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ABILENE, KANSAS

WASHBURN, C. LANGHORNE: Papers

Accession 78-23

Processed by: BB

Date completed: September 18, 1980

The papers of C. Langhorne Washburn, businessman, Republican Party Leader, and Assistant Secretary of Commerce for Tourism, were deposited in the Eisenhower Library in June 1978 by Mr. Washburn. In March 1978 Mr. Washburn executed an instrument of gift for these papers.

Linear feet:	12
Approximate number of pages:	16,000
Approximate number of items:	7,000

Literary rights in the unpublished writings of C. Langhorne Washburn in these papers and in other collections of papers in the Eisenhower Library are assigned to the United States of America.

By agreement with the donor the following classes of documents will be withheld from research use:

1. Papers relating to private business affairs of individuals and to family and personal matters.
2. Papers relating to investigations of individuals or to appointments and personnel matters.
3. Papers containing statements made by or to the donor in confidence unless in the judgement of the Director of the Dwight D. Eisenhower Library the reason for the confidentiality no longer exists.
4. All other papers which contain information or statements that might be used to injure, harass, or damage any living person

## BIOGRAPHICAL NOTE

- 1918 Born, Livermore Falls, Maine.
- 1939- Attended University of Virginia.
- 1941-45 Lieutenant U.S. Navy Reserve, served in Pacific.
- 1947-54 Assistant to the President, Hiller Aircraft, Hiller Helicopter Corporation.
- 1952 Co-founder of Young Industry for Eisenhower and director of this group's pre-convention, convention and campaign activities. Director of Special Events, National Citizens for Eisenhower. Organizer and Chairman of Eisenhower Bandwagon Operation.
- 1954 Vice-chairman in charge of operations, National Citizens for Eisenhower Congressional Committee.
- 1955-56 Associated with Subcommittee on Program Planning for 1956 Republican National Convention.
- 1956 Director of Campaign Activities, Eisenhower Bandwagon Operation.
- 1956-59 Executive vice-president, Bernard Relin & Assoc.
- 1959-60 Consulting associate, Towne-Oller Associates.
- 1960-61 President, Automated Preference Testing Corporation.
- 1961-64 Vice-president, A.C. Nielsen Company.
- 1964 Director of Finance, Rockefeller for President Committee. Director of Finance, Republican National Congressional Committee. Executive Director, Republican Congressional Boosters Club.
- 1965-69 Director of Finance, Republican National Finance Committee.
- 1969-70 Director, U.S. Travel Service, Department of Commerce.
- 1970-75 Assistant Secretary of Commerce for Tourism.
- 1977 Commissioner, President's National Tourism Resources Review Commission. Chairman, Soviet-U.S. Tourism Mission. Member, Board of Directors, Discover America Travel Organizations. Inc.
- 1978- Vice-President, Experimental Prototype Community of Tomorrow.

## SCOPE AND CONTENT

The papers of C. Langhorne Washburn span the years 1952 to 1964, but the bulk and most significant part documents Washburn's role in the presidential and congressional campaigns of 1952, 1954, and 1956. The Washburn Papers are not typical of collections of "personal papers" in that they contain little personal material relating to Washburn's family, social life, thoughts, habits, etc. Instead, these papers are the operating files of the various political organizations and committees with which Washburn was associated. This is reflected by the arrangement of the series within the collection and of the file folders within the series.

About one-half of the material in the collection was created in the years 1952 to 1954 and reflects Washburn's role as co-founder of an organization known as Young Industry for Eisenhower, his direction of the Eisenhower Bandwagon operation in 1952, and his activities on behalf of the National Citizens for Eisenhower Congressional Committee in 1954. The material pertaining to the 1952 presidential campaign consists mainly of correspondence, memoranda, reports, news releases and YIFE newsletters. It contains a moderate amount of newspaper clippings. Since the original file folder titles were retained for the collection, some folder titles have been elaborated because the folders contain information not indicated by their titles. Several folders in this series deserve special mention. In Box 1 the folder titled "Miscellaneous Correspondence" contains high-level political correspondence concerning all aspects of the 1952 campaign. In Box 2 the "Pre-Convention Master File" folder contains general background information concerning YIFE. In Box 1, the series of "Area" folders, especially the folder titled, "Area I," contain high-level correspondence concerning local political organization and activities.

The remainder of this portion of the collection refers to the activities of the National Citizens for Eisenhower Congressional Committee during the 1954 campaign. The papers in this series are of the same nature as those concerning the 1952 campaign. Of special interest is the "All File," which contains one copy of every item mimeographed and distributed by Washburn's office during the campaign. Indicative of Washburn's interest in the news media is the folder titled "Daily-Weekly Radio and TV Lists," originally a large green binder containing newspaper, radio and television stations listed by congressional district. This series also contains further information about the Bandwagon operation which Washburn adapted for use by Republican congressional candidates in 1954.

In 1955 and 1956, Washburn was actively associated with the Subcommittee on Program Planning for the 1956 National Convention and had direct contact with RNC chairmen Leonard Hall and Meade Alcorn. He also served as Director of Campaign Activities for the 1956 Eisenhower Bandwagon operation of the National Citizens for Eisenhower. Almost one-half of the Washburn Papers are concerned with this period. One-third of these deal with convention planning. This material consists of correspondence, drafts of plans for the operation of the convention, budgets, briefing material, expense reports, etc.

Additional 1956 material in the collection concerns Washburn's political activities during and immediately following the campaign. It consists of correspondence, notes, minutes of meetings, itineraries, reports of the bandwagon operation, and thank you notes, etc. Of particular interest is the folder titled, "1956 Campaign Ideas," located in box 12. Material concentrated here, and scattered through-out the rest of the collection, documents the important role of television in the thinking of Eisenhower campaign organizers such as Washburn. The Eisenhower presidential campaigns were the first in which public relations experts played a major role in determining campaign strategy and tactics. This development is well documented through-out the collection.

The remainder of the collection { 1 box, 2 card files } consists of material from the period 1958 to 1964 which mainly concerns Washburn's association with the Rockefeller for President Committee. Information can also be found in this material on The Republican National Finance Committee as well as The Republican Congressional Booster Club. { Researchers will also find in this series, in Box 16, information concerning fund-raising dinners organized between 1951 and 1960. Since all of the material on dinners was originally located in this file, it was left intact. The assumption is that Washburn used this portion of the collection for reference purposes in subsequent years. } The card files contain lists of contributors to Rockefeller's campaign and a political contacts file which Washburn apparently maintained continuously from the early 1950's onward.

Removed from the Papers and transferred to the appropriate divisions of the Eisenhower Library were 11 books and other printed materials, 465 photographs, 14 motion picture films, 6 audio tapes, and 2 museum objects.

## DESCRIPTION OF SERIES

<u>Box Nos.</u>	<u>Series</u>
1-3	CAMPAIGN ACTIVITIES--YOUNG INDUSTRY FOR EISENHOWER, 1952-53. 3 containers. Correspondence, reports, notes, speeches, press materials, financial reports, and Clippings, etc; arranged by subject and chronologically thereunder.
4-8	CAMPAIGN ACTIVITIES--NATIONAL CITIZENS FOR EISENHOWER CONGRESSIONAL COMMITTEE, 1954. 5 containers. Correspondence, reports, notes, speeches, press materials, financial reports, and clippings, etc; arranged by subject and chronologically thereunder.
9-15	POLITICAL FILES, 1955-57. 7 containers.
(9-10)	Subseries: CONVENTION PLANNING, 1955-56. 2 containers. Correspondence, reports, notes, financial reports, etc; arranged by subject and chronologically thereunder.
(11-15)	Subseries: CAMPAIGN ACTIVITIES, 1956-57. 5 containers. Correspondence, reports, notes, speeches, press materials, financial reports, and clippings, etc; arranged by subject and chronologically thereunder.
16-17	POLITICAL FILES, 1960-64. 2 containers. Correspondence, reports, notes, speeches, press materials, financial reports, clippings, receipts of contributions, etc.; arranged by subject and chronologically thereunder.
18	POLITICAL CONTACTS FILE, 1952-64. 1 container. Card file listing political contacts; arranged alphabetically.

## CONTAINER LIST

Box No.    Contents

CAMPAIGN ACTIVITIES--YOUNG INDUSTRY FOR EISENHOWER, 1952-53

- 1      [YIFE] Area I [Correspondence, etc.] (1)
- [YIFE] Area I [Correspondence, etc.] (2)
- [YIFE] Area II [Correspondence, etc.]
- [YIFE] Area III [Correspondence, etc.]
- [YIFE] Area IV [Correspondence, etc.]
- [YIFE] Area V [Correspondence, etc.]
- [YIFE] Area VI [Correspondence, etc.]
- [YIFE] Area VII [Correspondence, etc.]
- [YIFE] Area VIII [Correspondence, etc.]
- [YIFE] Area IX [Correspondence, etc.]
- [YIFE] Area X [Correspondence, etc.]
- [YIFE] General Area Correspondence
- [YIFE] Miscellaneous Correspondence
- 2      [YIFE] Boise Operations
- [YIFE] -- General Operations--1]
- [YIFE]-- General Operations--2]
- [YIFE]-- General Operations--3]
- [YIFE] Pre-Convention Master File

- [YIFE] Chicago Convention Trip
- [YIFE] Post-Convention Master File
- [Address Book]
  
- 3 Citizens for Eisenhower Manual
  - Committee for Young Men in Government
  - [Eisenhower for President Research Service]
  - [Inauguration 1953]
  - [Post-Election Activities]
  - YIFE [i.e. YIFE projects] Technical Information
  - Pictures [i.e. photographs]--1952 Convention
    - CAMPAIGN ACTIVITIES--NATIONAL CITIZENS FOR EISENHOWER CONGRESSIONAL COMMITTEE, 1954
  
- 4 General CORRESPONDENCE
  - [Correspondence] Letters Received
  - [Correspondence] Letters Sent
  - [Correspondence] Mason Rossiter SMITH [re: public relations]
  - [Correspondence] THANK YOU Letters End of Campaign
  - Inter-Office MEMOS (Procedure--Policy)
  - Inter-Office MEMOS 1954
  - All File I
  - All File II
  - All File III

- 5 All File IV
- [All File V] Eisenhower Administration Appointments (By Dept. & Agency)
- [All File VI] Primary Candidates
- [Bandwagon]
- [Bandwagon] 14- Point Program-- Peoria, Ill. (52)
- [Bandwagon #1]
- [Bandwagon #2]
- Bandwagon Arrangements; Inventory 11-11-54; Ins. Suppliers
- Barrage Balloons Arrangements
- Campaign Ideas--1954
- 6 Expenses 1953-54
- Facts
- Films
- [Films] Brandt Enos—"Year of Decision" and Film Program
- [Films] Negatives
- President's Speech--FILM
- Raising Efforts--FILMS
- Spyros Skouras--FILM Distribution
- National Citizens for Eisenhower Congressional Committee 1954--Basic INFO
- Legislative Program
- [Mailing Labels--California] (1)
- [Mailing Labels--California] (2)
- Marginal Districts 1954



7 General Plans for OPERATIONS 1954

1954 Original Notes on OPERATIONS and District Comm.

Public OPINION Survey--California--April 1954

Organization Manual [National Citizens for Eisenhower Congressional Committee]

District ORGANIZATIONAL Manual

[Photographs] List--Picture Numbers Ordered

[Photographs] Negative File

[Photographs] Candidates Picture REQUESTS--Procedures

[Photographs] Letters--REQUESTS for Pictures

[Photographs] Benson, Secretary of Agriculture & Candidates

[Photographs] Brownell, Atty Gen & Candidates

[Photographs] President EISENHOWER & Candidates

[Photographs] Hobby & Candidates Secretary of HEW

[Photographs] Humphrey, Secretary of Treasury & Candidates

[Photographs] Senator IVES

[Photographs] Mitchell, Secretary of Labor & Candidates

[Photographs] Weeks, Secretary of Commerce & Candidates

Misc. PHOTOS (1)

[Misc. PHOTOS] (2)

Polls

Brief of Transcript of PROCEEDINGS, District Chairmen's Conference, Washington  
6/10-12/1954

8 Daily-Weekly RADIO-TV Lists (1)

Daily-Weekly RADIO-TV Lists (2)

Rally 10/28/1954

Republican Platform Pledges & Performance

[Speakers Bureau] Quotable Speeches

[Speakers Bureau] 1954 Speech Kit

[Speakers Bureau] Speeches

Women's Activities

Republican National Com. (WOMEN'S Division)

Youth Project.

POLITICAL FILES 1955-57.

SUBSERIES: CONVENTION PLANNING, 1955-56

- 9 Arrangements Comm. 1955, Chicago Meeting---Sept.19, 1955
- Arrangements Comm. 1955-- Leo Golden-- Exec. Sec'y
- Arrangements Comm. 1955-56 Personnel
- National Convention 1956--Cow Palace ARRANGEMENTS
- Citizens ARRANGEMENTS (Housing)
- Tent ARRANGEMENTS
- 1956 Convention Cow Palace--BLUEPRINTS
- National Convention 1956--Correspondence--COMMITTEE on Program Planning
- SubCOMMITTEE on Program Planning 1955-56--Budget
- SubCOMMITTEE on Music & Decorations 1955-56--Budget
- Convention 1956 EQUIPMENT [sic]--Booms
- National Convention 1956--EQUIPMENT [sic] Costs

National Convention 1956--FILM

National Convention 1955 [sic] American FLAG

Convention Planning--GENERAL

National Convention 1956-- HYDRAULIC Lifts

C. Langhorne Washburn 1955 --ITINERARIES

10 National Convention 1956-- First LAYOUT--Format (6-21-55)

Convention 1956--2nd LAYOUT 7-6-55 (Prior to Presentation)

National Convention 1956--MAP of United States

National Convention 1956--MOTION PICTURE--Projector & Projection

National Convention 1956--MOTION PICTURE--Screen

Republican Convention 1956--MURALS

NEW YORK Office 1955--Reading File

Republican Convention 1956 OPERATIONAL Plan No. 1

Republican Convention 1956 OPERATIONAL Plan No.2

National Convention 1956, OUTLINE of July 12, 1955

National Convention 1956 OUTLINE of July 15, 1955

1956 Convention First PRESENTATION July 12, 1955

[Printing]

Convention 1956--Ideas--PRODUCTION Spots

Rep. Nat'l. Comm.--1955 (L. Washburn)

Schedule and Briefing Materials for San Francisco Inspection Trip June 1-8 1955

National Convention 1956-- SKELETON Framework

National Convention 1956--SPEAKERS Dias

Arthur Gray, Jr. 1955--TRAVEL Expenses

Margaret M. Herring 1955-- TRAVEL Expenses

C. Langhorne Washburn 1955-- TRAVEL Expenses

POLITICAL FILES, 1955-57.

SUBSERIES: CAMPAIGN ACTIVITIES, 1956-57

11 [Bandwagon] Advance Kits

Bandwagon Advance Men

[Bandwagon] Budget

Bandwagon De-Activation

[Bandwagon] Del Rosso Campaign [New York City Council, Fall 1957]

Bandwagon Drivers

Bandwagon--Drop Shipments

Bandwagon\*Equipment [sic] Load (Generators Et[c.]

Bandwagon Expense Accounts

[Bandwagon Expenses--Michigan]

Bandwagon Itineraries (1)

Bandwagon Itineraries (2)

[Bandwagon] Maine Campaign

Bandwagon Number One, Report of Operations, Sept.1-22, 1956

[Bandwagon (#3)--John Nidecker, Director]

[Bandwagon (#3) & (#5)--Mimi O'Hagan]

[Bandwagon] (#5)

Bandwagon (#6) Inaugural Parade

12 [Bandwagon Operation]

F.O. Butler [Manager, National BANDWAGON OPERATIONS]

[Bandwagon Operations] Campaign Operations Study

[Bandwagon] 1957 PLANNING

[Bandwagon] Pres. & V. Pres.--Advance work

Bandwagon Program

Bandwagon--Rolling Stock

Bandwagon School

Bandwagon Supplies

[Bandwagon] Thank-You Notes

Barrage Balloons

1956 CAMPAIGN Ideas

[Campaign Materials]

[Campaign] Materials Available

[Campaign Materials] Ike Dresses and Parasols

Campaign Materials--Misc.

[Campaign Songs]

Campaign Techniques

[Citizens for Eisenhower--State Organizations] (1)

[Citizens for Eisenhower--State Organizations] (2)

13 Film Program

[Film Program] Congressional Trailers

[Film Program] Film Editors--Brandt Enos

[Film Program] Film Equipment [sic] \*Screens Etc.

[Film Program--Motion Picture Film & Audiotapes]

Ideas Kan Elect

Ike Day

Format for Lunch [INAUGURAL Reunion Luncheon, 1-19-57]

Inauguration 1957

[Inauguration 1957] Weather

Intercontinental Peace Missile

Madison Square Garden Rally

Madison Square Garden Rally #2

Madison Square Garden Rally Oct. 25

[Madison Square Garden Rally--Motorcade Visit of President Eisenhower to New York City]

[Madison Square Garden Rally] Thank You Notes

14 [National Citizens for Eisenhower] White House [Correspondence]

[National Citizens for Eisenhower] Inter-Office Memos

[National Citizens for Eisenhower] Minutes of Staff Meetings

Advance [published by National Citizens for Eisenhower]

National Citizens for Eisenhower "CAMPAIGN Activities Manual"

[National Citizens for Eisenhower] EQUIPMENT [sic] in Storage

National Citizens for Eisenhower "ORGANIZATION Manual

[National] Citizens [for Eisenhower] Post-November

[National Citizens for Eisenhower] PRESS Releases

[National Citizens for Eisenhower] Staff

[National Citizens for Eisenhower Staff] Final Staff Address List

[National Citizens for Eisenhower Staff] Technical Personnel

[National Citizens for Eisenhower Staff] Elise Kelleher

[National Citizens for Eisenhower Staff] CLW--Expenses

[National Citizens for Eisenhower] Women's Activities

Vice Pres. NIXON

Vice Pres. [NIXON--Itinerary]

Presidential Impact Program

[Public Relations Policies] (1)

[Public Relations Policies] (2)

Regional Meeting Arrangements 1956

[Regional Meetings] Boston

[Regional Meetings] Chicago

[Regional Meetings] Denver

[Regional Meetings] Philadelphia

[Regional Meetings] San Francisco

15 Republican Congressional Comm.

Republican National [sic] Comm--Material

Thank You Letters

Voting and Election Laws

Washington Campaign Conference

Wash. Conference--Agenda Programs

[Washington Conference] Staff Plans on Convention

[Washington Conference] Civic Auditorium (1)

[Washington Conference] Civic Auditorium (2)

[Washington Conference] Civic Auditorium\*San Francisco

[Washington Conference] Operational Plans for 1956 Republican Convention

Post WASHINGTON CONFERENCE File

Women's Nat'l Rep. Club

Youth for Eisenhower

[New York State YOUTH FOR EISENHOWER Manual]

Youth "Bandwagon"

POLITICAL FILES, 1958-64

16 Dinners by Years

Dinners--1955 & 1956 Preparation [Background for 1958]

1958 Dinners

[Dinner with Ike 1960]

Dinner Manuals

Past TV Information [DINNERS]

[1960 Election--Nixon Visual Documentation Program]

[1964 Election--Rockefeller]

[1964 Election--New York Go-Day Dinner Committee--Jan. 29, 1964]

[1964 Election--Republican National Finance Committee]



- 17 [1964 Election] Booster Club--Clippings [Correspondence, etc.]  
[1964 Election] TNT Correspondence [Theatre Network Television, Inc.]  
[1964 Election--Bi-Partisan Fund Raising]  
[1964 Election--Contributions]  
[Hotchkiss Alumni News Oct. 1964]  
[A.C. Nielsen Co.]  
[Photographs]  
[Photographs--San Francisco]
- 18 [Donation Card File, 1964]  
POLITICAL CONTACTS FILE, 1952-64
- 19 [Card file listing political contacts, arranged alphabetically]
- 20 [Map removed from "Bandwagon #1" Box 5]

END OF CONTAINER LIST