Gregory D. Shorey
(b. 1924)

Papers, 1948-2011

Volume: 8 linear feet

Processed: 1995, by Herbert J. Hartsook
additions: 2004, by Laura Koser; 2010, by Emily Rogers; 2012, by Kate Moore

Provenance: Donated by Gregory D. Shorey

Citation Form: Gregory D. Shorey Papers, South Carolina Political Collections,
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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.

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 campaign 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.

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 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.

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
          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
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
          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

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.

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

Box 3
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
      n.d.
    Battle Line, 1963-1964
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
      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) Box 6
Finance Committee, 2002-2002
Fundraising, 1960-2002
History and Archives Committee:
  General:
    1981-1999
    2000-2006

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

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)

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


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

Audio-visual:

Photographs:

General
Dole, Bob
DuPont, Pierre S. [Pete]
Eisenhower, Dwight D.
Goldwater, Barry
Nixon, Richard M.
Reagan, Ronald
Republican Party

Slides, “Ike’s History

Audio cassettes:

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]
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)