

N.Y. Her. Trib.  
1/8/49  
ARY 4, 1949

## Henry Weaver Dies; G.M. Sales Research Chief

### Did Market Analysis for Corporation Since 1921; Historian of War Output

Special to the Herald Tribune

DETROIT, Mich., Jan. 3.—Henry Grady Weaver, fifty-nine, director of customer research for the General Motors Corporation, died here today of heart disease at his home. He had been engaged in market and psychological research for the corporation since 1921 and was chief historian of its war-time activities.

He was born in Eatonton, Ga. In 1911 he was graduated in mechanical engineering from the Georgia School of Technology. From 1911 to 1913 he ran a garage in Eatonton and then became a draftsman for the Haynes Automobile Company. He organized an automobile manufacturing company of his own, but it went out of business during World War I. From 1918 to 1921 he was engaged in field research for the Hyatt Roller Bearing Company.

In 1925 he received the \$2,000 Harvard award for development of purchasing power indexes by counties. From 1930 to 1932 Mr. Weaver was on the New York staff of Alfred P. Sloan Jr., then president of General Motors. He devised various methods of gauging the opinions of the buying public and its response to promotion methods. He was the author of numerous booklets dealing with customer research and kindred subjects and recently wrote a book he called "a primer on Americanism." It was entitled "Mainspring—the story of Human Progress and How Not to prevent It."

His wife, Mrs. Jane Fraser Weaver; a son, Henry Grady Weaver Jr. and a daughter, Miss Mary Talbot Weaver, survive.

## HENRY G. WEAVER, GM EXECUTIVE, 59

### Head of Customer Research Dies in Detroit—Devised Many Methods in Field

SPECIAL TO THE NEW YORK TIMES

DETROIT, Jan. 3.—Henry Grady Weaver, director of customer research for the General Motors Corporation for the last fifteen years, died in his sleep today at his home after a heart attack. His age was 59. He was a pioneer in the field of customer research in the industry.

Surviving are his widow, the former Jane Fraser of Petrolia, Ont., whom he married in 1923; a daughter, Miss Mary Talbot Weaver, and a son, Henry G. Weaver Jr.



HENRY G. WEAVER

After receiving a Bachelor of Science degree from the Georgia School of Technology in 1911, Mr. Weaver worked for a year in his native city of Eatonton, Ga. Later he went to Kokomo, Ind., where he did engineering and distribution work for the Haynes Automobile Company until 1916.

An automobile manufacturing company he organized was short-lived, and in 1918 he joined the tractor division of Hyatt Roller Bearings, shifting to that organization's Detroit home office in 1921. For five years, beginning in 1924, Mr. Weaver headed Hyatt's market research.

In 1925 he received a Harvard Award for advertising research. This carried with it a \$2,000 grant, which he used to develop an effective guide to buying power of consumers in the various counties of the United States.

Mr. Weaver came to New York in 1930 to begin two years on the staff of Alfred P. Sloan Jr., then president of General Motors.

In the work he began in 1934 as director of the General Motors program for obtaining information on customers' preferences in automotive products, he earned a wide reputation, devising many methods of determining public attitudes.

In 1938, having tired of hearing repetitions and gloomy discussions of the depression, Mr. Weaver declared his "personal moratorium" on the subject, and at his own expense published a booklet urging hard work as a substitute for talk. He also wrote a book that he called "Mainspring," described as a "down-to-earth primer on Americanism."

At the beginning of the recent war he was assigned to prepare a history of General Motors' war-time activities. This gave him the opportunity to observe the workings of 112 manufacturing plants, in which 400,000 employes produced vast quantities of fighting equipment.

His clubs were the Detroit, Recess, Players, Adcraft and Detroit Economic. He was a Knight Templar and a Shriner.