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GUYLAY

**GUYLAY, L. RICHARD**

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**PRCQ**

Public relations director of Senator Taft's campaign for the presidential nomination, 1952; public relations director for the Republican National Committee (RNC), 1955-1956.

DESCRIPTION: Interview #1: Serving as public relations director of Robert Taft's senatorial campaign in 1950 and coining Taft's title as Mr. Republican; as Taft's public relations director in 1952; Taft's confidence in victory; his entry into primaries; the suggested compromise on Texas delegates.

Interview #2: The 1952 Republican National Convention; impact of the "Texas Steal" and the "Fair Play Amendment"; DDE's visit to Taft immediately after winning the nomination; DDE and the "Eastern Establishment"; Taft's disappointment at not being nominated; comments about the DDE-Taft meeting at Morningside Heights.

Interview #3: Observation on the friendship that developed between DDE and Taft; public relations work for the RNC in the Congressional elections of 1954; DDE as a campaigner; DDE's desire to encourage young people in the Republican party; DDE's support of Richard Nixon in the 1960 Presidential campaign; party patronage positions in the DDE administration; service as public relations director of the RNC, 1955-56; detailed description of the various activities he directed: research department, speaker's bureau, news bureau, production division, media division, party publications, advertising department; his and RNC chairman Len Hall's relationship with the Democratic National Committee; major reasons for DDE's victory in 1956.

[Columbia University Oral History Project, interviews by Ed Edwin, 1967]