

CONFIDENTIAL MEMORANDUM

TO: Mr. Clifford Roberts DATE: 4 February 1954

FROM: James L. Murphy SUBJECT: Consideration of a Direct
Appeal to Women by the
President

With further reference to my memorandum concerning Citizens for Eisenhower support for the President's program, I would like to call to your attention the attached memorandum which I have received from Ellen Harris, Co-Chairman of Citizens for Eisenhower Committee in charge of the Women's Division.

x
The statistics set out in Mrs. Harris' memorandum reveal that women constitute over fifty percent of the total vote in 32 states and control seventy percent of the wealth of the United States. This seems to afford one of the richest and least exploited veins in the mine of the American electorate. Therefore, it is incumbent on our Committee to discover and assiduously pursue the most effective methods to develop this vital potential. In my opinion, it is one of the key secrets to success in 1954.

x0F138-A-4
Ledge
Moreover, there is a hidden dividend within this appeal to women voters which arises from the increasing youth factor in the American voting population. The complexion of our entire population grows younger year by year and the profound influence of mothers on the impressionable minds of teenagers will continue to be at work over the next few years establishing political predilections which will determine voting patterns for years to come. The valuable asset to be gained by compounding a direct appeal to women with the President's already established and continuing direct appeals to youth is obvious.

Mrs. Harris has outlined in the attached memorandum a specific approach to this problem and I believe her excellent suggestion warrants careful consideration. I will appreciate your comments.