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MASTERSON, CHARLES F.: Records, 1953-56

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SCOPE AND CONTENT NOTE

Shortly after the Eisenhower administration became settled in the White House, there appeared the need to keep the public informed of the current policies, accomplishments and goals of the President and his administration. Thus, shortly after Inauguration Day, Val Peterson (former Governor of Nebraska) was appointed to a position as an Administrative Assistant to the President. He was to act as Presidential liaison with the various cabinet departments and independent agencies. Upon his leaving in March of that same year to assume the post of Administrator of the Federal Civil Defense Administration, Walter Williams and his (acting) special assistant, Stanley M. Rumbough, Jr. assumed the task of liaison between the White House, the cabinet departments and independent agencies. Walter Williams (then Under Secretary of Commerce), originally brought into the White House to establish a system of nationwide economic reporters, resumed his duties at the Commerce Department in late 1953. In September of 1953, his position was filled by Charles F. Masterson, a former associate of Rumbough and Charlie Willis-having worked with them in the National Citizens for Eisenhower organization in the 1952 campaign.

Masterson, prior to joining the White House staff, had been in the public relations business in New York City and before that a college professor (English, History and Public Speaking at Long Island University and Pace College in New York). Dr. Masterson was a man of varied talents. For ten years, he was ranked among the top 25 tennis players in the United States, his highest ranking being 14. He is the author of two books on world history and a book on golf for beginners.

During the period in which Dr. Masterson worked on the White House Staff, the Executive Branch Liaison Office (of which he was a member) performed three major functions. First, it acted as the liaison between the White House, Cabinet departments and the independent agencies. To accomplish this, Masterson and Rumbough brought about the production of "Fact" Papers. These fact papers were issued weekly. These papers were meant to acquaint members of the Eisenhower "team" (including ambassadors) with information on current administration problems, pronouncements and goals, in brief, legible form. "Fact" Papers were duplicated and sent throughout the country by the Young Republicans, the Women's Division of the Republican National Committee and members of the Republican Congressional Committee (who, in turn, sent them to GOP congressmen for use in speeches and newsletters). As of January 1955, actual circulation of the "Fact" Papers had reached 100,000. Spokesmen for the administration were urged to use the "Fact" Papers as a ready reference in their speeches and other contacts with the public.

The second function was that of liaison between the White House and the Republican National Committee. The Executive Branch Liaison Office provided "Fact" Papers for its distribution and for use as copy in its publication (newsletter) Straight From the Shoulder.

The third function of this office was not as a speakers' bureau, but as a speakers' coordination center, i.e. it organized and established a system for using speakers' bureaus throughout the Executive Branch. This procedure helped greatly to relax the strained national-state party

relations.

Aside from the fore-mentioned duties, Dr. Masterson also helped to draft speeches and correspondence for various members of the White House Staff (such as Sherman Adams, a Bernard Shanley, Frank Leahy, Governor Pyle and Fred Seaton). He infrequently drafted speeches for use by the President. Dr. Masterson resigned from the staff of the Executive Branch Liaison Office on November 28, 1956, returning, in association with Stanley Rumbough, Jr., to a public relations office in New York City.

(Under Governor Pyle--of Arizona--the activities of the Executive Branch Liaison Office increased considerably. Governor Pyle assumed a position with the Executive Branch Liaison Office on February 1, 1955. A press release issued at the time stated that as a former governor, he would deal more particularly with federal programs of the departments and agencies which affect the various states, and would serve as the President's representative in helping to coordinate programs between the federal and state governments. In connection with these increased responsibilities, Governor Pyle was "welcomed in all quarters. He is attending cabinet meetings, meetings with Congressional leaders and all top secret gatherings. Jim Hagerty invited him to the last minute briefing of the President prior to the press conference.")

The records described in this shelf list are composed of the official files of Charles F. Masterson (plus a folder of letters addressed to Walter Williams), accumulated while he was employed in the Executive Branch Liaison Office (September 14, 1953-November 28, 1956). The records are organized on a subject basis--consisting mainly of Senate Majority memos, reports of meetings, inter-White House memos, agencies' press releases, copies of speeches, drafts of "Fact" Papers and newspaper and magazine clippings. A segment in the middle of the files is composed principally of copies of outgoing correspondence (of a general nature). This segment is arranged alphabetically by name of addressee and chronologically within that order.

CONTAINER LIST

<u>Box No.</u>	<u>Contents</u>
1	<p>Record of 83rd Congress [Newspaper clippings, Republican National Committee booklets and memos giving weekly coverage of Congress, and Senate majority memos]</p> <p>Operation Candor [Program to show public we live in an age of constant peril]</p> <p>Geneva [Newspaper clippings re Administration's position at Geneva in 1954]</p> <p>S of U Message 1953 (State of the Union) [incomplete press copy]</p> <p>S of U Message 1954 (State of the Union) [Mimeographed copies of speech as actually delivered. Also news clippings re speech]</p> <p>Withdrawal of Troops [News clippings dealing with the withdrawal of two divisions from Korea in 1953]</p> <p>Walter Williams Speeches [Dept. of Commerce press release copies, 10/1/53-1/19/54]</p> <p>Legislative Program 1954 [Clippings and progress reports on President's and cabinet departments' legislative recommendations]</p> <p>1954 Elections [Newspaper and magazine clippings, March, 1954 political poll; and Republican Speaker's card kit]</p> <p>Governors' Conference [1953-1954]</p>
2	<p>Good News [Report of Commerce Department re Growth of U. S. Economy, April - July 1954]</p> <p>Inter-American Conference [Caracas, March 1954]</p> <p>Book Burning [Policy Statement re USIA Libraries and book program]</p> <p>Big Four Meeting [Berlin-February, 1954]</p> <p>The A P Log [Ten best news stories of 1953]</p> <p>Bermuda [December 4-7, 1953]</p>

- Civil Service (1)(2) [Press releases of commission, May 28, 1953-October 29, 1954]
- Eisenhower Speeches (1)(2) [February, 1953-May 15, 1954]
- 3 Eisenhower Speeches (3)-(7) [May 20-December 17, 1954]
- Commissions [Major study and advisory commissions, committees and bipartisan boards in existence, re-activated or launched during first two years of Eisenhower Administration]
- Suggested Speeches and Senate Majority Memos-Prepared by Senate Majority Policy Committee-Republican (loose material) [Memos re Senate's voting record in 83rd Congress]
- 4 Suggested Speeches and Senate Majority Memos-Prepared by Senate Majority Policy Committee-Republican (loose material) [Suggested speeches cover period April-August 1954] (1)-(5)
- 5 Suggested Speeches and Senate Majority Memos-Prepared by Senate Majority Policy Committee-Republican (loose material) [Cover period February-September, 1954]
- Not in folders-Loose in Box:
- [Administration-Mid-Term Reports-Newspaper Clippings-October 1954-New York Herald Tribune Series by Administration officials]
- [Accomplishments (Republican Congressional Committee)-materials for use in California campaign-1954, and Departmental drafts of administrative and legislative accomplishments]
- Administrative Achievements (National Republican Congressional Committee)
[Covers period January 1953-August 1954]
- [Interim Speech Material (two copies) First session of 83rd Congress]
- 6 Accomplishments (1)-(3) [News clippings, Senate majority memos, Republican National Committee campaign materials and 1954 speech kit booklet]
- Senate Majority Memo [empty]

- C F M [Personal correspondence, 1953-1956]
- C F M Speeches [February 23, 1956-May 6, 1956]
- 7 Chronological 1953-56 (Five Folders) [Copies of outgoing correspondence dealing with Executive Branch Liaison Office affairs]
- Applications for Employment [On staff of Executive Branch Liaison Office]
- A-J [Copies of general correspondence of Charles F. Masterson and Governor Pyle]
- 8 K-R [Copies of general correspondence of Charles F. Masterson and Governor Pyle]
- Red Cross [Correspondence re Red Cross drive at the White House]
- S [Copies of General correspondence of Charles F. Masterson and Governor Pyle]
- “Straight from the Shoulder” Correspondence [Also, liaison reports between Executive Branch Liaison Office and staff of Straight From the Shoulder]
- T [Copies of general correspondence of Charles F. Masterson and Governor Pyle]
- W [Copies of general correspondence of Charles F. Masterson and Governor Pyle]
- White House 1953-54, 1955, 1956 (3 folders) [Inter-office memos, drafts of possible speeches and memos pertaining to possible copy for use in fact papers]
- X Y Z [Copies of general correspondence of Charles F. Masterson and Governor Pyle]
- 9 Projects to be completed [By Jan. 1957. List of postal facilities, by state, being built or enlarged]
- (Federal Employee Security Program, Envelope) [Press releases re agency operations under Federal Employees’ Security Program-1955. Also, statement of Philip Young before Senate Post Office and Civil Service Committee, 1954]
- Monday Morning Meeting [Memos of 3/2/55-8/5/55]
- Finance Committee of Republican State Comm. May 23, 1955 Washington, D. C.
T.V. Show [Relate to show “Kicking Off” 1956 campaign]

Suggested Speech on GOP Achievements and Need for a GOP Congress, 8/30/55.
[Prepared by staff of Senate Republican Policy Committee]

Pyle, Masterson, Guylay, Humphreys [Memos of liaison meetings between Executive Branch Liaison Office and Republican National Committee, May-June, 1955]

Public Relations Men [Memos re meetings between Exec. Branch Liaison Office, Republican National Committee and public relations men]

Letters to the Editor [Copies of letters sent to newspapers, as part of a public relations program of Republican party]

School Construction [Health, Education and Welfare Department information on meeting need for construction of adequate educational facilities, 1955]

President's Speeches - All people [mostly press copies, 1953-1956]

President's Speeches - Future(?) of America [Press copies, 1953-55]

10 Comments on Wall Street Journal and New York Times Articles [Letters congratulating Walter Williams on his new White House position, August-September, 1953]

Foreign Economic Policy [Drafts of proposed Fact Papers on Foreign Economic Policies. Also memos and newspaper clippings on same, 1954]

Savings Bonds [Drafts of messages to White House personnel relating to 1955 Savings Bond Drive. Also, a list of White House Office personnel, 1955]

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