



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the Sheldon-Claire Company Records

NMAH.AC.0768

NMAH Staff

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Sheldon-Claire Company Records
<b>Identifier:</b>	NMAH.AC.0768
<b>Date:</b>	1926-1968
<b>Creator:</b>	Shalett, Lew (Donor) Lee, Russell, 1903-1986 (Photographer) Sheldon-Claire Company (Creator)
<b>Extent:</b>	10 Cubic feet (11 boxes, 21 map-folders, 2 films, 1 videocassette)
<b>Language:</b>	English .
<b>Summary:</b>	Employee motivational materials, circa 1926-1968, produced by the Sheldon-Claire Company.

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## Administrative Information

### Acquisition Information

Donated to the Archives Center by Mrs. Wanda Shalett in December 2001.

### Materials at Other Organizations

#### **Franklin D. Roosevelt Presidential Library and Museum**

In 1943, Mr. Shalett donated a set of his "This is America" posters to President Franklin D. Roosevelt; they were placed into the collection at Roosevelt's Hyde Park Library, where they joined previous poster series that Shalett had donated. In 1980, Mr. Shalett donated to the Chicago Historical Society his "valuable personal and private organized collection of graphic arts and related material consisting of original lithographed posters produced in the 20's [sic], 30's [sic], and during World War II."

### Preferred Citation

Sheldon-Claire Company Records, 1926-1980, Archives Center, National Museum of American History.

### Restrictions

Collection is open for research.

### Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

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## Biographical / Historical

In 1981, Mr. Lew Shallet sold his employee motivation program to Pratt, Whitney. However, that firm found that there was no market for it and it was discontinued. Mr. And Mrs. Lew Shalett moved to Florida in 1981. Mr. Shalett passed away on January 29, 1994.

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## Scope and Contents

Employee motivational materials, circa 1926-1968, produced by the Sheldon-Claire Company. Materials include posters, pamphlets, manuals and other materials, in addition to the papers documenting the development and promotion of these products. Many are reproductions of work by famous photographers, such as Russell Lee. Some reflect World War II themes or constitute wartime propaganda.

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## Arrangement

The collections is arranged into 14 series.

Series 1: Poster Campaigns, 1943-1964

Series 2: Bulletins, 1949-1963

Series 3: Supervisors Manuals, undated

Series 4: Small versions of Posters by Topics, undated

Series 5: Mail-O-Grams, undated

Series 6: Meet Bill Jones Service, 1926-1927

Series 7: Endorsements and Acknowledgments, undated

Series 8: The Greenly Plan, undated

Series 9: Scrapbook, undated

Series 10: Papers on Client Relations

Series 11: Background and Historical Materials, undated

Series 12: Copyright Papers, 1936-1968

Series 13: Posters, 1927-1962

Series 14: Miscellaneous, undated

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Industrial relations

Propaganda

World War, 1939-1945 -- Art and the war

World War, 1939-1945 -- Posters -- United States

Types of Materials:

Posters -- 20th century

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## Container Listing

### Series 1: Poster Campaigns, 1943 - 1964

#### "Produce for Victory" and "Stay on the Job", undated

*Box 1, Folder 1*

[Image\(s\)](#)

#### "This is America", 1943

*Box 1, Folder 2*

[Image\(s\)](#)

[This is America. Keep it Free! \[reproduction of photograph on poster\], 1942](#)

1 Item (Ink on paper.; 38" x 23".)

Creator: Sheldon-Claire Co., The

Photographer: Korth, Fred G.

Language: English.

Notes: AC0768-0000003.tif (AC Scan)

In Portfolio, Folder 3.

Teenage boys sitting in a classroom "where every boy can dream of being President."

Topic: Classrooms

Patriotism -- World War, 1939-1945 -- United States

World War, 1939-1945 -- Posters -- United States

Genre/Form: Posters -- World War, 1939-1945 -- United States

Photographs -- 1940-1950 -- Color -- Reproductions

[This is America.. \[sic\] / ...Keep it Free! \[poster with reproduction of photograph\], 1942](#)

1 Item (Ink on paper.; 38" x 23".)

Photographer: Lange, Dorothea

Creator: Sheldon-Claire Co., The

Language: English.

Notes: AC0768-0000004.tif (AC Scan)

In Portfolio, Folder 3.

Five men, two in baseball uniforms, in front of a country store.  
Additional text: "Where a fellow can start on the home team and wind up in the big league. Where there is always room at the top for the fellow who has it on the ball. This is your [underlined] America!"

Reproduced in blog by Marvin Heiferman, July 17, 2009, "For It's One, Two, Three Strikes You're Out" in "The Bigger Picture" on Smithsonian Photography Initiative web site, <http://blog.photography.si.edu/2009/07/>.

Topic: Patriotism -- World War, 1939-1945 -- United States

Genre/Form: World War, 1939-1945 -- Posters -- United States  
Photographs -- 1940-1950 -- Color -- Reproductions  
Posters -- World War, 1939-1945 -- United States

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Box 1, Folder 3 "The American Way Works", 1944

Box 1, Folder 4 "Win the War", 1943

Box 1, Folder 5 "Work Together Prosper Together", 1945

Box 1, Folder 6 "Work Together Prosper Together"

### "We Depend on Each Other", 1946

*Box 1, Folder 7*

[Image\(s\)](#)

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Box 1, Folder 8 ["It's Up to All of Us", 1947](#)

Box 1, Folder 9 ["It's Up to All of Us"](#)

Box 1, Folder 10 ["Produce Better Live Better", 1948](#)

Box 1, Folder 11 ["Produce Better Live Better"](#)

Box 1, Folder 12 "We Can't Have Unless We Give", 1949

## "We Can't Have Unless We Give"

*Box 1, Folder 13*

Box 1, Folder 14 "We Can't Have Unless We Give"

Box 1, Folder 15 "We Can't Have Unless We Give"

Box 1, Folder 16 ["It Makes a Difference to You", 1950](#)

Box 1, Folder 17 "It Makes a Difference to You"



## "It Makes a Difference to You"

*Box 1, Folder 18*

"It Makes a Difference to You"

*Box 1, Folder 19*

"It Makes a Difference to You"

*Box 1, Folder 20*

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"It Makes a Difference to You", 1951

*Box 2, Folder 1*

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## "It Makes a Difference to You"

*Box 2, Folder 2*

## "Do Your Part! Your Work Makes a Difference", 1952

*Box 2, Folder 3*

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Box 2, Folder 4	"Do Your Part! Your Work Makes a Difference"
Box 2, Folder 5	"Your Work is Your Way to Help", 1954
Box 2, Folder 6	"Your Work is Your Way to Help"
Box 2, Folder 7	"Make Sales Make Jobs", 1954
Box 2, Folder 8	" <a href="#">Make Sales Make Jobs</a> "
Box 2, Folder 9	"Our Work Guarantees Our Wages", 1956
Box 2, Folder 10	"Our Work Guarantees Our Wages"
Box 2, Folder 11	"Customers Make Jobs - Make Customers", 1957
Box 2, Folder 12	"Customers Make Jobs - Make Customers"
Box 2, Folder 13	"Save Our Security", 1957
Box 2, Folder 14	"Save Our Security"
Box 2, Folder 15	"Save Our Security"
Box 2, Folder 16	"Help Your Company - Help Yourself", 1958
Box 2, Folder 17	"Help Your Company - Help Yourself"
Box 2, Folder 18	"Help Your Company - Help Yourself"
Box 3, Folder 1	"Our Jobs Depend on It", 1959
Box 3, Folder 2	"Our Jobs Depend on It"
Box 3, Folder 3	" <a href="#">We're Counting on You</a> ", 1960
Box 3, Folder 4	"We're Counting on You"
Box 3, Folder 5	"It's Up to You", 1963

Box 3, Folder 6	"It's Up to You"
Box 3, Folder 7	"It's Up to You"
Box 3, Folder 8	"It's Up to You"
Box 3, Folder 9	"Your Work is Your Way to Help", 1964
Box 3, Folder 10	"Your Work is Your Way to Help"

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## Series 2: Bulletins, 1949 - 1963

Box 3, Folder 11	Special Miniature Messages, 1959-1963
Box 3, Folder 12	Special Miniature Messages specific industries, 1953
Box 3, Folder 13	Special Miniature Messages specific industries, 1953
Box 3, Folder 14	S.O.S. (Save Our Security) Bulletins, 1957
Box 3, Folder 15	People Bulletins (Help Your Company), 1958
Box 3, Folder 16	Sales Bulletins:
Box 3, Folder 16	We Can't Have Unless We Give (WCH) Nos. 1-20, 1949
Box 3, Folder 16	It Makes A Difference (ITM) Nos. 1-10, 1950
Box 3, Folder 16	Do Your Part (DYP) 1-12, 1952
Box 3, Folder 16	Save Our Security (SOS)

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## Series 3: Supervisors' Manuals, undated

Box 3, Folder 17	Supervisors' Manuals: Attendance - Competition
Box 3, Folder 118	Supervisors' Manuals: Cooperation
Box 3, Folder 19	Supervisors' Manuals: Costs
Box 4, Folder 1	Supervisors' Manuals: Customers - Equipment and Skills
Box 4, Folder 2	Supervisors' Manuals: Free Enterprise - Ideas
Box 4, Folder 3	Supervisors' Manuals: Inflation - Productivity
Box 4, Folder 4	Supervisors' Manuals: Quality
Box 4, Folder 5	Supervisors' Manuals: Safety - Sales
Box 4, Folder 6	Supervisors' Manuals: Use of Time - Waste

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## Series 4: Small Versions of Posters by Topic, undated

Box 4, Folder 8	"Customers – "Competition"
Box 4, Folder 9	"Details" – " Ideas"
Box 4, Folder 10	"Intro to Posters – "Prosperity"
Box 4, Folder 11	"Public Confidence"- "Safety"
Box 4, Folder 7	"Absenteeism" – "Costs"
Box 4, Folder 12	"Sales" – "Waste"

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## Series 5: Mail-O-Grams, undated

Box 4, Folder 13	"Absenteeism" – "Competition"
Box 4, Folder 14	"Details" – "Productivity"
Box 4, Folder 15	"Profits" - "Waste"

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## Series 6: Meet Bill Jones Service, 1926-1927

Box 4, Folder 16

[Mailings featuring "Meet Bill Jones", 1926-1927](#)

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## Series 7: Endorsements and Acknowledgments, undated

Box 4, Folder 17	Endorsements and Acknowledgments of Sheldon-Claire services and products
Box 4, Folder 18	Endorsements and Acknowledgments of Sheldon-Claire services and products

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## Series 8: The Greenly Plan, undated

Box 4, Folder 19      The Greenly Plan Manual on Personnel Administration, undated

Box 4, Folder 20      The Greenly Plan Manual on Personnel Administration , undated

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## Series 9: Scrapbook, undated

Box 7, Folder 1	<a href="#">Detached pages from scrapbook</a>
Box 7, Folder 2	<a href="#">Detached pages from scrapbook</a>
Box 7, Folder 3	<a href="#">Detached pages from scrapbook of Shalett's visit to the Soviet Union</a>

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## Series 10: Papers on Client Relations, undated

Box 5, Folder 1	Miscellaneous papers on relations with Sheldon-Claire's clients
Box 5, Folder 2	Miscellaneous papers on selling Sheldon-Claire's product to clients

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## Series 11: Background and Historical Materials, undated

Box 6, Folder 1	Background and Historical Material
Box 6, Folder 2	Program Information
Box 6, Folder 3	Catalogue of Programs
Box 6, Folder 4	<a href="#">Examples of Programs</a>
Box 6, Folder 5	Kinescope Information

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## Series 12: Copyright Papers, 1936 - 1968

Box 8, Folder 1	Blank forms: Application for Registration of a Claim to Copyright
Box 8, Folder 2	"Sales Tales", 1936-1938
Box 8, Folder 3	"Stay on the Job", 1942
Box 8, Folder 4	"Produce for Victory", 1942
Box 8, Folder 5	"This is America", 1942-1943
Box 8, Folder 6	"Win the War", 1943
Box 8, Folder 7	"The American Way Works", 1944
Box 8, Folder 8	"Work Together - Prosper Together", 1945
Box 8, Folder 9	Service posters, 1945
Box 8, Folder 10	Foreman Service, 1945
Box 8, Folder 11	Black and white textile posters, 1945-1946
Box 8, Folder 12	Booklet forms F21-F24, 1946
Box 8, Folder 13	"We Depend on Each Other", 1946-1947
Box 8, Folder 14	"It's Up to All of Us", 1947-1948
Box 8, Folder 15	"Produce Better - Live Better", 1949
Box 8, Folder 6	"We Can't Have Unless We Give", 1949-1950
Box 8, Folder 17	"We Can't Have Unless We Give", 1949-1950
Box 9, Folder 1	"It Makes a Difference", 1950-1951
Box 9, Folder 2	"It Makes a Difference to You", 1951-1952
Box 9, Folder 3	"Do Your Part", 1952-1953
Box 9, Folder 4	"Your Work is Your Way to Help", 1953-1954
Box 9, Folder 5	Make Sales Make Jobs, 1954-1955
Box 9, Folder 6	"Our Work Guarantees our Wages", 1955

Box 9, Folder 7	"Customers Make Jobs - Make Customers", 1956
Box 9, Folder 8	"Save Our Security", 1957
Box 9, Folder 9	"S.O.S. People", 1957-1958
Box 9, Folder 10	"Customers Make Jobs", 1958
Box 9, Folder 11	"Our Work Guarantees Our Wages", 1958
Box 9, Folder 12	"Your Work is Your Way to Help", 1958
Box 9, Folder 13	"Make Sales - Make Jobs", 1958
Box 10, Folder 1	"Do Your Part", 1958
Box 10, Folder 2	"It Makes a Difference", 1958
Box 10, Folder 3	"It Makes a Difference", 1958
Box 10, Folder 4	"Save Our Security", 1958
Box 10, Folder 5	"People", 1958-1959
Box 10, Folder 6	"Help Your Company - Help Yourself", 1958-1959
Box 10, Folder 7	"Our Jobs Depend On It", 1959-1960
Box 10, Folder 8	"Employee Understanding", 1960
Box 10, Folder 9	"Only You Can Make the Difference", 1960
Box 10, Folder 10	"Produce Better - Live Better", 1960
Box 10, Folder 11	"We're Counting on You", 1960-1961
Box 11, Folder 1	Special Messages, 1960-1961
Box 11, Folder 2	Special Drive Series, 1961
Box 11, Folder 3	Supervision, 1961
Box 11, Folder 4	"It's Up to You", 1961-1962
Box 11, Folder 5	"This is America", 1962
Box 11, Folder 6	"Your Work is Your Way to Help", 1964-1965



Box 11, Folder 7	<a href="#">"Only You Can Make the Difference", 1965-1966</a>
Box 11, Folder 8	Copyright Papers for cassette tapes on supervisory development and employee motivation, 967-1968
Box 11, Folder 9	"We Need Your Help", 1967-1968

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## Series 13: Posters, 1927 - 1962

## Subseries 13.1: Folios, 1942 - 1945

Map-folder 18	"Produce for Victory", 1942 - 1942 32 Posters
Map-folder 19	"This is America", 1942 - 1943 30 Posters
Map-folder 20	"The American Way Works" , 1944 - 1944 30 Posters
Map-folder 21	"Work Together, Prosper Together", 1944 - 1945 34 Posters

## Subseries 13.2: Posters, 1927 - 1960

Map-folder 1	Mechanicals, i.e. mock-ups for posters 10 Posters
Map-folder 9	Poster set identified by initials: UTY-63, 2 Posters
Map-folder 9	Poster set identified by initials: MOT-64 2 Posters
Map-folder 9	Poster set identified by initials: MTD-65 2 Posters
Map-folder 10	"This is America", 1962, mounted, with cover sheet for 1776-1976 "Happy Birthday America" 2 Posters
Map-folder 11-12	"This is America", unmounted 52 Posters
Map-folder 4	"Make Every Ounce Count" , undated 3 Posters
Map-folder 4	"Only You Can Make the Difference" , 1960 - 1960 3 Posters
Map-folder 5	Poster set identified by initials: TY-62 3 Posters
Map-folder 5	Poster set identified by initials: UTY-63

## 9 Posters

Map-folder 5	Poster set identified by initials: MUT-64 4 Posters
Map-folder 5	Poster set identified by initials: MTD-65 5 Posters
Map-folder 4	"We Need Your Help", 1967 - 1968 2 Posters
Map-folder 6	One Russian poster , 1957 - 1957 1 Poster
Map-folder xx	Black and white set, mainly on subject of life insurance 5 Posters
Map-folder 7	Painting, Mr. Lou Shalett, by John Doetoroff 5 Posters
Map-folder 7	Annual Sales Conference, Drake Hotel, Chicago , 1949 January 27-29 1 Photograph
Map-folder 7	Annual Sales Conference, Drake Hotel, Chicago, 1952 April 2 1 Photograph
Map-folder 8	"Sales Tales", Sheldon-Claire Co., 1938 - 1938 26 Posters
Map-folder 14	"Sales Muffs", Parker-Holladay Co. , 1933 - 1933 52 Posters
Map-folder 17	Untitled Sales Posters, Sheldon-Claire Co., 1935 - 1935 52 Posters
Map-folder 13	<a href="#">"Meet Bill Jones", Parker-Holladay Co., 1927 - 1927</a> 49 Posters
Map-folder 15	"Retail Service", Parker-Holladay Co., 1929 - 1929 52 Posters
Map-folder 16	"Retail Service", duplicate set, 1929 - 1929 52 Posters

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## Series 14: Miscellaneous, 1958 - 1958

Box 5

World Spotlight, 1958 - 1958

Notes: 16mm, black and white, composite optical track print  
(kinescope) Content: Mr. Shalett's visit to the Soviet Union.

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