Walter Shearer Pamphlet Collection, 1948-1973
(1.3 cubic feet; 1 RB, 1 DB)

Scope & Content Note:

The bulk of this collection consists of pamphlets published by the General Motors Company. These pamphlets were produced and distributed by GM's Personnel and Employee Relations Staff as part of its "Information Rack Service." The pamphlets cover a wide variety of topics, including business and industry, economics, education, household tips, politics, safety, and self-improvement. There are also a number of pamphlets and reprints about General Motors itself.

Many of these pamphlets -- particularly those dealing with business and industry -- also serve as corporate propaganda. For example, several discuss the harmony between labor and management at GM and favorably contrast GM workers' wages with those in other industries. Many others attempt to improve the company's workers, through tips on improving one's work habits, how to get along with others, and self-improvement through education. Others deal with safety, psychology, and health issues. In addition, the political pamphlets provide insight into the company's attitudes during the Cold War.

Other, non-General Motors publications originate from a variety of sources, such as the New Jersey state government; various U.S. governmental agencies; several schools; and a number of corporations and businesses, primarily in New Jersey. These pamphlets also cover a wide range of subjects, including social security, medicine and Medicare, health, political education, and selling techniques. Unlike the GM pamphlets, which have a propaganda nature, the "other" publications aim primarily at informing.

The pamphlets are arranged into 13 categories, such as economics, education, politics, technology, etc. Within each category, the pamphlets are grouped into folders by topic. The folders are arranged alphabetically by topic. General Motors and non-General Motors publications are kept in separate folders. The inventory lists all folders and shows which are GM publications and which are not.

Provenance:

These pamphlets were collected by Walter Shearer, president of Bartley Crucible & Refractories, a small ceramics firm located in Trenton, New Jersey. Mr. Shearer evidently acquired most of them through the Trenton Chamber of Commerce, of which he was a member. There is a large GM plant in Trenton, which accounts for the large number of GM pamphlets in the collection.
Container List

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Box  Folder

1  BUSINESS AND INDUSTRY:

1  Competition and Technological Progress, 1958-1962.  Contains pamphlets describing the need for GM competitiveness and describing workers' advantages gained from GM's competitiveness and technological progress.

2  Higher Productivity and Economic Progress, 1952-1963.  These pamphlets stress the progress GM has made in recent years and the resulting improvements in workers' economic situations.

3  Industrialization -- Historical View, 1952-1963.  Pamphlets look at "the world before modern industry" and the process of industrialization and technological progress from an historical aspect.

4  Job Security and Unemployment, 1955-1963.  Contains information about unemployment insurance and about how workers can contribute to job security -- "take a personal interest in your company's profit because your company cannot survive without profit."

5  Justification of Big Business, 1957-1962.  A defense of "Bigness" in industry; GM and small businesses; and a reprinted article from Look by Senator Hubert Humphrey.
<table>
<thead>
<tr>
<th></th>
<th><strong>Other Industries, 1952-1963.</strong> &quot;How to Make Tanks in a Hurry;&quot; the highway transportation story; oil refining and transportation; riflemaking.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Other Industries, n.d. [non-GM].</strong> Information on the Pyrofax Gas Corporation, Westavco, the National Gypsum Company, and Chas. Taylor's Sons Company.</td>
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<tr>
<td></td>
<td><strong>Publications -- The Youth You Supervise, 1959. [non-GM]</strong></td>
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<td></td>
<td><strong>Worker Motivation, 1955-1961.</strong> Encourage employees to use their imaginations, make suggestions, and stress the importance of each employee to the job.</td>
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<tr>
<td>1</td>
<td><strong>Financial and Legal Affairs, 1954 &amp; n.d. [non-GM]</strong> Deal with the stock market, personal investing, how to save money on oil heating bills, and preparation of personal wills.</td>
</tr>
<tr>
<td>2</td>
<td><strong>Savings and Inflation, 1954-1964.</strong> How to save money, maintaining good credit, causes of inflation, &quot;how much is your money worth?&quot;</td>
</tr>
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<td>4</td>
<td><strong>Wages and Benefits, 1958 &amp; 1970.</strong> Comparison of GM wages with other industries, and pamphlet on &quot;Ten Years of Industrial Peace at GM.&quot;</td>
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<td></td>
<td><strong>EDUCATION:</strong></td>
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<tr>
<td>5</td>
<td><strong>Art and Literature, 1954-1958.</strong> Contains a pamphlet of poetry by Helen Deutsch, a booklet with short articles about famous American literary figures, and a brochure about French Impressionist art.</td>
</tr>
</tbody>
</table>
| 7  | **Famous Men in Science, Industry, and Politics, 1952-1963.** Contains pamphlets about the lives of significant industrialists, e.g., George Westinghouse and Charles Goodyear, and about the lives of great men such as Theodore...**
Roosevelt, James Watt, Albert Einstein, and Benjamin Franklin.

17 Trenton Junior College and School of Industrial Arts -- Catalogs, 1957-1966. [non-GM]

ENVIRONMENT:

18 Air Pollution, 1967. [non-GM]

19 Environment, 1957. Contains a pamphlet urging readers not to litter and how to keep their yards neat and attractive.


GENERAL MOTORS:


22 General Motors -- GM Lives Here, 1953; A Look at General Motors, 1960


26 General Motors -- Visits Behind the Scenes at GM Research Laboratories: Where the Future is Our Assignment, 1960

HEALTH AND HUMAN RELATIONS:


28 Health, 1953-1963. Pamphlets cover various health aspects
such as weight loss, headaches, heart disease, vitamins, and "hangover cures and other myths."


30 Human Relations, 1954-1964. Concerns relations between teenagers and their parents, between friends, and advice on "how to get along with people."


32 Psychology, 1955-1960. Primarily encourage employees to use their imaginations in solving problems, not to be discouraged by failure, and to maintain a cheerful outlook. There is also a booklet of facts concerning mental health.


HOUSEHOLD TIPS:

1 34 Cooking, 1951-1962. Contains pamphlets with recipes for dishes such as "Cakes Men Like" and for picnic meals.

35 Household Tips, 1954-1962. Contains hints about how to handle household problems, such as termites, and how to simplify housework.

LEISURE:

1 36 Construction, n.d. Contains the "Welder's Vest Pocket Guide" with hints for the job, and also contains a chart of nuts and bolts which explains different types, sizes, and functions.

37 Do It Yourself, 1951-1960. Pamphlets covering various home "fix-it" activities, ideas for hand-made gifts, craft patterns, and how to use a circular saw.

38 Fishing, n.d. [non-GM] Pocket manual of fresh water
fishing.

39 **Gardening, 1950-1953.** Pamphlets on how to plant and care for flower and vegetable gardens.

40 **Reading, 1953-1961.** Importance of reading to children and learning to improve reading speed and comprehension.

41 **Sports, Games, and Outdoor Activities, 1954-1964.** Pamphlets concerning bird-watching, backyard games for children, boating and fishing, golf. Most provide tips for self-improvement. Also includes "TV Tips on Major Sports" -- a guide to watching sports on TV.

42 **Travel, 1959 & 1963.** Describe the national park system and Washington, D.C.

43 **Travel, 1956 & n.d. [non-GM]** Brochures on New York City in winter and on New Jersey.

**POLITICS:**

1 44 **Political Education, n.d. [non-GM]** Three pamphlets giving history of Declaration of Independence and the Constitution.

45 **Political Education -- Communism, 1959-1962.** Cold War era explanations of the "Red Menace" and what it means.


**PUBLICATIONS:**

1 47 **Guide Posts, 1953-1959.**

48 **Limelight, 1954-1955.**

49 **The Right Hand, 1952-1959. [non-GM]**
The Specialist, 1929. [non-GM]

Teases and Tests from The Reader's Digest, 1969. [non-GM]

They Find Us Hard to Believe, 1951. [non-GM]

Words to Live By, 1960-1962.

SAFETY:

Safe Driving, 1953-1962. Pamphlets emphasizing importance of good citizenship while driving, obedience to traffic rules, and safety tips. Also, how to teach your children to be responsible drivers.

Safe Driving, 1958 & 1967. [non-GM] Pamphlets on "The Road to Safety" and "Are you Fit to Drive?"

Safety and Emergency Instructions, 1948-1964. Accident prevention -- in the home, on the job, and while hunting; fire prevention; and emergency first aid.

SELF-IMPROVEMENT:


TECHNOLOGY:

Aerospace, 1961. [non-GM] Pamphlet on predicted aerospace activities in the 1960s which profiles companies involved in space research and development.

Technology, 1953-1962. Information on Atomic Power, the H-Bomb plant, astronomy, space research, and "electronic
brains."