

South Carolina Political Collections

University of South Carolina

Gregory D. Shorey

(b. 1924)

Papers, 1948-2011

- Volume:** 8 linear feet
- Processed:** 1995, by Herbert J. Hartsook
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Biographical Note:

Businessman Greg Shorey became a leading force in developing the Republican Party in South Carolina during the 1950s and 1960s. He served as Chair of the party from 1958 to 1961, has been active at the local, state, and national levels, and continues to be an active leader in the party to this day.

Gregory Day Shorey, Jr. was born in Belmont, Massachusetts, on February 27, 1924. He attended Boston University and spent time in both the business administration and law schools, but eventually graduated from BU's new School of Communications and became a public relations consultant in the Boston area in the late 1940s. While in school, Shorey was employed by the Massachusetts State Republican Committee and assisted with public relations work. In 1949, he moved to Greenville, S.C., and soon founded Style Crafters, Inc., of Greenville, a manufacturer of marine safety and water sports equipment. Gladding Corporation acquired the company in 1969 and Shorey became corporate group vice president of Gladding. Later, he headed the apparel division of Riegel Textile Corporation, and, in the early 1970s, founded a marketing and communications firm based in Greenville.

In 1952, Shorey became an active leader of South Carolinians for Eisenhower in Greenville County. He worked again in support of Eisenhower in 1956, and was a leading figure in Barry Goldwater's 1960 and 1964 presidential campaigns.



*Shorey (standing, 2nd from left) and other S.C. Republican Party officers
with the RNC chairman in 1960*

From 1958 to 1961, Shorey, served as the state chairman of a South Carolina's nascent Republican Party. In trying to energize the second party movement, Shorey and other party leaders hoped—"out of this two-party movement, will come a virile local democracy to replace the stagnant, mediocre and

sometimes corrupt practices of the present administrations." Shorey argued that the two party system would "insure contest through competition of better qualified candidates for public office at all levels, permit the election of candidates standing on a platform and principle, not

merely selection in a popularity contest known as a primary....secure government at all levels more responsive and responsible to the citizen....insure candidates campaigning and serving under true colors of conservative party vs. liberal party....give regional balance at national levels of government so that South Carolina will not be taken for granted or ignored....[and] perpetuate and safeguard dynamic conservatism, free enterprise, free labor and states' rights in South Carolina." [Greenville County Republican Party handbook, *Building a Better Community*, c.1958]

In the book *Suite 3505*, historian Cliff White noted that the effort which resulted in Goldwater's "sudden ascent to national prominence at Chicago in 1960 was....spearheaded...by Gregory D. Shorey, Jr. and Roger Milliken." Shorey served as chairman of the Goldwater for President Committee at the Chicago convention and his efforts and those of other members of the South Carolina delegation laid the groundwork for Goldwater's successful 1964 bid for the Republican presidential nomination. Shorey served as member of the Goldwater for President National Executive Committee, helping plan the conservative candidate's campaign, and was also a delegate to the 1964 Republican National Convention. Shorey's interest and involvement in Republican affairs



continues to this day.

A Republican Party fundraiser for the Nixon-Lodge campaign, 1960

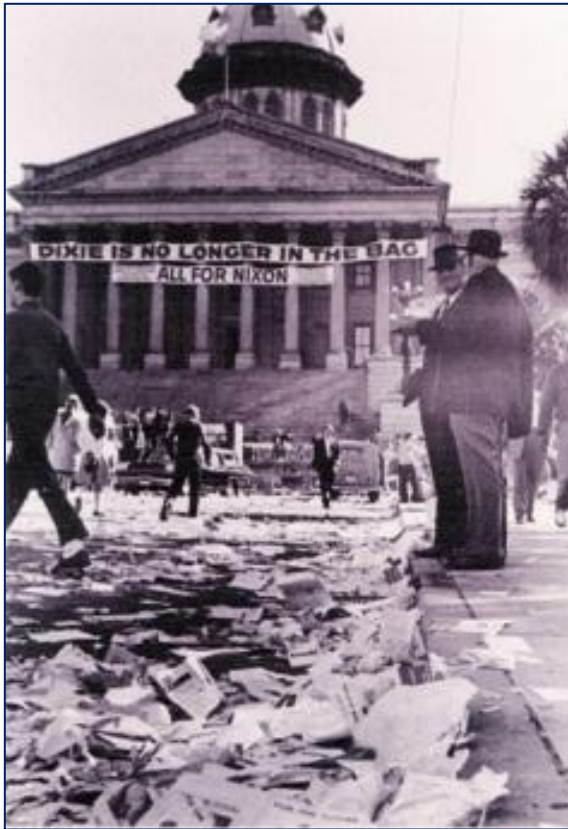
Description:

The Shorey Collection consists of 8 ft. of papers chiefly relating to his political activities, but also documenting his education and business career. The collection is arranged in five series—General Papers, Topical Files, Personal Files, Audio-Visual Materials, and News Clippings.

General Papers date from 1961 to 2004 and consist mostly of correspondence including family correspondence and letters discussing political events and issues sent to Shorey by others.

Topical files are divided into several sub-series. Beaufort County Board of Elections and Voter Registration files document Shorey's role as an appointed member of the Board from 1994 to 2002. Files 1992 to 1994 relate Shorey's interest in the activities of an earlier body, the Voter Registration and Election Task Force.

Campaign files cover elections 1952 to 2008 and are subdivided into races for national and South Carolina offices. The bulk of materials consist of mailings to constituents and potential donors and some campaign correspondence to or from Shorey relating to strategy, issues, or events. Of note are materials from the 1964 Barry Goldwater Presidential Campaign that



Aftermath of a Nixon rally, 1960

reflect Shorey's active involvement, including Goldwater for President Committee position papers, speeches by Roger Milliken and Shorey, and campaign materials such as a *Barry Goldwater Comic Book*, published by Dell in 1964, and illustrating the life of Goldwater. Also of interest are materials relating to Shorey's chairmanship of Pete DuPont's 1988 Presidential campaign in South Carolina.

Issue files contain collected materials on topics of political interest to Shorey. Topics of particular interest to Shorey as both an active Republican Party member and as an elections official include arguments for voter registration by political party and for making English the only official language of the United States.

Persons files are collections of materials relating to various political figures and individuals including Bill and Hilary Clinton, Ronald Reagan, and Richard Nixon. The Nixon Persons file contains materials produced by Nixon for delegates of the 1960 Republican National Convention, correspondence to and from Nixon, and plans for Nixon's May, 1960 visit to Columbia, South Carolina. Also present in the Persons sub-series is one folder of material relating to Betty Shorey.

Political Action Committee (PAC) files include mailings received by Shorey from several national organizations including among others the American Conservative Union, Citizens against Government Waste, Ideas for America's Future, and Judicial Watch. These materials provide insight to a variety of issues and ideas prominent in recent political discourse.

Republican files represent Shorey's lengthy and active involvement in the Republican Party. Association files encompass Shorey's local involvement in groups such as the Beaufort Federation of Republican Men Club. His national involvement is documented by Republican National Committee materials as well as Republican National Convention materials from the 1960 and 1964 Conventions. National Committee materials range from fundraising materials to the *Battle Line* a 1963-1964 publication of the Committee. Shorey's prominent involvement in the South Carolina Republican Party is presented not only by materials from his chairmanship (1958-1960) but also through more recent materials, such as service on the Beaufort County Executive Committee, chairmanship of the state History and Archives Committee, and his involvement in the Former State Chairmen's Association.

Personal papers are comprised of materials relating to Shorey's life and business career. A biographical information file contains resumes and a brief political biography of Shorey. Materials from the Boston University School of Public Relations, Riegel Textile Corporation, and Style Crafters, Inc. / Gladding Corporation trace his education and successful business career. Also included are materials relating Shorey's activities on numerous commissions and in professional associations, notably, his service on the South Carolina Dairy Commission (1974-1979). Other aspects of Shorey's life and career are documented in the Speeches and Writings file which include speeches from his political and professional activities as well as articles, letters to the editor and position papers relating to his political views.

Audio-visual materials include audiocassettes and reel-to-reel magnetic tape recordings collected by Shorey throughout his political career. Of interest are recordings of a 1959 speech by Goldwater in Greenville and press interviews with Shorey after the 1960 Republican National Convention. Photographs include images of political figures such as Goldwater, Ronald Reagan and others, as well as images of Republican Party events. Videotapes include Nixon's 1960 Presidential nomination acceptance speech and campaign materials from Pete DuPont, Newt Gingrich, and John McCain.

Clippings date 1948 to 2004 and contain general clippings relating to Shorey's political activities and career, articles collected by Shorey relating to the Beaufort Board of Elections and Voter Registration, and materials relating to the South Carolina Republican Party. General clippings from 1960 and 1964 provide comprehensive coverage of the 1960 and 1964 Republican National Conventions and Shorey's involvement in the Goldwater movement.



Shorey in a voting booth

One scrapbook c. 1961-1991 and two folders of ephemera are also available.

Timeline:

- 1924 Born to Gregory Day and Lucille McNamara Shorey, June 27
- 1943 Entered U.S. Navy, served 1943-1945 with Navy Armed Guard and Amphibious Fleet in Atlantic and Mediterranean Theaters, participated in invasions of Sicily and Italy, Anzio, Arno River Crossing, and D-Day
- 1945 Attended Monmouth College, Feb.-May
Attended Officer's School, St. Mary's College, May-Oct.
Attended Northeastern University, Oct.-Aug. 1946
- 1946 Attended Boston University College of Business Admin., Aug.-Jan. 1947
Married Betty Jane Young, March 2
- 1947 Attended Boston University School of Law, Feb.-Sept.
Attended Boston University School of Public Relations, Sept.-May 1948
Founded and served as President, Boston University Young Republicans, 1947-1948
- 1948 B.S. Degree, Boston University
Employed by Massachusetts Memorial Hospitals as Director of Public Relations, April-Aug.
- 1949 Daughter Pamela Grace born, July 18
- 1950 December: moved to Greenville as public relations consultant
- 1951 Co-founded Style-Crafters, Inc., manufacturer of marine safety and water sports equipment
On temporary steering committee of Greenville's Citizens for Eisenhower
- 1952 An active leader of South Carolinians for Eisenhower in Greenville County
- 1956 Delegate to Republican National Convention
- c.1956-58 Served as unofficial acting director to South Carolina Republican Party under chairman Frank Faux of Laurens
- 1958 Elected Chairman, South Carolina Republican Party, served 1958-1961
- 1960 Delegate to Republican National Convention
- 1961 Resigned as party chair, c. July, 1961
- 1964 Delegate to Republican National Convention
Member, Goldwater for President National Executive Committee
- 1969 Style-Crafters acquired by Gladding Corp. Shorey moves to Syracuse, N.Y., to work in general corporate offices as vice president and director of corporate marketing activities for all Gladding sporting goods divisions
- early 1970s Founded Shorey and Associates, Greenville, a marketing and communications firm catering to individual client market research and public relations
- 1971 Appointed Vice President of Marketing, Lowndes Products, Inc., Easley, and returns to S.C.
- 1972 Named President, Apparel Fabrics Division, Riegel Textile Corporation
- 1974 Appointed to S.C. Dairy Commission by Gov. Edwards, served 1974-1979
- 1978 Awarded Order of the Palmetto
- 1979 Resigned from S.C. Dairy Commission
- 1990 Son G. "Day" Shorey, III acquires Shorey and Associates of Greenville retired to Dataw Island
- 1991 Served on Finance Committee of Inglis for Congress campaign
- 1992 Chaired S.C. support for Pete DuPont for President
- 1993 On Advisory Board, SC Republican Leadership Council, 1993-1994
Parliamentarian, Beaufort County Republican Party
- 1994 Helped organize Past Republican State Chairmen [of S.C.]
Appointed to Beaufort County Board of Elections and Registration
Active supporter of Hartnett for Governor
- 1996 Founded S.C. Past State Chairman's Association
- 2002 Resigns from Beaufort County Board of Elections and Registration

Box List:

General Papers:

1961-1998

1999-2011, n.d.

Box 1

Topical Files:

Beaufort County Board of Elections and Registration:

1992

1993:

General

Final Report. Voter Registration and Election Taskforce

1994

1995:

Jan.-May

June-Nov.

1996:

General:

Apr.-July

Aug.-Nov.

Dec., c. 1996

Elections Office Review, 1996 Elections

1997:

Jan.-May

June-Dec.

1998:

General:

Jan.-May

June-Dec.

Svalina, Sammy [Protest]

1999

2000:

General:

Jan.-July

Aug.-Dec.

Rushton, Francis [Candidate Withdrawal]

2001:

General

Heyward, Mary Beth [Protest]

2002:

General

Resignation [Shorey]

2003 -2004

n.d.

Box 2

Campaigns:

National:

House of Representatives:

General

Inglis, Bob, 1992, 2004

Wilson, Joe, 2001, 2003

Presidential:

General

1952, Eisenhower, Dwight D.

1964, Goldwater, Barry:

General

Comic Book, *Barry M. Goldwater, Complete Life Story*
1980, Reagan, Ronald
1988, DuPont, Pierre S.:
 General
 Brochures
1996:
 General
 Alexander, Lamar
2000:
 General
 Bush, George W.
 Forbes, Steve
 Gore, Al
 Keyes, Alan
 McCain, John
2004, Bush, George W.
2008, McCain, John
2012, General
Senatorial:
 General
 DeMint, Jim, 2003-2004
 Graham, Lindsey, 1999-2002
 Inglis, Bob, 1997-1998
State:
 Attorney General
 City Offices [Greenville]
 County Offices [Beaufort]
 Governor:
 General
 Hartnett, Thomas, 1994
 Peeler, Bob, 2002
 Sanford, Mark, 2002
 Lieutenant Governor
 House of Representatives:
 General
 Ceips, Catherine, 2002
 Rodgers, Edie, 1996, 2000
 Miscellaneous Offices
 Secretary of State
 Senatorial:
 General
 Wilson, Joe
Democratic Party
Issues:
 General
 Beaufort County
 Confederate Flag
 Conservatism:
 1960s

 Christian
 Gambling [Video Poker, Lottery]
 Gun Control
 Immigration:
 Illegal Aliens

- English as Official Language
- Registration by Party (2 folders)
- Right to Work Bill
- Senior Citizens
- Taxes:
 - General
 - Flat Tax
- Term Limits
- United Nations
- U.S. 21 Corridor
- Libertarian Party
- Persons:
 - Clinton, Bill:
 - General
 - Impeachment Investigations
 - Clinton, Hillary Rodham
 - Gore, Al
 - Nixon, Richard
 - Reagan, Ronald
 - Shorey, Betty
- Political Action Committees (PACs):
 - General
 - American Conservative Union
 - Americans for a Republican Majority
 - Ashbrook Center for Public Affairs
 - Citizens against Government Waste (2 folders)
 - The Club for Growth
 - Heritage Foundation
 - Human Events
 - Ideas for America's Future
 - Judicial Watch
 - Media Research Center
 - National Right to Work Committee
 - New Republican Majority Fund
 - South Carolina Policy Council, Education Fund
- Republican:
 - Associations:
 - Beaufort Federation of Republican Men:
 - General (2 folders)
 - Bylaws
 - Issues
 - Beaufort Republican Women's Club
 - Beaufort Young Republicans
 - South Carolina College Republicans
 - South Carolina Republican Women's Federation
 - Party:
 - General
 - Republican National Committee:
 - General:
 - 1958-2000
 - 2001-2002
 - 2003-2004, 2011
 - n.d.
 - Battle Line*, 1963-1964

Box 4

- Congressional Committee:
 - 1994-2002
 - 2003-2004, n.d. (2 folders)
- Presidential Victory Team
- Senatorial Committee
 - General
 - Republican Presidential Task Force (2 folders)
- Speech Kit, 1964
- Republican National Convention:
 - General
 - 1960:
 - General
 - Official report
 - 1964

South Carolina:

Box 5

- General (2 folders)
- Conventions (State), 1978-2011 (2 folders)
- Correspondence
- Counties:
 - General
 - Aiken
 - Beaufort:
 - General (2 folders)
 - Advertisements
 - By-laws
 - Campaigns, 1993-2002, n.d.
 - Conventions (2 folders)
 - Directory, 2003
 - Events
 - Executive Committee
 - Finances
 - Newsletters:
 - Beaufort County Republican Party Newsletter
 - Beaufort Area Republican Club ("The BARCER")
 - Hilton Head Island "Trunkline"
 - Greenville:
 - General
 - Conventions
 - Membership
 - First Monday Dinners
 - Precinct Meetings
 - Rules
 - Spartanburg, GOP Cookbook
 - York ["Personal Experiences during the Growth Days of the Republican Party in York County, South Carolina"]
- Events

- Executive Committee (2 folders)
- Finance Committee, 2002-2002
- Fundraising, 1960-2002
- History and Archives Committee:
 - General:
 - 1981-1999
 - 2000-2006

Box 6

n.d.

Publications, "History of the Republican Party, 1854-1956," *Presidential Studies Quarterly*
Issues

Leadership:

General

Past State Chairman's Association

Republican Leadership Council

State Chairmen:

General

Dawson, Katon

McMaster, Henry

Shorey, Greg

Membership:

General

Directories, 1975-1999

Silver Elephant Banquet, 1995-2011, n.d.

Poll Watchers Information

Precinct Reorganization

Publications:

Annual Report, 2010

"Elephax"

"SCGOP Update"

Rules

Personal:

General

Biographical Information

Boston University School of Public Relations:

"Challenging the Mass Judgment: A Study of America's Greatest Ill, the Negro, and Its
Implication in Our Whole Society," n.d., a seminar report

Massachusetts Memorial Hospital, 1947-1948

Christmas Greetings Received (1-2 of 3 folders)

Christmas Greetings Received (3rd of 3 folders)

Box 7

Correspondence:

General (3 folders)

Dataw Island

Development of the Republican Party of S.C.

Riegel Textile Corporation, 1973-1974

South Carolina Association of Registration and Election Officials

South Carolina Coastal Council, 1993 [Shorey's bid for appointment to]

South Carolina Dairy Commission [Shorey's appointment and service on]

Southern States Industrial Council

Speeches and Writing, 1963-1999, n.d.

Style Crafters, Inc./Gladding Corp., 1953-1971

University of South Carolina at Beaufort, Courses

Clippings:

General:

1948-1959

1960

1961-1963

1964 [chiefly regarding the Goldwater Presidential Campaign]

1965-1979

1980-2011

n.d.

Beaufort Board of Elections and Registration:

1992-1995

1996

1997

1998

1999-2000

2001-2004

n.d.

Coastal Council

Dave's Conservative Bedside Reader [compilation of clippings]

Shorey, Milliken Lifetime Achievement Award, 2011

South Carolina Republican Party:

1991-1995

1996-1999

2000-2011, n.d.

Audio-visual:

Box 8

Photographs:

General

Dole, Bob

DuPont, Pierre S. [Pete]

Eisenhower, Dwight D.

Goldwater, Barry

Nixon, Richard M.

Reagan, Ronald

Republican Party

Slides, "Ike's History"

Audiocassettes:

Jim Nicholson, Cleveland City Club, June 4, 1999

The Goldwaters

Welcome to LBJ Ranch

CDs:

Goldwater, Barry

Hillsdale College

Press Conference:

WFBC, 18 Aug., 1960

WIS, 1960

Republican Party Fundraiser Dinner, 1959

Thurmond, Strom, address, 18 Oct., 1963 [Style-crafters Plant dedication]

DVD, SC Presidential Video Voter Guide

VHS:

1960 Presidential Nomination Acceptance Speech, Nixon

DuPont for President [television ads and speech, c. 1988]

Gingrich, Newt "Important Message"

McCain, John, Presidential Campaign, 2000

Magnetic tapes:

Goldwater, Barry, speech, Greenville, 1959 [With introduction by Shorey]

Palmetto Press Conference, 1960 [Pre-1960 National Convention Panel]

Shorey interviewed, 18 Aug., 1960 WFBE-TV [after the Republican National Convention]

Thurmond, Strom, address, 18 Oct., 1963 [Style-crafters Plant dedication]

Nixon, Richard M., Trip to China, Feb., 1972 (2)

Mini-cassette, Interviews

Dictaphone Belt

Vinyl, The Goldwaters (oversize)

Scrapbook, c. 1961-1991 (scrapbook shelves)