Typology of Motor Sports Museum and Library Research Resources

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ABSTRACT

Museums and libraries are the foundation of effective research. There is fragmentation and disorganization in the world of motor sports among those who have an interest in its history. In motor sports the past is the tradition of the future. There needs to be a typology that will help to organize motor sports research resources to make the task of locating information simpler. The purpose of this manuscript was to develop such a typology.

INTRODUCTION

Studying the history of motor sports requires information, research and proper resources. One cannot fully understand the history of motor sports without also understanding the history of the automotive industry itself (6, 19). The two compliment each other because over time, as the automobile has evolved, the automotive industry and automobile racing have had a direct and cause-effect relationship (3, 10). This relationship was formed when the first automobile was made and the idea of racing these automobiles followed shortly. Those persons willing to prove their car is faster than another's through racing generated competition in the automotive industry on a personal, and at the manufacturer's level. Manufacturers began testing the automobiles to improve their products on a higher, more professional level (1, 9). It is for these reasons that the history of motor sports and the automotive industry itself must be analyzed on a parallel basis to fully comprehend the history of motor sports.

The purpose of this manuscript was to develop a typology and classify different museums and libraries in the United States and how they can be used when researching.
motor sports. There are many motor sports museums and libraries in the United States that contain references valuable to those seeking information on the automobile and motor sports industries (2, 11). Many of these sources remain scattered and unrecognized. This manuscript will categorize these museums and libraries and provide researchers with a comprehensive reference package.

In classifying these motor sports museums and libraries, the primary purpose of these structures are attempting to preserve the history and nature of motor sports (17). A typology is an element of organization. Such a typology also provides all motor sport enthusiasts with easier access to grass-root information and references. This information is vital to the creation and foundation of motor sports and to those who wish to learn about motor sports in a thorough and accurate manner.

With a classification system such as this, information that has been lost in the past will have less risk of being lost in the future. Table 1.1 illustrates a tool that can be used by museums and libraries. This tool will aid in keeping track and organizing the substantial amount of motor sport historical information.

**METHOD**

A morphological analysis was used to determine the classification of these motor sport museums and libraries. The "Auto Channel" website www.theautochannel.com provided a list of motor sport museums and libraries in the United States. A letter to various motor sport museums and libraries was written requesting information about their organizations. Nearly all organizations contacted were very cooperative and willing to provide any information needed for this project. This was a positive sign in knowing that when researchers approach these same organizations, they will be received in a welcoming fashion. A thematic content analysis was used to develop the issues and a Q sort was used to formulate the categories.

A thematic content analysis was the methodology that was used to develop a typology for motor sport museums and libraries (12, 16, 18). Thematic content analysis involve reviewing promotional materials in order to isolate the general theme or context of the material. The primary materials reviewed were literature and brochures. As a result of this type of coverage on this issue, the material that has been reviewed has been the promotional materials and descriptions of successful museums and libraries. The stories of the museums and libraries were reviewed for the thematic content analysis in this study. There were 42 museums and libraries, who have been successful in development of a motor sport heritage.

A Thurstonian system of judgment was used. This is a system in which common judging among content experts is used to develop consensus. The content experts were individuals who had a knowledge of motor sports racing. They were also individuals who had direct experience with museums and libraries. There were a dyad used to judge the material and develop a classification that would characterize the data. Each content expert was to read the materials and develop a system of transcribing or summarizing the material. Then, each judge was to work to reach an agreement on the article about what it was saying, then develop some classifications or nominal categories in order to describe on a comparative basis all the data that they had analyzed. There was one dyad from which material was compiled into a consistent
categorization based upon the consensus developed during the interactions. In order to check the judging reliability, the dyad interactions were asked to determine if they agreed or disagreed with their partner on the basic characterization of the material as well as the development of the categories.

After the thematic issues had been developed, a Q sort methodology was used for the development of the classification systems (4, 5, 7, 8, 13, 14, and 15). Q sort is a methodology that is comparable with a cluster analysis. The Q sort is a deductive process used to interpret data into a conceptual framework. This is a system in which the judges are used to sort the responses and develop a consistent category using a consensus methodology. The themes developed were used to formulate the groups for the Q sort. The Thurstonian and dyad system was also used in the Q sort.

There were not many libraries that were identified in the initial study. A new method was used to identify the type of collection that exist in libraries. NASCAR was the example motor sports area selected to test this new methodology. A list of the 15 top authors of books were developed from citations in academic work. These authors were used in World Cat searches to identify libraries that have these works in their collections. This gave an indication of which libraries have a collection and how extensive.

RESULTS

After information was gathered, it was analyzed and separated into categories. These categories have been formed to organize the vast amount of motor sport grass-root and historical information that exists today. The four categories resulting from this typology study consist of the following (Table 1):

Category I - Professional Research Libraries & Museums

These facilities have collections of various motor sports categories and are generally well funded. All of these facilities are open to the public and would be the preferred choice of professional motor sport researchers because of the plethora of information they have within them.

Many of these organizations have charity auctions and other various fund-raising activities to help fund their libraries and/or museums. These organizations also draw funds from corporate sponsorship who actively sponsor motor sports.

The information these facilities have collected is thorough and researched in a professional manner. For those persons seeking accurate, reliable information, these organizations in Category I are ideal. With the many resources they have available and the skillful knowledge of the staff on-hand, any given topic on motor sports can be located from this source.

Category II - Public Libraries & Museums (Research and Entertainment Oriented)

This category includes those organizations who wish to trace motor sports from its grassroots beginning to what is happening in the sport today. Many include displays and interactive features that help to educate, as well as entertain motor sport enthusiasts. Movie theaters, interactive games, galleries and simulated settings are elements included in the make up of Category II institutions.

Category III - Historical Libraries & Museums (Themed Collection)

These facilities are supported by motor sport enthusiasts who have been able to make a
living by taking something they enjoy and turning it into a business. Many of these libraries and museums are small and depend on donations and admissions for operation. Subjects of these museums range from open wheel racing to classic cars and are serving a niche population. Most facilities are small in size and have limited collections.

Category IV - Historical Libraries & Museums (Non-Themed Collection)

Museum/library (non-themed collection) for the preservation of motor sports; (more entertainment oriented). These facilities could be classified as a mixture of many different forms of racing. Those persons who operate these museums and libraries are simply collecting general items on motor sports and putting this information on display for public enjoyment.

As in Category III, these facilities are supported by motor sport enthusiasts who have been able to make a living by taking something they enjoy and turning it into a business. Caretakers are not concerned with a specific niche or group within motor sports, rather they love motor sports in general and enjoy promoting any form of the sport. This adds quite a variety to these types of facilities and if promoted, can generate much public interest.

Libraries

NASCAR was selected as an example to determine if library resources could be searched and used as an indicator of the collection and nature of a library's potential for research for automotive projects.

The fifteen top authors in NASCAR were used to analyze the research potential and it was found that there were two types of resources. The first type was text that had been written for the general public and the other was technical material written for those individuals who are archivists, professionals, historians, or researchers and dealt with a more in-depth exploration of the topic of NASCAR. There were two essential patterns, then, for the understanding of individuals who had resource material on NASCAR. One was general libraries, which had a large concentration of general reading material on NASCAR and the others seem to have the general collection, plus they had the more technical publications. This technical information does not necessarily focus upon the engineering aspect of the cars, in fact, there were very few resources focusing upon the engineering aspect.

It was observed from the frequency, that is, the number of texts in the library's collection, that there was no one definitive collection in U.S. libraries. The first observation is that the collections have a wide geographic distribution. The public libraries in the Cleveland, San Francisco, Charlotte, North Carolina; and Charleston, West Virginia. The original hypothesis was that the libraries within the geographic area where NASCAR is currently popular would have more of an extensive collection than other libraries and research facilities. Those libraries that seemed to be emphasizing more of the motorsports may be Appalachian State University, Clemson University, and Northwood University. Universities in North Carolina. The Henry Ford Greenfield Village also had an extensive collection on NASCAR. There seems to be a distinct absence in the museums in regard to their collection and the availability of texts to do research. The one notable exception to the trends has been that the public library at Watkins Glen has been establishing itself as a premier research facility.
The texts seem to be a good indicator of the research resources for motorsports using NASCAR as an example. The primary observation is the lack of resources in motorsports, especially of the text nature, to be able to conduct the research. There is also a direct absence of quality research material that has been written on which to comprehensively examine on a systematic and research basis, the topic of NASCAR which is a general indication of the motorsports in general.

CONCLUSIONS

Records and information on motor sports exist in great volumes and in many locations across the United States. As a researcher analyzes motor sport information, it is essential that, in order to completely study motor sports, the researcher parallels their information along with research of the automotive industry. Motor sports were created as a result of the invention of automobiles. Both the automotive and motor sport industries have had great influences on the other since the automobile was invented. Both the automotive industry and professional motor sports depend on each other for research, promotions, testing, design and most importantly, public image and participation.

The purpose of this manuscript was to develop a typology and classify different motor sports museums and libraries in the United States and how they can be used when researching motor sports. There are many motor sports museums and libraries in the United States that contain references valuable to those seeking information. As stated previously, many of these sources remain scattered and unrecognized due to lack of organization. The typology created within this manuscript has categorized these museums and libraries to provide researchers with a comprehensive reference package for use at their disposal. The classification system can be used to save time when researching, allowing researchers to locate information they need without delay and with increased accuracy.

This typology study provides all motor sport enthusiasts with easier access to grass-root information on all motor sports. This information is vital to the history, foundation, preservation and future of motor sports and this typology will ensure that those who wish to learn about motor sports will be doing so in a thorough and accurate manner.

Without a classification system such as this, information that has been lost in the past will have much greater risk of being lost in the future. The typology table in this manuscript illustrates a tool that can be used by libraries, museums and the general public. This tool will aid in keeping track of the substantial amount of motor sport historical information that exists. Eventually, a list of museums can be developed and placed into those four categories within the table.
### Table 1

**Typology of Motor Sports Library & Museum Research Resources**

<table>
<thead>
<tr>
<th>Category I</th>
<th>Category II</th>
<th>Category III</th>
<th>Category IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional research library museum, existing for research only, not entertainment. For historians, authors, and motor sport professionals. No entertainment elements present.</td>
<td>Library/museum with resources available for research. Entertainment elements are also present. Used to educate public about motor sports as well as promote.</td>
<td>Library/museum (themed collection) for the preservation of motor sports. Collections include categorical motor sport information; (e.g. open-wheel, vintage, stock car, etc.) Research and entertainment oriented.</td>
<td>Library/museum (non-themed collection) for the preservation of motor sports history and grassroots development. Research and entertainment oriented. (more entertainment oriented)</td>
</tr>
</tbody>
</table>
Table 2
Example Museums

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Henry Ford Museum &amp; Greenfield Village</td>
<td>20900 Oakwood Blvd. Dearborn, Michigan 48121</td>
<td>313-271-1620</td>
<td>Steven K. Hamp</td>
</tr>
<tr>
<td>Barber Vintage Motorsports Museum</td>
<td>2721 5th Ave. S. Birmingham, Alabama 35233</td>
<td>N/A</td>
<td>George Barber</td>
</tr>
<tr>
<td>Joe Weatherly Stock Car Museum &amp; NMPA Hall of Fame</td>
<td>Darlington, South Carolina 29532</td>
<td>Robert O’Steen</td>
<td></td>
</tr>
</tbody>
</table>
Name: National Automobile Museum
Address: 10 Lake Street South
        Reno, Nevada 89501
Phone: 702-333-9300 - 775-333-9300
Contact: Jackie Frady or Sandy Saunders, Museum Service Manager

Automotive/Motorsport
Themed/Non-Themed
Library/No Library

Name: Richard Petty Museum
Address: 311 Branson Mill Road
        Randleman, North Carolina
Phone: 910-495-1143
Contact: Dorris Gammons, Curator and Director 336-495-1143

Automotive/Motorsport
Themed/Non-Themed
Library/No Library

Name: Chrysler Historical Museum
Address: Auburn Hills, Michigan 48057
Phone: 810-375-0892
Contact: Otto Rosenbusch

Automotive/Motorsport
Themed/Non-Themed
Library/No Library

Name: International Motorsport Hall of Fame
Address: Speedway Blvd., P.O. Box 1018
        Talladega, Alabama 35161
Phone: 205-362-5002 - 256-362-5002
Contact: Amanda Thomas

Automotive/Motorsport
Themed/Non-Themed
Library/No Library
Name: Gilmore-Classic Car Club of America Museum
Address: 6865 Hickory Rd.
        Hickory Corners, Michigan 49060
Phone: 616-671-5089
Contact: Thomas A. Kayser

Automotive/Motorsport
Themed/Non-Themed
Library/No Library

Name: Pikes Peak Auto Hill Climb Educational Museum
Address: 135 Manitou Avenue
        Manitou, Colorado 80829
Phone: 719-685-5996
Contact: Liz Mobley

Automotive/Motorsport
Themed/Non-Themed
Library/No Library

Name: Door Prairie Museum
Address: 2405 Indiana Avenue
        LaPorte, Indiana 46352
Phone: 219-326-1337
Contact: N/A

Automotive/Motorsport
Themed/Non-Themed
Library/No Library

Name: Louisville Automobile Museum
Address: 737 S. Third Ave.
        Louisville, Kentucky 40202
Phone: 502-568-CARS
Contact: N/A

Automotive/Motorsport
Themed/Non-Themed
Library/No Library
Name: Alfred P. Sloan Museum
Address: 1221 E. Kearsley St.
        Flint, Michigan 48503
Phone: 810-760-1169
Contact: Sandra J. Howton

Automotive/Motorsport
Themed/Non-Themed
Library/No Library

Name: National Automotive & Truck Museum of the U.S.
Address: 1000 Gordon M. Buehrig Pl., P.O. Box 686
        Auburn, Indiana 46706
Phone: 219-925-9100
Contact: John Martin Smith

Automotive/Motorsport
Themed/Non-Themed
Library/No Library

Name: S. Ray Miller Auto Museum
Address: 2130 Middlebury St.
        Elkhart, Indiana 46516
Phone: 219-522-0539
Contact: Eleanor Billey, Assistant Director

Automotive/Motorsport
Themed/Non-Themed
Library/No Library

Name: Studebaker National Museum
Address: 525 S. Main St.
        South Bend, Indiana 46617
Phone: 219-235-9714
Contact: Ron Radecki

Automotive/Motorsport
Themed/Non-Themed
Library/No Library
Name: Don Garlits Museum of Drag Racing
Address: 13700 SW 16th Avenue
        Ocala, Florida 32676
Phone: 352-245-8661
Contact: Gregory E. Capitano

Automotive/Motorsport
Themed/Non-Themed
Library/No Library

Name: D.I.R.T. Motorsports Hall of Fame & Classic Cars
Address: 1 Speedway Drive
        Weedsport, New York 13166
Phone: N/A
Contact: Jack Speno

Automotive/Motorsport
Themed/Non-Themed
Library/No Library

Name: Canton Classic Car Museum
Address: 555 Market Avenue S.
        Canton, Ohio 44702
Phone: 216-455-3603 - 330-455-3603
Contact: Bob Lichty or Gary Pelger, Operating Manager

Automotive/Motorsport
Themed/Non-Themed
Library/No Library

Name: National Sprint Car Hall of Fame & Museum
Address: One Sprint Capital Place, P.O. Box 542
        Knoxville, Iowa 50138-0542
Phone: 800-874-4488
Contact: Thomas J. Schmeh, Executive Director - 515-842-6176

Automotive/Motorsport
Themed/Non-Themed
Library/No Library
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Great Race Automotive Hall of Fame</td>
<td>114 N. Crockett, Granbury, Texas 76048</td>
<td>214-788-2323</td>
<td>Sandi McRae</td>
</tr>
<tr>
<td>Canadian Motorsport Hall of Fame</td>
<td>Toronto, Ontario, Canada M4T 2N4</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>National Corvette Museum</td>
<td>350 Corvette Drive, Bowling Green, Kentucky 42102</td>
<td>502-781-7973</td>
<td>Dan Gale</td>
</tr>
<tr>
<td>Corvette Americana Hall of Fame</td>
<td>Route 28, Cooperstown, New York 13326</td>
<td>607-547-4135</td>
<td>Allen Schery</td>
</tr>
</tbody>
</table>
Eastern Museum of Motor Racing
One Speedway Drive
Mechanicsburg, Pennsylvania 17055
717-528-8279
Alan Kreitzer - 717-766-7215

Motorsports Hall of Fame
P.O. Box 194
Novi, MI 48376
248-349-RACE (7223)
Ron Watson, President

Watkins Glen Motor Racing Research Library
610 South Decatur Street
Watkins Glen, NY 14891-1613
607-535-9044
Phil McCray, Director and Curator

Automotive/Motorsport
Themed/Non-Themed
Library/No Library
Name: Indianapolis Motor Speedway Museum
Address: 4790 West 16th Street
        Indianapolis, IN  46222
Phone:  317-484-6747
Contact: Donald Davidson, Historian

Automotive/Motorsport
Themed/Non-Themed
Library/No Library
REFERENCES


