LARMON, SIGURD S. (OH-218) 92 pages PRCQ (M)


Interview #1. Personal background. First acquaintance with DDE when DDE was at Columbia University. The 1952 Presidential campaign: Bill Robinson’s efforts to persuade DDE to run; working with Citizens for Eisenhower; Larmon’s advertising staff working on the media campaign; DDE’s devotion to duty as an influence on his decision to run; battle over which slates of delegates to seat at the Republican national convention; DDE opening the campaign in Abilene; DDE’s television speeches; selection of a Vice-Presidential running mate. Comments on DDE speeches for Richard Nixon in the 1960 Presidential campaign.


[Columbia Oral History Project Interviews by John T. Mason, Jr., 1970]