angelo (correspondence), 1964
Box 12, Folder 25	Juhl Advertising, 1964
Box 13, Folder 1	Kaltenbach, Chuck H., 1963-1965 Notes: Includes documentation about salemen, quality control, reorganization, sales campaigns, radio advertising, and salesmen performance reviews. C.H. Kaltenach was a sales manager with the Chemical Compounds Division.
Box 13, Folder 2	Lincoln Chemicals Limited, 1964
Box 13, Folder 3	Lovejoy, Ian (technical department) complaints, 1964
Box 13, Folder 4	Lubrizol Corporation, 1964-1965

Box 13, Folder 5	Lustur-Seal Corporation, 1964
Box 13, Folder 6	Lycoming (Division of Avco Corporation), 1962-1963
Box 13, Folder 7	Maltby Company (rust dissolving penetrant), 1963
Box 13, Folder 8	Mazelin, Tom (Shirley Hardware), 1964
Box 13, Folder 9	McElreath, Jim (drivers agreement), 1964
Box 13, Folder 10	Management notebook, 1963
Box 14, Folder 1	Mechanix Illustrated 1964 Automotive Survey, 1964
Box 14, Folder 2	Mercedes-Benz Sales, Inc., 1964
Box 14, Folder 3	Methods and Procedures Manual, 1963 Notes: Includes lease agreements for company vehicles, information about the company's car leasing program, and blank power of attorney forms.
Box 14, Folder 4	Motor oil brands and composition, 1947, 1951
Box 14, Folder 5	Motor West, 1965
Box 14, Folder 6	Miyata Devising Associates, 1964
Box 14, Folder 7	Murphy, Paula, driver, 1964
Box 14, Folder 8	National Hot Rod Association, 1963-1964
Box 14, Folder 9	National Speedways, promoter agreement, 1964
Box 14, Folder 10	Norquest Enterprises, 1963-1964
Box 14, Folder 11	Orders received, 1964
Box 14, Folder 12	Organizol Laboratories, undated
Box 14, Folder 13	Outdoor signs, 1964
Box 14, Folder 14	Patent data (lubricating oils), 1935-1939, 1954, 1960
Box 14, Folder 15	Payroll chart, undated
Box 14, Folder 16	Pearson, Carl (convertibles), 1963

Box 14, Folder 17	Phone call log, 1964
Box 14, Folder 18	Pliss, Steve (Stephen Associates, Inc.), 1964
Box 14, Folder 19	Press kit (STP-Novis Special), Indianapolis 500, 1965
Box 14, Folder 20	Press releases, 1963-1964, 1966
Box 15, Folder 1	Press releases (turbine engine ban), 1967
Box 15, Folder 2	Prestolite (Division of Eltra Corporation), 1963
Box 15, Folder 3	Price lists, 1962
Box 15, Folder 4	Rich, Martha (motel reservations), 1964
Box 15, Folder 5	Salary administration policies and procedures (Studebaker-Packard Corporation), undated
Box 15, Folder 6	Sears Roebuck (promotional campaign), 1963
Box 15, Folder 7	Shipping orders, 1964
Box 15, Folder 8	Shrader Packaging Company, 1964
Box 15, Folder 9	Standart & O'Hearn, Inc. Advertising, 1964-01-1964-03
Box 15, Folder 10	Standart & O'Hearn, Inc. Advertising, 1964-04
Box 15, Folder 11	Standart & O'Hearn, Inc. Advertising, 1964-05-1964-07
Box 15, Folder 12	Standart & O'Hearn, Inc. Advertising, 1964-08-1964-10
Box 16, Folder 1	Standart & O'Hearn, Inc. Advertising, 1964-11-1964-12 Notes: File contains information about advertising schedules, radio spots, scripts, and STP sponsoring the Cassius Clay and Sonny Liston championship fight in 1964.
Box 16, Folder 2	South Bend Country Club, undated
Box 16, Folder 3	Southern Automotive Journal (wholesaler journal), 1963
Box 16, Folder 4	S.S. Automobiles Inc. (Brooks Stevens Associates), undated
Box 16, Folder 5	Subscriptions, 1964



Box 16, Folder 6	David B. Stevens Research and Development Center, Granatelli Excalibur Mark IV Sports car, 1964
Box 16, Folder 7	STP Advertising (Japanese), 1960s
Box 16, Folder 8	STP Distributors, 1964
Box 16, Folder 9	STP Advertising, 1963
Box 16, Folder 10	[STP] formulas, 1958
Box 16, Folder 11	STP marketing, 1963 Notes: File includes a comparison of market surveys firms for STP dealers study; photographs of STP products exhibited at the Automotive Service and Maintenance Equipment Show, United States Trade Center, Milan, Italy, 1964; photographs of the pace car at the Florida State fair and race car programs (1963).
Box 16, Folder 12	Report on CRC L-38 Lubricant Evaluation (STP product), 1962
Box 16, Folder 13	STP campaign to service station owners, 1965
Box 17, Folder 1	STP meetings, 1963-1964
Box 17, Folder 8	STP oil additive concept study and questionnaire by Sorkin-Enenstein Research Service, 1972-1973
Box 17, Folder 2	STP Oil Additive Survey, Chicago zone, 1961 Notes: The sales survey asked owner-operated gasoline filling stations to determine patterns of STP oil additive use and competing brands.
Box 17, Folder 3	STP Oil Additive Survey, Cincinnati zone, 1961
Box 17, Folder 4	STP Oil Additive Survey, Detroit zone, 1961
Box 17, Folder 5	STP Oil Additive Survey, Kansas City zone, 1961
Box 17, Folder 6	STP Oil Additive Survey, Los Angeles zone, 1961
Box 17, Folder 7	STP Oil Additive Survey, Memphis zone, 1961
Box 18, Folder 1	STP Oil Additive Survey, Minneapolis zone, 1961
Box 18, Folder 2	STP Oil Additive Survey, Pittsburgh zone, 1961
Box 18, Folder 3	STP Oil Additive Survey, South Bend zone, 1961

Box 18, Folder 4	STP Specifically Treated Products A New Meaning to an Established Image (presentation piece), 1963-10
Box 18, Folder 5	STP premium blend (NBR 293-72) data, 1962
Box 18, Folder 6	STP price list and discounts, undated
Box 18, Folder 7	STP prize money, undated
Box 18, Folder 8	STP oil gas timing chart, undated
Box 18, Folder 9	STP recommended market coverage, 1964
Box 18, Folder 10	STP uniforms (coveralls), 1964
Box 18, Folder 11	"What is STP?", [1969?] Notes: Typescript by Andy Granatelli detailing the properties of STP as well as a statement about salesmanship vs. the peddler. Granatelli discusses a man's success or failure with a sales organization.
Box 18, Folder 12	Studebaker (old race car photographs), 1964
Box 18, Folder 13	Studebaker promotions, 1963
Box 18, Folder 14	Studebaker shareholder and financial reports, 1963-1964
Box 18, Folder 15	Studebaker suppliers, 1964
Box 18, Folder 16	Studebaker proving grounds, road map, 1951
Box 19, Folder 1	Sweeney, Al, promoter agreement, 1964-1965
Box 19, Folder 2	Sweet, Bill, promoter agreement (sky writing), 1965
Box 19, Folder 3	Tachometers, 1964
Box 19, Folder 4	Technical Traffic Service Department, 1963
Box 19, Folder 5	Telegrams, 1964
Box 19, Folder 6	Telephone call reports, 1964
Box 19, Folder 7	Tiltbed, brochure, 1964
Box 19, Folder 8	Travel costs for distributors, 1964
Box 19, Folder 9	Tremulis, Alex IDI Design Associates, 1963

Box 19, Folder 10	Triangle Productions (Mike Roberts), 1964
Box 19, Folder 11	Tyce Engineering Corporation, 1963
Box 19, Folder 12	Totera, E.H. (employee attendance), 1962
Box 19, Folder 13	Trademark (infringement), 1964
Box 19, Folder 14	Travel, 1964
Box 19, Folder 15	University of Illinois seminar, 1964
Box 19, Folder 16	Under, Bobby (agreement), 1964
Box 19, Folder 17	United States Paint Corporation, 1964
Box 19, Folder 18	United States passport application (Andy Granatelli), 1964
Box 19, Folder 19	Weyerhouse Company, agreement, 1963
Box 19, Folder 20	Wilcox, W.C. reports (comptroller), 1964
Box 19, Folder 21	Williams, Carl, 1964
Box 19, Folder 22	Winkley, Frank (promoter agreement), 1965
Box 19, Folder 23	Winter grade STP oil (letter), 1964
Box 19, Folder 24	Wisconsin Auto Racing, Inc., 1964
Box 19, Folder 25	Wilk Instruments, 1963
Box 19, Folder 26	Wynn's News (Wynn Oil Company), 1964
Box 19, Folder 27	Yates, Bruce, 1965
Box 19, Folder 28	Report and balance sheet, 1964
Box 19, Folder 29	Oragnizol proposal, 1964
Box 19, Folder 30	Oil additive brand and advertising awareness, undated
Box 19, Folder 31	Marketing Research information, circa 1960s
Box 19, Folder 32	Sketch for race car chute, undated
Box 19, Folder 33	USAC certificate's of performance, 1962

Box 19, Folder 34	USAC certificate's of performance, 1963
Box 19, Folder 35	USAC certificate's of performance, 1965
Box 104, Folder 5	Chemical Compounds Division, Studebaker Corporation, collection of prestige dinner mats, undated

### Subseries 3.3: STP, Corporation, 1935-1991

**Scope and Contents:** "STP" was originally invented by German scientists during WW-2 as a response to Germany's need for lubrication of the German war-machine vehicles. It was alleged by WW-2 U.S. Army divisions in Africa that overtook German infantry vehicles (mostly of the original Volkswagen design) that the Germans employed "engine oil" that is now known as STP formulation full-strength in the VW air-cooled 4-cylinder engines, which successfully traveled through the hot African Desert war-front without seizing due to friction and extreme heat. How the German's original chemical synthesis formulation found its way to the U.S. after WW-2 is not known, but most likely came along with many of the other German inventions.

Chemical Compounds was established in St. Joseph, Missouri, on May 1, 1954 by three businessmen, Charles Dwight (Doc) Liggett, Jim Hill and Robert De Hart, with \$3,000 in start-up capital in Saint Joseph, Missouri. Their sole product was STP Oil Treatment; the name was derived from "Scientifically Treated Petroleum." In 1961, the company was acquired by the Studebaker-Packard Corporation.

Granatelli became CEO of STP Corp in 1963. Chemical Compunds Divisions main product was STP oil. STP was marketed as an oil additive that would make the engine's tuneup unnecessary. By 1975, the Federal Trade Commission declared that STP oil treatment was of no significance. Granatelli built STP through a promotional advertising campaign that used the support of racing teams.

#### **Source**

STP Company History, STP Corporation Public Information press release, 1974.

Box 20, Folder 1	Corporate Logo and branding
Box 20, Folder 2	Common stock prospectus, 1968
Box 20, Folder 3	S-1 Registration (Securities and Exchange Commission), 1969-1972
Box 20, Folder 4	Annual report to stockholders, 1968-1973
Box 20, Folder 5	Shareholder's report, 1974
Box 20, Folder 6	Corporation policy and procedures manual, 1969-1970
Box 20, Folder 7	Board Minutes, 1968
Box 20, Folder 8	Board Minutes, 1969
Box 20, Folder 9	Board Minutes, 1970

Box 20, Folder 10	Board Minutes, 1971
Box 21, Folder 1	Board Minutes, 1972-1973
Box 21, Folder 2	Correspondence, personal, 1963-1968, 1971, 1992 Notes: Includes two letters from Ken Wallis (designer of the STP-Paxton Turbocar), 1967 to Andy Grantaelli about their deteriorating work relationship.
Box 21, Folder 3	Correspondence, personal, 1974 Notes: Primarily includes thank you and get well cards, and congratulatory notes to colleagues.
Box 21, Folder 4	Agnew, Spiro T., 1975
Box 21, Folder 5	Air-Sea Forwarders, Inc. (chassis and turbine engines), 1969
Box 21, Folder 6	American Cyanamid Company, 1968
Box 21, Folder 7	Amsterdam Company, personnel forms, undated
Box 21, Folder 8	Bearings, 1972
Box 21, Folder 9	Bendix Products Automotive Division, 1965
Box 21, Folder 10	Bendix fuel pump, 1968
Box 21, Folder 10A	Birthday card, original artwork, undated
Box 21, Folder 11	Black and Decker Mfg. Company, 1970
Box 21, Folder 12	Bonneville National Speed Trials, 1960-1961
Box 21, Folder 13	Bonneville Speedway, time charts for ten mile track, 1962-1963
Box 21, Folder 14	Brush Beryllium Company, 1965
Box 21, Folder 15	Buehler Corporation (Indianapolis Gearwork), 1967-1968
Box 21, Folder 16	Car #20, Lotus parts, 1968-08
Box 21, Folder 17	Car #20, 1968
Box 22, Folder 1	Car #40, 1968
Box 22, Folder 2	Car #40 (Los Angeles Auto Show), 1968

Box 22, Folder 3	Car #40 (turbine), 1969
Box 29, Folder 2	Center for Auto Safety, 1974
Box 22, Folder 4	Chais, Sandy and Ron Falk (race car project), 1969
Box 22, Folder 5	Chassis 501, 1971
Box 22, Folder 6	Chrysler Motor Corporation, 1969-1970
Box 22, Folder 7	Cleveland Graphite Bronze, 1961-1962
Box 22, Folder 8	Clark, Jim (news clippings about his death), 1968
Box 28, Folder 1	Classic Car Club of America, 1988
Box 22, Folder 9	Coble, R.L., 1970
Box 28, Folder 2	Consumer Union materials re: STP Oil Treatment, 1971 Notes: Consists of photocopies of newspaper articles, reports, press releases, correspondence and memos about the Consumer Union declaring the STP Oil Treatment is nothing more than an oil thickener.
Box 22, Folder 10	Con-Vel Division (Dana Corporation), 1969
Box 22, Folder 11	Council of 100 [Florida], 1974
Box 22, Folder 12	Crank Shaft Company, 1964
Box 22, Folder 13	Drag Racing, 1963-1964
Box 22, Folder 14	Driver contracts, 1973
Box 22, Folder 15	Dierking, Don (driver profile), 1972
Box 22, Folder 16	Dynamometer tests, 1972 Notes: Includes a lap record for Mario Andretti, May 30, 1970.
Box 22, Folder 17	Gordon Duff, Inc., 1973
Box 22, Folder 18	Employment application forms (STP Corporation), undated
Box 22, Folder 19	Engine (rotary), 1971-1972
Box 22, Folder 20	Estherville Community Schools (Mister 500 book signing and presentation), 1974

Box 23, Folder 1	Ethyl Corporation distributor spark advance curves for 1965 US passenger cars, 1965
Box 23, Folder 2	Federation Internationale de l' Automobile license, 1973
Box 23, Folder 3	Harry Ferguson Research, Ltd., 1968
Box 23, Folder 4	Ferrari, Enzo, 1968
Box 23, Folder 5	Filters (oil and fuel), 1971
Box 23, Folder 6	Follmer, George R., 1969
Box 23, Folder 7	Ford Autolite Spark Plug Racing Program, 1972
Box 23, Folder 8	Ford Station wagon accident (company car), 1968 Notes: Includes information about the Studebaker Corporation Insurance Department's worker's compensation policies.
Box 23, Folder 9	Formula One car construction and safety standards, 1971
Box 23, Folder 10	Foyt, A.J., 1970
Box 23, Folder 11	General Motors Corporation, 1972
Box 23, Folder 12; Box 107, Folder 7	Girling Limited, 1964
Box 23, Folder 13	Girling Limited, 1968
Box 42, Folder 6	Goodyear Tire and Rubber. Properties of Tires As Affecting the Riding, Steering, and Handling of Automotive Vehicles, 1935
Box 23, Folder 14	Granatelli, Anthony (Paton Products invoices), 1968
Box 26, Folder 10	Granatelli, Andy (compiled race history), 1970
Box 23, Folder 15	Gurney, Daniel S. (All American Racers, Inc.), 1971
Box 23, Folder 16	Carl A. Haas Automobile Imports, Inc., 1972
Box 23, Folder 17	Hanford accident (James Stanton), 1969
Box 23, Folder 18	Harvey Aluminum Co., 1969
Box 23, Folder 19	Hanson-Hawk, Inc., 1973

Box 23, Folder 20	High Torque Engineering Corporation, 1968
Box 23, Folder 21	Holley Carburetor Co., 1969
Box 23, Folder 22	Hurst/Airheart Products, Inc., 1969
Box 24, Folder 1	Hurtubise, Jim (biographical), 1965
Box 24, Folder 2; Box 107, Folder 8	Ideas Engineering Corporation, 1972
Box 24, Folder 3	Indianapolis Motor Speedway Motel, 1974
Box 24, Folder 4	Indianapolis 500, equipment shipment, 1968-05
Box 24, Folder 5	Indianapolis 500 Mile Race, 1968-05
Box 24, Folder 6	Indianapolis 500, garage inventory, 1968-04
Box 24, Folder 7	Indianapolis 500, tire tests, 1968-02
Box 24, Folder 8	Indianapolis 500 (press release), 1969-04
Box 24, Folder 9	Indianapolis 500, wardrobe, undated
Box 24, Folder 10	Indianapolis Newspapers, Inc., 1968
Box 24, Folder 11	Indianapolis, invoices, 1973
Box 24, Folder 12	Indianapolis Motor Speedway Corporation, 1971-1973
Box 24, Folder 13	Insurance (STP Corporation), 1970, 1972s
Box 24, Folder 14	Inventory, Radford container, 1973
Box 24, Folder 15	Jones, Dan (damage and cost list, Phoenix crash), 1971
Box 24, Folder 16	Jones, Dick, 1972
Box 24, Folder 17	King, Grant (employment), 1969
Box 24, Folder 18	Grant King Racing, Inc., 1969-1971
Box 24, Folder 19	Koni (Kensington Product Division), 1970
Box 24, Folder 20	Kornreich Products, Inc., 1971



Box 24, Folder 21	Kralinator, 1971
Box 24, Folder 22	Lap and line-up records forms (blank forms), undated
Box 104, Folder 9	Lap Record Logbook (Car No. 9), 1963
Box 105, Folder 1	Lap Record Logbook (Car No. 59), 1965
Box 105, Folder 2	Lap record data, Studebaker 6 cylinder, 1963-10-19
Box 24, Folder 23	Licensing, cab-over transporter, Missouri reciprocity cab, 1972-1973
Box 24, Folder 24	Lockhart, Edward W., 1962
Box 24, Folder 25	Lotus Team, 1967-1968
Box 24, Folder 26	Mag Drive spline print, undated
Box 24, Folder 27	Mallory Ignition, 1972
Box 24, Folder 28	March Engineering, 1971
Box 24, Folder 29	Marman clamps, 1962
Box 24, Folder 30	Louis Meyer, Inc. (racing engines), 1972
Box 24, Folder 31	Monroe Auto Equipment, 1962, 1965
Box 24, Folder 32	Morse Chain (Borg-Warner Corporation), 1969
Box 24, Folder 33	Moser Engine Corporation, 1973
Box 24, Folder 34	Motorola Communications and Electronics Inc., 1973
Box 24, Folder 35	National Advisory Committee for Aeronautics, 1948
Box 24, Folder 36	National Association for Stock Car Auto Racing (NASCAR), 1973 Notes: Includes the <i>NASCAR Record Book, 1948-1973 Silver Anniversary</i> , select copies of the <i>NASCAR Newsletter, 1973</i> , and race entry forms.
Box 24, Folder 37	National Hot Rod Association, drag rules, 1964
Box 24, Folder 38	National Modified Midget Association, 1972
Box 25, Folder 1	Northern Research and Engineering Corporation, 1967-1968
Box 25, Folder 2	Oil filters, 1966, 1972

Box 25, Folder 3	Ontario Motor Speedway, 1971-1972
Box 25, Folder 4	Parnelli, Jones (Vel's Parnelli Jones Racing), 1968
Box 25, Folder 5	Performance curve, 1968
Box 25, Folder 6	Pike's Peak Hill Climb (Colorado), 1968
Box 25, Folder 7	Phillipe, Maurice, 1971
Box 25, Folder 8	Phoenix Raceway (FasTrack), 1971
Box 25, Folder 9	Purolator, 1971
Box 25, Folder 10	Personnel Policy Manual, 1973
Box 25, Folder 11	Personnel Policy Manual (binder only), 1973
Box 25, Folder 12	Phoenix travel [FasTrack International Speedway], 1974
Box 25, Folder 13	Press releases (dividends), 1968
Box 25, Folder 14	Press information (Indianapolis 500), 1967 Notes: Includes press kits for motor sports writers with biographical information about the drivers, photographs, and information for radio, television or filming.
Box 26, Folder 1	Press information, 1969
Box 28, Folder 3	Press information (Wagner Lockheed), 1968
Box 28, Folder 4	Press information, 1964
Box 28, Folder 5	Press information, 1965
Box 28, Folder 6	Press information (Indianapolis 500), 1966
Box 28, Folder 7	Press information (Indianapolis 500), 1967 Notes: Includes black-and-white photographs of the STP Paxton Turbocar.
Box 28, Folder 8	Press information (Silent Screamer, Story of the STP Turbocar), 1967
Box 28, Folder 9	Press information, 1966-1967
Box 28, Folder 10	Press information (1970 racing season), 1970
Box 28, Folder 11	Press information, 1979

Box 26, Folder 2	Press information (STP team, Grand Prix), 1970
Box 26, Folder 3	Press information (Indianapolis 500), 1971
Box 26, Folder 4	Press information (STP Racing Team, USAC), 1971
Box 26, Folder 5	Press information (STP Racing Team, Richard Petty, Car #43), 1975
Box 26, Folder 6	Press information, pollution control device, 1972
Box 26, Folder 6A	Press Information (STP-Lotus Turbo-Team), 1968
Box 26, Folder 7	Press information (Indianapolis 500), 1973
Box 26, Folder 8	Press information (Indianapolis 500), 1981
Box 26, Folder 9	Public relations firms, 1979-1985
Box 27, Folder 7	Quiet Revolution (film script), 1967
Box 26, Folder 11	Racing schedule, 1969-1973
Box 26, Folder 12	Radios, two-way, 1973
Box 26, Folder 13	Redskin Engines, 1972
Box 26, Folder 13A	Rocket Car, Ford Indy Racer (Don Hulbert Special, Chicago)
Box 26, Folder 14	Rockford Speedway, 1974
Box 26, Folder 15	Saginaw Steering Gear Co., 1969
Box 26, Folder 16	Screen Actors Guild, 1969 Notes: Includes earnings, receipts, and Screen Actors Guild membership cards for Andy and Dolly Granatelli. Also included are health insurance cards and brochures of pension and welfare plans for motion picture actors.
Box 26, Folder 17	Silent Screamer (film script), undated
Box 26, Folder 18	Spalding, Tom, 1969
Box 26, Folder 19	Sports Car Club of America, 1969-1972
Box 26, Folder 20	Stock car racing, undated
Box 26, Folder 21	STP 500, 1970

Box 26, Folder 22	STP regulations for race car and equipment disposal, 1971
Box 26, Folder 23	STP stationery, 1969
Box 27, Folder 1-3	STP Sales Manual, 1969-1971
Box 27, Folder 4	STP Sales Manual (binder only), 1969-1971
Box 55, Folder 5	STP Corporation Training Manual, National Sales Meeting, Chicago, 1971
Box 55, Folder 6	STP Corporation Training Manual, National Sales Meeting, Chicago (binder only), 1971
Box 27, Folder 5	STP sales survey tabulation, 1961-05
Box 27, Folder 6	STP Sports Film Library, 1973
Box 100, Folder 3	STP Persinformatie, 1969-02
Box 28, Folder 12	Pros and cons of long/short commercials for STP, 1966
Box 28, Folder 13	STP Corporation, annual report, 1974-1975
Box 28, Folder 14; Box 103, Folder 14; Box 105, Folder 4; Box 107, Folder 6	STP advertisements, 1972, undated Notes: Includes advertisements: "Now! Power to clean with power to burn" (undated) and "Why is this man smiling?" (1972); and STP Quiets Engines artwork in pencil (undated).
Map-folder 5	Storyboards for STP oil, undated
Map-folder 5	STP dual oil filter advertisement, "A filter in a filter to double clean your oil", undated
Map-folder 5	STP oil treatment advertisement, "How to make a \$17,000 Rolls-Royce run as quiet as a Ford for only \$1.35", 1965
Map-folder 7	Studebaker banner, 1965
Map-folder 7	Poster, Indianapolis 500, ABC-TV Presented by STP, undated
Map-folder 7	Advertisement, 200 Beautiful New '64 Studebakers Free!, 1964
Map-folder 7	Come in Now! Win a '64 Studebaker, 1964
Map-folder 7	STP Auto races at the IMCA, undated
Map-folder 7	Autolite Wins 1-2-3 at Indianapolis 500, undated

Map-folder 7	Hollywood Deep Tone Manufacturing Company, Indianapolis 500 Speed Chart, 1960
Map-folder 12	STP, John Doe, 10 year sales graph, 1959-1968
Map-folder 13	Advertisement, One of our laboratories in 500 miles long, undated
Box 28, Folder 15	STP/Grancor transition return merchandise letter, 1975
Box 28, Folder 16; Box 107, Folder 9; Box 108, Folder 1	STP calendar, 1968, 1970-1971 Notes: The 1970 calendar features the STP Group Co-Operatipn and the 1971 calendar features the 1970 Monte Carlo Grand Prix.
Box 28, Folder 17	STP Computer-Pak, 1966 Notes: Includes a "lap-ometer," for calculating miles per hour on any track for one lap; a "road and track-ometer" to computer miles per hour average speeds for a road trip or for a trace; and a "G-T-T-Ometer" (gear-tire-tach-ometer).
Box 105, Folder 3	STP insignia artwork, undated
Box 28, Folder 18	STP Investment Values for Today, 1970
Box 28, Folder 19	STP Inside Story, 1975
Box 28, Folder 20	STP Newsletter, 1975
Box 29, Folder 1	STP Oil Treatment, negative letters about, 1971
Box 29, Folder 4	STP Oil Treatment brochure, "The Racer's Edge," mockup, undated
Box 29, Folder 3	STP Racing Story for 1965, 1965
Box 55, Folder 7	Studebaker service letters, 1965-1966
Box 27, Folder 8	Studebaker Corporation (shareholder information), 1964
Box 27, Folder 9	Studebaker-Packard Corporation "New Look", undated
Box 27, Folder 10	Studebaker-Worthington (annual report), 1970
Box 27, Folder 11	Studebaker Bulletin, 1974-12
Box 100, Folder 3	Studebaker News, 1963-10
Box 100, Folder 3	Studebaker News, 1964-01

Box 100, Folder 3	Studebaker Spotlight, 1962-05
Box 29, Folder 5	Swintal, Jim. "The Fastest 500", 1991 Notes: Includes a copyprint of Andy Granatelli with Jim Rathman car, #8 in Davie, Florida, 1948.
Box 29, Folder 6	Tasman Motorsports, 1972
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Box 92, Folder 3	STP advertisements, 1969 Notes: Includes advertisements for: Silent Treatment.
Box 92, Folder 4	STP advertisements, 1970 Notes: Includes advertisements for: STP is the Racer's Edge; Ring leader; Strong Silent Type; Who in the World Uses STP Oil Treatment?; One more time; They ought to call it the STP 500; Introducing: Takes the heat off your engine; Keep that old spark alive; Start them down life's highway together; and This winter keep your oil up all night.
Box 92, Folder 5	STP advertisements, 1971 Notes: Includes advertisements for: Piston-Packin Mama; Salvation for Sunday Drivers; Springerize. Get ready for summer. Take the heat off your engine; To summerize: Take the heat off your engine; because traffic kept getting worse...STP Gas Treatment had to get better; A can for all seasons. Fortifies and protects your anti-freeze; Mightier than the forces of friction; Hell hath no fury like an engine scored; and Now! power to clean with power to burn.
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	Notes:	Includes advertisements for: I used more STP than the other guys; Run Racer Sharp; Alphabet Supe; You knocked?; Non-Friction Best Seller; One Revolutionary Idea; 'til Someone Comes Up with a better way to cut friction, this man's holding the edge; The Racer's Edge; The Gum Fighter; A Quiet Revolution; 65 cent Super Charged; Fuel Injection; and Add Fire to the Fuel Injection.
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Box 94, Folder 2	STP advertisements, undated Notes:	Includes advertisements for: (94/2) STP Wins Hottest Indy 500 Ever; No one ever said this much about a snowmobile oil because no one ever had this much to say; Don't Blow Your Cool; We Won the World Together; More than just a fair weather friend; and Fastest Quarter-Mile in Indy History.
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Scope and Contents: The STP Paxton Turbine Car was the first turbine-powered car to qualify for the Indianapolis 500. Vince Granatelli and Joseph Granatelli constructed the car in total secrecy but within all racing regulations. The car was propelled by a Pratt and Whitney turbine engine typically used in helicopters.

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## Series 4: United States Auto Club (USAC), 1932-1988

**Scope and Contents:** The United States Auto Club was founded in 1955 when the American Automobile Association (AAA) decided to no longer be involved in the sport of automobile racing. The USAC is comprised of car owners and drivers, mechanics, track operators, officials and fans. The USAC sanctions automobile racing for several racing series.

### Subseries 4.1: General Materials, 1958-1988

**Scope and Contents:** The USAC general files consist of originals and photocopies of board meeting minutes, membership dues, invoices, applications for product certifications at the Indianapolis 500, *USAC News* issues, USAC bulletins issued to participating members, correspondence, newspaper clippings, and *USAC Official Guides*. Also included is a copy of the National Championship Chief Mechanics Licensing Examination taken by Joe Granatelli in Box 30, Folder 6.

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**Subseries 4.2: STP vs. United States Automobile Club, 1932-1968 (bulk 1968)**

**Scope and Contents:** The materials in this subseries consist of legal documents--depositions, exhibits, and trial proceedings--for the *STP Corporation, a Delaware Corporation (Anthony Granatelli) and Studebaker Corporation vs. the United States Automobile Club, Inc. and Indiana Corporation* in 1968.

Granatelli's complaint alleged that the United States Automobile Club moved to withhold membership from Granatelli and his STP Corporation depriving them of all rights to participate in USAC sanctioned auto racing events.

Granatelli debuted the STP-Paxton Turbocar in 1967, with a Pratt and Whitney aircraft engine modified for ground transportation and stationary power. This engine ultimately led Granatelli into litigation. The United States Auto Club (USAC) imposed restrictions on the turbine engine used at the 1967 Indianapolis 500, citing "power output." Specifically, the USAC restricted the air intake area from 23 inches to 15 inches. By reducing the air intake, the turbine engine was on more equal footing with the piston engine in terms of horsepower, reducing it to 480 HP and torque. The 1967 STP-Paxton Turbocar had a 23-square-inch air intake area and 550 HP capacity. The new ruling by the USAC became effective on January 1, 1968.

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## Series 8: Photographs, 1932-2008 (bulk 1960s-1970s)

**Scope and Contents:** This series consists of photographs (black-and-white and color), negatives, slides, and contact sheets documenting Andy Granatelli's career in car racing. The photographs are arranged alphabetically by subject/topic and the majority of the images document race cars Granatelli built or sponsored, especially those cars raced under STP sponsorship. Images documenting the Indianapolis 500 are filed under "Indianapolis 500" and chronological thereafter. When possible, the car number and driver are also noted. Researchers seeking images of individual race car drivers should look under their surname. For example, "Andretti, Mario" but they should also consult Indianapolis 500 images for 1969, the year Andretti drove for Grantelli. Many of the images were taken by professional photographers who regularly documented the car racing industry.

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Box 89, Folder 23	TuneUp Masters, Bakersfield, California, shop 308, 1979
Box 89, Folder 24	TuneUp Masters, Fresno, California, shop 312, 1980
Box 90, Folder 1	TuneUp Masters, Fresno, California, shop 316, 1979-1992
Box 90, Folder 2	TuneUp Masters, Las Vegas, Nevada, shop 476, 1979-1988
Box 90, Folder 3	TuneUp Masters, Glendale, Arizona, shop 607, 1977-1986
Box 90, Folder 4	TuneUp Masters, Phoenix, Arizona, shop 609, 1978-1988
Box 90, Folder 5	TuneUp Masters, Tucson, Arizona Speedway, shop 610, 1978-1988
Box 90, Folder 6	TuneUp Masters, Tucson, Arizona, shop 611, 1978-1990
Box 90, Folder 7	TuneUp Masters, Mesa, California, shop 614, 1978-1987
Box 90, Folder 8	TuneUp Masters, Phoenix, Arizona, shop 618, 1978-1987
Box 90, Folder 9	TuneUp Masters, Phoenix, Arizona, shop 621, 1979-1986
Box 90, Folder 10	TuneUp Masters, Yuma, Arizona, shop 629, 1979-1988
Box 90, Folder 11	TuneUp Masters, Carrollton (Dallas), Texas, shop 713, 1979
Box 90, Folder 12	TuneUp Masters, Ft. Worth, Texas, shop 814, 1981-1989
Box 91, Folder 1	TuneUp Masters, Dallas/Haltom City, Texas, shop 815, 1981-1989

Box 91, Folder 2	TuneUp Masters, Grand Prairie, Texas, shop 816, 1981-1988
Box 91, Folder 3	TuneUp Masters, Dalworthington, Texas, shop 817, 1981-1989
Box 91, Folder 4	TuneUp Masters, El Paso, Texas, shop 1152, 1985-1986
Box 91, Folder 5	TuneUp Masters, El Paso, Texas, shop 1159, 1980-1986
Box 91, Folder 6	TuneUp Masters, Hastings Green, Texas (Eaton Car Repair), circa 1970s
Box 91, Folder 7	TuneUp Masters, circa 1970s
Box 96, Folder 19	TuneUp Masters staff, undated
Box 105, Folder 5	TuneUp Masters, advertising proofs, 1980-1981
Box 105, Folder 6	TuneUp Masters, storyboards, 1980s
Map-folder 10	TuneUp Masters Service and Parts Policy, [1970s?]
Box 91, Folder 8	Unser, Bobby (driver), 1964
Box 91, Folder 11	[Weld], Greg (with Novi), 1966
Box 96, Folder 20	Weld, Greg, [1966?]
Box 91, Folder 12	Weld, Greg, 1967
Box 91, Folder 17	Williams, Carl (driver), 1969
Box 91, Box 13	Wynn's Friction proofing special, 1964
Box 91, Folder 9	Wynn's Oil Special race car (Jim Robbins driver), 1951
Box 91, Folder 18; Box 103, Folder 15	Unidentified, undated Notes: Includes images of people and cars.
Box 91, Folder 19	Miscellaneous captions and documentation, undated
Map-folder 6	Print of an old car in a field by Stephen Stallings for Dolly and Andy Grantatelli, undated

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## Series 9: Audiovisual Materials, 1962-2001

**Scope and Contents:** This series consists of moving image and audio related to Andy Granatelli's work promoting STP, his TuneUp Masters garage chain, and auto racing broadly. Most of the moving image footage and audio relates to both television and radio commercials that featured Andy Granatelli. Where possible, title descriptions for commercials and the individuals involved were included. Also included are speeches and interviews with Granatelli with radio stations and, specifically, the Studebaker Project in 2001.

Unique identifiers "AGM" were associated with almost all moving image and audio. These numbers were retained and presumably reference the Andy Granatelli Museum.

Granatelli made a cameo appearance in the 1968 Disney movie *The Love Bug*. See Box 29/Folder 19.

## Videotapes, 1981-2001

Box 109, Video OV1403.1	[AGM 4.1300] Win Lose and Draw, 1986-03-17 1 Videocassettes (U-matic) (Total Running Time: 22:06)
Box 109, Video OV1403.2	[AGM 4.1301] Time Crunch, 1986-03-17 1 Videocassettes (U-matic) (Total Running Time: 24:08)
Box 109, Video OV1403.3	[AGM 4.1302] International 500, 1986-03-17 1 Videocassettes (U-matic) (Total Running Time: 25:20)
Box 109, Video OV1403.4	[AGM 4.1303] Indy 1971, 1986-03-17 1 Videocassettes (U-matic) (Total Running Time: 23:54)
Box 109, Video OV1403.5	[AGM 4.1304] The Race, 1986-03-17 1 Videocassettes (U-matic) (Total Running Time: 14:30)
Box 109, Video OV1403.6	[AGM 4.1305] Way of a Champion, 1986-03-17 1 Videocassettes (U-matic) (Total Running Time: 24:01)
Box 109, Video OV1403.7	[AGM 4.1306] Racing Revolution, 1986-03-17 1 Videocassettes (U-matic) (Total Running Time: 21:40)
Box 109, Video OV1403.8	[AGM 4.1307] Fire and Rain, 1986-03-17 1 Videocassettes (U-matic) (Total Running Time: 24:54)
Box 109, Video OV1403.9	Mario, undated 1 Videocassettes (U-matic)
Box 109, Video OV1403.10	[AGM 6.956] Tune up Masters, 1982-06-18 1 Videocassettes (U-matic)
Box 109, Video OV1403.11	[AGM 4.960] Tune Up Masters, 1985-08-28 1 Videocassettes (U-matic) (Total Running Time: 00:2:00) Notes: Includes: Andy Salt Flats/Camaro \$49.95; Lube and Smog/Andy Camaro Wipe; and Numbers Click/Lube and Smog;
Box 110, Video OV1403.12	[AGM 4.981] Tune Up Masters, 1985-09-04 1 Videocassettes (U-matic) (Total Running Time: 02:00) Notes: Includes: Andy/Salt Flats/Camaro/\$45.95 Lube; Andy/Camaro/Wipe/\$45.95/Lube; Numbers/Click/Andy/\$45.95/Lube; and Camaro/Andy/Warranty/Lube.
Box 110, Video OV1403.13	[AGM 4.982] Tune Up Masters, 1981-05-12 1 Videocassettes (U-matic) (Total Running Time: 03:00) Notes: Includes spots for: Andy/Straight Selling; Andy/Minor Tune-Up vs. Our Major Tune Up; Andy/Pledge Sticker; Andy/Million Tune-Ups; Andy/No Rip Offs; and Andy/Warranty.

Box 110, Video OV1403.14	[AGM 4.984] Tune Up Masters, 1984-10-02 1 Videocassettes (U-matic) (Total Running Time: 01:00) Notes: Includes: Andy/This Is Me/\$54.95/Lube-Oil; Andy/This Is Me/\$49.95/Smog Check
Box 110, Video OV1403.15	[AGM 4.985] Tune Up Masters, 1982-03-30 1 Videocassettes (U-matic) (Total Running Time: 00:3:00) Notes: Includes spots for: Andy/Straight Selling; Andy/Minor Tune-Up vs. Our Major Tune Up; Andy/Pledge Sticker; Andy/Million Tune-Ups; Andy/No Rip Offs; and Andy/Warranty.
Box 110, Video OV1403.16	Andy Granatelli Interview [Studebaker Project], 2001-07-31 1 Videocassettes (BetacamSP) (Total Running Time: 60:00) Notes: Tape is a component dub of a digibeta master recorded on July 31, 2001 in Santa Barbara, California.
Box 110, Video OV1403.17	Andy Granatelli Interview [Studebaker Project], 2001-07-31 1 Videocassettes (BetacamSP) (Total Running Time: 60:00) Notes: Tape is a component dub of a digibeta master recorded on July 31, 2001 in Santa Barbara, California.

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## Audiotapes, 1962-1976

Box 113	[AGM.4.1022] Andy Granatelli Sales Convention, 1972 1 Sound tape reel (Total Running Time: 00:3:00; 16mm color/silent)
Box 113	[AGM.4.1023] Tune Up Masters 1 Sound tape reel (Total Running Time: 06:00; 7 1/2 IPS; 5") Notes: Includes: Andy's day off; long distance; washing machine; bingo party; mother's birthday; favorite program; famous writer; and car dealer.
Box 113	[AGM.4.1025] STP Division of Studebaker, STP Oil Treatment, 1966 1 Sound tape reel (Total Running Time: 12:00; 7 1/2 IPS; 5") Notes: Includes spots for radio: Bouncing Decal; You'll Agree; Super Lubricant; and Clean Gas.
Box 113	[AGM.4.1027] [Andy Granatelli], WNEW, New York, undated 1 Sound tape reel (5")
Box 113	[AGM.4.1032] STP radio commercials, undated 1 Sound tape reel (5") Notes: Includes: Overheating; Singing Mechanic; Lemon Testimonial, Ft. Worth cab; Andy/Dolly; Toll Booth; Andy/Dolly driving test; Andy/Dolly concert; Housewife; Famous writer; and Refreshing Seals.
Box 113	[AGM.4.1042] Tune Up Masters radio spots, 1976

	1 Sound tape reel (Total Running Time: 8:00; 7 1/2 IPS; 5") Notes: Includes: Car passing with music; Skeptical women with music; Women drivers with music; Performance package ith music; Fast service with music; Women drivers; performance package; and music only.
Box 113	[AGM.4.1044] STP Pre-Indy Racing reel, undated 1 Sound tape reel (Total Running Time: 15:00; 5") Notes: Includes: Mario drop-in #1; Mario drop-in #2; Mario drop-in #3; Mario drop-in #4; Mario drop-in #5; Andy drop-in #1; Andy drop-in #2; Andy drop-in #3; Andy drop-in #4; Mario interview #1; Marion interview #2; and Mario and Andy interview.
Box 113	[AGM.4.1045] STP Oil Treatment, 1965 1 Sound tape reel (5") Notes: Includes: Novi; Novi with background; What does STP stand for; You and your car are home; Who is Andy Granatelli; \$1.35 please; Big kitten; Mont dention it; Kitchen; reverand; Clean up the garage floor; Print STP dress; Merling Stoss; and major Tony Rolt.
Box 113	[AGM.4.1075] STP [MBI-165], 1972-03 1 Sound tape reel (Total Running Time: 5:00; 5") Notes: Includes: Andy-Dolly spring fever; Lemon testimonial, 12 ounce gas; Andy-Dolly say good-bye; Spring is back; Andy-Dolly favorite flower; new York cabbie; lemon testimonials, 12 ounce; new York cabbie; Andy-Dolly picnic; and Lemon 12 ounce.
Box 113	[AGM.4.1076] STP Corporate Signature Presentation, 1966-12-23 1 Sound tape reel (5") Notes: Includes: STP makes scientifically tested products; You can depend on STP...scientifically tested products; Another scientifically tested product...STP; STP makes scientifically tested products...better; STP makes scientifically tested products that serve the world; STP producers of scientifically tested products; STP...bringing STP makes scientifically tested products to the world; STP...STP makes scientifically tested products...and makes them better; and wild musical answer to 203x.
Box 113	[AGM.4.1077] STP Corporation radio commercials, 1969-08-21 1 Sound tape reel (Total Running time: 9:00; 5") Notes: Includes: Movie, oil treatment; Telephone quiz, oil treatment; Barbershop, gas treatment; New car, Dolly, oil treatment; Auction, oil treatment; Clunker, gas treatment; Long distance, oil treatment; New car insurance, oil treatment; and Uncanny, gas treatment
Box 113	[AGM.4.1082] STP, 1972-05-22 1 Sound tape reel (Total Running Time: 5:30; 7 1/2 IPS; 5") Notes: Includes: Dolly and a friend; Dolly and a friend alternate; Service station; Overheating; Taxi; Ice cream man; Parking lot; Shopping trip; S.O.S; and To the Rescue.

Box 113	[AGM.4.1085] STP, 1969-1970 1 Sound tape reel (5") Notes: Includes: Memorial Day (1969); Spring (1970); and Andy Granatelli, pre-Indy (1970).
Box 113	[AGM.4.1086] STP Division of Studebaker, STP Oil Treatment radio Jingles, undated 1 Sound tape reel (Total Running Time: 5:00; 5") Notes: Includes: Big red decal; 3 big letters, and gas treatment.
Box 113	[AGM.4.1094] STP winter commercials, 1967-1968 1 Sound tape reel (5") Notes: Includes: Turbine car and winter.
Box 113	[AGM.4.1096] Andy Granatelli Speech, 1962-03-19 1 Sound tape reel (5") Notes: Speech at PDA Dealer Sales Meeting, Ambassador Hotel.
Box 113	[AGM.4.1097] STP radio spots, 1972-04-25 1 Sound tape reel (Total Running Time: 11:00; 5") Notes: Includes: Lemon testimonial, gas; Indy proving grounds, oil; Lemon testimonial, Andy-Dolly reporter, gas/oil; Andy-Dolly flower; Lemon testimonial, gas; Andy-Dolly say goodbye, spring is back-oil; Indy Proving grounds, oil; Lemon, 12 ounce gas; Andy-Dolly, Indy 500, Lemon 12 ounce, oil and gas; Spring is back, oil with gas plug; Lemon 12 ounce, gas.
Box 113	[AGM.4.1100] STP, 1970-07 1 Sound tape reel (Total Running Time: 11:30; 7 1/2 IPS; 5") Notes: Includes: Another lap; Barbershop; Another kind of journey; Overheating; Blast off; Wrong car; Fuel check; Air conditioning; In the beginning; Slogans; Boat; Toll booth
Box 113	[AGM.4.1101 ] STP, 1970-10 1 Sound tape reel (Total Running Time: 10:00; 7 1/2 IPS; 5") Notes: Includes: Changes; Back to radio; Football game; Progress; Science lesson; Football practice; Drive in; Sidewalk; TV show; Breakfast; Small cars; and Winter gas.
Box 113	[AGM.4.1105] STP Oil Treatment, undated 1 Sound tape reel (7 1/2 IPS; 5" ) Notes: Includes 11 radio spots.
Box 113	[AGM.4.1107] STP Division of Studebaker, STP Oil Treatment, 1966-11-30 1 Sound tape reel ( 7 1/2 IPS; 5") Notes: Includes: Bouncing decal; You'll agree; Super lubricant; Clean gas; Super lubricant, screwdriver test.
Box 113	Andy Granatelli Interview, 1971-06-14

	1 Sound tape reel (5") Notes: WBBM Newsradio of Chicago. Interview by Bob Moore.
Box 113	STP turbo car, 1967-06 1 Sound tape reel Notes: Includes a broadcast editorial and interview of Andy Granatelli by Jim Steck, Sports Director which aired on KRLA radio in June 1967.
Box 113	[AGM.4.992] STP Division of Studebaker, STP Oil Treatment, undated 1 Sound tape reel (Total Running Time: 5:00; 3") Notes: Includes: Mrs. Granatelli, Who is Andy Granatelli; I don't want any trouble; Jingle winter sell.
Box 113	[AGM.4.1019] STP Corporation, new music demo tape 1 Sound tape reel (Total Running Time: 9:00; 7 1/2 IPS; 5") Notes: Includes: Music track; Andy No. 2; Two in a Row; Memorial Day; Summer is back; Indy Proving Grounds; Grand Prix Session; 500 Miles; and Vacation driving.
Box 111	[AGM.4.1001] STP Division, Studebaker Corporation, 1966-07-22 1 Sound tape reel (7 1/2 IPS; 7") Notes: Includes: Collins-Hill; Collins-Andretti; Collins-Clark; Collins-Chapman; and Collins-Foyt.
Box 111	[AGM.4.1002] STP, 1973-04-1973-05 1 Sound tape reel (7") Notes: Includes: Four products; Indy Proving grounds; Drags/To the Rescue; Power; Singing Mechanic; Stickers without offers; Andy in Action; Four Products; Race Cars; Close Your Eyes; Action; Race History; Proud; Shopping trip; Daytona Win; and Your Own Car.
Box 111	[AGM.4.1003] STP Radio, 20 spots, undated 1 Sound tape reel (Total Running Time: 20:00; 7") Notes: Includes 20 radio spots: Movie; Work home; Dolly dream; Telephone quiz; pre-indy 9Andy #1); Home canned STP; New car; Graham Hill; Auction; Spring cleaning; Pre-Indy (Andy #2); Famous words; Quiet Revolution; Guest speaker; Pre-Indy (Andy #3); Long distance; Barber shop; Clunker; Slogans; and Cough syrup.
Box 111	[AGM.4.1009] STP Corporation [summer reel], 1973 1 Sound tape reel (Total Running Time: 30:00; 7") Notes: Includes radio spots: Strain revised; Crisis; Double win, camper capers; Summer lyric "A" runs with the family; Crisis, 4 products; Sunday edge, that's him; Summer lyric, C regular deluxe; Double win two; Petty with new lyric B; Double win one; Summer lyric D the old and the new; Gas war; Summer lyric C Dolly's friends; Summer lyric B; Crisis; Petty with new lyric C; Four to go; Double win quotes; Thickeners revised; Finally crisis; Summer job, small cars; Fast talk; Think about it, the old and the new; Summer lyric C; Vacation edge; Four to go; Crisi, who me?; Summer lyric fortifying; Thickeners revised; Summer lyrics D, runs in the family; Sunday

drivers; Double win two; Petty with new lyrics A; Summer lyrics A; Johncock testimonial, harbor story; and Four to go.

Box 111	STP Oil and Gas Treatment [tape 4], undated 1 Sound tape reel (Total Running Time: 29:00; 7") Notes: Includes: Winter; Mood Power; Mrs. Granatelli; Race compression; I Don't Want Any Trouble; and Uncanny.
Box 111	[AGM.4.1054] STP, 15 spots, 1967-07-24 1 Sound tape reel (15 IPS; 7") Notes: Includes 15 radio spots.
Box 111	[AGM.4.1057] Tune Up Masters, undated 1 Sound tape reel (7 1/2 IPS; 7") Notes: Includes: Andy's day off; Long distance; Washing machine; Bingo party; Mother's birthday; Favorite program; Famous writer; Car dealer.
Box 111	[AGM.4.1065] STP Oil and Gas Treatment [tape 1], undated 1 Sound tape reel (Total Running Time: 27:00; 7") Notes: Includes: Sport car enthusiasts, Art Baker; Auto show demonstration, Baker; Parts slide by Art Baker; Fun test, Art Baker; Users brag on STP Art Baker; Three important initials, Baker; Race track proving grounds, Baker; Summerize jingle; Mrs. Granatelli; Jingle, no sell; Jingle with sell; What do letters STP stand for; Novi; Big kitten; Who is Andy Granatelli; \$13.35 please; Don;t mention it; Merling Stoss; Things money can buy; Six foot ten; Daddy; SSSSSSTTTTTPPPP!; Only a six; and Uncanny.
Box 111	[AGM.4.1064] STP Oil and Gas Treatment [tape 2], undated 1 Sound tape reel (Total Running Time: 22:00; 7") Notes: Includes: Oil, Collins and Granatelli; Oil, Sid Collins; Gas, uncanny; Collins-Clark; Collins-Chapman; Collins-Andretti; Collins-Motorists (race day); Collins-be honest (race day); Collins-Clark winner; Collins-Andretti winner (post); Collins, numbers (post); Non-winner for use with live tage, Sid Collins; Collins-Hill; and Uncanny.
Box 111	[AGM.4.1063] STP Oil and Gas Treatment [tape 3], undated 1 Sound tape reel (7") Notes: Includes: Post race testimonials with Collins-Hill; Collins-Andretti; Collins-Clark; Collins-Chapman; Collins-foyt; Mrs. Granatelli; Who is Anny Granatelli; I don't want any trouble; Jingle with winter sell; and Did you know.
Box 111	[AGM.4.1013] STP Oil and Gas Treatment [tape 4], undated 1 Sound tape reel (Total Running Time: 29:00; 7") Notes: Includes: Mood power; Mrs. Granatelli; Winter; race; Race compression; and Uncanny
Box 111	STP Press Conference [Indianapolis Racer], 1967-04-06

1 Motion picture film (Total Running Time: 01:14; 16mm color, silent)

## Motion Picture Film, 1960-1977

### Subseries 1: STP Sports Film Library

Scope and Contents: Films produced by Allend'or Productions in cooperation with STP Corporation.

Reel OF 1403.1-1; Reel OF 1403.1-2	<p>Bonneville Record Breaker, 1963 1 Film reel (16mm, optical soundtrack, print ; 16mm, 200 feet, total running time: 6 minutes, 5 seconds (copy 1)) 1 Film reel (16mm, optical soundtrack, print ; 16mm, 200 feet, total running time: 6 minutes, 5 seconds (copy 2))</p> <p>Notes: Andy Granatelli smashing stock car records on desolate Bonneville Salt Flats in 1963.</p> <p>Number on original housing of copy 1: AGM.4.1270 Number on original housing of copy 2: AGM.4.1373</p>
Reel OF 1403.2	<p>Way of a Champion, 1964 1 Film reel (color, composite optical soundtrack, print; 16mm, 950 feet)</p> <p>Notes: Re-release of the first STP racing film. Records Sachs-McDonald crash and fire of 1964.</p> <p>Number on original housing: AGM 4.1219</p>
Reel OF 1403.3	<p>International 500, 1966 1 Film reel (16mm, 1000 feet, total running time: 30 minutes)</p> <p>Notes: Includes disputed Graham Hill win over Jim Clark, the STP team driver. Winner of CINE Golden Eagle award for internationally screened sports documentaries.</p>
Reel OF 1403.4-1; Reel OF 1403.4-2	<p>Jimmy Bryan 150, Phoenix '67, 1967 1 Film reel (color, composite optical soundtrack, print; 16mm, 400 feet, total running time: 11 minutes, 7 seconds (copy 1)) 1 Film reel (color, composite optical soundtrack, print; 16mm, 400 feet, total running time: 11 minutes, 7 seconds (copy 2))</p> <p>Notes: Number on original housing of copy 1: AGM 4.1272 Number on original housing of copy 2: AGM 4.1239</p>
Reel OF 1403.5	<p>The Silent Screamer [Story of the Turbo Car], 1967 1 Film reel (color, composite optical soundtrack, print; 16mm, 600 feet)</p> <p>Notes: The story of Andy Granatelli's gas turbine car run at the 1967 Indy 500. Produced by Algerman G. Walker (Allend'or Production) and directed by W.A. Blanchard.</p> <p>Number on original housing: AGM 4.1214</p>
Reel OF 1403.6	<p>Racing Revolution, 1968</p>



1 Film reel (color, composite optical soundtrack, print; 16mm, 780 feet, total running time: 21 minutes, 40 seconds)

Notes: STP "flying wedges" at the Indianapolis 500 in 1968. Joe Leonard in an STP-turbocar in a fight to the finish with Bobby Unser. Unser Wins.

Number on original housing: AGM 4.1210

Reel OF 1403.7

Racer's Edge, 1969

1 Film reel (color, composite optical soundtrack, print; 16mm, 960 feet, total running time: 28 minutes 30 seconds)

Notes: Andy Granatelli wins with Mario Andretti in a conventional car at the Indianapolis in 1969 after 23 years of trying. Story of the trials and triumphs of the STP Racing team over the years.

Reel OF 1403.8

The 500 Miles of California, 1970

1 Film reel (color, composite optical soundtrack, print; 16mm, 800 feet, total running time: 26 minutes 30 seconds)

Notes: First "500" race at Ontario Motor Speedway in 1970. Jim McElreath wins.

Number on original housing: AGM 4.1222

Reel OF 1403.9

The Race, circa 1970

1 Film reel (color, composite optical soundtrack, print; 16mm, 460 feet, total running time: 14 minutes 30 seconds)

Notes: Number on original canister: AGM 4.1208

Reel OF 1403.10

The Wildest World, 1970

1 Film reel (color, composite optical soundtrack, answer print; 16mm, 915 feet, total running time: 27 minutes)

Notes: Overview of the big-time U.S. auto races, made in 1969. Covers all aspects of U.S. racing with some of the most exciting crashes ever filmed.

Number on original housing: AGM 4.1218

Reel OF 1403.11

Win, Lose or Draw (STP version), 1970

1 Film reel (color, composite optical soundtrack, print; 16mm, 950 feet, total running time: 28 minutes)

Notes: Gripping story of 1970 Indy "500" as STP racing team fights to win.

Number on original housing: AGM 4.1221

Reel OF 1403.12

Indianapolis, 1971

1 Film reel (color, composite optical soundtrack, print; 16mm, 980 feet, total running time: 28 minutes 42 seconds)

Notes: Sound and fury of the world's biggest sports event as Al Unser wins 1971 Indy classic before 350,000 fans. This film was awarded the International CINE Golden Eagle for excellence in sports documentaries.

Number on original housing: AGM 4.1227

Reel OF 1403.13

500 Miles Below Sea Level (Salton City), 1972

	<p>1 Film reel (color, composite optical soundtrack, print; 16mm, 750 feet, total running time: 22 minutes 13 seconds)</p> <p>Notes: Big power boats in endurance race at Salton Sea in Southern California.</p>
Reel OF 1403.14	<p>1972 Indianapolis STP Pit Fires, 1972</p> <p>1 Film reel (color, silent, print; 16mm, 315 feet)</p> <p>Notes: Number on original housing: AGM 4.1228</p>
Reel OF 1403.15	<p>Faces of Racing, 1972</p> <p>1 Film reel (color, composite optical soundtrack, print; 16mm, 825 feet, total running time: 24 minutes, 14 seconds)</p> <p>Notes: World famous drivers and other racing celebrities tell their stories over background of thrilling scenes from every facet of motor racing.</p> <p>Number on original housing: AGM 4.1231</p>
Reel OF 1403.16	<p>The Quiet Revolution, 1972</p> <p>1 Film reel (color, composite optical soundtrack, print; 16mm, 800 feet)</p> <p>Notes: Furious 1967 Turbocar controversy recounted by Andy Granatelli and Parnelli Joes. Winner of the Grand Prix, Brno Film Festival and CINE Golden Eagle sports films.</p> <p>Number on original housing: AGM 4.1216</p>
Reel OF 1403.17	<p>Time Crunch, 1972</p> <p>1 Film reel (color, composite optical soundtrack, print; 16mm, 915 feet, total running time: 26 minutes 59 seconds)</p> <p>Notes: Racers battle the clock to prepare for victory in the 1972 running of the 500 mile classic at Indianapolis. Mark Donohue wins.</p> <p>Number on original housing: AGM 4.1215</p>
Reel OF 1403.18	<p>Champion, 1973</p> <p>1 Film reel (color, composite optical soundtrack, print; 16mm, 875 feet, total running time: 25 minutes, 53 seconds)</p> <p>Notes: The inside story of Richard Petty, biggest money winner in the history of auto racing and NASCAR's only 4-time stock car champion.</p> <p>Number on original housing: AGM 4. 1211</p>
Reel OF 1403.19-1; Reel OF 1403.19-2	<p>Fire and Rain, 1973</p> <p>1 Film reel (color, color optical soundtrack, print; 16mm, 850 feet)</p> <p>1 Film reel (color, color optical soundtrack, print; 16mm, 960 feet)</p> <p>Notes: Documentary of Gordon Hancock's win in a rain-shortened Indianapolis "500" in 1973.</p> <p>The first copy was in a canister marked "Andy at Indy Film Series #13" and has an "Andy at Indy" title card preceding the film.</p> <p>Number on original housing of copy 1: AGM 4.1235.</p>

The second copy is not an exact duplicate. It is about 100 feet longer and does not have the "Andy at Indy" introduction, but appears to be a different version of the same film.

Reel OF 1403.20      Daytona 500, 1974  
1 Film reel ( color, composite optical soundtrack, print; 16mm, 750 feet, total running time: 22 minutes 5 seconds)  
Notes:                Andy at Indy Film Series #12  
                             Number on original housing: AGM 4.1217

Reel OF 1403.21      Thunder Highway, 1974  
1 Film reel (color, composite optical soundtrack, print; 16mm, 900 feet, total running time: 25 minutes 37 seconds)  
Notes:                Richard Petty and Buddy Baker racing on high-banked NASCAR super-tracks. Winner of the silver medal at the New York Film Festival.  
                             Andy at Indy Film Series #9  
                             Number on original housing: AGM 4.1209

Reel OF 1403.22      Thunderboats, 1974  
1 Film reel (16mm; 16mm, 420 feet, total running time: 11 minutes, 55 seconds)  
Notes:                Gold Cup racing boats, filmed on the Columbia River course in Pasco, Washington.  
                             Number on original housing: AGM 4.1248

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## Subseries 2: STP Corporation advertising and sponsorship

### Advertising reels

Scope and      Titles in this series were devised using notations on cans and context garnered from film  
Contents:      inspections.

Reel OF 1403.23      STP TV Spot, 1963  
1 Film reel (color, composite optical soundtrack, print; 16mm, 150 feet)  
Notes:                Number on original housing: AGM 4.1223

Box 112                STP Commercials, 1965-1972  
11 Film reels (color, composite optical soundtrack, prints; 16mm)  
Notes:                STP Oil Treatment commercials (if numbers were inscribed on original housing they have been included):  
                             STP Pie-in-face TV commerical (1965, 56 seconds, AGM 4. 1405)  
                             STP Oil Treatment Granatelli - The Racers Edge (1967, 60 seconds, AGM 4.1110)  
                             STP Oil Treatment Granatelli - The Racers Edge (1967, 60 seconds, AGM 4.1394)  
                             STP Oil Treatment "Texas Cab" (1971, 30 seconds)  
                             STP Oil Treatment "Singing Mechanic" (undated, 60 seconds)

STP Oil Treatment "Winter Traffic" (undated, 30 seconds)  
 STP Oil Treatment - "Gas Station Rack" (1970, 10 seconds, AGM 4.1136)  
 STP Oil Treatment "Japanese Screwdriver, U.S." (1972, 60 seconds, AGM 4. 1119)  
 STP Oil Treatment "Airport Testimonial/Street Corner" (1970, 60 seconds, AGM 4. 1120)  
 STP Oil Treatment "Car Wash" (1971, 30 seconds, AGM 4.1113)  
 STP Oil Treatment "Giant Can" (undated, 30 seconds, AGM 4.1117)

Reel OF 1403.25	STP Commercial Reel, 1966 1 Film reel (color, silent; 16mm, 480 feet) Notes: Number on original housing: AGM 4.1288
Reel OF 1403.26	STP Commercial Reel, 1968 1 Film reel (color, composite optical soundtrack, compilation reel; 16mm, 200 feet) Notes: Includes: Racers Edge; Trophy; Screwdriver; Gas Can; and Testimonial.
Reel OF 1403.27	Gas Treatment, Reel #3, 1968 1 Film reel (color, composite optical soundtrack, compilation reel; 16mm, 170 feet)
Reel OF 1403.28	STP Gas Treatment Commercials, Reel #2, 1968-1970 1 Film reel (color, composite optical soundtrack, compilation reel; 16mm, 350 feet) Notes: Includes: Gas Treatment; Car Testimonial; Car Afraid of the Cold; Love Affair; 3,098 lb. Weakling; Tired blood; Street Corner; Lemon-8 oz.; Giant Can-8 oz.; Winter Traffic; Lemon-12 oz.; Giant Can-12 oz.; Gas pump; Difference; Pollution; Hilltop; Lemon Pump; Lemon Big Can; Lemon-revised; Lemon-12 oz. revised.  Number on original housing: AGM 4.1274
Reel OF 1403.29	STP Oil Treatment Commercials, Reel #1, 1968-1971 1 Film reel (color, composite optical soundtrack; compilation reel; 16mm, 510 feet) Notes: Includes: Racers Edge; Trophy; Screwdriver; Testimonial; Twenty Years Later; End of Beginning; Winner; Winner, Jr.; Midnight Oil; Andy Narration; Ambulance; Airport; Van Lines; 2 Out of 3; U.S. Racing; New York Cab; Gas Station Rack; Andy's Oil; Ice House; and Singing Mechanic.  Number on original housing: AGM 4.1344
Reel OF 1403.30	Andy Granatelli STP Commercial History Reel, 1968-1974 1 Film reel (color; composite optical soundtrack; compilation reel; 16mm; 700 feet) Notes: Includes: The Racers Edge; Trophy; Screwdriver; Winner; Andy Narration; Street Corner; Giant Can; Winter Traffic; Ice House; Andy at Indy; Japanese Screwdriver; Car Wash; Twilight Zone Lemon; Revolution; Dyno; Rotary Engine; TV; Breathing; Service Station; Andy/Dolly; Midnight Oil; Richard/Andy; Petty's Fourth; Four

Products; Nice Couple; Runs in the Family; That's Him; The Old and the New; Double Winner; 1973 Winners; and Mirrors

Number on original housing: AGM 4.1223

Reel OF 1403.31	<p>Stern Walters/Earle Ludgin, Inc. Presentation Reel, 1969-1971 1 Film reel (color, optical soundtrack (some segments are soundtrack only), compilation reel; 16mm, 960 feet) Notes: Number on original housing: AGM 4.1263</p>
Reel OF 1403.32	<p>STP Commercial Reel , 1970 1 Film reel (color, silent, compilation reel; 16mm, 315 feet) Notes: Number on original housing: AGM 4. 1289 Handwritten note on box: "lastest commercials"</p>
Reel OF 1403.33	<p>STP Corporation Gas Treatment Reel, 1970-1971 1 Film reel (color; composite optical soundtrack; compilation reel; 16mm; 270 feet) Notes: Includes: Car Afraid of the Cold; 3,098 Pound Weakling; Tired Blood; Street Corner; Your Car the Lemon; Giant Can 8 oz.; Giant Can 12 oz; Winter Traffic; Ice House; Hilltop; Lemon Car; Winter Traffic revised; Car Wash; and Twilight Zone Lemon. Number on original housing: AGM 4.1223</p>
Reel OF 1403.34	<p>STP Commercial Reel, 1970-1971 1 Film reel (color, composite optical soundtrack, compilation reel; 16mm, 200 feet) Notes: Includes: Hilltop; Lemon Pump; Lemon Big Can; Lemon Rev; Lemon 12 Oz. Number on original housing: AGM 4.1347</p>
Reel OF 1403.35	<p>STP Commercials, 1971-1972 1 Film reel (color, composite optical soundtrack, compilation reel; 16mm, 130 feet) Notes: Includes: Car Wash; Revolution-60; Revolution-30; Rotary Engine; Dyno; and Allison. Number on original housing: AGM 4.1223</p>
Reel OF 1403.36	<p>STP Commercial Reel, 1972 1 Film reel (color, composite optical soundtrack, compilation reel; 16mm, 75 feet)</p>
Reel OF 1403.37	<p>STP Commercial Reel, 1973 1 Film reel (color, composite optical soundtrack, compilation reel; 16mm, 75 feet) Notes: Includes: Signs of the Times; Seat Belts; Mirrors; and Tires</p>
Reel OF 1403.38	<p>Tune Up Masters Commercial Reel, undated 1 Film reel (Total running Time: 24:00; color, composite optical soundtrack, compilation reel; 16mm, 700 feet) Notes: Number on original housing: AGM 4.1224</p>

## Sponsored television programs

Reel OF 1403.39      One More Time, 1968  
 1 Film reel (black and white, composite optical soundtrack, print; 16mm, 1920 feet)  
 Notes:                Variety hour special hosted by Wayne Newton.  
                               Number on original housing: AGM 4.1237

Reel OF 1403.40a;      Professional Bowlers Tour - STP Classic, 1971  
 Reel OF 1403.40b      2 Film reels (black and white, composite optical soundtrack, print; 16mm, reel 1:  
                                   1200 feet, reel 2: 1150 feet)  
 Notes:                ABC Wide World of Sports presents Andy Granatelli's STP Classic,  
                                   Kansas City. These are the second and third reels of the program.  
                                   The Archives Center does not hold the first reel.  
                                   Number on original housing: AGM 4.1223

## Subseries 3: Production elements and unedited footage

## Production elements

Scope and      Films in this sub-series are elements of unfinished works.  
 Contents:

Reel OF 1403.41      Studebaker at Bonneville, 1962  
 1 Film reel (color, silent, reversal ; 16mm, 780 feet)  
 Notes:                Unedited film. Note inscribed on canister: "1963 records runs, red  
                                   Avanti - became Due Cento, gold car became #9 that set all the  
                                   records."  
                                   Number on original housing: AGM 4.1376

Reel OF 1403.42      Art Arfon's Green Monster Bonneville, 1964  
 1 Film reel (color, silent, reversal; 16mm, 550 feet)  
 Notes:                Number on original housing: AGM 4.1251

Reel OF 1403.43      Granatelli introduction to 1966 Indy 500 and interview with Mrs. Granatelli, 1966  
 1 Film reel (color, composite optical soundtrack, inserts; 16mm, 120 feet)  
 Notes:                Number on original housing: AGM 4.1280

Reel OF 1403.44      Andy Granatelli and Mohammed Ali at the Ontario Motor Speedway Miller 500,  
 1971  
 1 Film reel (color, silent, work print; 16mm, 300 feet)  
 Notes:                Number on original housing: AGM 4.1343

## Driver view footage reels

Reel OF 1403.45      Drivers View of Dashboard, Novi, 1961

	1 Film reel (black and white, silent, original reversal; 16mm, 350 feet) Notes: Number on original housing: AGM 4.1285
Reel OF 1403.46	Novi, Driver View Footage, 1964 2 Film reels (black-and-white, silent, original reversal; 16mm, 100 feet each) Notes: Inscriptions on the boxes read: "1 - Novi rush 8am sure" and "2 - Novi garage, speedway, first run" Number on original housing: AGM.4.1358
Reel OF 1403.47	Novi, Driver View Footage - Indy, 1965-05-09 1 Film reel (black and white, silent, original reversal; 16mm, 120 feet)
Reel OF 1403.48	Car 40, 1967 2 Film reels (color, silent, original reversal; 16mm, 100 feet each) Notes: Driver view footage. Number on original housing: AGM 4.1463
Reel OF 1403.49	Driver View Footage, 18 Mar 67, 1967-03-18 2 Film reels (black-and-white, silent, original reversal; 16mm, 100 feet each) Notes: Handwritten inscriptions on original housing read: "first run, morning No. 1" and "No. 2" Number on original housing: AGM.4.1358

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## Home movies

Reel OF 1403.50	Chrysler at Daytona Beach, 1960 1 Film reel (16mm) Notes: Granatelli at Daytona Beach. Handwritten inscription on original housing reads: "Chrysler at Daytona Beach when I set all time Nascar Beach speed record 179+ MPH. Not actual speed run" Number on original housing: AGM 4.1374
Reel OF 1403.51	Granatelli Home Movie, Colorado, 1968 1 Film reel (color, silent, original reversal; 16mm, 300 feet, total running time: 8 minutes, 30 seconds) Notes: Shot list: <ol style="list-style-type: none"> <li>1. Pike's Peak Hill Climb race atmosphere including candid footage of Paula Murphy and Dolly Granatelli in conversation, Judy Jones, and Parnelli Jones, child (probably Vinny Granatelli) taking a photograph of the camera person, aerial view of road, mountains</li> <li>2. Cars racing at Pike's Peak, including Bobby Unser, Al Unser, Ted Foltz, and Mario Andretti</li> <li>3. Granatelli family site-seeing in and around Pike's Peak, Colorado</li> <li>4. Granatelli family skeet shooting</li> </ol>

5. Old Homestead House Museum, Cripple Creek, Colorado (with Paula Murphy)

6. Fishing - Parnelli Jones, Andy Granatelli and family, Judy Jones

Number on original housing: AGM 4.1270

## Miscellaneous Racing Films

Scope and Contents: Films in this sub-series are completed film prints related to racing produced by a variety of sources.

Reel OF 1403.52

Avanti Pike's Peak Run, 1962

1 Film reel (color, silent, print; 16mm, 400 feet)

Notes: Floyd Clymer tests the Studebaker Avanti at Pike's Peak.

Number on original housing: AGM 4.1345

Reel OF 1403.53

The Ragged Edge, 1962

1 Film reel (black and white, composite optical soundtrack, print; 16mm, 950 feet)

Notes: 1962 Indianapolis 500.

Produced by Championship Racefilm Productions in cooperation with Indianapolis Motor Speedway and The United States Auto Club. Presented by Mobil Oil.

Number on original housing: AGM 4.1262

Reel OF 1403.54

Gentlemen, Start Your Engines, 1963

1 Film reel (color, composite optical soundtrack, print; 16mm, 1000 feet)

Notes: Indianapolis 500, 1963.

Reel OF 1403.55

Indianapolis 500, 1963, 1963

1 Film reel (color, composite optical soundtrack, print; 16mm, 1010 feet, total running time 28 minutes)

Notes: Presented by Firestone Tire and Rubber.

Number on original housing: AGM 4.1227

Reel OF 1403.56

The Riverside Grand Prix, 1963

1 Film reel (color, composite optical soundtrack, print; 16mm, 800 feet)

Notes: Presented by Firestone Tire and Rubber.

Number on original housing: AGM 4.1252

Reel OF 1403.57

Action '64, 1964 Indianapolis 500, 1964

1 Film reel (color, composite optical soundtrack, print; 16mm, 1050 feet, total running time: 28 minutes)

Notes: Presented by Raybestos.

Number on original housing: AGM 4.1227

Reel OF 1403.58

Festival of Speed, 1964



1 Film reel (color, composite optical soundtrack print; 16mm, 1020 feet, total running time: 28 minutes 25 seconds)

Notes: Documents the 1964 Indianapolis 500. Presented by STP.

Number on original housing: AGM 4.1230

Reel OF 1403.59

Indianapolis 500, 1964, 1964

1 Film reel (16mm, 950 feet)

Notes: Inscription on original housing reads "shows Unser spin"

Reel OF 1403.60

Speed and Spray, 1964

1 Film reel (color, composite optical soundtrack, print; 16mm, 590 feet, total running time: 16 minutes)

Notes: Produced by Championship Racefilm Productions.

Number on original housing: AGM 4.1260

Reel OF 1403.61

Indianapolis 500, 1965, 1965

1 Film reel (color, composite optical soundtrack, print; 16mm)

Notes: Number on original housing: AGM 4.1227

Reel OF 1403.62

The Champions Way, 1966

1 Film reel (color, composite optical soundtrack, print; 16mm, 890 feet)

Notes: Leader reads: "Racefilm productions/Champion Spark Plugs"

Number on original housing: AGM 4.1265

Reel OF 1403.63

Race Against Time, 1966

1 Film reel (color, composite optical soundtrack, print; 16mm, 890 feet)

Notes: 1966 National Hot Rod Association National Drags

Number on original housing: AGM 4.1266

Reel OF 1403.64

Avanti, Stock Promo Film, 1967

1 Film reel (color, composite optical soundtrack, print; 16mm, 750 feet)

Notes: Inscription on can reads "stock factory Avanti promotion film"

Number on original housing: AGM 4.1375

Reel OF 1403.65

Invitation to Revolution, 1967

1 Film reel (color, composite optical soundtrack, print; 16mm, 275 feet)

Notes: Number on original housing: AGM 4.1213

Reel OF 1403.66

New Sound at the Old Brickyard, 1967

1 Film reel (color, composite optical soundtrack, print; 16mm, 350 feet, total running time: 10 minutes)

Notes: Label on canister reads "United Aircraft of Canada Limited"

Number on original housing: AGM 4.1247

Reel OF 1403.67

Seven Second Love Affair, 1966

1 Film reel (color, composite optical soundtrack, print; 16mm, 1700 feet )

Notes: Directed by Robert Abel

Number on original housing: AGM 4.1238

Reel OF 1403.68      Thirty Days in May, 1967  
1 Film reel ( color, composite optical soundtrack, print; 16mm, 950 feet, total running time: 26 minutes)  
Notes:                Produced by Championship Racefilm productions in cooperation with Firestone Tire and Rubber Company.  
Number on original housing: AGM 4.1269

Reel OF 1403.69      The Ferguson Vehicle Principle, 1968  
1 Film reel (color, composite optical soundtrack, print; 16mm, 680 feet)  
Notes:                Number on original housing: AGM 4.1223

Reel OF 1403.70      Profile of a Race Driver, 1968  
1 Film reel (color, composite optical soundtrack, print; 16mm, 420 feet)  
Notes:                Presented by Firestone Tire and Rubber Company. Includes Billy Vukovich, Mario Andretti, and Joe Leonard.  
Number on original housing: AGM 4.1244

Reel OF 1403.71      Indianapolis 500, 1969, 1969  
1 Film reel (color, composite optical soundtrack, print; 16mm, 1750 feet)  
Notes:                Leader reads "American Sportsman - Indy 500 - World of Sport"  
Number on original housing: AGM 4.1227

Reel OF 1403.72      Indianapolis 500, 1969, 1969  
1 Film reel (color, composite optical soundtrack, print; 16mm, 1800 feet)  
Notes:                With ABC Wide World of Sports opening and closing slates.  
Number on original housing: AGM 4.1227

Reel OF 1403.73      Turn Left to Win, 1969  
1 Film reel (color, composite optical soundtrack, print; 16mm, 950 feet, total running time: 25 minutes 30 seconds)  
Notes:                Number on original housing: AGM 4.1234

Reel OF 1403.74      Ticket to Fame, 1969  
1 Film reel (color, composite optical soundtrack, print; 16mm, 975 feet, total running time: 27 minutes, 2 seconds )  
Notes:                Presented by Wagner Lockheed.  
Note on original housing: AGM 4.1236

Reel OF 1403.75      Protect Our Good Name and C.A. Eaves (trailer), 1971  
1 Film reel (16mm)  
Notes:                Goodyear Tire and Rubber Company label on original canister.  
Number on original housing: AGM 4.1261

Reel OF 1403.76      The Story of the Novi, 1971

1 Film reel (black and white, composite optical sound, print; 16mm, 1030 feet, total running time: 27 minutes)

Notes: Number on original housing: AGM 4.1292

Reel OF 1403.77

Devil Drivers and Thrills of the Legion Ascot Speedway, 1977

1 Film reel (16mm, 400 feet)

Notes: Number on original housing: AGM 4.1245

Reel OF 1403.78

In Motion, 1977

1 Film reel (color, composite optical soundtrack, print; 16mm, 1010 feet)

Notes: Produced by Eaton Corporation.

Reel OF 1403.79

Half Century 500, undated

1 Film reel (black and white, composite optical soundtrack, print; 16mm, 1000 feet)

Notes: Produced by Championship Racefilm Productions in cooperation with MobilOil.

Number on original housing: AGM 4.1233

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