

DWIGHT D. EISENHOWER LIBRARY
ABILENE, KANSAS

ROBINSON, WILLIAM E.:
Papers, 1935-69

William E. Robinson held positions as a newspaper executive with the New York Evening Journal (1933-36) and the New York Herald Tribune (1936-54), directed his own public relations firm of Robinson-Hannegan Associates (1954-55), and served as president and chairman of the board of Coca-Cola, Inc. (1955-61). In addition to having a long and distinguished career in business, Mr. Robinson also enjoyed a long and close personal friendship with Dwight D. Eisenhower, dating from their first meeting in World War II until their deaths in 1969. Mr. Robinson's papers reflect both his business career and, especially, his association with Dwight D. Eisenhower.

Mr. Robinson first met General Eisenhower in 1944 when the former was in Europe to reestablish publication of the Herald Tribune's European edition. Their association became more intimate in 1947 when Mr. Robinson prevailed upon the General to write his World War II memoirs. According to arrangements worked out by Mr. Robinson, General Eisenhower's Crusade in Europe came out in the fall of 1948, published in book form by Doubleday and syndicated to newspapers worldwide by the Herald Tribune.

The two men were drawn together by a great admiration and respect for each other's ideas and judgments, and an abiding common passion for playing bridge and golf. It was Mr. Robinson, in the spring of 1948 after the General had finished drafting his memoirs, who first introduced the Eisenhowers to Augusta National Golf Club. When General Eisenhower became president of Columbia University in New York City, the two had frequent occasions to play bridge together and to enjoy a game of golf at Blind Brook Golf Club where Mr. Robinson sponsored General Eisenhower as a member.

According to Mr. Robinson, his main goal in life at this time was to do everything in his power to get General Eisenhower nominated and elected as president of the United States. In 1948 he encouraged Helen Rogers Reid, the owner of the Herald Tribune, to have the newspaper editorially support General Eisenhower for president. He increased his activities on General Eisenhower's behalf in 1950, 1951, and early 1952, corresponding with influential individuals who shared his goal, and actively counseling with the General on the presidency. General Eisenhower in turn would often write long letters to Mr. Robinson in order to assist himself in organizing his thoughts on important issues. Mr. Robinson worked tirelessly behind the scenes to help organize groups to support General Eisenhower's nomination for president by the Republican party, and took part in making many of the most important and crucial decisions affecting the successful nomination campaign. During the election campaign he maintained close contact with the candidate, contributing speech draft information and making suggestions where he felt there was a need for improvement in the campaign. After the election on November 4, Mr. Robinson shared in General Eisenhower's victory by accompanying him to Georgia for a

period of welcome relaxation at the bridge table and on the golf course of Augusta National Golf Club.

Mr. Robinson's intimate association with President Eisenhower continued during his two terms in office. Press accounts which describe how the president relaxed always named Bill Robinson as one of President Eisenhower's closest personal friends in whose company he could temporarily find relief from the constant pressures and burdens of the presidency. They spent numerous weekends and holidays together, with bridge and golf the main entertainment. President Eisenhower appreciated having a good friend who did not seek personal or political gain from being close to the president of the United States, and he greatly valued Mr. Robinson's impressions and opinions on matters of personal and public interest. In addition to providing relaxation for the president and contributing advice to him on various subjects, Robinson often expressed his friendship in other actions also. For example, in 1956 he purchased Eisenhower's World War II staff car for exhibit at the Eisenhower Museum in Abilene, Kansas, and in 1958 he helped to stimulate editorial support for the administration's plan to reorganize the Department of Defense.

In the years after Eisenhower left the White House, Robinson and the former president maintained their close personal friendship. Robinson occasionally provided Eisenhower with drafts for proposed speeches, and the two men exchanged long and candid letters on politics and economics. He also was one of a select group brought together regularly by Milton Eisenhower for seminar sessions with the former president in order to keep him informed about current issues. In their retirement years, bridge and golf also remained a strong bond between the two men. Especially characteristic of these last years before Eisenhower and Robinson died in 1969 are the many exchanges of warm compliments and sentiments of affection in their correspondence. An acquaintanceship that began in World War II, which grew into a close friendship during Robinson's arrangement for the publication of Crusade in Europe, and then served as a source of relaxation and quiet support while Eisenhower was president, was to remain a treasured source of enjoyment, pleasure, and pride for both men to the end.

Of the seven series within the Robinson papers, the first two are the most significant in documenting Robinson's relationship with Dwight D. Eisenhower. Series I is a correspondence file, arranged chronologically from 1944 to 1969, of material related to Eisenhower. Among the correspondence, memoranda, diary notes, clippings, and other documents are numerous exchanges of letters between Robinson and Eisenhower, including several long, introspective communications from Eisenhower when he was president. The division of materials into "Personal" and "General" folders from 1944 to 1953 describes the nature of the items within the folders in only a broad sense, and often there are copies of the same document in both folders covering a particular time span. From 1954 to 1969 Robinson combined the two categories. Series II is an alphabetically arranged subject file of material related to Eisenhower for the period 1944-69. In addition to the types of documents found in the chronological series, the subject file also contains a large number of diary notes, speech drafts, publications, and newspaper clippings. Folder titles for this subject series include the names of individuals, events, publications, and general topics. Although in some cases there are copies of a specific document in both the chronological and the subject series, the two series are not generally duplicates of the same material.

Major themes in both these series are the publication of Crusade in Europe, Eisenhower's campaign for the Republican presidential nomination in 1952, and politics in general. The materials on Crusade in Europe, including correspondence, memoranda, and notes, describe Robinson's negotiations with Eisenhower and several book publishers in 1947 which culminated the next year in Doubleday's publication of Eisenhower's full manuscript and the Herald Tribune's syndication to newspapers of selected portions. The materials on Eisenhower's nomination campaign are extensive, varied, and sometimes unique. A few items relate to the possibility of Eisenhower's candidacy in 1948, but the great majority of items cover the period 1950-52 when Robinson was particularly active on Eisenhower's behalf. Robinson's correspondence, memoranda, diary notes, and later reminiscences document his important roles in Eisenhower's announcement as a Republican, the timing of Eisenhower's return to the United States for his NATO assignment to announce officially his candidacy for the Republican presidential nomination, and the struggles over organization and strategy within the group of people working to secure Eisenhower's nomination. His comments on the individuals who participated in organizing the nomination campaign are often revealingly candid. Because Robinson had such a strong interest in politics, his papers contain material on various aspects of national and New York state politics from 1948 until 1968. This includes information not only on the nomination campaign of 1952, but also to a lesser extent on all the presidential elections from 1948 through 1968.

The subject series is the larger of the two series, and contains more diverse subject matter and forms of documentation. The 1952 nomination campaign is covered in extensive detail by documents in a great variety of folders. Items related to general themes of economic policy, the cold war, public relations, labor versus management conflicts, and the nature of political parties are also scattered throughout both this series and the chronological series. Specific folders detail Robinson's purchase of Eisenhower's World War II staff car, Eisenhower's views regarding various columnists, and Robinson-Eisenhower exchanges on taxes and the economy. Both series contain much correspondence in addition to the Robinson-Eisenhower communications, correspondence which either was with or related to such individuals as Milton Eisenhower, Mamie Eisenhower, Helen Rogers Reid, Edward Bermingham, Douglas Black, and Sigurd Larmon. Among the special name folders within the subject series, those for Alfred Gruenther and Richard Nixon are the most complete. Robinson's exchanges of letters with Gruenther are almost exclusively personal and are dominated by bridge banter; the Nixon material is a combination of personal and political correspondence.

Of special interest in the subject series are the folders which contain Robinson's diary comments and his notes compiled for possible publication of a book. The diary notes are short entries kept by Robinson regarding some of his experiences with Dwight D. Eisenhower. They range from Eisenhower's impressions of his first full tour of the White House and his handling of a stag dinner at the executive mansion, to background information on Eisenhower's first inaugural prayer and the choice of Nixon's vice presidential running mate in 1960. These folders also contain several long memoranda to Eisenhower, written by Robinson in the 1960s at his request, in which Robinson reminisced about the publication of Crusade in Europe and the 1952 presidential nomination campaign.

A common thread that runs through these first two series and the entire collection is the Robinson-Eisenhower friendship, and their mutual pleasure in the games of golf and bridge. Robinson emphasized in several documents that Eisenhower used golf not only as a means for physical exercise, but also, through an ability to concentrate completely on the game, as a form of mental relaxation. In a similar manner, bridge also served as a means of mental relaxation. Robinson most frequently paired with George E. Allen to provide opposition for President Eisenhower and his customary partner General Alfred Gruenther.

There are two short series which cover Robinson's business and personal activities. Series IV, the smaller of the two, is a subject series. Correspondence, memoranda, and printed items document Robinson's "Business Management" editorials published in 1943 in the Herald Tribune. The editorials, meant to defend New York City's position of leadership in the financial and business world, were published in booklet form under the title "New York Marches On." The series also contains several long letters by Robinson describing his work with the New York Graphic 1928-30, and an extensive number of condolence cards and letters at the time of Robinson's death in 1969, including items from many prominent people who had known and worked with him. Series V is a speech series containing drafts, reading copies, and printed texts of many of Robinson's speeches from 1932 to 1960. The early speeches relate to his career in the newspaper business. They usually deal with sales and advertising topics, although several items document his impressions from his trips to Europe and Paris in late 1944 and 1945. The later speeches were made when Robinson was associated with Coca-Cola, Inc., and describe in detail the history of the company, the economics of the soft drink industry, and the importance of advertising to sales of the product. In the course of these speeches, Robinson would occasionally refer to President Eisenhower when citing an example or using an anecdote to make a particular point.

The final three series within the Robinson papers deal with a variety of subjects. Robinson was in charge of fund raising in the state of New York for the Eisenhower Library Commission, established in part to solicit donations for the Eisenhower Presidential Library in Abilene, Kansas. While some financial records regarding Robinson's activities for the Commission can be found in other parts of the collection, Series III consists of index cards with the names of all contributors from New York and the amount of their contributions. Series VI contains Robinson's daily appointment books for 1946-61. The books are office diaries usually maintained by Robinson's secretary, Ruth Kraus Ellis, and contain notations on his appointments schedules, telephone calls, trips, daily expense account figures, and gifts. The diaries, useful for documenting the amount of time Robinson spent with Eisenhower in these years, also have a few scattered, cryptic comments and anecdotes on events of the period. Four scrapbooks for the years 1933-60, and a number of obituaries about Robinson's death in 1969, make up Series VII. The correspondence, memoranda, speech texts, photographs, clippings and memorabilia fastened onto the scrapbook pages cover Robinson's business career and his friendship with Eisenhower. Among the items in the scrapbooks are several original letters from Eisenhower to Robinson in the 1940s (copies in Series I and/or II), a number of photographs that include candid pictures of Eisenhower from the late 1940s, articles which describe President Eisenhower's closest friends, and clippings that mentioned Robinson's activities with the president.

Several comments are pertinent to the general arrangement, description, and disposition of the

collection. Robinson's original letters to Dwight D. Eisenhower can usually be found in Eisenhower's Papers, 1916-52, in the Name Series of Eisenhower's Papers as President of the United States, 1953-61, or in the Special Name Series of Eisenhower's Personal Papers, Post-Presidential, 1961-69. Scattered throughout the collection are a small number of electrostatic reproductions (Xerox copies) of documents. Some of these reproductions are stamped to indicate that they replaced deteriorating manuscript items; reproductions which do not bear such a marking were among the papers at the time of their deposit in the Eisenhower Library. In most cases, electrostatic reproductions were also substituted for original photographs which were removed and transferred to the Dwight D. Eisenhower Library Audiovisual collection. General arrangement of the collection has been provided by the processing archivist. Within each series and individual folders, the specific ordering of items is usually alphabetical and/or chronological, whichever is appropriate. Actual folder titles conform closely where possible to those on the files at the time of deposit, although documents often had to be refiled in order for their placement to be consistent with the folder titles. Some of the more significant subjects documented by materials in various folders have been noted within brackets [] after the folder titles on the container list. However, such comments are meant to show highlights of the information within the folder, and are not meant necessarily to describe all of the subjects documented by materials in the folder.

Box No. Series

- 1-4 SERIES I. EISENHOWER – Chronological Series. 1944-69 4 containers.

Primarily correspondence, but also including memoranda, diary notes, telegrams, draft speeches, reports, publications, and news clippings. Materials document Robinson's friendship with Dwight D. Eisenhower, especially the publication of Crusade in Europe, the 1952 presidential nomination campaign, and general political and economic matters. From 1944-53, separated into dual "Personal" or "General" folders, and from 1954-69, combined into single folders; arranged chronologically therein.

- 5-10 SERIES II. EISENHOWER—Subject Series, 1944-69. 6 containers.

Primarily correspondence, but also including memoranda, diary notes, telegrams, speech drafts and speech texts, reports, publications, cancelled checks, clippings, and memorabilia. Materials document Robinson's friendship with Dwight D. Eisenhower, the publication of Crusade in Europe, and the 1952 presidential nomination campaign; other major correspondents include Alfred Gruenther and Richard Nixon. Arranged alphabetically by subject title on the folder, and chronologically therein.

- 11 SERIES III. EISENHOWER—Eisenhower Library Commission index, 1959-60. 1 container.

Three by five inch index cards. Index of contributors from New York and the amount of their contributions for the construction of the Dwight D. Eisenhower Presidential Library in Abilene, Kansas. Arranged alphabetically by name of contributor.

- 12-13 SERIES IV. Business and Personal Activities-Subject Series, 1935-69. 2 containers.

Correspondence, memoranda, biographical notes, publications, and clippings. Materials cover various business and personal activities of Robinson, including his Business Management editorials in 1943, and condolence correspondence re his death in 1969. Arranged alphabetically by subject title on the folders, and chronologically therein.

- 14-16 SERIES V. Business and Personal Activities—Speech Series, 1932-60. 3 containers.

Primarily manuscript drafts, reading copies, and printed texts of speeches, together with background notes, memoranda, correspondence, and clippings about the

speaking engagements; also includes several magazine articles by or about Robinson. The early speeches document Robinson's sales and advertising philosophy; the later ones cover primarily Coca-Cola, Inc. Arranged chronologically by date of the speech.

17-18 SERIES VI. Daily Appointment Books, 1946-61. 2 containers.

Daily appointment books containing Robinson's appointments schedule, telephone calls, trips, and daily expense account figures. Arranged chronologically.

19-20 SERIES VII. Scrapbooks, 1933-69. 2 containers.

Correspondence, telegrams, memoranda, speech texts, printed items, photographs, clippings, and memorabilia fastened onto scrapbook pages. Materials document Robinson's newsworthy business activities and his friendship with Dwight D. Eisenhower; includes obituaries about Robinson's death. Arranged chronologically.

CONTAINER LIST

Box No. Contents

1

SERIES I EISENHOWER – Chronological Series, 1944-69

EISENHOWER – (PERSONAL), 1944-47 [speech by George S. Patton, Jr.; diary notes-WER's observations re French and Germans, 1945; DDE's comments on Patton and Omar Bradley as military commanders, and his becoming president of Columbia University; negotiations for publication of Crusade in Europe]

EISENHOWER – (PERSONAL), 1948 WER's comments on DDE as the Republican presidential nominee, and the future of the Republican party; diary notes--DDE's attitude towards the presidency and the Republican party; correspondence with individuals to whom WER sent copies of Crusade in Europe]

EISENHOWER—(GENERAL), January-June 1948 [material re Crusade in Europe; correspondence re possible advertisements publicly asking DDE to run for president]

EISENHOWER – (GENERAL), July-December 1948 [includes draft article by John S.D. Eisenhower re DDE's visit to Moscow and meetings with Marshall Zhukov in 1945]

EISENHOWER – (PERSONAL), 1949 [includes diary note re President Truman's inquiry of DDE to be the Democratic nominee for senator from New York]

EISENHOWER - (GENERAL), 1949 [correspondence re possibility of DDE running for president in 1952]

EISENHOWER - (PERSONAL), 1950 [correspondence with Clifford Roberts re possibility of DDE joining the Republican party and becoming the Republican presidential nominee in 1952; comment re DDE's appointment to NATO]

EISENHOWER – (GENERAL), 1950 [primarily material re DDE running for president, including correspondence with John Orr Young regarding his "Draft Eisenhower" movement]

EISENHOWER – (PERSONAL), January-March 1951 [letters from DDE which comment on DDE's decision to accept NATO position, DDE's attitude towards NATO and his job, and general discussion of America's international role]

EISENHOWER—(PERSONAL), April-August 1951 [material re the MacArthur incident; diary notes from trip to Europe, including comments on DDE's political future; DDE letter re WER's health; correspondence with Milton Eisenhower re DDE running for president]

- EISENHOWER – (PERSONAL), September-December 1951 [material re plans to nominate DDE for president, including correspondence with Milton Eisenhower; WER memorandum of visit with DDE at Christmas, re DDE running for president and the announcement that he was a Republican]
- EISENHOWER – (GENERAL), January-July 1951 [comments on DDE's position as NATO commander; several printed items on the possible stockpiling of manganese, German bi-zonal fuel economy (1948), and the problems of handling fixed nitrogen (1945)]
- EISENHOWER – (GENERAL), August-October 1951 [primarily material re the possibility of nominating DDE for president, including correspondence with Edward Bermingham]
- EISENHOWER – (GENERAL), November-December 1951 [primarily material re the possibility of nominating DDE for president, including a letter from WER to Ellis Slater comparing DDE's administrative experience with Robert Taft's]
- 2 EISENHOWER – (PERSONAL), January-March 1952 [primarily DDE-WER correspondence re the 1952 presidential nomination campaign, including a DDE letter on federal bureaucracy, federal taxes, and power of the federal government; other subjects include DDE's announcement as a Republican, the New Hampshire primary election, and the DDE for President organization]
- EISENHOWER –(PERSONAL), April-June 1952 [correspondence re the 1952 presidential nomination campaign, including material on DDE's stand on the issues, WER's suggestions for DDE's Abilene speech, and a comment on the usefulness of Paul Hoffman]
- EISENHOWER – (PERSONAL), July-December 1952 [material re the 1952 presidential election campaign, including a speech suggestion for DDE by WER, WER's comments on DDE's playing golf to relax, and post-election clippings from Augusta National Golf Club]
- EISENHOWER – (GENERAL), January-March 1952 [material re the 1952 presidential nomination campaign, including a memorandum re use of media in the campaign, and correspondence re the New Hampshire primary election]
- EISENHOWER—(GENERAL), April-June 1952 [Annual Report of the Supreme Allied Commander, Europe; material re the 1952 presidential nomination campaign, including correspondence re problems of the farmer, examples of anti-DDE literature items on DDE's Abilene speech, and use of media in the campaign]
- EISENHOWER – (GENERAL), July-August 1952 [congratulatory correspondence to WER on DDE's nomination; memorandum on the "The Middle Way"]

EISENHOWER – (GENERAL), September-October 1952 [material re the 1952 presidential election campaign, including items on the Nixon Fund incident, the corruption in government issue, and the McCarthy-Jenner incidents]

EISENHOWER – (GENERAL), November-December 1952 [Primarily congratulatory correspondence to WER on DDE's election]

EISENHOWER – (PERSONAL), 1953 [major topics include DDE's inaugural prayer; the appointment of Charles Wilson as secretary of defense; DDE's appraisal of his Cabinet members after five months in office; DDE's handling of a stag dinner at the White House; and the need for coordinated public relations activities by the Republican party]

EISENHOWER – (GENERAL), 1953

EISENHOWER – January-June 1954 [memorandum re a public relations division for the Republican National Committee; DDE correspondence with WER re McCarthy, Knowland, the Bricker amendment, John Foster Dulles, and the federal tax program]

EISENHOWER – July-December 1954 [DDE-WER correspondence re playing bridge and golf, public relations needs of the administration, DDE's need for another top advisor, and the election returns from New York; draft of speech by WER for DDE on the U.S. economic situation; WER letter to John Eisenhower explaining the public relations business]

EISENHOWER – January-June 1955 [includes material re DDE's inaugural prayer, playing golf and bridge with DDE, and Robert Donovan's book on the DDE presidency]

3 EISENHOWER-July-September 1955 [material re setting up a bridge and golf trip to Colorado with DDE]

EISENHOWER – October 1955 [includes letter from Dr, Howard Snyder (DDE's physician) re DDE's heart attack and the treatment for it]

EISENHOWER – November-December 1955 [correspondence re Donovan's book; biographical notes for each member of Lincoln's Cabinet]

EISENHOWER – January-March 1956 [includes several short items on the possibility of DDE seeking a second term as president]

EISENHOWER – April-June 1956 [Correspondence re the health problems of WER and DDE]

EISENHOWER – July-October 1956 [material re playing bridge with DDE, and the

1956 election campaign]

EISENHOWER – November-December 1956 [includes a detailed analysis of voting patterns in the 1956 election, and DDE’s comment on what pleased him about the election]

EISENHOWER - January-June 1957 [DDE-WER correspondence re DDE’s policy towards the Middle East, and U.S. economic conditions; draft speech material re Republican party principles]

EISENHOWER – July-December 1957 [DDE-WER correspondence re inflation, and the newspaper business; memorandum re business conditions in Mexico]

EISENHOWER – January-June 1958 [DDE-WER correspondence re communism and the Soviet threat to the United States, use of propaganda, and the need for more recognition of U.S. scientists; report on a bill dealing with presidential disability; notes re reorganization of the Department of Defense]

EISENHOWER –July-October 1958 [WER letter to DDE re freedom and responsibility of the press; draft of DDE letter to Sherman Adams accepting his resignation; published log of DDE’s visit to Newport, August-September 1958]

EISENHOWER – November-December 1958 [WER letter to DDE comparing the Republican and Democratic parties, and the prospects for future Republican election victories]

EISENHOWER – January-February 1959 [DDE-WER correspondence re Nelson Rockefeller and the Republican party in New York, and short notes re inflation and a balanced budget]

EISENHOWER – March-August 1959 [notes on the steel strike; WER letter to DDE on the motivations behind Soviet tactics in international relations]

EISENHOWER – September-December 1959 [personal notes on DDE’s trip to Europe and WER’s visit to Culzean Castle; WER letter to DDE re support of Richard Nixon for president in 1960; speech draft by WER re DDE’s nomination for president in 1952]

EISENHOWER – January-May 1960 [WER’s answers to a questionnaire on “The Origins of DDE’s Political Philosophy”; short comments re Nixon, and the U-2 incident and the abortive summit conference]

- 4 EISENHOWER – June 1960 [primarily material re a party given for DDE; WER correspondence with James Reston re DDE’s handling of press criticism]

EISENHOWER – July-December 1960 [note on how Nixon’s vice presidential running mate was chosen in 1960; WER diary entry on visit with DDE at Newport, including comments on the Rockefeller-Nixon battle over the Republican national platform, and DDE’s assessment of Lyndon Johnson as Senate majority leader]

EISENHOWER – January-June 1961 [correspondence re Robert Gray’s article in McCall’s; note re Eisenhower Library in Abilene, Kansas; WER letter to DDE re economic conditions, labor leaders, and the current political situation]

EISENHOWER – July-December 1961 [draft speech by WER on spiritual values in America for DDE address at Al Smith Dinner; DDE to WER letter re attendance at seminars set up by Milton Eisenhower to discuss issues of the day]

EISENHOWER – January-September 1962 [correspondence re roll-back of steel price hikes, and relations between labor leaders and business leaders]

EISENHOWER – October-December 1962 [draft speech for DDE by WER on U.S. economy; reading copy of DDE’s humorous speech of 12/6/62 at Lotos Club in New York City; WER letter to DDE re Business Council meeting with President Kennedy, including comments on Cuban missile crisis, Brazil, and the U.S. economy]

EISENHOWER – 1963 [WER letter to DDE re the 1952 presidential nomination campaign, including anecdotes about Herbert Brownell, James Duff, and Thomas Dewey, and comments on when DDE should return to the U.S. from NATO, publication of “Eisenhower’s Creed”, and media coverage of DDE’s announcement of his candidacy in Abilene; WER memorandum re the publication of Crusade in Europe]

EISENHOWER – 1964 [primarily material re the 1964 presidential race; includes correspondence re the Republican nomination which covers WER’s desires for a Henry Cabot Lodge-Milton Eisenhower ticket, and DDE’s neutrality in the pre-convention battles; WER’s assessment of possible Republican victory; DDE letter on why the Republican party lost the election]

EISENHOWER –1965 [includes a letter re fund-raising for the Eisenhower Library in Abilene, Kansas]

EISENHOWER –1966 [correspondence; WER to DDE re Vietnam and President Johnson; WER to Milton Eisenhower re proposed increase in income tax; WER to DDE re the Republican party and possible presidential candidates for 1968]

EISENHOWER – January-June 1967 [comment re George Romney and Ronald Reagan as Republican presidential candidates]

EISENHOWER – July-December 1967 [correspondence re President Johnson’s economic programs and Vietnam war policies; WER comments on the intellectual,

scholarly Community; DDE's views on deficit spending by the federal government, and a possible tax increase]

EISENHOWER – 1968 [DDE-WER correspondence re their health problems; comments on Nixon and the 1968 presidential campaign; correspondence with David Eisenhower; WER memorandum on “The Labor Vote and the Republican Party”]

EISENHOWER – 1969 [WER letter to DDE re David and Julie Eisenhower's honeymoon in Florida, and reminiscences re WER reading a document on a proposed nuclear defense system in 1953]

5

SERIES II

EISENHOWER – Subject Series, 1944-69

Adams, Sherman [material from 1952-58, including correspondence with Adams, personnel questions, and articles on Adams' place on the White House staff and his resignation]

Atomic Energy Commission (1953-55) [correspondence with Lewis Strauss, including notes on the Oppenheimer case, and a draft speech for Strauss]

Atomic Energy Commission (1956-59) [WER's security clearance forms, and correspondence re nuclear power plants and atoms-for-peace plans]

Assembly, Spring 1968 [magazine published by U.S. Military Academy Association of Graduates; dedicated to DDE]

Bank account –DDE Library (1) [cancelled checks from Manufacturers Trust Company, 1959-60, for the Eisenhower Library Commission]

Bank account –DDE Library (2) [deposit receipts for Eisenhower Library Commission's checking account in Manufacturers Trust Company, 1959-60]

Bank account –DDE Library (3) [checking account ledger book for Eisenhower Library Commission's account in Manufacturers Trust Company, 1959-60]

Birmingham, Edward [DDE-WER-Birmingham correspondence, 1951, re national security, cooperative defense, and America's place in the world; WER-Birmingham correspondence, 1952, re delegates from the South to the Republican national convention]

Black, Douglas [WER correspondence, 1961-63, with Black and Ken McCormick of Doubleday Publishing Company re DDE's writing of The White House Years]

- Cadillac (1)-(3) [material re purchase of DDE's World War II staff car for display at the Eisenhower Museum in Abilene, Kansas, 1956-57]
- Cadillac – clippings [clippings of news reports re DDE's World War II staff car being shown to DDE on March 6, 1957]
- Campaign contributions, 1958 [letters by WER soliciting contributions, plus receipts for his own gifts]
- Citizens for Eisenhower, 1954 [materials re the 1954 congressional campaigns, including a memorandum re a special appeal to women voters by DDE, a note on public relations planning, and list of priority congressional and senatorial districts]
- 6 Citizens for Eisenhower, 1956 [includes publications and other materials re the 1956 election campaign]
- Comments on various columnists and authors [DDE's comments on Walter Lippmann, David Lawrence, newspaper reports and the McCarthy issue, Roscoe Drummond, Robert Donovan and his book on the DDE administration, and newspapers and columnists in general; Schlesinger poll on rating of U.S. presidents, 1962]
- Crusade in Europe, 1947 [correspondence, memoranda, and notes re negotiations for DDE to write, and the Herald Tribune and Doubleday to publish Crusade in Europe]
- Crusade in Europe, January-September 1948 [includes material on plans for promotion and sale of the syndicated newspaper series and the book]
- Crusade in Europe, October-December 1948 [promotional information, sales records, and newspaper clippings re publication]
- Crusade in Europe, 1949-52 [includes WER's answers to inquiries in 1952 about how DDE handled taxes on the book]
- Department of Defense Reorganization (1)-(3) [primarily WER's correspondence, 1958, with Sinclair Weeks, Arthur Summerfield, Bryce Harlow, DDE, and others to solicit editorial support for DDE's Plan to reorganize the Department of Defense]
- Diary –WER and DDE [memorabilia, including golf score card from Augusta National Golf Club on November 6, 1952; anecdotes about Edgar Eisenhower's feelings in 1949 towards DDE running for president, and DDE's first extensive tour of the White House after becoming president; various diary notes by WER, including comments on the 1952 presidential nomination campaign, the Nixon Fund incident in 1952, and WER's visit with DDE at Newport in July 1960 and conversations re Rockefeller, Nixon, and Lyndon Johnson]

Draper, Elizabeth [material re interior decoration work at DDE's Gettysburg farm house, 1954-55]

Eisenhower, D.D. – Nominating Campaign (1) [various types of material, January-June 1952, including detailed delegate analyses for several western states, correspondence re the New Hampshire primary election, pro- and anti-DDE campaign items, a draft schedule for DDE's visit to Abilene in June, and comments on the Texas delegates at the state Republican convention in Mineral Wells]

Eisenhower, D.D. – Nominating Campaign (2) [WER-Milton Eisenhower correspondence, 1951-52, re the nomination of DDE for president]

Eisenhower, D.D. – Nominating Campaign (3) [near-print items, 1951-52, on selection of delegates in primary election states, explanation of DDE's role in the final phase of the defeat of Germany in World War II, and "The Case for Eisenhower"]

Eisenhower – Speeches, 1945-49 [print and near-print speech texts distributed by the Public Information Office of Columbia University]

Eisenhower – Speeches, 1950-51 [near-print speech texts distributed by the Public Information Office of Columbia University]

Eisenhower – Speech drafts material, 1952 (1) [pre-nomination material by WER on why DDE should be the Republican nominee; post-convention material by WER on peace and security, and the nation's economic condition]

Eisenhower – Speech drafts material, 1952 (2) [drafts and final text of DDE's speech in Abilene, Kansas, on June 4, 1952]

7 Eisenhower – Tear Sheets, 1945-51 (1)-(4)

Eisenhower – Tear Sheets, January-June 1952 (1)-(4)

Eisenhower – Tear Sheets, July-December 1952 (1)-(5)

8 Eisenhower – Young campaign, 1950-52 [WER correspondence with John Orr Young re nomination of DDE for president, plus examples of Young's literature on DDE]

Eisenhower Exchange Fellowships [1961 annual report; correspondence, 1962-63, re fund-raising for the fellowships; list of Eisenhower Fellows for the first ten years of the awards]

Eisenhower, John S.D. [correspondence, 1962, re Schlesinger poll on rating of U.S. presidents]

Eisenhower Library Dedication, 1962 [material re dedication in 1962, and correspondence, 1963, with Harry Darby re WER's reelection to the Library Commission]

Election of 1952 (1951) [primarily WER-DDE correspondence, including comments on the MacArthur incident, need for NATO forces in Europe, and DDE's Comment on why he should not yet declare his political party loyalty]

Election of 1952 (Spring and Summer, 1952) [material includes Kevin McCann's "Eisenhower's Creed," and press information for Eisenhower Day in Abilene, June 4-5; WER- DDE correspondence re the Lodge announcement that DDE was a Republican, campaign strategy, DDE's views on federal-state relations, and WER's views on usefulness of Paul Hoffman in the campaign]

Front Pages – Presidential Election, 1952 [copies of front pages of approximately 250 newspapers, dated November 5, 1952]

Gruenther, Alfred (1960-61) [material includes general comments re the 1960 presidential campaign]

Gruenther, Alfred (1958-59)

Gruenther, Alfred (1957)

Gruenther, Alfred (July-December 1956) [material includes correspondence re Gruenther's appointment as president of the American Red Cross, and general comments on the 1956 presidential campaign]

Gruenther, Alfred (January-June 1956) [material includes WER-Gruenther correspondence re WER's purchase of DDE's World War II staff car, and Gruenther's retirement from NATO]

Gruenther, Alfred (1955)

Gruenther, Alfred (1954) [material includes short, general comments on McCarthyism, and the European Defense Community]

Gruenther, Alfred (1953) [material includes general comments about U.S.-French relations]

Gruenther, Alfred (1951-52) [material includes general comments on DDE and the presidential election]

- 9 Johns Hopkins Project [correspondence, 1964-65, with Milton Eisenhower re DDE material for use in Johns Hopkins project on publication of DDE's papers]
- Keezer, Dexter M. [background papers for use during 1952 presidential nomination campaign; topics include general economic programs, agricultural policy, social security, and the Fair Employment Practices Committee]
- Larmon, Sigurd [includes material on the role of public relations and the media in the 1952 presidential campaign]
- McCann, Kevin – re D.D.E. book [correspondence, 1951-52, re McCann's work on "Eisenhower's Creed" and The Man From Abilene, including notes on DDE and MacArthur, and DDE and the publication of Crusade in Europe]
- Miscellaneous clippings, 1952-61
- New Hampshire primary, 1952 [material from 1951 re Lodge announcement that DDE was a Republican, including an annotated draft of Lodge's statement]
- Nixon, Richard (1968-69) [correspondence re the 1968 presidential campaign, and the death of DDE]
- Nixon, Richard (1962-63) [includes WER letter to Saturday Review on how unfairly the press treated Nixon]
- Nixon, Richard (1960-61) [includes general material on the 1960 presidential campaign]
- Nixon, Richard (1959) [material re Nixon's trip to Russia, and planning for the 1960 presidential campaign]
- Nixon, Richard (1953-58) [material includes short, general comments on the 1956 presidential campaign]
- Personal "well being" – WER and DDE [copies of DDE-WER correspondence, 1951, re WER's health]
- Political – D.D. Eisenhower (1952 campaign) [includes material on the publication of "Eisenhower's Creed"; news clippings, 1951-52, on the possibility of DDE running for president; Walter Williams' suggestions, July 1952, for a DDE campaign organization]
- President's Goals [material, 1959-60, re the U.S. President's Commission on National Goals]
- Press Conferences – DDE [material re the 1952 presidential nomination campaign,

including WER letter to DDE with possible press conference questions and answers, and a script for a campaign movie that covers DDE's boyhood years in Abilene]

Publications: U.S. News and World Report, July 18, 1952 [cover story on DDE]

Publications: "Where Eisenhower Stands on Sixteen Vital Issues" [excerpts from speeches and writings, 1945-52, by the Citizens for Eisenhower]

Robinson—Notes for book (DDE) [WER's notes, memoranda, diary entries, and later reminiscences of stories, anecdotes, and sidelights about DDE: DDE press conference during World War II; publication of Crusade in Europe, 1947; WER's explanation of DDE's political philosophy, 1948; Douglas MacArthur in Japan; Thomas Dewey's support of DDE for president, 1950; DDE's speech at the English

Speaking Union, 1951; WER's explanation of how DDE was nominated for president, 1952; how "Eisenhower's Creed" came to be published, 1952; DDE's decision to run again for president, 1956; WER's visit with DDE at Newport, 1960; draft speech by WER for DDE re businessmen in politics, 1962; draft article by WER on DDE's nomination for president, for American Heritage, 1965; WER letter to Esquire re Murray Kempton's article on DDE, 1967]

Roper, Elmo: Survey articles re Eisenhower, 1952 [material re Roper's newspaper articles based upon his public opinion surveys]

- 10 Taxes – The Economy (1) [WER-DDE correspondence, 1961-67; includes material on international economics and balance of payments; WER's comments on the Democratic party, labor, President Kennedy and the steel price hike roll back, and political extremism; and DDE's comments on federal revenue sharing]

Taxes—The Economy (2) [WER-DDE correspondence, 1951-60, including DDE letter on federal taxes, spending, and bureaucracy (1952), and DDE letter on inflation (1959)]

Vietnam, 1967-68 [includes WER letter to DDE with comment on necessity of war to keep troops trained and test equipment]

White House [includes congratulatory correspondence with several new members of DDE's Cabinet, 1956-59; correspondence with Merriman Smith, 1960; clippings and personnel questions re White House staff, 1960-61]

Whitney, John Hay [WER-DDE-Whitney correspondence, 1958, re the New York Herald Tribune]

Writings [draft copies of various items authored by WER, including a proof copy of his article on DDE's nomination for president published in American Heritage and

letters re the federal surtax, 1967]

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SERIES III

EISENHOWER – Eisenhower Library Commission index, 1959-60

Eisenhower Library Commission – index cards for fund raising activities [file box with 3”x5” index cards re fund raising for the Eisenhower Library Commission, 1959-60]

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SERIES IV

Business and Personal Activities Subject Series, 1935-69

Awards and Honors –WER [award citations, 1952, 1955]

Articles by WER re salesmanship 1955 [“The Sale I Never Forgot,” Printer’s Ink, February 25, 1955]

Business correspondence [personal business correspondence, 1958-68]

Business Management editorial – WER [copies of WER’s Business Management editorials from the New York Herald Tribune, 1943, in tear sheet form and in the booklet, “New York Marches On”]

Business Management editorial-responses [primarily correspondence re copies of the editorials]

Business Management (1)(2) [statistics, notes, correspondence, and memoranda re the preparation and follow up of WER’s Business Management editorials, 1943-44]

Convention – 1956 [material, 1955-56, re Coco-Cola advertising at the two national political party conventions]

Graphic story [primarily correspondence, 1962-63, with Lester Cohen re WER’s work on the Graphic, 1928-30, plus a short explanation of WER’s relationship with DDE]

Herald Tribune—miscellaneous [includes a draft editorial, 1964, calling for the Republicans to nominate Henry Cabot Lodge and Milton Eisenhower]

Miscellaneous correspondence –WER [includes a short letter from President Johnson, 1968]

Newspaper clippings re WER, 1935-36

New Yorker magazine, 1959 (1) [February 14 and 21, 1959; Parts I and II of a series on Coca-Cola, Inc., entitled "Profiles: The Universal Drink"]

New Yorker magazine, 1959 (2) [February 28 and March 7, 1959: Parts III and IV of the series on Coca-Cola, Inc.]

Photographs

Reid, Helen Rogers {WER's letter of resignation, December 30, 1953, from the New York Herald Tribune}

Robinson, William E. (Personal information) [primarily biographical notes re WER]

- 13 WER-Condolence letters (1) [primarily copies of Ellan Robinson's letters of appreciation to WER's close friends]

WER—Condolence letters (2)

WER—Condolence letters (3) [includes a letter from Douglas Black which comments on the publication of Crusade in Europe]

WER—Condolence letters (4)

WER—Condolence letters (5)

Roper, Elmo [correspondence re articles based upon his public opinion surveys, 1945-47]

Woodruff, Robert W. [correspondence with Woodruff, primarily re Coca-Cola matters, 1954-68]

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SERIES V

Business and Personal Activities—Speech Series, 1932-60

Speeches: 1932-36

Speeches: 1937-39

Speeches: 1940-42

Speeches: 1943

- Speeches: 1944
- Speeches: 1945
- Speeches: 1946
- Speeches: 1947-48
- Speeches: 1952-53
- Coca-Cola, Export Area Managers, Union League Club, NYC, August 25, 1955
- Pacific Union Club, San Francisco, Calif., October 7, 1955
- McCann-Erickson Staff Meeting, Jacksonville, Fla., Oct. 25, 1955 (Read by Coste)
- Bottlers' Conventions Around the Country—Fall 1955 (1)-(3)
- Foresees Club, Capital City Club, Atlanta, Georgia, Dec. 12, 1955
- New York Society of Security Analysts, Inc., Downtown Athletic Club, NYC, Jan. 12, 1956
- 15 McCann-Erickson Personnel, Jansen Suite, Waldorf- Astoria, Feb. 29, 1956
- Industrial Health Conference, Convention Hall, Philadelphia, Pa., April 24, 1956
- Fountain Sales Meetings – Spring, 1956
- Pre-Mix convention, Capital City Club, Atlanta, Georgia, June 27, 1956
- Bottlers' State Council Chairmen, Queens City Club, Cincinnati, Ohio, Nov. 8, 1956
- John Sibley Dinner, Capital City Club, Atlanta, Georgia, November 12, 1956
- A.B. Freeman Award Dinner, Roosevelt Hotel, New Orleans, La., November 13, 1956
- Bottler Sales Development Department – “Winter Workshop,” St. Louis, Jan. 7, 1957
- Reynolds and Co. 25 Anniversary Party, Links Club, January 18, 1956, New Y. City
- TIDE MAGAZINE 2/8/57
- Atlanta Advertising Club-Better Business Bureau, Atlanta, Georgia, Feb. 11, 1957

- Repeat Sales conference Recording, Atlanta, Georgia, April 8, 1957
- Regional Bottlers Meetings – Spring, 1957
- Fountain Sales Meetings – Spring, 1957
- University Club, Boston, Mass., May 1, 1957
- Providence Society of Security Analysts, Providence, R.I., 5-2-57
- FORTUNE Tape recording, 5-3-57
- Honolulu, Hawaii Bottler – 50th Anniversary, June 14, 1957
- FIRST DRAFTS OF COCA-COLA CONVENTION SPEECHES, FALL OF 1957
- N.Y. STOCK EXCHANGE ARTICLE, OCT. 1957
- WASHINGTON COCA-COLA CONVENTION SPEECH, Sept. 30- Oct. 2, 1957
- FORBES MAGAZINE – 10/1/57
- Export Area Vice Presidents' Dinner, Capital City Club, Atlanta, Oct. 3, 1957
- KANSAS CITY COCA-COLA CONVENTION SPEECH, October 7-9, 1957
- LOS ANGELES COCA-COLA CONVENTION SPEECH, October 14-16. 1957
- 16 National Wholesale Druggists Association, Americana Hotel, Miami Beach,
10-28-57
- ABCB CONVENTION SPEECH, NATIONAL GUARD ARMORY, WASH. DC,
11-12-57
- Sales Executive Club – luncheon and speech, Tues., 12-3-57, Hotel Roosevelt
- FOOD ENGINEERING, 12/4/57
- Production services Mtg., 5/8/58, CCC – Excelsior Springs, Mo.
- MODERN GROCER, 5/14/58
- Georgia Bottlers' Association Convention, Ga. Oglethorpe Hotel, Savannah, 11-3-58

Delta Upsilon Fraternity Banquet, Plaza Hotel, New York, November 6, 1958

Standard and Poor's Corporation – speech, Thursday, November 20, 1958

Security Analysts, Inc. – Dec. 4, 1958, Schwartz's Restaurant, New York, N.Y.

Coca-Cola – “New Yorker” [includes copy of a letter, November 1936, re the New Yorker's view of Henry Luce and Time magazine]

FORDHAM UNIV. – CORPORATE LAW – April 2, 1959

ROTARY CLUB OF NY – April 30, 1959

PHILADELPHIA SECURITY ANALYSTS May 21, 1959

OAI, 7/14/59 [Outdoor Advertising Incorporated]

HERALD TRIBUNE, 7/29/59

FLORIDA – SPEECH, 3/23/60

Speeches – Miscellaneous and undated

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SERIES VI

Daily Appointment Books, 1946-61

National Diary 1946

Diary 1947

Daily Reminder 1948

Daily Reminder 1949

Daily Reminder 1950 Daily Reminder 1951

Daily Reminder 1952

Daily Reminder 1953

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Daily Reminder 1954

Daily Reminder 1955

Daily Reminder 1956

Daily Reminder 1957

Daily Reminder 1958

Daily Reminder 1959

Daily Reminder 1960

Daily Reminder 1961

List of items transferred to the Dwight D. Eisenhower Library Book Collection, Museum, and Audiovisual Collection

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SERIES VII
Scrapbooks, 1933-69

Scrapbook, 1933-52 [includes several original letters, DDE to WER, 1947, re Crusade in Europe]

Scrapbook, 1952-55 [includes invitations and memorabilia from the 1953 presidential inauguration, Christmas cards from the Eisenhowers, and a letter to WER that is postmarked 5/20/53 from the North Pole]

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Scrapbook, 1955-57 [includes invitation to 1957 presidential inauguration]

Scrapbook, 1955-57 [includes two stray items from 1959-60]

Scrapbook—Obituaries about Robinson, 1969

END OF CONTAINER LIST