

CITIZENS FOR EISENHOWER

I. Brownell, Herbert: Papers

Box 126 Politics, 1951-52, Citizens for Eisenhower [booklets, handouts, newsletters, report]

II. Eisenhower, Dwight D.: Papers as President (Ann Whitman File), 1953-61

Campaign Series

Box 2 National Citizens for Eisenhower [final report, newsletter, leaflet, manual]

III. Eisenhower, Dwight D.: Records as President (White House Central Files), 1953-61

Official File

Box 712 OP 138-C-4 Republican Presidential Campaign (2) [1952 newsletter with cartoons of the week] (7)(8) [ads/poster]

General File

Box 540-541 GF 109-A-6 Republican Presidential Campaign & Election, 1952-1954 (3)(4)(6) [leaflet, manual, report]

Box 543 GF 109-A-7 Citizens Committee for Eisenhower, 1952-53 (1)-(6) [correspondence, reports]

Box 544 GF 109-A-71954 (1)-(4) [org. manual, press releases, reports, discussion guide cards, newsletter]

Box 544-545 GF 109-A-7.....1956 (1)-(4) [newsletters, correspondence]

IV. Robinson, William: Papers

Box 5 Citizens for Eisenhower, 1954 [letters, memos, reports]
Citizens for Eisenhower, 1956 [correspondence, invitation, newsletters]

Box 8 Eisenhower-Young Campaign, 1950-52 [ads for draft Eisenhower campaign]
Election of 1952 (1951)(1952) [original DDE letters to W. R. re politics]

V. Stephens, Thomas: Records

Box 1 Citizens for Eisenhower-Nixon (1952) [corres., membership card]

Box 10 Citizens for Eisenhower-Nixon, 1956 [summary report]

Box 18 1952 Campaign Material [brochure, "Why Eisenhower"]

Box 31 Citizens for Eisenhower (1)-(4) [1956 corres., booklet, newsletter, notebook re issues, photo postcard, reports]

Box 32 Citizens for Eisenhower [campaign schedule, 1956, corres., brochure, statements]

VI Washburn, C. Langhorn: Papers

Box 1 Young Industry for Eisenhower, Area I, Area V, Area IX [letters, organization manual]

- Box 2 Young Industry for Eisenhower, General Operations 1, 2, & 3 [photos of barrage balloons, press releases re bandwagons, brochure, posters, menu from campaign train]
- Box 3 Citizens for Eisenhower Manual [manual, poster, brochure, sheet music for "I Like Ike"]
Eisenhower for President Research Service [weekly reports, 1952]
- Box 4 Correspondence (Letters Sent) & (Mason Rossiter Smith-PR) [correspondence, newsletters]
All File I, II, and III [fact papers]
- Box 5 Bandwagon [booklet, operations manual for 1954 election, design drawings for bandwagons]
- Box 7 Public Opinion Survey, Apr. 1954 [survey, letters, brochure]
- Box 11 Bandwagon Kits [newsletter, photo, press release, 1956 campaign]
Bandwagon No. 1 & 3 [report of operations, photos, operation manual]
- Box 12 Bandwagon... [ticket for rally at Madison Square Garden, brochure]
Campaign Materials.. ["Campaign Facts" brochure; ad for Ike buttons for sale]
Campaign Songs [sheet music for songs re Ike and Mamie]
- Box 14 Advance [newsletter, 1956]
Campaign Activities Manual
Organization Manual
Press Releases
Women's Activities, National Citizens for Eisenhower [newsletter, The Crusader]
- Box 15 Youth for Eisenhower ["Fashions for Ike" program, poster for youth hoedown, college manual]
Youth, Bandwagon [newsletter]

VII. Young and Rubicam, Inc.: Records of Citizens for Eisenhower, 1952-1961

- Box 1 Organization Chart for Citizens for Eisenhower
Art Work [photos of Ike posters]
Distribution (publications) [booklets, poster, brochures]
- Box 2 Eisenhower Material, 1952 (1)(2) [brochures, booklets, magazine]
Layouts Made by Artists...[sketches of possible ads]
Newspaper Ad Proofs...(1)
News Releases...1952
- Box 3 Newspaper Ad Proofs (2)(3)
Opinion Polls

- Box 4 Reports of Research Division, Citizens for Eisenhower, 1952
- Box 4-5 The Texas Steal (1)-(3) [ads, posters, booklet]
- Box 5 1952 Political Notebook [graphs, charts]
Campaign Facts [1956 campaign]
Campaign Material...[brochures, handouts, newsletters]
Campaign Publications (1)-(3) [brochures, booklets, ads, newsletters]
- Box 6 Citizens for Eisenhower TV Script, 1956
Eisenhower Campaign Songs [sheet music]
Several Program Ideas [schedule for TV]
National Citizens for Eisenhower, Summary Report, 1952
Proposals, 1956 Campaign (1)(2)
- Box 7 Speech Kit....
Talent.....(1956) [cartoon or slide show ?]
- Box 8 Transcript, TV Program, Four More Years, Citizens for Eisenhower, 1956
TV Scripts, 1956 campaign (1)(2)
1954 Republican Speakers Card Kit [cards with DDE quotes]