

DWIGHT D. EISENHOWER LIBRARY
ABILENE, KANSAS

YOUNG & RUBICAM, INC.: Records of "Citizens for Eisenhower," 1949-61

Processed: January 1969, 2012

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:	2.9
Approximate number of pages:	5,000

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 Young and Rubicam, Inc., an advertising agency, was involved in the Eisenhower Presidential campaigns and other 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. The summary report from National Citizens for Eisenhower-Nixon from the 1956 campaign includes campaign financial information.

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. Printed material illustrates the role of public relations at the national conventions and in the campaigns.

Included in many of the folders are notes written in 1968 F.A. Zaghi of Young and Rubicam that explain how specific publications were used in the campaigns. Zaghi was 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

Box Nos. Series

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.

1-2 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.

3-5 1956 Campaign of Dwight D. Eisenhower

Correspondence, memoranda, reports, shooting scripts, storyboards, speeches, sheet music, news clippings, and publications arranged alphabetically by subject; includes summary of 1956 campaign.

5 1954 Congressional Elections

Cards and booklets with suggested speech subjects arranged alphabetically by subject.

6 1952-1961 File

Correspondence, memoranda, layouts, press releases, proofs and publications arranged alphabetically by subject. Some material relates to Nixon-Lodge campaign.

7-8 Oversized or bulky items removed from files

CONTAINER LIST

<u>Box No.</u>	<u>Contents</u>
1	GENERAL
	Concerning the Files
	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)-(2)
	Organization Chart [of Citizens for Eisenhower]
	Political Correspondence 1949-52
	Republican Delegates to 1948 Convention
	1952 CAMPAIGN OF DWIGHT D. EISENHOWER FOR NOMINATION AND ELECTION
	Abraham Lincoln Quotation
	Ad Proofs for Taft not prepared by Young & Rubicam
	Address by Gen. Eisenhower July 5, 1952, re D-Day, World War II
	Address by Robert Montgomery [Delivered at the Republican Awareness Dinner, Statler Hotel, Boston, November 13, 1951]
	Art work 1952 Campaign
	Copy Policy - 1952 Campaign
	Copy Policy, public relations
	Distributions [publications]
	Editorials in various newspapers, 1952 Campaign
	Eisenhower Material - 1952 (1)-(2) [ads]
	Layouts made by artists - suggested and/or approved ads - Young & Rubicam

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 [June 25-July 9, 1952]

News Releases by Prominent Republicans, 1952 Campaign

2 Newspaper Ad proofs prepared for Eisenhower Campaign by Young & Rubicam

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

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” [ads, publications]

Voting Statistics

Women’s International League for Peace & Freedom

3 1956 CAMPAIGN OF DWIGHT D. EISENHOWER

1956 Campaign Correspondence

1956 Convention

“Campaign facts” - 1956 Campaign

Campaign Material [brochures, hand-outs, publications]

Campaign Publications (1)-(2)

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]

Citizens for Eisenhower TV Scripts, 1956

With “Citizens” Personnel [includes info on “Club” and fund-raising by independent political groups]

Eisenhower Campaign Songs

Excerpts from Eisenhower’s Speech of Acceptance at Repub. National Convention, 8/23/56

General Program Ideas [includes plans for TV programs and TV scheduling in 1956; 1956 TV strategy]

4 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 (1)-(2)

New York Times - negative copies

News Clippings, ad proofs, White House Press Release 1/26/53 [clippings and proofs from 1952-1956]

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)

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) (1)-(3) [includes information on major issues likely to be needed in campaign speeches]

Status Report on Network TV - Citizens for Eisenhower-Nixon, 9/21/56

Talent - Little Names (1)-(2) [includes status report on TV, 1956; suggested TV programming for 1956 campaign; tentative TV schedules, storyboards]

5 Television Programming - drafts, correspondence, 1956 campaign (1)-(3) [plans, shooting scripts, radio spots, storyboards]

Transcript: “Citizens for Eisenhower-Nixon” present “Four More Years,” Nov. 5, 1956 via NBC-TV, CBS-TV, ABC-TV

TV Program [layouts]

TV Recommendations for the 1956 Eisenhower-Nixon Campaign made by Young & Rubicam (1)-(2)

TV Scripts, 1956 Eisenhower-Nixon Campaign (1)-(3)

1954 CONGRESSIONAL ELECTIONS

1954 Republican Speakers Card Kit; Eisenhower Quote Cards

Administrative Achievements of the Eisenhower Administration

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

6 1952-61 PAPERS

1959 Lincoln Day Speech Material

Dept. of Labor publication on the unemployed

French Public Opinion Study [“Comment les Français Jugent, les États-Unis les Américains et la Politique Américaine”]

Meeting of the Republican Committee on Program and Progress, May 3, 1959

“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 Newsclippings 1952-1960]

“A Republican Road to a Stronger America” - 1959

White House Press Release, May 24, 1959 [“Education for the Age of Science”]

Young & Rubicam Campaign Correspondence, 1956-59

OVERSIZED OR BULKY ITEMS REMOVED FROM FOLDERS

7 Box of report covers withdrawn from files

8 Folder 1. Oversized documents from the following folders:
Ad Proofs for Taft not prepared by Young & Rubicam
Distributions

Folder 2. Oversized documents from the following folders:
Eisenhower Material – 1952
Layouts Made by Artists
New York Times Release “Mr. Taft Can’t Win”

Folder 3. Oversized documents from the following folders:
Newspaper Ads Prepared for Eisenhower Campaign by Young &
Rubicam

- Folder 4. Oversized documents from the following folders:
Poster Negatives
- Folder 5. Oversized documents from the following folders:
Steamroller tactics used by William H. Taft in 1912 - news articles
Taft Material
- Folder 6. Oversized documents from the following folders:
Texas Campaign
“The Texas Steal”
- Folder 7. Oversized documents from the following folders:
General Program Ideas
New York Times - negative copies
- Folder 8: Oversized documents from the following folders:
Television Programming - drafts, correspondence, 1956 campaign (3)

END OF CONTAINER LIST