

# **Lippincott Library collection of World War II corporate wartime publications**

**Print Coll. 39**

**Finding aid prepared by Rayna Andrews.**

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Last updated on June 14, 2017.

University of Pennsylvania, Kislak Center for Special Collections, Rare Books and Manuscripts

2017 June 12

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## Summary Information

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<b>Repository</b>	University of Pennsylvania: Kislak Center for Special Collections, Rare Books and Manuscripts
<b>Creator</b>	Wharton School. Lippincott Library.
<b>Title</b>	Lippincott Library collection of World War II corporate wartime publications
<b>Call number</b>	Print Coll. 39
<b>Date</b>	1941-1945, undated
<b>Extent</b>	0.5 linear foot (1 box and 1 oversize folder)
<b>Language</b>	English
<b>Abstract</b>	The Lippincott Library supports business related research at the Wharton School at the University of Pennsylvania. The library collected World War II corporate wartime publications as a resource for business students. These publications were produced by corporations during or immediately following the war to highlight wartime contributions and achievements.

**Cite as:**

Lippincott Library collection of World War II corporate wartime publications, 1941-1945, undated, Print Coll. 39, Kislak Center for Special Collections, Rare Books and Manuscripts, University of Pennsylvania

## Biography/History

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Lippincott Library supports business related research and study at the Wharton School, the business school of the University of Pennsylvania. The library collected World War II corporate wartime publications as a resource for Wharton students.

World War II was in many ways a war of production. When the United States entered the war in December of 1941 after the attack on Pearl Harbor, manufacturing companies across the country mobilized along with the military, shifting and increasing production to include weapons, military vehicles, and other industrial parts to move the military machine forward. The manufacturing power that the US brought to the Allies far outstripped what the Axis was able to produce and helped contribute to the Allied victory.

In addition to the weapons, vehicles, parts, and other machinery these companies produced, they also issued publications describing their operations and commitment to the war effort. These publications served multiple purposes – they publicized the company's impeccable craftsmanship and patriotic work for victory, highlighted when company products contributed to a significant event overseas, reinforced the power of American manufacturing, and recognized company employees serving in the military. In this way, the publications served as both company public relations and as war propaganda. Photographs included in these publications show celebrations, campaigns for enrolling in payroll deduction plans for buying war bonds, people waiting for gasoline ration cards (along with explanations of how accepting rationing was "doing your part"), and images of posters that "remind willing workers of the job to be done... every day" (Box 1 Folder 13).

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## Scope and Contents

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The Lippincott Library collection of WWII corporate wartime publications consists of publications collected by Lippincott Library as a resource for business students. The publications in this collection were produced primarily by different divisions within the General Motors Corporation. Other companies include Firestone Tire and Rubber Co.; General Cable Corporation; General Electric; General Mills, Inc.; Gibbs & Cox, Inc.; Goodyear Tire & Rubber Company; and Gulf Oil Corporation.

The publications in this collection were produced during or immediately following the war and highlight the wartime contributions and achievements. They document how companies' manufacturing was converted from peacetime products to wartime machinery at increased levels. Publications frequently include descriptions of new parts, products, processes, and production spaces. They include facts and figures, and often even information about where new products were used in the war and how they contributed to a successful outcome.

In addition to the manufacturing information, these publications tend to include sections about commendations the company or division received from the military (for excellence in production, participation in the war bonds program, etc.) and lists of names of company employees serving in the

military. Some publications included other material that further highlighted how companies and employees were contributing to the war effort; such as holding blood drives, buying war bonds, and producing radio programs and victory revues for entertainment and inspiration.

Many of these publications include photographs – of products, production facilities, employees, battles in which the company’s products were used, etc. Some also include copies (often only partial) of newspaper articles that mention the company, one of their products, or important moments in the war.

This collection is organized alphabetically by company/division name.

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## **Administrative Information**

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University of Pennsylvania, Kislak Center for Special Collections, Rare Books and Manuscripts

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Finding aid prepared by Rayna Andrews.

### **Access Restrictions**

The collection is open for research use.

### **Use Restrictions**

Copyright restrictions may exist. For most library holdings, the Trustees of the University of Pennsylvania do not hold copyright. It is the responsibility of the requester to seek permission from the holder of the copyright to reproduce material from the Kislak Center for Special Collections, Rare Books and Manuscripts.

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## **Controlled Access Headings**

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### **CORPORATE NAME(S)**

- Firestone Tire and Rubber Company.
- General Cable Corporation.
- General Electric Company.
- General Mills, Inc.
- General motors corporation.
- Gibbs & Cox.

- Goodyear Tire and Rubber Company.
- Gulf Oil Corporation.

**FORM/GENRE(S)**

- Publications (document genre)

**SUBJECT(S)**

- Business
- Industrial policy--United States--History--20th Century
- World War, 1939-1945
- World War, 1939-1945--United States
- World War, 1939-1945--War work

## Collection Inventory

	Box	Folder
Firestone Tire and Rubber Co. <i>Defense is First at Firestone</i> , circa 1941.	1	1
Firestone Tire and Rubber Co. <i>Producing for War and Preparing for Peace</i> , undated.	1	1
General Cable Corporation <i>Wire and Cable in the War: A Pictorial Report</i> , 1944.	1	2
General Electric <i>General Electric Goes to War</i> , circa 1943.	1	3
General Mills, Inc. [fragment], undated.	1	4
General Motors Corporation: Cadillac <i>Cadillac...From Peace to War</i> , circa 1944.	1	5

General Motors Corporation: Delco Appliance *Geared for War 'til Victory*,  
circa 1944.

1

6

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 Box

Folder

General Motors Corporation: Delco Products Division *War Diary of Delco  
Products*, circa 1943.

107

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 Box

Folder

General Motors Corporation: Delco-Remy Division *Our War Job*, 1944.

1

7

General Motors Corporation: Department of Public Relations *Plant Visits  
Plan Book*, undated.

1

8

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 Box

Folder

General Motors Corporation: Detroit Diesel Engine Division *Detroit Diesel  
Fights*, circa 1943.

107

General Motors Corporation: Detroit Transmission Division *Teamwork in  
Peace and War*, circa 1944.

107



	Box	Folder
General Motors Corporation: GMC Truck & Coach Division <i>A Report from the Front</i> , circa 1943.	1	9
General Motors Corporation: Guide Lamp Division <i>Guide's Page in the History of American Industry at War</i> , circa 1944.	1	10
General Motors Corporation: Hyatt Bearings Division <i>Hyatt Folks and Hyatt Bearings: Working for Victory</i> , circa 1944.	1	11
General Motors Corporation: Moraine Products Division <i>[The story of the people of a small plant doing their part in a big job...]</i> , 1944 January.	1	12
General Motors Corporation: Pontiac Motor Division <i>Pontiac at War: A Special Rport to Employe[e]s of Pontiac Motor Division</i> , [1943 November].	1	13
General Motors Corporation:Saginaw Malleable Iron Division ... <i>This is the Story of Our Part in the War</i> , circa 1944.	1	14

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Gibbs & Cox, Inc. <i>Gibbs &amp; Cox in World War II: Report to the Staff</i> , 1945 September.	1	15
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Goodyear Tire & Rubber Company <i>A Report to Goodyear Employees for 1942... A Year of War</i> , 1942.	1	16
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	Box	Folder
Gulf Oil Corporation <i>Power to Win: How the Nation's Oil Workers Helped Turn the Tide Toward Victory</i> , circa 1943.	107	