

DWIGHT D. EISENHOWER LIBRARY
ABILENE, KANSAS

YOUNG & RUBICAM, INC.:
Records of "Citizens for Eisenhower," 1952-61

Processed: January 1969

This collection was sent to the Library in 1962 by Mr. Sigurd Larmon, President of the advertising firm of Young and Rubicam, Inc. Mr. Larmon was Vice Chairman of Citizens for Eisenhower and, in this capacity worked in press and public relations in the 1952 and 1956 presidential campaigns. Young and Rubicam directed the public relations effort in both campaigns.

Linear feet:	3
Approximate number of pages:	7,500
Approximate number of items:	1,000

Literary rights in these papers have not been dedicated to the public.

SCOPE AND CONTENT NOTE

The papers in this collection cover the period 1949-61 when the agency of Young and Rubicam, Inc. was involved in the Eisenhower and Republican party campaigns. The majority of the material concerns the 1952 and 1956 presidential campaigns. The remainder focuses on the 1954 congressional campaign and the 1960 presidential contest.

While 75% of this collection consists of publications and near prints, there are important documents relating to the expanded use of media in presidential campaigns in the 1950's.

Series I, II, and III contain outlining general campaign strategy with particular attention to the use of media. Items in this category include television scripts, speech outlines, discussions of how speeches were prepared, and correspondence relating to mass media in 1952 and 1956. Of particular note is a summation of the latter campaign (box 6). An especially useful part of this document is the section on public relations. Printed material illustrates the role of public relations at the national conventions and in the campaigns.

Attached to many of the publications are handwritten notes of F.A. Zaghi of Young and Rubicam that explain how particular publications were used in the campaigns. Mr. Zaghi was Mr. Larmon's deputy in many "Citizens for Eisenhower" matters.

None of the material in this file pertains to Mr. Sigurd S. Larmon's official government appointments to office.

This library has an oral history interview with Mr. Zaghi concerning "Citizens for Eisenhower."

DESCRIPTION OF SERIES

<u>Box Nos.</u>	<u>Series</u>
1	General. Correspondence, reports, notes, and pamphlets arranged alphabetically by subject; includes polling data for 1952 and 1956, material concerning general campaign strategy relating to mass media, speeches, marketing research outline, and anti-Eisenhower literature for 1952 convention.
1-5	1952 Campaign on Dwight D. Eisenhower for nomination and election. Correspondence, memoranda, reports, addresses, layouts, ad proofs, art work, news releases, reprints, and speeches arranged alphabetically by subject. Correspondence relates to public relations policy.
5-8	1956 Campaign of Dwight D. Eisenhower. Correspondence, memoranda, reports, scripts, speeches, sheet music, news clippings, and publications arranged alphabetically by subject; includes summary of 1956 campaign.
8	1954 Congressional Elections. Cards and booklets with suggested speech subjects arranged alphabetically by subject.
9	1956-1961 File. Correspondence, memoranda, layouts, press releases, proofs and publications arranged alphabetically by subject. Some material relates to Nixon-Lodge campaign.

CONTAINER LIST

<u>Box No.</u>	<u>Contents</u>
1	<p>GENERAL</p> <p>Concerning the Files</p> <p>Correspondence of Sig Larmon and others pertaining to the nomination of Gen. Eisenhower in 1952, and the 1952 and 1956 campaign, with special reference to press and public relations - publicity (1 item is dated 1950)</p> <p>Organization Chart [of Citizens for Eisenhower]</p> <p>Political Correspondence 1949-52</p> <p>Republican Delegates to 1948 Convention</p> <p>1952 CAMPAIGN OF DWIGHT D. EISENHOWER FOR NOMINATION AND ELECTION</p> <p>Abraham Lincoln Quotation</p> <p>Ad Proofs for Taft not prepared by Young & Rubicam</p> <p>Address by Gen. Eisenhower July 5, 1952, re D-Day, World War II</p> <p>Address by Robert Montgomery</p> <p>Art work 1952 Campaign</p> <p>Copy Policy - 1952 Campaign</p> <p>Copy Policy, public relations</p> <p>Distributions [publications]</p> <p>Editorials in various newspapers, 1952 Campaign</p>
2	<p>Eisenhower Material - 1952 (1)(2) [ads]</p> <p>Layouts made by artists - suggested and/or approved ads - Young & Rubicam</p>

- New Republican Movement in Louisiana [publication] New York Times Release
“Mr. Taft Can’t Win”
- News Release re Gen. Eisenhower’s Appearance on TV Show “We the People”
- News releases announcing support of Eisenhower in various state delegations - 1952
- News Releases by Henry Cabot Lodge, Eisenhower Campaign Manager, 1952
- News Releases by Prominent Republicans – 1952 Campaign
- Newspaper Ad proofs prepared for Eisenhower Campaign by Young & Rubicam (1)
- 3 News Releases by Prominent Republicans - Campaign by Young & Rubicam (2)(3)
- Opinion Poll - 1952 Presidential Race
- Opinion Polls
- Poster Negatives
- Presidential Convention Procedures
- Press Conference with General Eisenhower, Chicago, July 5, 1952
- Report on Radio Free Europe
- 4 Reports of Research Division, Citizens for Eisenhower, sent to press and Eisenhower campaign headquarters throughout country in 1952 - various issues
- Reprints
- Republican Delegates to the 1952 Convention by states, name and hotel residence
- Speeches Seconding DDE for nomination - 1952
- Stassen Material [ads, publications]
- Steamroller tactics used by William H. Taft in 1912 - news articles (sent to delegates by Citizens for Eisenhower)
- Taft Material [ads, publications]

- Texas Campaign [publications]
- “The Texas Steal” (1) [ads, publications]
- 5 “The Texas Steal” (2) [ads, publications]
- Voting Statistics
- Women’s Internat’l League for Peace & Freedom
- 1956 CAMPAIGN OF DWIGHT D. EISENHOWER
- 1956 Campaign Correspondence
- 1956 Convention
- “Campaign facts” - 1956 Campaign
- Campaign Material (brochures, hand-outs, publications)
- Campaign Publications (1)-(3)
- Campaign publications, DDE Quotes, Fact Sheets (1)-(3)
- Citizens for Eisenhower - 1956 [the “Fourmore Crusade” of Citizens for Eisenhower - printed letters signed by John A. Roosevelt]
- 6 Citizens for Eisenhower TV Scripts, 1956
- With “Citizens” Personnel [includes info on “Club” and fund-raising by independent political groups]
- Dept. of Labor publication on the unemployed
- Eisenhower Campaign Songs
- Excerpts from DDE’s Speech of Acceptance at Repub. Nat’l Convention, 8/23/56
- General Program Ideas [includes plans for TV programs and TV scheduling in 1956; 1956 TV strategy]
- Meeting of the Republican Committee on Program and Progress, May 3, 1959
- Minutes of Meeting, July 30, 1956, assigning TV times to Citizens for Eisenhower)

- Monitoring [brief descriptions of political broadcasts, both Democratic and Republican, for the period September 25 - November 5, 1956]
- National Citizens for Eisenhower-Nixon, Summary Report, 1956
- New York Times - negative copies
- News Clippings, ad proofs, White House Press Release 1/26/53
- Organization and Things to Do - 1956 Campaign [includes TV programming and TV budgets]
- “The People Ask the President” - TV 1956 correspondence
- Proposals - 1956 Campaign (1)(2)
- 7 Proposed Budgets & Policies for TV, 1956 Campaign
- Public Opinion Index - 1956 Campaign
- Senior Citizens work for reelection, 1956
- Speech Kit - Charles F. Masterson (forwarded 6/30/55)
- Status Report on Network TV - Citizens for Eisenhower-Nixon, 9/21/56
- Talent - Little Names [includes status report on TV, 1956; suggested TV programming for 1956 campaign; tentative TV schedules]
- Television Programming - drafts, correspondence, 1956 campaign (1)(2)
- 8 Transcript: “Citizens for Eisenhower-Nixon” present “Four More Years,” Nov. 5, 1956 via NBC-TV, CBS-TV, ABC-TV
- TV Recommendations for the 1956 Eisenhower-Nixon Campaign made by Young & Rubicam (1) - (2)
- TV Scripts, 1956 Eisenhower-Nixon Campaign (1)(2)

1954 CONGRESSIONAL ELECTIONS

1954 Republican Speakers Card Kit; Eisenhower Quote Cards

Administrative Achievements of the Eisenhower Administration

“The Secretary of Labor Reports . . .” 1954 [booklet]

1956-61 PAPERS

9 1959 Lincoln Day Speech Material

French Public Opinion Study

“A National Town Meeting” [TV broadcast]

National Volunteers for Nixon-Lodge, 1960 [fund-raising]

Prayer in DDE’s Farewell Address

Program & Progress

Proofs, ads and news clippings

“A Republican Road to a Stronger America” - 1959

TV Program [layouts]

White House Press Release, May 24, 1959

Young & Rubicam campaign correspondence, 1956-59

END OF CONTAINER LIST