

the
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JFK **Remembered**

1963-2013





JFK Remembered

November 22 marks the 50th anniversary of President John F. Kennedy's assassination. The Henry Ford pays tribute to one of America's most beloved presidents with special programming on November 18-22, 2013. Take time to reflect and see the limousine the president was riding in on that fateful day in Dallas.

When President John F. Kennedy was assassinated in this car on November 22, 1963, the relative calm and optimism we equate with the 1950s was shattered. The sixties as we understand them — civil rights legislation, the Vietnam War, the counterculture — truly began.

The car, code-named X-100, started life as a stock four-door 1961 Lincoln Continental convertible at Ford Motor Company's Wixom, Michigan, assembly plant. Hess & Eisenhardt of Cincinnati, Ohio, stretched the car by 3 1/2 feet and added steps for Secret Service agents, a siren, flashing lights and other accessories. Removable clear plastic roof panels protected the president from inclement weather while maintaining his visibility. The car was not armored, and the roof panels were not bulletproof. The modified limo cost nearly \$200,000 (some \$1.5 million in 2013), but Ford leased it to the White House for a nominal \$500 a year.

It was a perfect marriage between car and passenger. The Lincoln's clean, modern lines broke away from the showy chrome and tail fins of the previous decade, and they seemed to mirror the young president's turn toward a New Frontier. Kennedy used the limo many times during his thousand days in office, and it became tied to him in the public consciousness even before the tragedy in Dallas.

After the assassination, officials from the Secret Service and the FBI examined the car and removed any

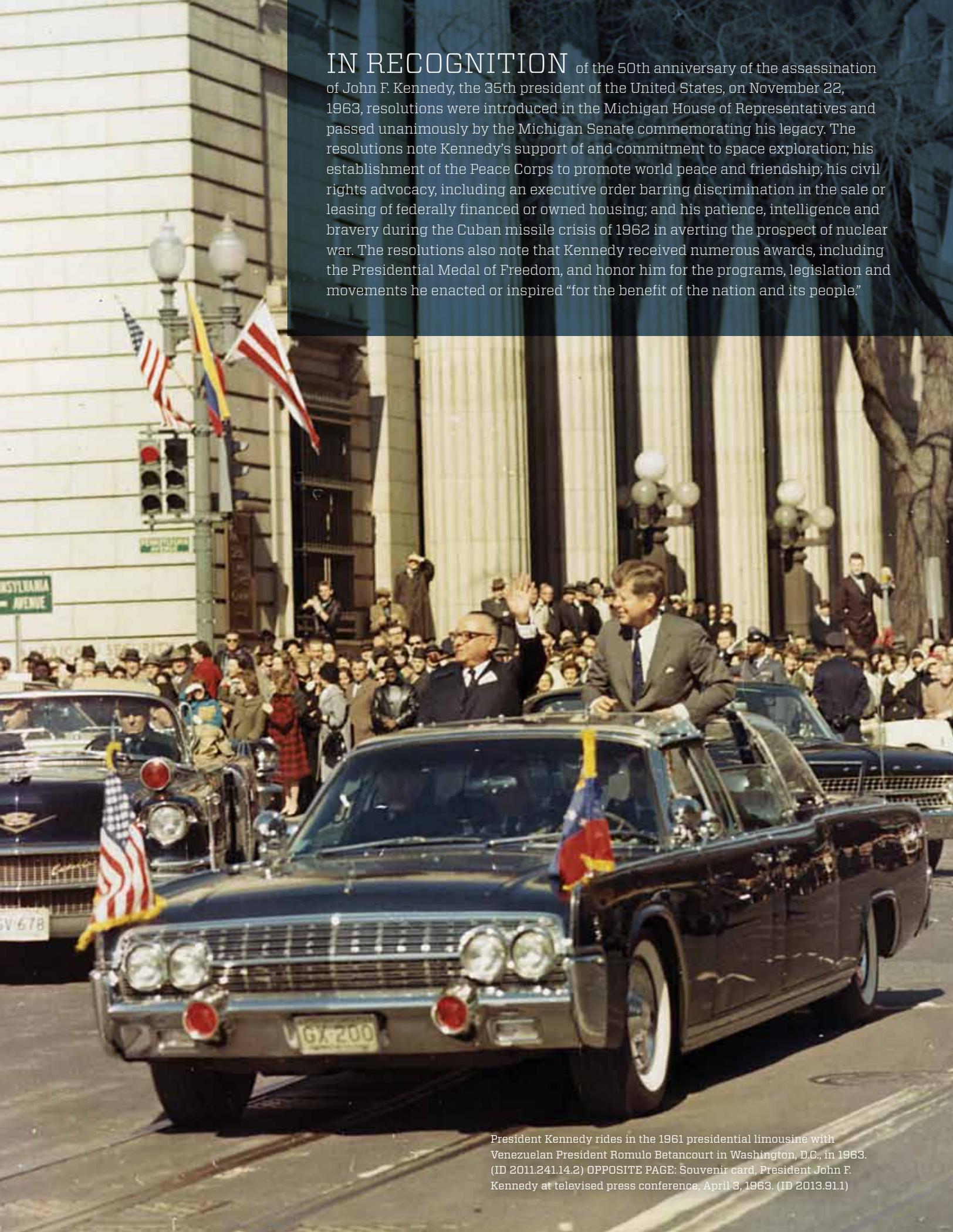
potential evidence, and then ordered that it be rebuilt and returned to duty. While this decision is astonishing in retrospect, it was one of simple practicality. The president needed a parade car, and it was faster to modify the X-100 than to build an entirely new vehicle. The \$500,000 project (nearly \$3.8 million today), dubbed the "Quick Fix," produced a true armored car. Titanium plating reinforced the doors, body panels and floor. Filters in the heating and cooling systems protected against poison gas. The now-permanent roof, fitted with bullet-resistant glass, provided a compromise between safety and visibility. In a final change, the car's deep blue paint was replaced with a more somber black.

The rebuilt car served Presidents Johnson, Nixon, Ford and Carter before being retired in 1977. By then, it was 16 years old and outdated in appointments and appearance. It was returned to Ford Motor Company, which in turn donated it to The Henry Ford in 1978. Despite the modifications, the limousine remains one of the most significant artifacts from a day that changed the course of history.

Explore more of our collections relating to the X-100 and to President Kennedy's life and legacy in Henry Ford Museum® on the touch-screen interactive kiosks near the Kennedy limousine.

For more on the X-100, read our blog post at blog.thehenryford.org/2013/11/jfk-remembered-the-x-100/

IN RECOGNITION of the 50th anniversary of the assassination of John F. Kennedy, the 35th president of the United States, on November 22, 1963, resolutions were introduced in the Michigan House of Representatives and passed unanimously by the Michigan Senate commemorating his legacy. The resolutions note Kennedy's support of and commitment to space exploration; his establishment of the Peace Corps to promote world peace and friendship; his civil rights advocacy, including an executive order barring discrimination in the sale or leasing of federally financed or owned housing; and his patience, intelligence and bravery during the Cuban missile crisis of 1962 in averting the prospect of nuclear war. The resolutions also note that Kennedy received numerous awards, including the Presidential Medal of Freedom, and honor him for the programs, legislation and movements he enacted or inspired "for the benefit of the nation and its people."



President Kennedy rides in the 1961 presidential limousine with Venezuelan President Romulo Betancourt in Washington, D.C., in 1963. (ID 2011.241.14.2) OPPOSITE PAGE: Souvenir card, President John F. Kennedy at televised press conference, April 3, 1963. (ID 2013.91.1)

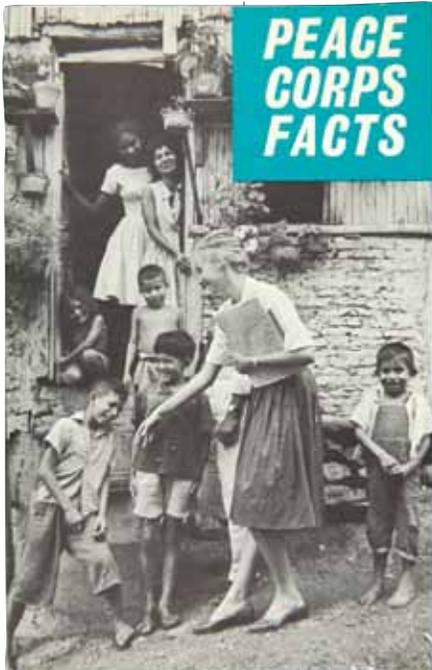
Explore

more of our Kennedy-related collections.

Our Kennedy-related collections include much more than the car in which President John F. Kennedy was assassinated. The Henry Ford has a rich collection relating to Kennedy's presidency and enduring legacy, including materials on such topics as his campaign, election, inauguration, vision for a New Frontier, assassination and public remembrance.

The 50th anniversary of the assassination gave us the unique opportunity to expand our existing Kennedy-related collections. This effort focused on Kennedy as a social innovator — that is, the ways in which his impact radically altered the status quo in our society. Using this approach, we explored the dynamic between Kennedy and the American public in ways that both epitomized Kennedy's vision and influenced how Americans came to view their president, their country and the world.

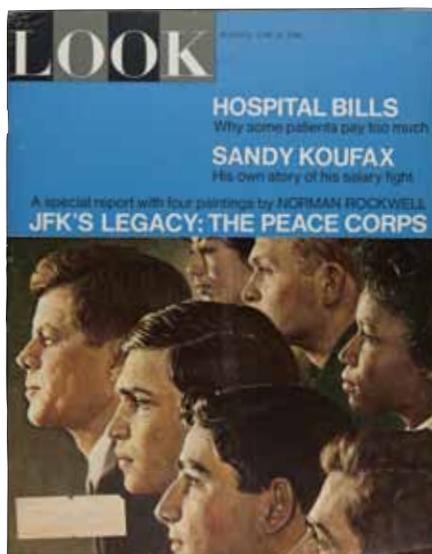
Kennedy's instinctive understanding of the **power of television** and his use of this medium to influence public opinion



LEFT: "Peace Corps Facts" booklet, published by Peace Corps, Washington, D.C., revised May 1, 1964. (ID 2013.65.1) BELOW: *Look* magazine, "JFK's Legacy: The Peace Corps," June 14, 1966. (ID 2013.75.3) RIGHT: *TV Guide* magazine, "Fall Preview, 1960-1961 Shows." (ID 2013.96.1)



Kennedy's recognition that a **Peace Corps would both spread international goodwill** and serve as a new weapon in the Cold War, preventing the feared spread of communism by the Soviet Union



VIEW digital versions of these collections in Henry Ford Museum on the interactive touch-screen kiosks near the Kennedy presidential limousine.



Kennedy's stepping up of **America's space program** as an overt Cold War strategy, battling the existing lead by the Russians in the space race and ultimately leading to two Americans landing on the moon in 1969

ABOVE: Front and bottom of souvenir bank commemorating first U.S. astronaut space flights, 1963. (ID 2013.57.1) RIGHT: President Kennedy awards NASA's Distinguished Service Medal to first American in space, Alan Shepard, three days after his successful space flight on May 5, 1961. (ID 2013.54.1) FAR RIGHT: Recruiting advertisement for NASA appeared in *Scientific American*, July 1962. (ID 2013.52.4)



BOTTOM, FROM LEFT: *Life* magazine, "Where Democrats Should Go From Here By Senator John F. Kennedy," March 11, 1957. (ID 2013.84.1) *Look* magazine, "Our New First Family," February 28, 1961. (ID 2013.71.1) *Life* magazine, "The First Lady: She Tells Her Plans for the White House," September 1, 1961. (ID 2013.86.2)

The promotion of the Kennedy image **in popular magazines** that fostered a sense of intimacy between the Kennedys and the American public

To view these and related collections online, visit our blog post at blog.thehenryford.org/2013/10/jfk50/



JFK Remembered

Event Schedule

Henry Ford Museum

November 18-22 | 9:30 a.m.-5 p.m.

JFK Remembered

The Henry Ford pays tribute to President John F. Kennedy. View a newly assembled collection of archived information about the slain president's life and legacy. Learn more about the history of the limousine that carried President Kennedy that tragic day in Dallas.

November 18 | 7 p.m.

An Evening With Dan Rather and Guests*

A panel, including author and newscaster Dan Rather, author James Swanson, and author and historian Douglas Brinkley, discusses the day in 1963 that changed a nation. Book signing to follow.

THIS EVENT IS SOLD OUT.

November 19 | 7 p.m.

An Evening With Former Secret Service Agent Clint Hill and Lisa McCubbin*

Former Secret Service agent Clint Hill gives his firsthand account of the day President Kennedy was shot. Book signing to follow.

THIS EVENT IS SOLD OUT.

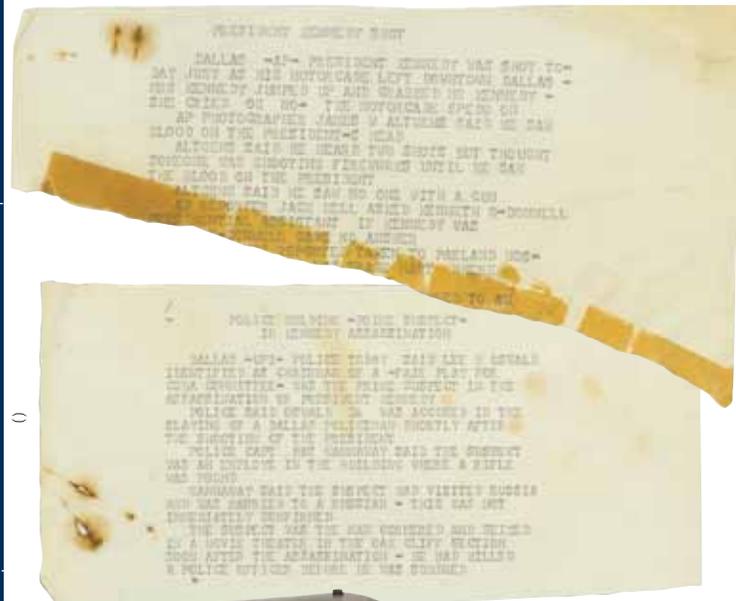
November 22 | 9:30 a.m.-5 p.m.

A Day to Remember

In remembrance and tribute on the 50th anniversary of President Kennedy's assassination, join an honor guard** from the Garden City High School MI-861 Air Force JROTC led by Senior Master Sgt. Ken Reinhart. Admission to Henry Ford Museum is waived, courtesy of Target.

* Advance tickets are required. Limited seating.

** Garden City High School honor guard will be present from 11 a.m.- 3 p.m. Speakers are subject to change.



ABOVE, FROM TOP:
Teletype message of John F. Kennedy assassination, November 22, 1963. (ID 97.1.1798.3)
Teletype dispatch announcing that police hold prime suspect. (ID 97.1.1798.34)
LEFT: Model 28-RO Teletype Machine, c. 1955. (ID 89.387.6)

Waiting for news about the president.

The RO Teletype (above) only printed incoming messages (Receive Only). Similar teletypewriters were present in newsrooms on the day of Kennedy's assassination, printing out the latest information from news wire services at a speed of 100 words per minute.

These paper strips and pages (top of page) are teletypewriter messages from Dow Jones Co./Wall Street Journal wire services based in New York, New York. These messages (shown) were among many received at Ford Motor Company, Dearborn, Michigan, on November 22, 1963.



What were some of the car's special features?

Features of the 1961 limousine included:

- Removable steel and transparent plastic roof panels.
- Hydraulic rear seat that could be raised 10.5 inches to elevate the president.
- Massive heating and air-conditioning system with auxiliary blowers and two control panels.
- Dark blue broadcloth lap robes with gray plush lining and hand-embroidered presidential seals in special door pockets.
- Four retractable steps for Secret Service agents.
- Two steps on rear bumper for additional agents.
- Flashing red lights and siren.
- Blue mouton rug in rear.
- Indicator lights to show when door was ajar or steps were out.
- Two flagstuffs and two spotlights.
- Auxiliary jump seats for extra passengers.
- Two radio telephones.
- Interior floodlights.



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**The Henry Ford® acknowledges
the following:**

Special thanks to all of our speakers who lent their time and talents to this occasion, including those added after our publication deadline.

We also extend our thanks to the Garden City High School MI-861 Air Force JROTC honor guard led by Senior Master Sgt. Ken Reinhart.

Museum admission is free for JFK Remembered on November 22, 2013.

COURTESY OF  **TARGET**

The Henry Ford

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All photos are from the collections of The Henry Ford.

